



Danish Business Delegation to Turkey

headed by His Royal Highness Prince Joachim
Prince of the Kingdom of Denmark

Ankara, 19 - 20 April 2004
Istanbul, 21 - 22 April 2004

Foreword by H.R.H. Prince Joachim Prince of the Kingdom of Denmark

H.R.H. Prince Joachim
Prince of the Kingdom
of Denmark

Trade has been and will continue to be vital to both the economies of the Kingdom of Denmark, and the Republic of Turkey. Since the times of the Vikings, who were the first Danes to reach Constantinople (Istanbul), Danes have been travelling around the world and trade has been an important part of their activities. Turks also have proud trading traditions since ancient times. The end of the Silk Road in Bursa is clear evidence hereof.

Trade between our two countries can be dated centuries back. In 1756 Denmark and The Ottoman Empire signed a treaty on commerce and friendship, which paved the way for closer ties – both human and commercial – between our two people. And trade and friendship has been flourishing since then. Numerous Danes have over the years been warmly welcomed in Turkey. One of the more illustrious visitors was Hans Christian Andersen who in 1840-41 during one of his travels through Europe also reached Istanbul. In “A Poet’s Bazaar” he describes the bustling activity in the city, all the merchandise being sold in the streets and the warm hospitality with which the inhabitants of Istanbul received him.

It is therefore with great enthusiasm that the Danish business delegation has been looking forward to this visit to Turkey. The purpose is to establish new and strengthen already existing trade relations between our two countries. It is, however, also our objective to meet the Turkish people, learn about their life and experience the vibrant business environment of Turkey as well as to get a firsthand impression of the important results of the on-going reform process.

The Danish business delegation will focus mainly on the fields of energy, environment, health, and the medical industry. We will present Danish achievements in these sectors and through dialogue with Turkish authorities and business people - try to identify new areas of cooperation that will benefit both our nations. We are very grateful for the kind assistance of the Turkish authorities in arranging this visit.

I am confident that my visit together with this important business delegation will further strengthen the ties between the Kingdom of Denmark and the Republic of Turkey.



Copenhagen, April 2004

Joachim

Prince of the Kingdom of Denmark



Danimarka Prensi Majesteleri Joachim'ın Önsözü

Ticaret hem Danimarka Kraliyetinin hem de Türkiye Cumhuriyetinin ekonomileri açısından her zaman hayati olmuştur ve böyle olmaya da devam edecektir. Constantinople'a (İstanbul'a) ilk ulaşan Danimarkalılar olan Viking'ler zamanından bu yana Danimarkalılar dünyanın dört bir tarafını dolaşmış ve faaliyetlerinin önemli bir bölümünü de ticaret oluşturmuştur. Türklerin de ilk çağlardan beri devam etmekte olan gurur duydukları bir ticaret gelenekleri vardır. İpek Yolu'nun Bursa'daki son bulması bu hususun kesin bir kanıtıdır.

Ülkelerimiz arasındaki ticaret yüzyıllarca geriye dayanmaktadır. 1756'da Danimarka ve Osmanlı İmparatorluğu arasında bir ticaret ve dostluk anlaşması imzalanmış ve böylece halklarımız arasında hem insani hem de ticari açıdan daha yakın bağların oluşmasına yol açılmıştır. O zamandan beri de dostluk ve ticaret gelişmektedir. Yıllar boyunca çok sayıda Danimarkalı Türkiye'de çok sıcak karşılanmıştır. Bu ziyaretçilerin önemli bir örneği, Avrupa'da yaptığı seyahatlerden birinde, 1840-41 yıllarında İstanbul'a gelen Hans Christian Andersen'dir. "Bir Şairin Çarşısı" adlı eserinde şehirdeki telaşlı faaliyet ve koşuşmayı, sokaklarda satılanları ve İstanbul halkının gösterdiği sıcak misafirperverliği anlatmaktadır.

Bu nedenlerle Danimarka iş heyeti Türkiye'ye yapılacak bu ziyareti büyük bir hevesle beklemekteydi. Amacımız ülkelerimiz arasındaki yeni ticari ilişkiler kurmak ve halen mevcut olanları daha da güçlendirmektir. Ancak, Türklerle tanışmak, onların hayat tarzı, Türkiye'deki canlı iş ortamı ve devam eden reform süreci hakkında ilk elden bilgi edinmek de amaçlarımız arasındadır.

Danimarka iş heyeti özellikle enerji, çevre, sağlık, ve tıbbi sanayi alanlarına odaklanacaktır. Bu sektörlerde Danimarka'nın başarı ile yaptıklarını sunacağız ve Türk makamları ve iş adamları ile kurulacak diyalog yolu ile de hem Türk hem de Danimarka uluslarının yararlanabileceği yeni işbirliği alanları oluşturmaya çalışacağız. Bu ziyaretin hazırlanmasında Türk makamlarının nazik yardımlarına müteşekkirimiz.

Bu önemli iş heyeti ile birlikte yapmış olduğum bu ziyaretin Danimarka Kraliyeti ile Türkiye Cumhuriyeti arasındaki bağları daha da güçlendireceğine kuvvetle inanıyorum.

Kopenhag, Nisan 2004

Joachim

Danimarka Kraliyeti Prensi

Foreword by H.E. Mr Christian Hoppe Ambassador of the Kingdom of Denmark

H.E. Mr Christian Hoppe
Ambassador

In recent years, Danish-Turkish trade relations have grown considerably. In 2002 Danish exports to Turkey rose to USD 291 million and Danish imports from Turkey to USD 325 million. In 2003, we witnessed a further increase. However, there is ample scope for improvement if the huge potential in bilateral trade is to be tapped.

In order to pave the way for closer commercial ties between our countries, Denmark has organized a number of promotions in Turkey in the last 5 years. Two of the major events were official business delegation visits which took place in 1999 and in 2001. Both these events attracted a lot of Danish and Turkish companies serious in enhancing co-operation.

The level of participation in this third business delegation visit demonstrates that Danish companies see great opportunities in the Turkish market both in the short and long term. The Danish companies participating in this promotion are all internationally renowned for their expertise and know-how and have a lot to offer in terms of products and services within their respective sectors ranging from industrial equipment, renewable energy, pharmaceuticals, food processing machinery, shipping and logistics to consumer goods.

With the perspective of future EU-membership of Turkey, the trend towards ever increasing economic interaction will be even further strengthened. The participation of His Royal Highness Prince Joachim of Denmark as head of the Danish business delegation emphasizes the good relations in all fields between Denmark and the Republic of Turkey.

I feel confident that the visit of Danish Business delegation to Ankara and Istanbul will lead to many new and mutually beneficial business contacts between our two countries thus enabling us to achieve our common goal of expanding our bilateral trade and co-operation.



