



WP 6: The case of Denmark - or from cool cash to 'warm bodies'?

Stine Haakonsson, CBS
Belo Horizonte workshop
May 2011

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Methodology remarks WP6

- Survey on GINs' in an industry with very few MNCs and many SMEs
- A story of push factors (?!)
- Integrated case study:
 - firm1 (4 interviews: 2 in company and 2 in network)
 - firm2 (x interview on current take-over in SA)



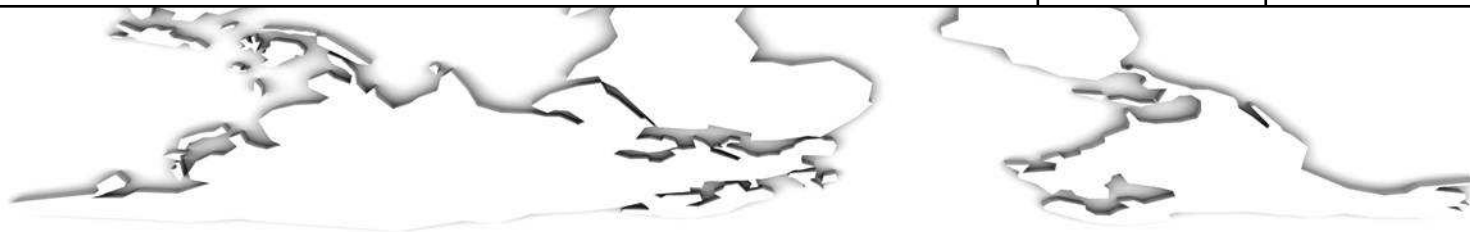


Denmark as country of origin

- Agro-food contributes with approx. 9 % of GDP, 20% of export value

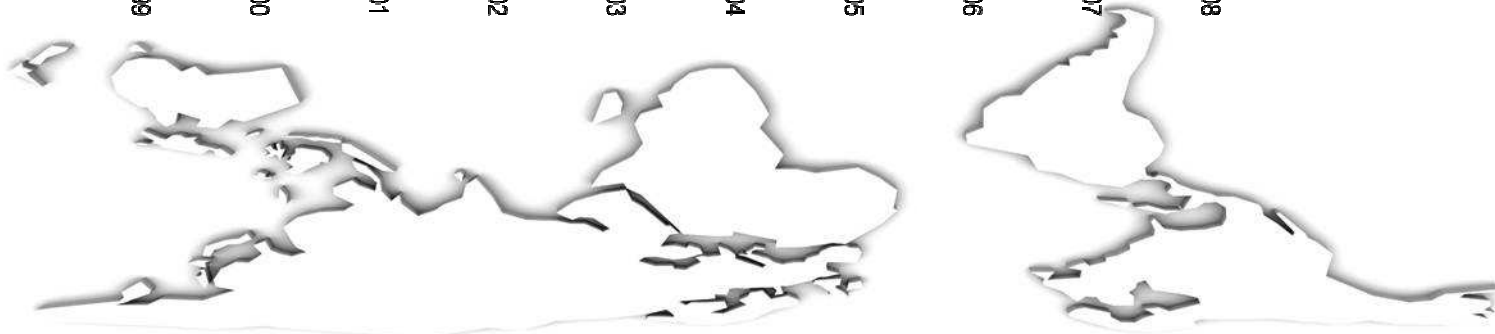
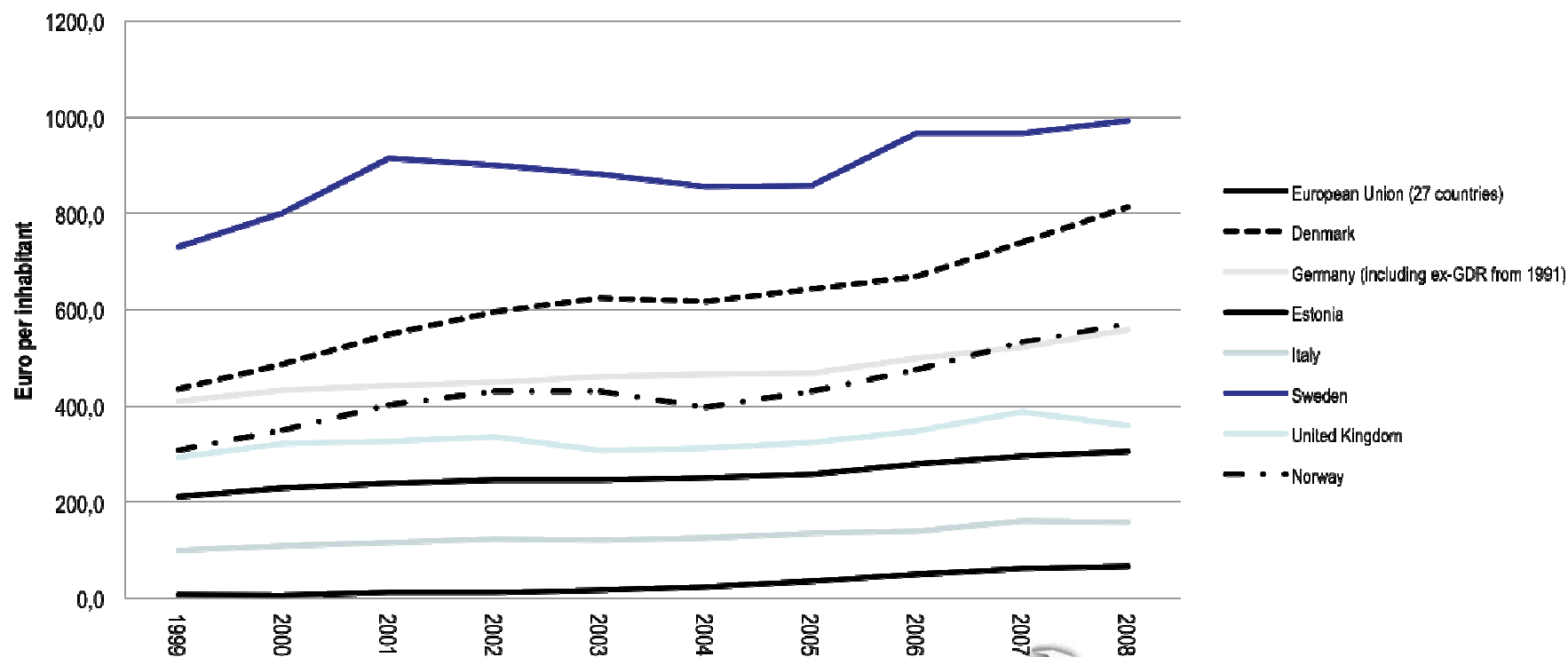
Year	Companies (R&D)	People in R&D	R&D expenses (DKK billion)
2008	246	2230	2067
2007	246	2172	1610

Enabler	EU27	Denmark
Tertiary education (per 100 pop aged 25-64)	24.3	34.5
Life-long learning (enrolled per 100 pop aged 25-64)	9.6	30.2



