



Building an Isagenix Business in  
**DENMARK**





# Denmark OVERVIEW

- Denmark is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Danish purchasing power stands at 355,750 Kr (\$53,882) per capita. The Currency is the Danish Krone (DKK).
- Denmark boasts one of the world's most attractive business environments, characterised by economic, political, and regulatory soundness.
- The capital Copenhagen is the cultural, economic and governmental centre of Denmark; it is one of the major financial centres of Northern Europe with the Copenhagen Stock Exchange.
- Denmark currently has a population of just over 5.8 million with approximately 64% between the ages of 15 and 64 years old.
- Denmark is continuously ranked as the second happiest nation in the world.
- Almost 30 percent of Danes living in cities cycle regularly to and from work.
- Almost 80% of the population speak English.

Denmark is located in Northern Europe and shares its borders with two other Countries.





# Denmark

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Skip asking “How Are You?”. This is a source of great amusement to the Danes, asking about someone’s well-being without taking the time to stop and listen.
- In formal situations, Danish people commonly greet each other by shaking hands.
- Greetings are casual, with a firm handshake, direct eye contact, and a smile.



### LOCAL MENTALITY

- Respecting privacy is greatly appreciated, and being overly familiar with casual acquaintances is considered rude and impolite.
- Denmark’s relaxed and informal working culture is part of the reason why it’s the second happiest country on Earth, according to the World Happiness Report 2019.



# Denmark

## CONSUMER CONCERNS

Climate Change

68%

Human Rights & Democracy

42%

Immigration

41%

Economy

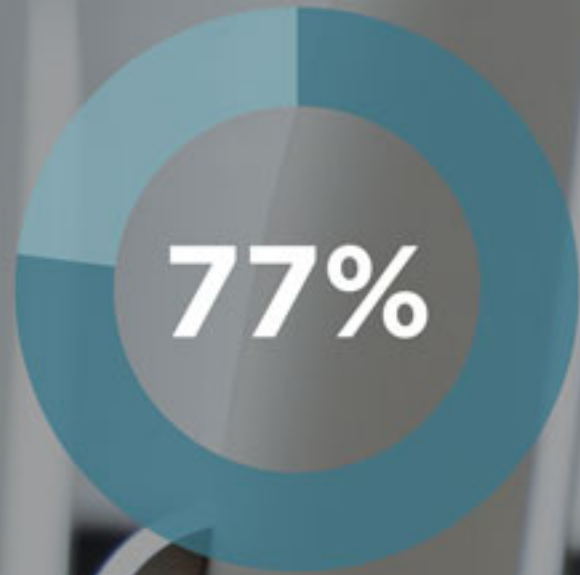
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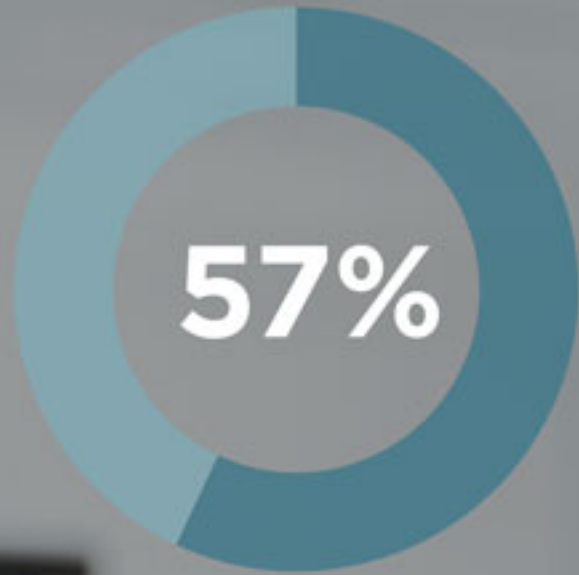
# Denmark COMMUNICATION

## CONSUMER SOCIAL MEDIA

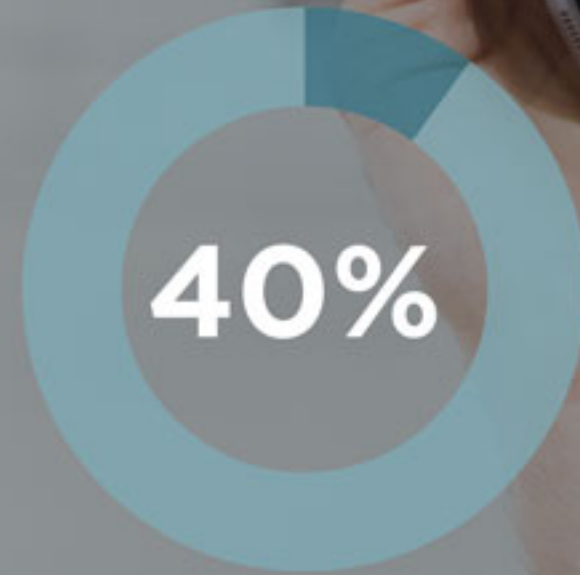
FACEBOOK 



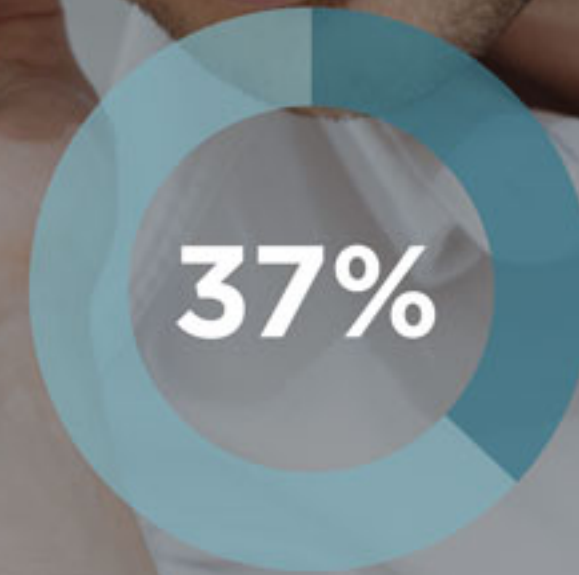
YOUTUBE 



INSTAGRAM 



LINKEDIN 



SNAPCHAT 



## LANGUAGE BASICS

**Ja** | Yes

**Nej** | No

**Goddag/Hej** | Hello

**Farvel** | Goodbye

**God morgen** | Good morning

**God eftermiddag** | Good afternoon

**God aften** | Good evening

**Behage** | Please

**Tak** | Thank you

**Undskyld** | Excuse Me

**Hvad hedder du?** | What's your name?

