

# PIP

## INTERNSHIP AT THE ROYAL DANISH EMBASSY

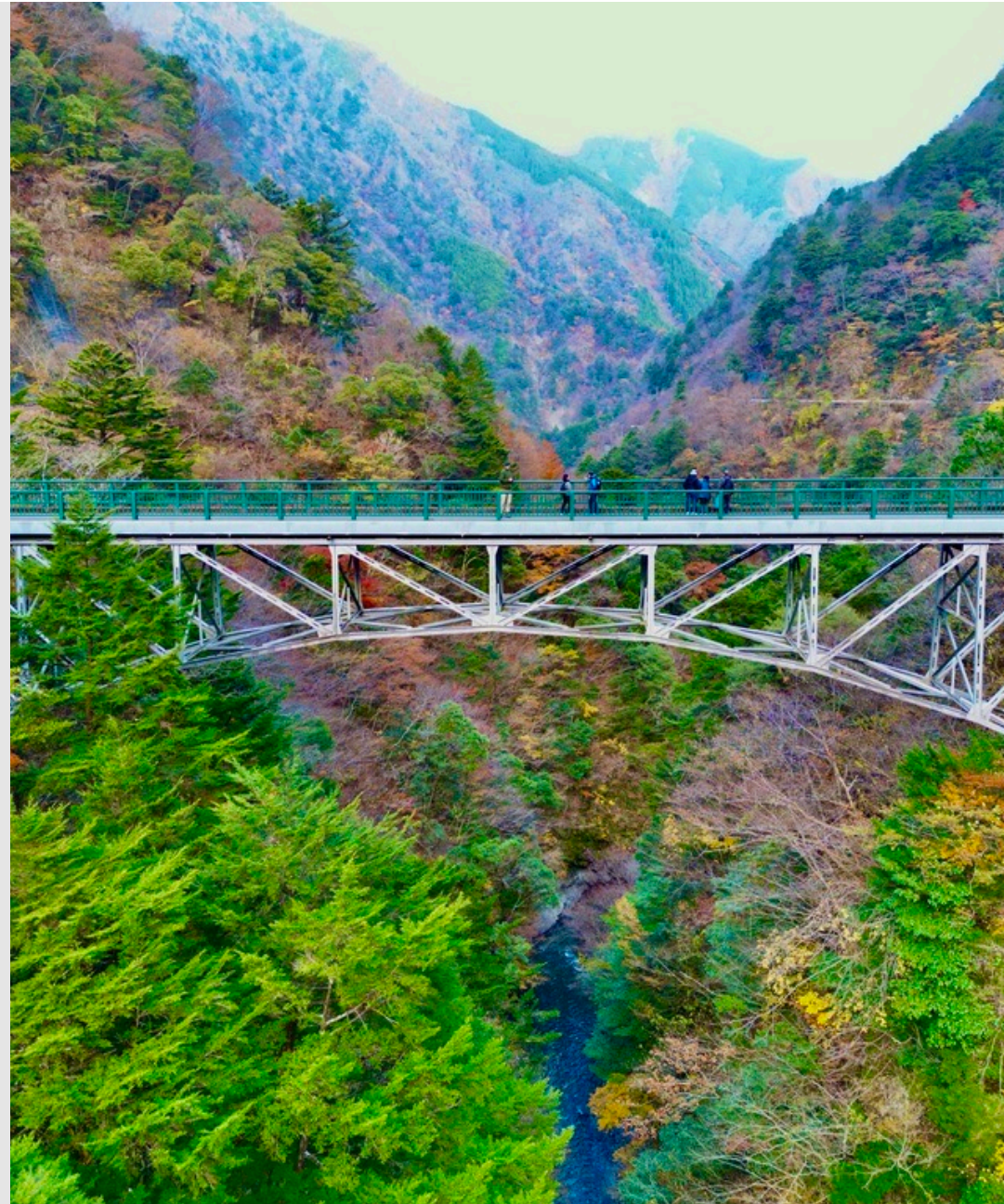


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# AGENDA

- Introduction
- The Royal Danish Embassy
- Case studies
- Reflections





# INTRODUCTION

- Long-term relationship
- Denmark is a known brand
- Danish farmers to Hokkaido





# THE ROYAL DANISH EMBASSY

- Shot description of major focus areas
- Agriculture, Food and Environment
  - Helping authorities/organisations
  - Focus areas within the sector
  - Increasing efforts in sustainability