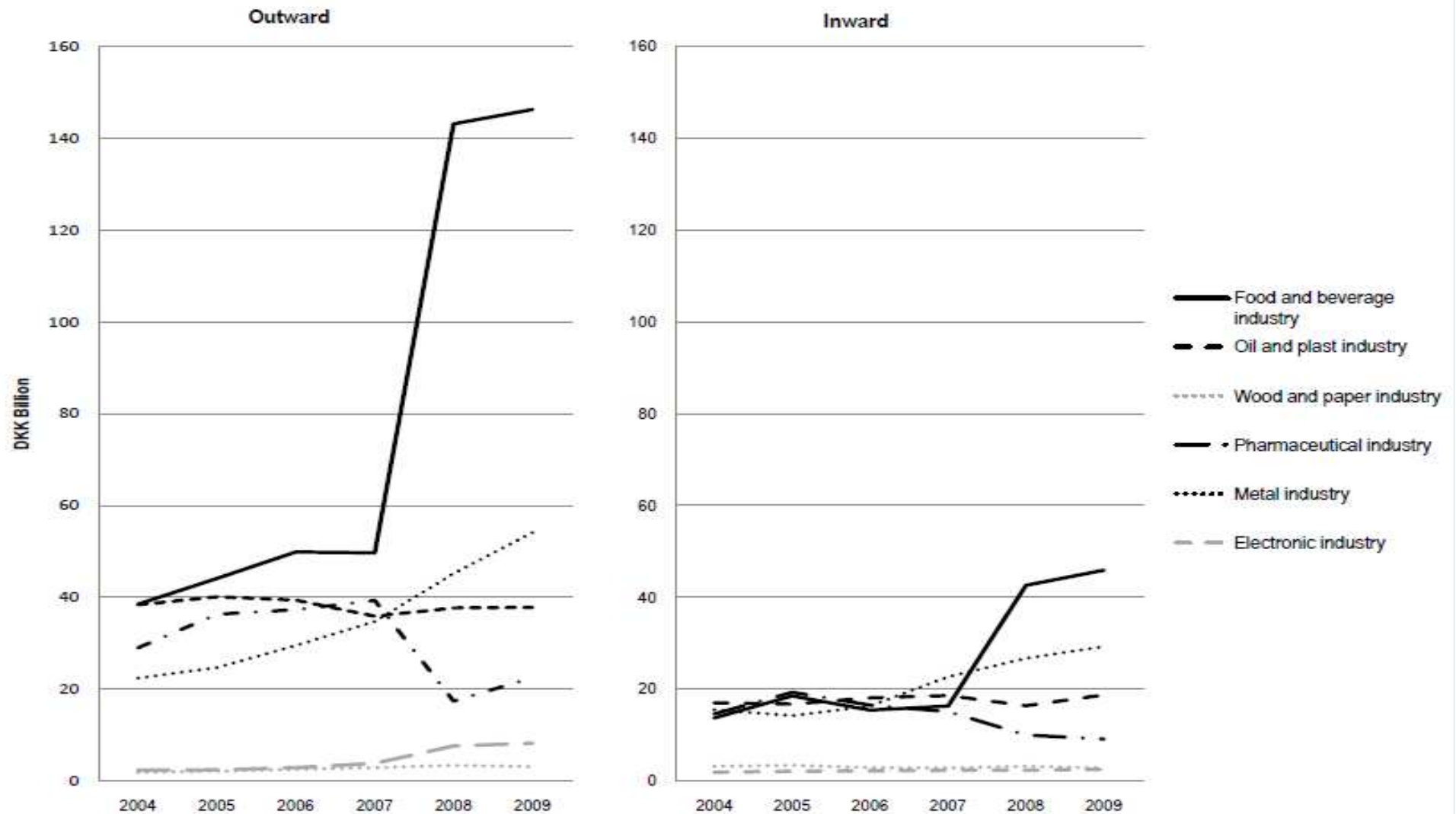


Innov: R&D Spending per capita





Internationalisation





firm1

- Terminology of exploitation and exploration (augmenting) as push-factors
- D history: from cooperative sugar producer to high (bio-)tech company
- In every second ice cream in the world, etc.

'Within our niche we are the leaders in the global market. Even though we are not a 'mega' company in terms of employees or market we are a leading company within our specialized areas'





firm2 I

- SA as an entry point into the African market – currently with highest growth (but 3% of D market)
- Location attractiveness of SA:FDI magnet - also in food, counter seasonality to Europe and local market
- Exploitation/augmenting into tastes and textures in African market + new types of yeast (and other): take over of a small local research unit:

'Generally, the raw materials for food in South Africa are of a very different standard than what we usually deal with which is a huge challenge. However, our customers are moving to South Africa and we want to follow with some local solutions to the problems they face there...'





firm2 II

- SA location Gauteng supplies 50 countries in SSA
- Limited availability of skilled labour and no innovation
- Cape Town company take-over in 2007 with new processes of testing application of enzymes in new products or new materials (24 hrs)
- Researchers/specialists: from 13 (2000) to 78 (2010)





Conclusion: from cool cash to warm bodies?

- No: too more cool cash... and some additional knowledge
- But: tapping into knowledge about the SSA market which is not available elsewhere
- Plans of bringing innovation to HQ – yet to happen





Thanks for your attention/questions

Stine Haakonsson
Sh.dbp@cbs.dk

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