Christian Hoppe
Ambassador



Christian Hoppe Danimarka Kraliyeti Büyükelçisi'nin Önsözü

Son yıllarda Danimarka ile Türkiye arasındaki ticari ilişkiler büyük ölçüde gelişmiştir. 2002 yılında Danimarka'nın Türkiye'ye olan ihracatı 291 milyon ABD Dolarına ve Türkiye'den ithalatı da 325 milyon ABD Dolarına çıkmıştır. 2003 yılında ise bunun daha da arttığına tanık olduk. Ancak ikili ticari ilişkilerde mevcut olan muazzam potansiyelin harekete geçirilmesi halinde bu miktarların daha çok artması mümkündür.

Ülkelerimiz arasındaki ticari ilişkileri daha da yakınlaştırmak üzere Danimarka son 5 yıl boyunca Türkiye'de bir dizi ticari faaliyetler düzenlemiştir. Bunlardan belli başlı iki tanesi 1999 ve 2001 yıllarında yer alan resmi ticaret heyetlerinin ziyaretleridir. Her iki faaliyet de işbirliğini arttırma konusunda ciddiyetlerini sergileyen Danimarka ve Türk şirketlerinin ilgi odağı olmuştur.

Bu üçüncü ticaret heyetinin ziyaretine katılım düzeyi Danimarkalı şirketlerin hem kısa hem de uzun vadede Türkiye pazarında gördükleri büyük imkanların bir göstergesidir. Bu promosyonda yer alan Danimarka şirketleri uzmanlık alanları ve 'know-how' açısından uluslar arası ün yapmış olup sanayi ekipmanlarından, yenilenebilir enerji, farmasötik maddeler, gıda işleme makineleri, nakliye ve lojistik ve tüketici mallarına kadar çok geniş bir yelpazede kendi alanlarında ürün ve hizmet sunma imkanına sahiptirler.

Türkiye'nin ilerideki AB üyeliği perspektif açısından da, devamlı artma eğilimindeki ekonomik etkileşim daha da güçlenecektir. Danimarka iş heyetinin başında Majesteleri Danimarka Prensi Joachim'ın bulunması da Danimarka ile Türkiye Cumhuriyeti arasında her alanda mevcut iyi ilişkileri vurgulamaktadır.

Danimarka İş Heyetinin Ankara ve İstanbul'u ziyaretlerinin ülkelerimiz arasında pek çok yeni ve her iki taraf içinde yararlı ilişkilerinin kurulmasına ve böylece ortak amacımız olan ikili ticaret ve işbirliğinin genişletilmesine yol açacağına olan güvenim sonsuzdur.

Christian Hoppe
Büyükelçi

Participators

Danish Trade Council	8
Royal Danish Embassy / Trade Commission of Denmark	9
Danish Energy Authority	10
Confederation of Danish Industries	11
Danish Chamber of Commerce	12
Aalborg Engineering A/S	13
Brüel & Kjaer Sound & Vibration Measurement	14
Carl Bro a s	15
Danfoss Otomasyon ve Kontrol Ürünleri Tic. Ltd. Sti.	16
Danfoss Otomasyon DEVI Division	17
DCS Group	18
Eksport Kredit Fonden	19
Ginge-Kerr Danmark A/S	20
Gram Equipment A/S	21
Grundfos DK A/S	22
HC Etiketter A/S / HC Labels Ltd.	23
The Industrialization Fund for Developing Countries (IFU)	24
Kjaer&Kjaer A/S	25
KVIST Møbler A/S	26
H. Lundbeck A/S	27
Maersk Denizcilik A.S.	28
Microsoft A/S	29
Nordcoll A/S	30
NORDEA	31
Novo Nordisk A/S	32
Teleservice International A/S	33
Haldor Topsøe A/S	34
Turk Tuborg	35
Vestas Wind Systems A/S	36
Z-Company	37
Facts about Denmark	38-39
Notes	40



Danish Trade Council



The Danish Trade Council in the Royal Danish Ministry of Foreign Affairs constantly strives to be the partner preferred by enterprises in international trade and investment activities.

Abroad you will find our commercial staff posted at the Danish Embassies, Consulates and Trade Offices. We have commercial staff working out of more than 100 representations in 86 countries and we are hence able to assist Danish companies on the most important markets world-wide.

The heads of mission and staff at our Embassies, Consulates and

Trade Offices will be able to assist you in identifying Danish suppliers of goods and services and they may furnish you with all details of Danish companies.

At www.danishexporters.dk or at our offices abroad you can also get access to the trade directory "Danish Exporters" which is a strong tool when you are looking for potential Danish partners. Publications introducing Denmark and Danish industry from a general point of view are also available.

Please contact our Embassy in Ankara or our Trade Commission in Istanbul for further information about Danish industry and details of Danish exporters.

You may also visit our home page at www.exportraadet.dk or www.investindk.com concerning direct investments in Denmark.

Danish Trade Council
Royal Danish Ministry of Foreign Affairs
 Asiatisk Plads 2
 1448 Copenhagen K
 Denmark
 Tel.: +45 3392 0000
 Fax: +45 3254 0533
www.exportraadet.dk



Ms Anne Steffensen
Head of Department



Mr Steven Foster
Minister Counsellor



Royal Danish Embassy Trade Commission of Denmark

The Royal Danish Embassy and the Trade Commission of Denmark in Turkey have the aim of developing and strengthening economic and commercial ties between Turkish and Danish companies and organizations.



With this aim in mind we are very pleased to note the impressive group of Danish organizations and companies visiting Turkey, with His Royal Highness Prince Joachim of Denmark as head of delegation. Representatives from the Embassy and the Trade Commission will be present in the exhibition area and will be very happy to assist in 'connecting people'.

We are convinced that the contacts, which will be made during the event, will be of great importance in extending and deepening relations, not only between companies and organizations, but also between the two countries.

Royal Danish Embassy
Kirlangic Sokak 42
TR-06700 Gazi Osman Pasa
Ankara
Turkey
Tel.: +90 312 468 7760
Fax: +90 312 468 4559
ankamb@um.dk
www.danimarka.org.tr

Trade Commission of Denmark
Meygede Sokak 2
TR-80810 Bebek
Istanbul
Turkey
Tel.: +90 212 359 1900
Fax: +90 212 359 1901
info@denmark.org.tr



H.E. Mr Chr. Hoppe
Ambassador



Mr Peter Clausen
Regional Coordinator



Mr Lars Rafn
Trade Commissioner



Mr Asif Parbst Amin
First Secretary



Mr Turgul Koculu
Trade Manager

The Danish Energy Authority



The Danish Energy Authority was established in 1976, and as of 27 November 2001 is an Authority under the Ministry of Economic and Business Affairs.

The Danish Energy Authority carries out tasks, nationally and internationally, in relation to the production, supply and consumption of energy. This means that the Authority is responsible for the whole chain of tasks linked to the production of energy and its transportation through pipelines to the stage where oil, natural gas, heat, electricity etc. are utilised for energy services by the consumer.

By establishing the correct framework and instruments in the field of energy, it is the task of the Danish Energy Authority to ensure security of supply and the responsible development of energy in Denmark from the perspectives of the economy, the environment and security.

It is the task of the Danish Energy Authority to advise the minister, to assist other authorities, to administer Danish energy legislation and to conduct analyses and assessments of the development in the field of energy, nationally and internationally.



