

South Denmark European Office
Det Syddanske Bruxelles-kontor



South Denmark European Office Johnny Killerup Pedersen

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South Denmark European Office

- Independent international agency owned by the region and 22 municipalities
- Offices in Brussels and Suzhou ... no office in Denmark
- 17 employees with a budget of 2,1 mio. euro (public support 1 mio. euro)
- Board of directors with 5 mayors, 2 regional members and 1 from "Growth Forum"



Purpose

- **To ensure capital for development projects through EU projects and tenders**
- **To secure export of knowledge**
- **To administrate projects and tenders**



What we don't do ...

- **EU Information**
- **Assist with internationalisation**
- **Branding regional and local competencies**
- **Ensure local and regional interest (lobby)**



Our philosophy

- Show me the money !
- Do only the best ... forget the rest
- Brussels is key (money, partners, staff ... and the focus)



How we work

- Visits, network and partnerships create ideas
- Develop own projects ... experience, focus and Brussels scene
- Create logframe, establish partnerships and be strongly involved in application
- Handle contracts, partnership agreements and administration
- Show the money and the results



Challenges

- Long wait for success
- Slow inflow of ideas
- Lack of homebase = Many trips, delays and "isolation"
- Cash flow !





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