# MY PERIOD AS INTERN AT THE EMBASSY

- SusDane-campaign
- Export promotion
  - Danish Days
  - Up-coming HoReCa
- Visits from ministers
- Statistics
- Scope Your Business Model

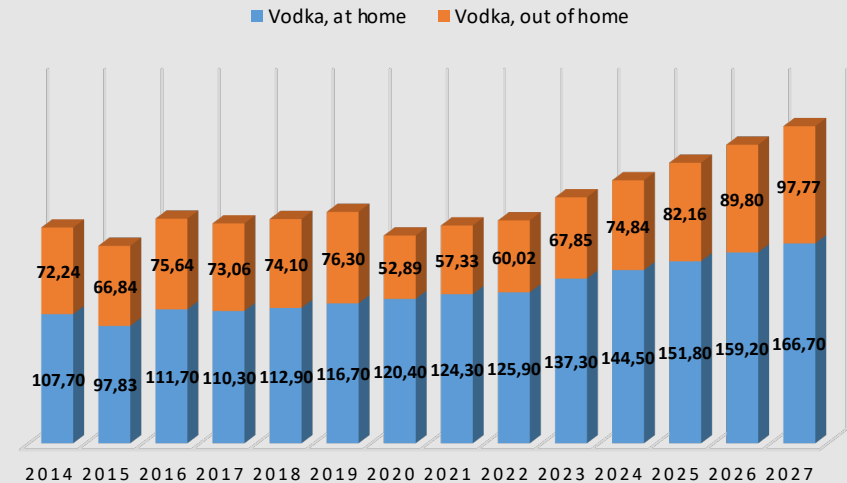




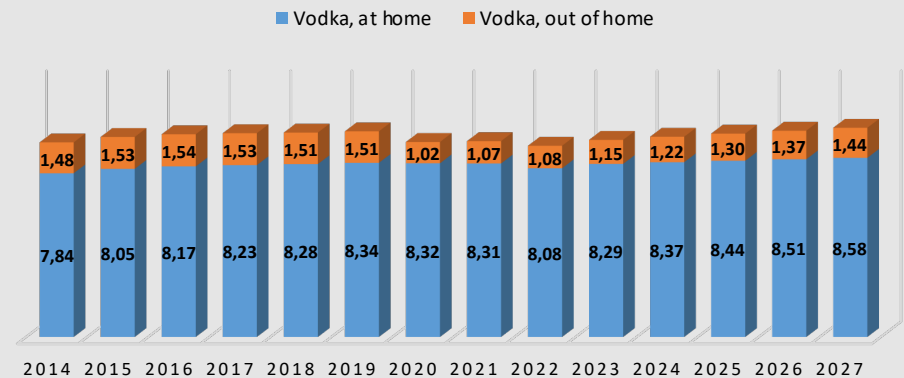
# MARKET FOR VODKA

- Consumption of vodka
- Willingness to pay more
- Young generations

REVENUE IN MILLION USD - VODKA



VOLUME IN MILLION LITRES - VODKA





# ARTICLE – JAPAN FOLLOWING THE GLOBAL TREND

- Ambiguous plan for the agriculture in Japan
  - 25% organic
  - CO2-emission targets
- Climate label
- Different challenges





# REFLECTIONS

- Great learning outcome
- Know more about adapting to new culture
- Participating in high-level meetings
- Better understanding for diplomacy
- Future career path