Headquarters of the Danish Energy Authority

Danish Energy Authority
Energy Efficiency and Economics
 Amaliegade 44
 1256 Copenhagen K
 Denmark
 Tel.: +45 3392 6700
 Fax: +45 3311 4743
www.ens.dk



Mr Peter Helmer Steen
 Deputy Director General

Confederation of Danish Industries



The Confederation of Danish Industries is the central organisation of the Danish manufacturing industry. 6,200 manufacturing and service enterprises are members of the Confederation through the 70 affiliated employers' or branch organisations.

The Confederation of Danish Industries represents the member companies in collective bargaining with the Danish trade unions and promotes the political interests of business vis-à-vis Government, Parliament and local authorities, and on the international level.

The Confederation of Danish Industries offers a full range of services to member companies within the following areas:

- Export, marketing, conferences and seminars
- Market information
- Industrial and labor law
- Industrial disputes
- Business economics, analyses and statistics

Confederation of Danish Industries

**H.C. Andersens Boulevard 18
1787 København V
Denmark**

Tel.: +45 3377 3377

Fax: +45 3377 3300

di@di.dk

www.di.dk



Mr Johan Schroeder
Chairman



Mr Joergen K. Hansen
Deputy Director General



Mr Chr. Wittenkamp
Head of Advisory
Services



Ms Dorte Burin Moeller
International Market
Coordinator



Headquarters of the Confederation of Danish Industries in Copenhagen

Danish Chamber of Commerce



The Danish Chamber of Commerce is the main business organisation for trade, transport and service companies. It is a private organisation owned by its members. Membership is voluntary and the Chamber has approximately 11,000 member companies and 90 branch associations affiliated to the organisation.

The Danish Chamber of Commerce assists member companies in all matters relating to trade, transport, and service, including foreign trade, commercial legislation, business development, educational policies, business legislation, business policies, technology and the environment.

The Danish Chamber of Commerce is represented in all relevant councils and working groups that prepare and revise commercial legislation and through these the Chamber has access to hearings and is thus able to give direct advice to the government and other official organisations. Furthermore the Danish Chamber of Commerce acts as safeguard in connection with the member's interests in relation to the EU Commission and Danish authorities via direct negotiations with the involved parties.



As a result, the Chamber has built of a valuable network of direct contacts to politicians and other government representatives that are highly beneficial for our members.

Danish Chamber of Commerce
Borsen
 1217 Copenhagen K
 Denmark
 Tel.: +45 7013 1200
 Fax: +45 7013 1201
 mail@hts.dk
 www.hts.dk



Mr Claes Dalhoff
 Head of Division



Heat recovery boilers with customized engineering



In the city of Aalborg, Denmark, there is a strong tradition of boiler expertise. From this place it has for decades been possible for clients all around the world to get an individual and superior custom designed boiler solution.

It is our objective to apply this unique know-how and engineering capacity for servicing existing and new clients within the co-generation and power generation industry – including Turkey.

Regardless whether our clients are End users, Original Equipment Manufacturers or Contractors, it is our experience that full client satisfaction is achieved when boiler

solutions are optimized to their specific requirements and always based on high quality, high energy efficiency, high reliability and a safe operation. It is the aim of Aalborg Engineering to work together with clients in order to develop overall profitable technical solutions and which can serve as good examples of how “Highly energy efficient heat recovery solutions pays back”.

In addition to the custom designed boilers, Aalborg Engineering offers design works for energy plants and with special emphasis on watertube steam boilers, heat recovery systems and their related systems.

Aalborg Engineering A/S
 Vesterbro 23
 P.O. Box 755
 9100 Aalborg
 Denmark
 Tel.: +45 9631 3950
 Fax: +45 9631 3951
 ae@aalborg-engineering.dk
 www.aalborg-engineering.dk

Nordic Energy Technology ApS
 Gül Solak 37, No.12
 Tarabya, Istanbul
 Turkey
 Tel.: +90 212 299 3332
 Fax: +90 212 262 9561
 s.kruse@nordic-energy.com
 www.nordic-energy.com



Mr Bent Have Johnsen
Sales Manager



Mr Soren Kruse
Manager
Nordic Energy
Tchecnology ApS

Noise management systems

Brüel & Kjær 

Brüel & Kjær – first in sound & vibration

With over 60 years of experience in the world of Sound and Vibration, the Brüel & Kjær name has become synonymous with innovative solutions, acoustic know-how, high precision and top quality. We develop, manufacture, market and service unique solutions to our customers worldwide. The wide Brüel & Kjær product line comprises the most comprehensive line of measuring solutions for the Environment, such as Sound Level Meters, Noise Calculation Software and Noise Monitoring Systems.

Environmental Noise Management Systems

Brüel & Kjær has been involved in environmental noise since the first sound level meter was launched in 1960. And since the world's very first permanent Airport Noise Monitoring System was installed at Toulouse Airport over 35 years ago, Brüel & Kjær has installed over 200 systems. Brüel & Kjær also has 10 years of experience within the field of Environmental Noise Calculation Software.



Brüel & Kjær's Environmental Noise Systems are totally flexible and expandable. They are available both as off-the-shelf components and can be customised exclusively towards your particular needs and budget. No matter which solutions you choose, they are dedicated to solving today's environmental noise management tasks, including the world's foremost environmental noise assessment standards & legislations.

Brüel & Kjær
Sound & Vibration Measurement A/S
 Skodsborgvej 307
 2850 Naerum
 Denmark
 Tel.: +45 7741 2000
 Fax: +45 7741 2015
 info@bksv.com
 www.bksv.com

Distributor:
PRO-PLAN
 Yeni Krizantem Sok. 78
 Ic Levent 80620
 Istanbul
 Turkey
 Tel.: +90 212 268 2574
 Fax: +90 212 264 6507
 proplan@proplan.com.tr
 www.proplan.com.tr



Mr Mogens Cramer
 Area Sales Manager



Mr Douglas Manvell
 Application Specialist



Mr Alper Akgül
 Sales Engineer
 PRO-PLAN

International consulting

Carl Bro Group is an international consulting company with a permanent staff of some 3,000 and working from 80 offices worldwide. The Group develops total solutions based on client requirements.

Our consulting services, which we have named Intelligent Solutions, range from the first strategic idea over implementation to finished solution.

Our consultants use multidisciplinary working methods, drawing on expertises from across the Group to create Intelligent Solutions. This means that in addition to solving the purely technical problems of a project they often provide other types of services, such as organisational, financial and training solutions.

Major expertise areas within

Carl Bro International include:

- Business Development
- Contract Management
- Financial Sector Development
- Education
- Energy
- Environmental Management
- Human Resources Development
- International Health
- Natural Resources Management
- Public Sector Management
- Urban and Rural Management
- Water and Sanitation
- Tourism

Ongoing activities in Turkey:

- Support to Basic Education Programme (EC-financed)
- Strengthening the Vocational Education & Training System (EC-financed)

Supplementary information

Further information about Carl Bro Group can be found in our annual accounts, which we will send upon request. This material can also be downloaded from www.carlbro.com

Carl Bro a/s
Granskoven 8
2600 Glostrup
Denmark
Tel.: +45 4348 6060
Fax: +45 4348 6660
cbg@carlbro.com
www.carlbro.com



Mr Paul van der Kam
Director





Mechanical and electronic components and controls



The Danfoss Group is a global enterprise and belongs to the leaders in research, development and production of mechanical and electronic components.

