How can Denmark become an even more attractive career destination for international talents?

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Talent value proposition

Denmark and Copenhagen excel in growing, attracting and retaining talent

One-stop-shop International Citizen Service to ease entry

Denmark among the most innovative countries in the world

Danish business culture ranked easiest in the world

Well-educated population with excellent English language skills

World champion in UN Sustainable Development Goals

World–leading in digitalization – E-government and banking

Online tax system and hotline for international employees

Favorable expert taxation scheme

Copenhagen among most important tech cities in Europe

Least corrupt country in the world

Copenhagen is the most livable city in Europe

Denmark has the best work-life balance

Great welcoming services and network for employees and accompanying family

International schools and daycare

Attractive work culture with tradition for flat hierarchy and co-decision making

Danes are among the happiest people in the world

Trust is a cornerstone of Danish culture & business culture

A nation of cyclists

One of the safest countries in the world

Focus on green transition and healthy lifestyle

Top-ranking infrastructure and connectivity
New analysis: Denmark benefits from highly educated foreigners

• On average, highly educated foreigners contribute with **DKK 140,000** a year to the public finances.

• Highly educated foreigners on the expert taxation scheme contribute with **DKK 181,000** a year to the public finances.
Lack of legislative coherency

- Complex rules
- Access schemes tightened
  - Green Card scheme abolished
  - Pay limit increased to DKK 427.000
  - Salary payment to Danish bank account
- Expert taxation scheme prolonged
- Focus on simplifying rules and removing administrative barriers
  - More flexibility in the fast track scheme
  - Intensified effort to help companies avoid illegal labor
Getting the basics right

Political agreement:

“More qualified foreign labor: It must be ensured that companies and welfare institutions with a specific shortage of labor at minimum skilled level quickly and unbureaucratically can attract qualified foreign labor.”

- **More flexible access schemes:** Removal of Danish bank account requirement, better conditions for short term stays, fast-track for start-ups, lower salary requirement, extended positive list

- **Less bureaucracy upon arrival:** It needs to be easier and quicker to get CPR, tax card, NemID, Danish bank account etc.

- **Better welcoming and conditions for retaining talents:** Political prioritized International Citizen Service, guidance on jobs for spouses, more international schools offerings, more public information in English, remove user fee on Danish tuition

- **Less taxation bureaucracy:** 9 recommendations on di.dk
Strategic investment in talent attraction

- Collaboration between businesses, authorities, organizations and universities to brand Denmark as a career destination
- Strategic partnerships in strong knowledge environments
- DKK 59 million assigned to attract, welcome and retain qualified international labor to Denmark
- Ambitious, long term initiatives with broad support and substantial impact
- Great potential in leveraging Danish areas of strength – sustainability as a talent magnet
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