



Making business with Danes and Finns

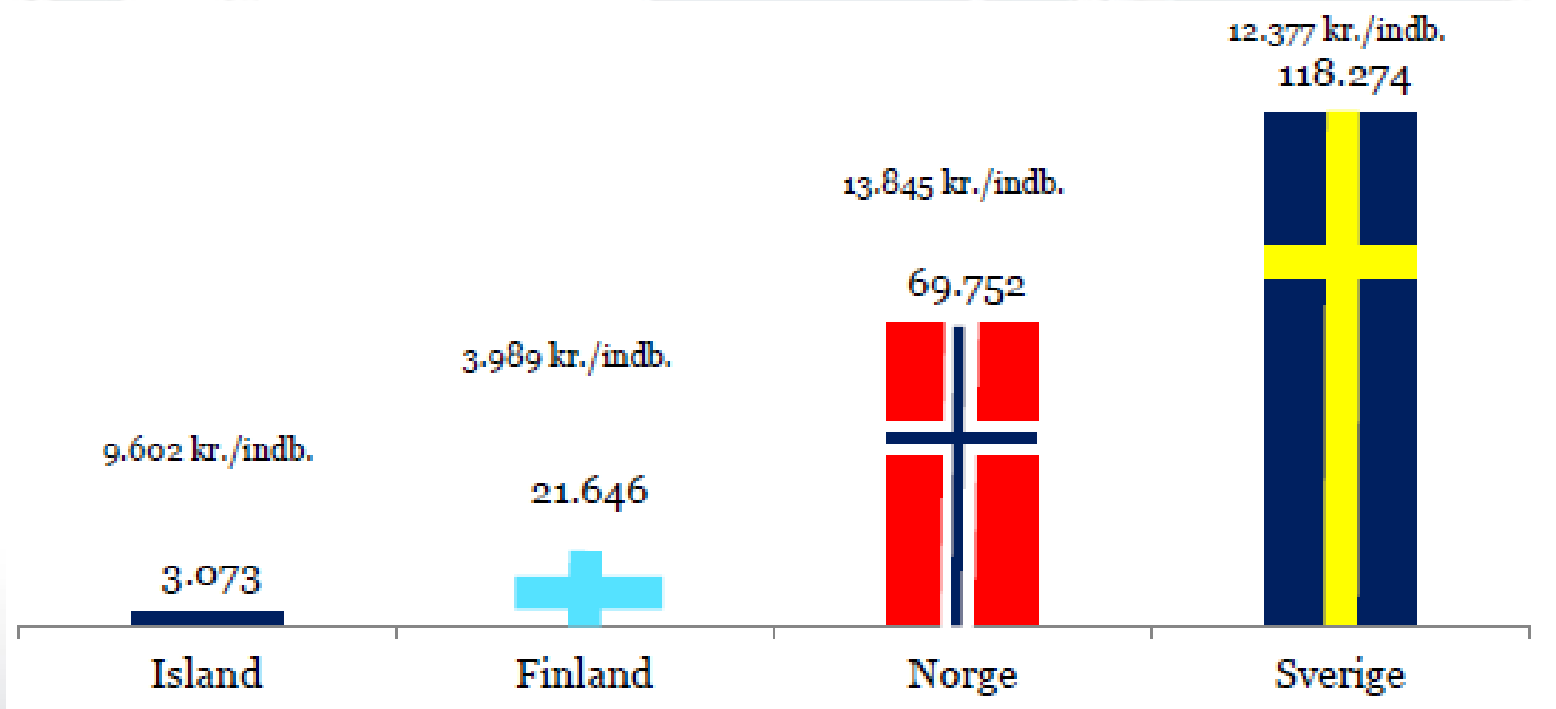
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SENIOR COMMERCIAL OFFICER
Jonas Rosenberg



Danish export per capita



Cultural differences (1/2)

- Finland 100 years of independence, Denmark a kingdom for 1.000 years
- Finns knowledgeable about Denmark, Danes not so much about Finland
- Self-confident Danes and straight-forward Finns
- Differences in social etiquette
- Communication (e-mail, phone)
- Meeting culture



Cultural differences (2/2)

- Hierarchical structure in Finnish firms, delegated decision-making in Danish companies
- Sauna in Finnish business life
- Reliable, trustworthy partners in both countries
- Don't generalize
- Big potential for supplementing and exporting to each other
- The Danish Embassy can help you get started





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