We have modern factories on four continents, sales companies and representatives all over the world and more than 17,000 employees worldwide.

Our products help heat and cool homes and offices, refrigerate food and control production lines. In short Danfoss is contributing to the conveniences of modern life as well as to a safer and cleaner environment.



Danfoss supplies a wide range of products for heating including products for automatic operation, control and monitoring of every level of heat supply from private homes to industrial buildings.

Examples of some of the products are room temperature controls for domestic and commercial applications, district heating substations as well as the automatic controls for them, central heating, hydronic balancing valves and motorized valves for HVAC field devices as well as floor heating.

Danfoss Drives meanwhile has invested years of research and development into making their HVAC drives smaller, faster, and cost effective. One of the main reasons why variable frequency drives are used in HVAC systems is to maximize energy savings.

Danfoss Otomasyon ve Kontrol Ürünleri Tic. Ltd. Şti.
Salih Tozan Sokak
Iyigün İş Merkezi No. 13, K:1
TR-80300 Gayrettepe, Istanbul
Turkey
Tel.: +90 212 356 6110
Fax: +90 212 356 6251
www.danfoss.com



Mr Hamdi Saraç
International Sales
Manager



Mr Ole Dalby
Business Area Manager



Mr Peter Vestergaard
Marketing Economist



Mr Yücel Gökhan
General Manager
Danfoss Turkey



Electrical floor heating & Ice and Snow melting systems

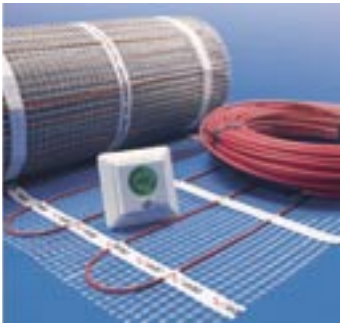
DEVI A/S - member of Danfoss Group and a world leading manufacturer and supplier of electrical floor heating system and defrosting system. DEVI is 60 years old experienced and reliable business partner.

Our product line includes:

Intelligent floor heating system

- for renovation or for new building projects, the total heating system or additional floor warming systems of any kinds of floor surfaces or any premises. DEVI system can be controlled centrally by single computer, as well as DEVI thermostats can be interconnected via built -in network facilities.

Ice & snow melting system - for roofs, gutters and down pipes or any traffic areas or walking areas. The system is fully automatic and control by electronic thermostats with digital sensors.



Pipe tracing - for temperature maintenance or frost protection of pipes. The cables can even be installed inside a water pipes.

Additional electrical heating solutions - for industry, antennas, craft, agriculture, leisure or football fields and much more...

DEVI floor heating is an exciting, competitive alternative to conventional form of heating and for outside areas is the only solution.

Electrical heating in it self is an environmentally conscious way to warm. As global market leader, DEVI's objective is to manufacture the best in the market but with no cost to nature. Consequently DEVI is both ISO 9001 quality - and ISO 14001 environment certified. All DEVI heating cables for both inside and outside installations are supplied with 10 -years guarantee.

Danfoss Otomasyon
DEVI Division
Salih Tozan Sokak
Iyigün Is Merkezi No. 13, K:2
TR-80300 Gayrettepe, Istanbul
Turkey
Tel.: +90 212 356 0850
Fax: +90 212 356 0914
www.devi.com



Mr Jurij Gabedov
Sales Director



Mr Yasar H. San
Marketing Manager



Mr Sükür Yavuz
Technical Manager

Turnkey solutions

DCS Group is a product, solution and service provider and a systems integrator offering turnkey systems on worldwide basis. Through its operating companies DCS Group offers one stop shopping solutions for containerized buildings, camps, camp equipment and services as well as camp management.



The concept is based on co-operation and alliances with strategic partners and suppliers.



The DCS Group includes 3 independent companies, Danish Camp Supply, Danish Container Supply and G3 Systems. The headquarters of Danish Camp Supply and Danish Container Supply are in Nr. Sundby, Denmark, and of G3 Systems is in Hertfordshire, north of London.

DCS Group
 Virkelyst 11
 9400 Nr. Sundby
 Denmark
 Tel.: +45 9819 1300
 Fax: +45 9819 0700
 je@dcsgroup.dk / st@dcsgroup.dk
 www.dcsgroup.dk

Danish Camp Supply Ltd.
 C/O Borusan Lojistik
 Atatürk Caddesi Kültür Mahallesi
 Mersin
 Apt Kat: 1, Daire 2, Mersin
 Turkey
 Tel.: +90 324 239 2175
 Fax: +90 324 239 2174
 pm@dcsgroup.dk
 www.dcsgroup.dk



Mr Jan Elstrup
Sales Manager



Mr Soeren Trads
Product Manager



Mr Peter Moeller
Regional Manager



Eksport Kredit Fonden - the Danish Export Credit Agency



Introducing the Danish Export Credit Agency - Eksport Kredit Fonden

The Danish export credit programme was established in 1922. Today, the programme is administered by Eksport Kredit Fonden (EKF).

EKF offers insurance cover for companies, financial institutions and others that take risks in connection with Danish export. Goods, capital goods, services and investments are covered by the guarantees, as are many risks not covered by private insurance. In most cases, like Turkey, EKF will cover both political and commercial risks in connection with credit periods of over one year.

It is EKF's aim to be our customers' professional insurance partner. Therefore, we will endeavour to continue to develop new products and services. Developments will be based upon a close dialogue with our customers. EKF's vision is to anticipate our customers' requirements by co-operating closely with them. This close co-operation will provide us with specific expertise in the individual customer's business area. Our ambition is to expand our network of international partners continuously in order to meet our customers' requirements.

Flexibility and innovation are important concepts for EKF. We are here to conquer our customers' problems and to make sure that their problems do not conquer them.

EKSPORT KREDIT FONDEN
Dahlerups Pakhus
Langelinie Allé 17
2100 Copenhagen
Denmark
Tel.: +45 3546 6100
Fax: +45 3546 6111
ekf@ekf.dk
www.ekf.dk



Mr Henrik G. Welch
Director



Mr Karsten Ipsen
Associate Director



Fire protection systems

With over 80 years experience within the industry, Ginge-Kerr has become one of the world's foremost fire protection companies. Specialising in the design, installation, commissioning, and maintenance of fire detection and extinguishing systems, the company safeguards lives, assets, and reputations across a variety of market sectors world-wide.

Ginge-Kerr engineers have gained valuable experience over many years through the successful execution of projects world-wide. Across the whole industrial and government spectrum from power stations and airports to petrochemical plants and military installations, the company will advise on the most appropriate solution to fire hazards.

