



AmChamDenmark
THE VOICE FOR INTERNATIONAL BUSINESS

2015 Policy Priorities and Recommendations

The U.S. economy is growing and creating jobs at a low but stable rate, and arecovery is underway in most countries in Europe. Denmark is currently in a situation with cheap oil, cheap credit and cheap currency, and is in need of new investments and ‘reshoring’ of jobs – but results so far are not encouraging.

Denmark has neither been able to attract major investments nor to obtain significant growth. Yet talk of bottlenecks and lack of qualified labor has already started to appear. If there ever was a time to ‘carpe diem’ this must be it!

In order for Denmark to remain an attractive place to invest and to do business, AmCham Denmark has made a number of policy recommendations in areas where we believe Denmark needs to take action!

2015 – Focus areas

AmCham recommends decisive and ambitious initiative in six broad policy areas, all related to international companies and their decision on where to invest and grow (see full list of recommendations on back).

While action in all six priority areas is required, 2015 will provide special opportunities in certain areas; the TTIP negotiations are entering a critical phase, a new directive on public procurement is due to be implemented and a new government program will set the goals for the next term.

We therefore urge the government to make the best possible use of these opportunities.

A. Focus on what creates growth

The political discussion in Denmark tends to focus on issues related to the public sector, transfer payments and integration of migrants and refugees rather than on issues of real significance to business and growth. However, Denmark has yet to achieve a significant level of growth and one of the main reasons is the continued lack of private investments, including an “investment gap” that shows no signs of diminishing.

The question that should be addressed in a new Government Program is therefore the key question of ‘how can we make it easier for companies to choose Denmark?’

More specifically, the program of the new government should include a commitment to launch concrete initiatives

- addressing the high cost of doing business in Denmark,
- promoting investments directly or indirectly, and
- incentivizing companies to create new jobs in Denmark.

B. TTIP-negotiations

The negotiations on a TTIP have entered its third year, and so far most of the public debate has been about all the things that TTIP is not. It's time to move on and get it done!

A TTIP will not make or break the western economy, but a comprehensive agreement with real market openings will create growth and jobs in addition to showing global leadership and sending an important political signal of transatlantic collaboration. It is clear that both the EU and the U.S. need the impetus from a TTIP agreement – and neither can afford the luxury of not having it.

C. New Public Procurement Legislation

The implementation of the EU Directive on Public Procurement was due to pass through Folketinget in the spring of 2015, but was delayed due to the elections. It is paramount that the law is passed quickly so that it can enter into force in early 2016 as envisaged.

The proposal is a milestone in the pursuit of AmCham's goal of ensuring tendering and procurement processes that support innovation and long term investments in development of new products and solutions. Now it remains to ensure

- the law actually provides both simplified procedures and increased possibility for using procurement to enhance innovation and investment, and
- implementation at state, regional and local level that makes use of the new possibilities.

AmCham's Policy Recommendations

- 1) **Remove barriers to free trade across the Atlantic**
 - Conclude an ambitious Transatlantic Trade and Investment Partnership agreement (TTIP)
- 2) **Commit to making investments a long-term governmental priority:**
 - Create framework conditions to attract investments.
 - Design a long-term, comprehensive plan to address the high cost of doing business.
 - Introduce investment incentives as a tool to attract foreign investments.
 - Stop the negative rhetoric around multinationals and foreign companies in general!
- 3) **Create a national talent strategy linked closely to Denmark's investment strategy:**
 - Use the education system to focus the Danish talent pool in order to meet future business needs.
 - Improve our ability to attract and retain foreign talent.
- 4) **Ensure stability, consistency and predictability in tax legislation:**
 - Assess whether legislative changes promote or discourage investments.
 - Avoid the undermining of future investments caused by legislating with retroactive effects.
- 5) **Implement innovative and sustainable public procurement practices:**
 - Modernize the approach to procurement in order to get better value for money in the public sector.
 - Ensure public agencies have the competencies necessary to create more transparent and competitive tenders.
- 6) **Improve the market for innovative healthcare solutions:**
 - Encourage investments in innovation by ensuring a better local market for innovative solutions.
 - Acknowledge healthcare expenditure as an investment in a healthy workforce.