Our main product Argonite is a gas blend of 50:50 mixture of Argon and Nitrogen, naturally gasses in the atmosphere. Argonite meets the challenge from both the Montreal and Kyoto protocol with no ozone depletion potential or global warming potential.

Argonite is tested and approved by regulatory bodies throughout the world and is effective against fires in almost all combustible materials and flammable liquids.

Ginge-Kerr Danmark A/S
Stamholmen 111
2650 Hvidovre
Denmark
Tel.: +45 36 77 11 31
Fax: +45 36 77 22 31
ginge@ginge-kerr.dk
www.ginge-kerr.com
www.argonite.com

Distributor:
Yanmar End Ve Tic AS
Sinanpasa Is Merkezi
K:5, D:513 Beksiktas
Istanbul
Turkey
Tel.: +90 212 258 31 20
Fax: +90 212 258 31 19
yanmar@tnn.net



Mr Erik Secher
Sales Manager

Ice cream “the way you like it” *Gram Equipment*

Gram Equipment cooperates with ice cream manufacturers all over the world to manufacture ice cream “the way you like it”.

Our product range is designed to serve both the small ice cream manufacturer and the large-scale industrial ice cream productions.

We have highly trained technicians all over the world to ensure the highest possible service level to our customers.

Our aim is to ensure that our customers can always respond to the rapidly changing demands of markets and consumers throughout the world.

Gram Equipment opens the door to profitable opportunities by

- matching the equipment to both present and future tasks
- building in maximum efficiency and flexibility right from the drawing board
- supplying new technologies, equipment and features that are easy to retrofit to existing equipment.



Gram Equipment technology ensures that ice cream manufacturers can satisfy consumers all over the world by providing them with attractive, tasty ice cream products.

Gram Equipment A/S
Aage Grams Vej 1
6500 Vojens
Denmark
Tel. +45 7320 1700
Fax +45 7320 1701
sales@gram-equipment.com
www.gram-equipment.com



Mr Martin Andreasen
Export Manager

Be > think > innovate

GRUNDFOS 



An annual production of approximately 10 million pump units makes Grundfos one of the world's leading pump manufacturers. Grundfos is represented by sales companies in all parts of the world, and in addition, local distributors in a number of countries also sell Grundfos pumps.

The Grundfos Group is a private company owned by the Poul Due Jensen Foundation.

Grundfos' effective and reliable pumps provide water for human consumption, for irrigation of fields and watering of animals, for industrial processes, heating and cooling of buildings or wastewater discharge.

In addition to pumps and pump systems, Grundfos develops, produces and sells electric motors and high-technology electronic equipment.

Innovation and quality is key in all Grundfos products. A high degree of own production ensures high productivity, a healthy work environment and consideration for the external environment.

Grundfos DK A/S
Poul Due Jensens Vej 7
8850 Bjerringbro
Denmark
Tel.: +45 8750 5050
Fax: +45 8750 1472
www.grundfos.com

Grundfos Pompa San. ve Tic. Ltd
Bulgurlu Caddesi no. 32
TR-34696 Üsküdar / Istanbul
Turkey
Tel.: +90 216 428 0306
Fax: +90 216 327 9987
www.grundfos.com



Mr Karsten Pillukeit
General Manager



Mr Kim Fugmann
Business Development



Mr Fikret Atak
Regional Sales
Manager



Ms Basak Agbas
Office Coordinator



Labels and accessories



HC Labels was founded in the year 1986, which means that it is already 18 years "old", or should we say young. Being a successful supplier to many companies within the fashion industry, it is important to keep a young and open mind.

Home textiles and the shoe and the bed industries are also among the customers. Much of our success is based on the advantage to know the customers through all departments of the company, which we consider as one of our stronger sides. It is not without any reason, that we have many customers who have been with us for more than 16 years.

Service is the key word for HC Labels. The competition is worldwide. That is why we feel that a good and solid relationship with our customers is important, and we give our best efforts to provide such.

The range of products we can deliver is from woven and printed labels to hangtags, barcodes, buttons, reflexes, boxes, as well as leather, rubber and embroidered badges, only to mention a few.



Having the whole world as a business field demands big efforts in understanding the differences between countries. As a worldwide distributor of accessories, we must know how to handle each culture, and again among many other things service is of great importance.

HC Etiketter A/S / HC Labels Ltd.
Hvidkaervej 2A
5250 Odense SV
Denmark
Tel.: +45 6617 5536
Fax: +45 6617 5591
hc@hc-etiketter.dk
www.hc-etiketter.dk



Ms C. B. Noerregaard
Sales Manager



Mr Henning Clausen
Managing Director



The Industrialization Fund for Developing Countries

The Industrialization Fund for Developing Countries (IFU) was established as a self-governing fund by Act of Parliament in 1967 with the purpose of promoting economic activities in developing countries through investments in these countries in co-operation with Danish companies. Since 1967, IFU has participated in 499 projects in 72 developing countries world-wide. IFU has a total equity capital of DKK 2,123 million (EUR 285 million).

How IFU participates in projects

IFU participates as a partner in the project companies through committing equity capital and/or loans and through board membership.

Partnership

IFU works in a spirit of partnership with Danish and local applicants and maintains this spirit throughout the joint work in the investment projects.

Based on its many years of experience with a wide range of investments, IFU acts in an advisory capacity during the preparatory and initial phases of investment projects. Once the project is established, IFU takes a seat on the board of directors.



Eligibility

To be eligible, a project has to be financed in part by a Danish business partner. The project must further be evaluated as being a commercially viable project. Greenfield projects, expansion of existing projects and acquisitions are eligible. Host countries of investments must be on the OECD's DAC list of development aid recipients, and per capita income may not exceed USD 5,185 (2003).

IFU in Turkey

IFU made its first investment in Turkey in 1973. In total, IFU has made 14 investments in Turkey to date.

The Industrialization Fund for Developing Countries (IFU)

Bremerholm 4

1069 Copenhagen K

Tel.: +45 3363 7500

Fax: +45 3332 2524

ifu@ifu.dk

www.ifu.dk



Ms M. K. Kristensen
Investment Officer

Your supplier for project vehicles



Kjaer&Kjaer / MotorPlus

Kjaer&Kjaer is the officially appointed distributor of Nissan Vehicles, Honda motorcycles and spare parts to the international aid and development market.



Since 1999 in Turkey, Kjaer&Kjaer / MotorPlus has been providing project vehicles to the Turkish Constructors, for their projects in the CIS region (Russia, Georgia, Azerbaijan, Kazakhstan), middle east (Iraq, Afghanistan), far east (Sakhalin oil&gas projects) and northern Africa (Libya, Algeria, Morocco). Taking benefit of the rich stock locations all around the region, both petrol&diesel engine 4WD vehicles can be delivered very fast to the project location.



Through our representation office in Turkey, we are glad to be close to our Turkish clients. We know that "being there" makes the difference.

For further information, please do not hesitate to contact our representation office in Istanbul:

Head Office:

Kjaer&Kjaer A/S
Groennemosevej 6
5700 Svendborg
Denmark
Tel.: +45 6222 1111
Fax: +45 6222 4422
info@kjaer.com
www.kjaer.com

Representation office in Istanbul:

MotorPlus
Sumbul Sk. Villa 59A
Levent-Istanbul
Turkey
Tel.: +90 212 280 00 32
Fax: +90 212 280 00 64
Cell: +90 532 791 44 66
(Sales Manager)
info@motorplus.net



Mr Eren Akyar
Sales Manager
Turkey

Unique furniture design

K V I S T[®]

KVIST Møbler A/S develops, produces and markets furniture for people who value good and functional design.



The company was founded in 1979, and is today a leading Danish design manufacturer of modern and classic furniture for the contract market and for the retail market. KVIST is since 1999/2000 part of KVIST Holding A/S, along with four other companies. These four companies do sub-supplying and work, and co-operate under the name KVIST Industries.



The KVIST Industry Group manufactures parts in wood-processing in any type or form the customer may wish. The processing company Formpress A/S is the market leader of form pressing wood in Scandinavia. KVIST works with well-known architects who create unique design for the KVIST collection. KVIST distributes and markets its collection mainly in Europe and Japan, and has since 2001 worked in Istanbul through its business partner NEOTEK A/S. Since December 2003 in a newly opened showroom in the Maslak area, NEOTEK serves international and national Turkish customers with their knowledge of interior design.

KVIST Møbler A/S
 Siggårdsvej 2
 6818 Årre
 Denmark
 Tel.: +45 7519 2400
 Fax: +45 7519 2545
 mail@kvist.com
 www.kvist.com

NEOTEK A.S.
 Eski Büyükdere Cad. No:22
 Park Plaza, 34398
 Maslak - Istanbul
 Tel.: +90 212 345 1010
 Fax: +90 212 345 0060
 info@neotek.com.tr
 www.walk-with-us.com



Ms Susanne Ostergaard
 Area Sales Manager



Mr Jako Hancerli
 President
 Neotek A.S.

Pharmaceutical innovation



Lundbeck, founded in 1915, is the only fully integrated pharmaceutical company focusing entirely on finding new and effective therapies for the central nervous system (CNS). Lundbeck is truly dedicated to research & development and has a long history of creating innovative CNS therapies, using latest research and product development technologies.

Lundbeck's successful antidepressant Cipramil® (citalopram) has driven the company amongst the European antidepressant market leaders. Today more than 100 million patients have been treated with Cipramil® and the product is registered in 83 countries.

In 2002 Lundbeck launched its second generation antidepressant Cipralex® (escitalopram) which will further secure Lundbeck's position in the antidepressant market. Today the product is already launched in more than 50 countries.



Besides being specialists in psychiatry, Lundbeck also aims to be specialists in neurology. In 2002 Lundbeck launched Ebixa® (memantine), being the first drug in an entirely new therapeutical class for the treatment of Alzheimers disease.

H. Lundbeck A/S
Ottiliavej 9
2500 Valby
Denmark
Tel.: +45 3630 1311
Fax: +45 3630 5742
Information@lundbeck.com
www.lundbeck.com

Lundbeck Ilac Ticaret Ltd. Sirketi
Mihribat Cad. No: 238 Marti Is
Merkesi, Kat. 1-2
81630 Kavacik / Istanbul
Tel.: +90 216 425 1312
Fax: +90 216 425 4635
mr@lundbeck.com
www.lundbeck.com



Mr Michael Ryde
Finance & Administration
Manger



The A.P. Moller - Maersk Group



The A.P. Moller - Maersk Group, whose headquarters are at Esplanaden, Copenhagen, employs over 60,000 people worldwide and has offices in more than 100 countries.

The A.P. Moller - Maersk Fleet comprises more than 250 vessels with a total deadweight of about 12,000,000 tons and includes container vessels, tankers, car carriers, supply ships, special vessels and drilling rigs.

Besides shipping, the A.P. Moller - Maersk Group is engaged in exploration for and production of oil and gas, shipbuilding, aviation, industry, supermarkets and IT services.



Maersk Sealand is one of the largest liner shipping companies in the world, serving customers all over the globe.

More than 250 container vessels and 800,000 containers ensure a reliable and comprehensive world-wide coverage. Our feeder vessels, trucks and dedicated trains allow us to offer a unique concept of door-to-door services.

Maersk Sealand is a trading name of A.P. Møller - Mærsk A/S and a division of the A.P. Moller - Maersk Group.

A central theme in our philosophy is represented by the watch words for all activities we engage in: Constant Care.

Maersk Denizcilik A.S.
Buyukdere Caddesi No: 121
TR-34350 Gayrettepe, Istanbul
Tel.: +90 212 340 0000
Fax: +90 212 217 5757
turtop@maersk.com
www.maersksealand.com



Mr Salim Erdem
Country Manager



Mr Thomas Toubro
Sales Manager

Business solutions

Microsoft®



Microsoft Business Solutions offers a wide range of business applications designed to help small and mid-market businesses become more connected with customers, employees, partners and suppliers.

Scalable and customizable Microsoft Business Solutions' applications automate and optimize end-to-end business processes across financials, distribution, project accounting, electronic commerce, human resources and payroll, manufacturing, supply chain management, business intelligence, sales and marketing management, customer service and relation management and support. More than 250,000 businesses in over 100 countries use the business management applications from Microsoft Business Solutions.

Microsoft Business Solutions are sold, implemented and supported through a partner network consisting of more than 4,500 value-added resellers (VARs), systems

integrators, consultants, Independent Software Vendors (ISVs), global and local accounting firms, Application Service Providers (ASPs) and eBuilders. Microsoft Business Solutions partners provide training and support in the business application customer segment.

In Turkey the following Microsoft Business Solutions applications are available and supported: Microsoft-Axapta, Microsoft-Navision (both localized for Turkey) and Microsoft-CRM (soon to be localized).

Microsoft A/S
Microsoft Business Solutions
 Frydenlunds Alle 6
 2950 Vedbaek
 Denmark
 Tel.: +45 4567 8000
 Fax: +45 4567 8001
www.microsoft.com/BusinessSolutions

Microsoft Bilgisayar Yazılım
Himetleri Ltd. Şti.
Microsoft Business Solutions
 Barbaros Plaza
 Emirhan Cad. 145-C
 80700 Dikilitaş
 Turkey
 Tel.: +90 212 326 5000
 Fax: +90 212 236 3495
www.microsoft.com/BusinessSolutions



Mr Carl C. Langhorn
 Regional Manager
 Microsoft Business Solutions
 Middle East and Africa



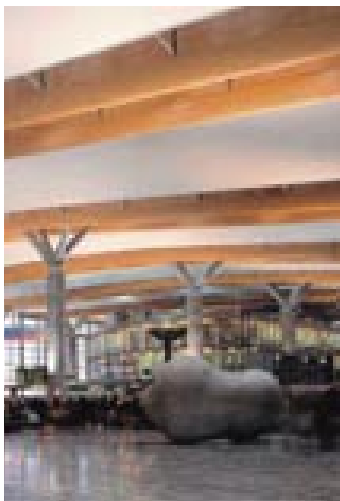
Mr Yiğit Kulabaş
 Director
 Microsoft Business Solutions Türkiye

Glue for wood manufacturing



Nordcoll A/S is a joint-venture between the Norwegian resin and adhesive company Dynea ASA and the Danish company A/S F. Heimann & Co. This company were the oldest glue manufacturer in Denmark and can be dated back to 1878.

Nordcoll A/S has specialised in producing glue for the wood manufacturing industry, foremost the window- and furniture industry. Another important part of the company is glue in drums, buckets and bottles for hardware stores, Do It Yourself stores and craftsmen.



Important values of Nordcoll A/S are quality, product development and customer service.

Nordcoll A/S
 Egeskovvej 12
 3490 Kvistgaard
 Denmark
 Tel.: +45 4913 9222
 Fax: +45 4913 8041
 nordcoll@nordcoll.dk

At two factory sites in Denmark Nordcoll A/S is producing PVA- and PVAc glues, Urea glues, Urea-Melamine glues, PU glues and the world patented PeViCol glue. Further a number of trading goods is sold to complement the product assortment.



Mr Tom Ammitzholt
 Managing Director

Your local and global business partner



It is commonly known that international trade is playing and always has played a key role for the businesses of the Nordic countries. But when companies decide to operate internationally they soon realise that such operations involve challenges as well as risks. The risks are the primary reason why you demand the services we provide.

With a network that spans the world of trade finance, we make a difference by offering products and services that are based on trust, flexibility, and added value.

Choosing Nordea as your preferred trade finance business partner, you will benefit from the expertise and competence of a major trade finance bank. With close social, cultural and commercial ties to the Nordic market, we offer you uniform service levels as well as a unified approach to the market.

We believe that creating value for you through customised services and strong personal relationships is the key to succeed in the world of finance.

With access to Trade Finance Net Services – our unique two-way Internet and transaction system – you will have the possibility of efficient handling of your company's trade finance transactions globally.

We are looking forward to doing business with you.



NORDEA
Christiansbro, Strandgade 3
P.O. Box 850
0900 Copenhagen
Denmark
Tel.: +45 3333 1241
Fax: +45 3333 6316
Tradefinance@nordea.com
www.nordea.com



Mr Ole Lauritzen
Trade Finance
Head of Section

World leader in diabetes care



Novo Nordisk is a focused health-care company and a world leader in diabetes care. In addition, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy.

Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society.

With headquarters in Denmark, Novo Nordisk employs approximately 18,700 people in 68 countries and markets its products in 179 countries.

For further company information visit www.novonordisk.com

We are determined to meet the needs of people with diabetes

In 2003, Novo Nordisk in Turkey introduced NovoMix® 30 FlexPen® - a new insulin analogue available in a novel device. NovoMix® 30 is a dual-release analogue formulation which is part rapid acting insulin and part intermediate acting insulin. The result of this formulation of rapid and intermediate acting insulins is an insulin profile that results in a lower risk of hypoglycemia and better control of blood glucose, especially following meals. NovoMix® 30 is available for administration in FlexPen®, a ready-to-use prefilled insulin pen designed to be simpler, easier, and more discreet to use.

Novo Nordisk A/S
Novo Allé
 2880 Bagsvaerd
 Denmark
 Tel.: +45 4444 8888
 Fax: +45 4444 2314

Novo Nordisk
 Sağlık Ürünleri Tic. Ltd. Şti.
 Nispetiye Caddesi
 Akmerkez E3 Blok, Kat: 7
 34335 Etiler / İstanbul
 Turkey
 Tel.: +90 212 282 2110
 Fax: +90 212 282 2120



Mr David Albachten
 General Manager



Mobile phone services



Teleservice is one of the largest mobile phone repair companies in Europe. With service contracts on behalf of all major manufacturers, our footprint covers all of Europe with operations in 23 countries.

Teleservice International performs repairs and repair management of all brands of mobile devices and offers customised solutions for partners. This way, Teleservice meets the demands of manufacturers, operators, retail, as well as end-users.

Teleservice After Sales Services are categorised as **Repair, Repair Management** and **Logistics** services:

Repair

High-level warranty repairs for all major mobile phone manufacturers.

Repair management

In a unique after sales structure, Teleservice International manages 435 service partners (repair shops and service centres) for five major manufacturers.

Logistics

The logistics solution is a conceptualised handling of volume products, based on an IT-system developed specifically to handle repair flows and logistics. Today, Teleservice International is owned 100% by Dangaard Telecom - the largest Value Adding distributor in Europe of mobile phones and mobile phone accessories.

Teleservice International A/S
 Industrivej 1
 6330 Padborg
 Denmark
 Tel.: +45 7330 3320
 Fax: +45 7330 3329
 www.teleservice.com

Servicecenter Istanbul:
 Teleservice Int.
 Telefon Onarım ve Tic. Ltd. Şti
 Fahrettin Kerim Gökay Cad. No:
 31, Altunizade
 TR-81190 İstanbul
 Turkey
 Tel.: +90 216 545 0404
 Fax: +90 216 544 5656
 mhistanbul@teleservice.com



Mr Peter Sivebaek
Sales Director



Mr Cem Pehlivanoglu
Country Manager



Mr Teddy Hviid
Contract Manager

Flue gas cleaning



Haldor Topsøe A/S, founded in 1940 by Dr. Haldor Topsøe as a research-based organisation for development of chemical processes, today has a prominent international record in heterogeneous catalysis and catalytic processes.

SCR DeNOx

The SCR DeNOx process for selective reduction of NOx present in flue gasses from a wide range of applications is one of the many solutions offered by Haldor Topsøe A/S.

As a leading catalyst and technology supplier Haldor Topsøe A/S offers a solution that in every aspect is at the forefront of the development and ensures the client the full catalyst experience and the overall process responsibility.

WSA/SNOX Process

The WSA process is a cost efficient technology offered by Haldor Topsøe A/S to recover sulphur in any form as pure sulphuric acid, which is a valuable by-product. Combining the WSA with Topsøe's SCR DeNOx process, the so-called SNOX process removes SO₂ and NOx simultaneously.

Haldor Topsøe A/S

Nymøllevej 55

2800 Lyngby

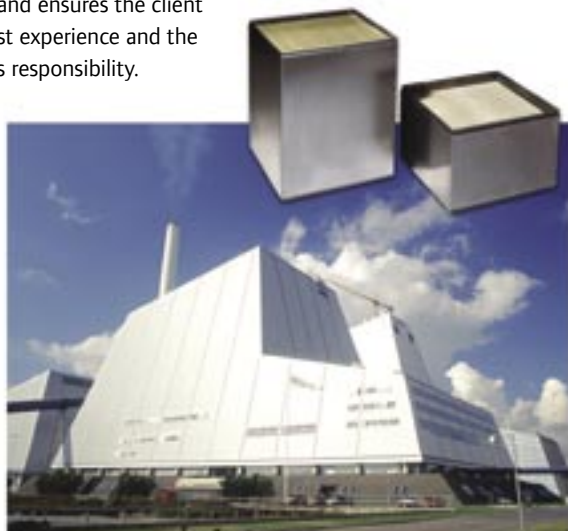
Denmark

Tel.: +45 4527 2000

Fax: +45 4527 2999

denox@topsoe.dk

www.haldortopsoe.com



400 MW Avedøre II with SCR DENOX from Haldor Topsøe A/S



Mr Helge Rosenberg
Sales Manager

Beer manufacturer



Türk Tuborg Brewery, Izmir

Established in 1967 as a partnership of Yasar Holding and Tuborg Breweries in Izmir, Turkey, the Türk Tuborg Brewing and Malt Industry Joint Stock Company introduced "Tuborg", the first beer brand in Turkey manufactured by a private sector enterprise, to the market upon starting production in 1969.

The brewery of Türk Tuborg, of which the majority shares were acquired by the Danish beer manufacturer Carlsberg Breweries in 2001, and became a total Carlsberg participation in 2003, continues its operations as the largest brewery in Turkey with its current annual production capacity of 36 thousand tons malt and 300 million liters beer. Following Denmark, Turkey ranks second among markets where Tuborg is preferred the most.

The ISO 9002 quality certificate Türk Tuborg was awarded in 1995 as the first company in the Turkish

beer industry was renewed by Lloyd's Register Quality Assurance in the year 2003 in line with the ISO 9001: 2000 version.

In addition to producing beer brands including Carlsberg, Tuborg Pilsener, Tuborg Gold, Tuborg Special, the Türk Tuborg Brewery also specifically address the energy drink market through the product branded "Battery".

Tuborg has offered to the beer market, the first beer in Turkey with a pull-off lid is worth noting.

Türk Tuborg is sponsoring many organizations such as Tuborg Modern Rock Festival, Ad Eaters, Aya Irini Bach Days and Beachpark Rock Festival. Tuborg's basketball and swimming teams are continuing their important achievements, while Carlsberg is among the official sponsors of the top two football clubs Besiktas and Galatasaray.

Türk Tuborg
Kemalpasa Cad. No: 52
Isikkent 35070 Izmir
Turkey
Tel: +90 232 436 1930
Fax: +90 232 436 1904
info@turktuborg.com.tr
www.turktuborg.com.tr



Mr Barry Marshall
CEO



Mr M. Taner Ciger
Vice President
(External Relations)

Turnkey wind power installations



Vestas is the world leader in wind technology and a driving force in the development of the wind power industry. Vestas' core business comprises the development, manufacture, sale, marketing and maintenance of installations that use wind energy to generate electricity.

Vestas supplies a full range of products, from individual turbines to the delivery of turnkey wind power installations. Vestas does not participate in the development, financing or ownership of wind turbine projects, but does supply support and guidance in these areas.



Vestas began wind turbine manufacturing in 1979, and has played a major role in the dynamic wind power industry ever since. Through decades of involvement in all aspects of this industry and installing more than 12.000 turbines all over the world, Vestas has built up a wealth of experience and expertise which are used to the benefit of customers worldwide. Vestas has subsidiaries and joint ventures in thirteen countries and sales activities in more than forty countries.

Vestas Wind Systems A/S
Smed Soerensens Vej 5
6950 Ringkøbing
Denmark
Tel.: +45 9675 2575
Fax: +45 9675 2436
vestas@vestas.dk
www.vestas.com

Vestas Mediterranean
Via Ariosto, 12
74100 Taranto
Italy
Tel.: +39 099 46 06 111
Fax: +39 099 46 06 333
vestas@vestas-iwt.it



Mr Francesco Liuzzi
Vice President Sales
Vestas Mediterranean



Mr Ali Saragöz
Project Manager
Vestas Mediterranean



Mr Dan Lund
Area Sales Manager
Vestas Mediterranean

3D advertising

ZIGN-UP



Z-company in Denmark develops and delivers 3D advertising for indoor and outdoor use worldwide.

Compared to existing 3D floor graphic products, Zign-Up floor graphics are unique and exceptional.

- a new and different way of optimizing the awareness of your product.

When you see Zign-Up floor graphics from a distance you will believe that the product is physically placed on the floor. Therefore, the attention of the customer is drawn to the actual product.

Customers will not experience existing 3D floor graphics until they are very close to the products.

However, Zign-Up has a built in special motion-effect when you move towards the ad, and the customer is kept in a surprised state of mind - what is happening?

Zign-Up floor graphics significantly improve the exposure of your product, and may be printed on foil for both indoor and outdoors and on floor mats.

The Zign-Up technique has been especially developed for these ads, and a patent has been filed.

Z-Company
 Storhaven 7
 7100 Vejle
 Denmark
 Tel.: +45 7023 2055
 Fax: +45 7023 2056
 kh@z-company.com
 www.z-company.com



Mr Kurt Henning
 Director

Map of Denmark



Facts about Denmark

Geography and Government

Denmark is a constitutional monarchy in Northern Europe with 5.3 million inhabitants. Denmark consists of the peninsula of Jutland and a great number of islands, of which Funen and Zealand - on which the capital of Copenhagen is situated - are the biggest ones. Denmark is bordering the Baltic Sea and the North Sea and the climate is temperate with mild winters and cool summers. The location gives Denmark a relatively large coastline of 7,300 km and a land boundary of 68 km to Germany.

Denmark has a total area of 42,400 sq. kms. The Kingdom also includes the Faeroe Islands and Greenland - the world's largest island - in the North Atlantic. Both the Faeroe Islands and Greenland have home rule with an elected council and are represented in the Danish parliament.

Prime Minister Anders Fogh Rasmussen (Denmark's Liberal Party) leads a coalition government with The Conservative People's Party. The most recent election for the parliament (Folketinget) was held on 20 November 2001. Under the constitution, elections for the parliament must be held at least every fourth year.

Denmark and the surrounding world

Denmark is a small open economy, and our welfare depends on our ability to trade goods and services with the surrounding world. The highly specialised Danish enterprises simply require bigger markets than the Danish domestic market. And this goes the other way around as well. Imported commodities are seen everywhere in Danish stores. International companies are both well represented and well received in Denmark.

Denmark is well integrated in the global economy and plays an active role in the global political institutions. The Nordic countries are important co-operation partners. However, the membership of EU is the most important element in Danish foreign policy. Denmark joined the EEC on 1 January 1973 together with the UK and Ireland.

Denmark is a member of NATO and participated in UN's establishment in 1945. Denmark has taken part in over half of the UN peace-keeping operations and is one of the few countries in the world to donate 1% of GDP to the work of international development.



Danish Trade Council
www.exportraadet.dk
Royal Danish Embassy
www.danimarka.org.tr



**Confederation of
Danish Industries**
www.di.dk



Danish Energy Authority
www.ens.dk



**Danish Chamber of
Commerce**
www.hts.dk