Organisation of the Producers

Business seminar 14th March 2013

Allan Pedersen, Managing Director
Danish Manufacturers of Agricultural Machinery
DLMF today

Manufacturers of Agricultural machinery and farm mechanization

84 members

- 47 staldmekanisering
- 32 markmaskiner
- 5 importører/distributører
Facts about DLMF members

Total turnover 9 billion DKK

1 – 1.200 employees

60% employ 25 - 50 people

Export share approx. 60%
Historical activities

Business sector network

General meetings

Business seminars and excursions

Agromek exhibition (1975)
Merger of DLMF and FAI

Danish Agro Industry
Forum for Agroindustry

Group of 19 direct members of the Danish Agriculture and Food council, gathered in one group = FAI

5 of the member are also DLMF members

Challenge because of limited critical mass (economy)
Merger of DLMF and FAI

The Danish Agriculture and Food council, FAI and DLMF have agreed on the following plan:

• A new trade name will be introduced:

    **Danish Agro Industry (DAI)**

• DAI makes sector agreement with The Danish Agriculture and Food council have 98 members

• DAI represents a turnover of 14 billion DKK
Organization of Danish Agro Industry (DAI)

Allan Pedersen
Managing Director

Andreas G. Zilcken
Senior Consultant

Julie Lykke Jacobsen
Consultant
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<th>The Knowledge Center</th>
<th>Danish Agriculture and Food council</th>
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<td>Member relation &amp; Organisation</td>
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<td>Dairy</td>
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<td>Jørgen Hald Christensen</td>
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<td>Allan Munch Mortensen</td>
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<td>Pig meet</td>
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<td>Nicolaj Christoffersen</td>
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<td>Poultry</td>
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<td>Birthe Steenberg</td>
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<td>Eggs</td>
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<td>Jørgen Nyberg Larsen</td>
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- **Cattle**
  - Gitte Grønbæk

- **Pig Production**
  - Nicolaj Nørgaard

- **Crop Production**
  - Niels Peter Nørring/ Carl Åge Pedersen

- **Horticulture**
  - Torben Lippert
Priority of activities Emphasis %

- Exhibitions
- Export activities
- Effect on politicians
- Member meetings
- Networking with "the big food sector"
- Assistance on sales and delivery conditions
- Relevant statistics
- Execution of training programmes
- Development of technical standards and influence on
- Develop big multiple week activities in MCH
- Legal assistance
- Member activities in MCH
- Press service
- Advice on generational and crises
- Advice on expert opinions
Increasing exports from Denmark

![Graph showing export values in Mio. DKK for Russia, Ukraine, and Belarus from 2010 to 2012. The graph indicates a significant increase in exports from Denmark, particularly to Russia and Ukraine, with Belarus showing a smaller increase.](image-url)
Political interests

• Strengthed acces to the big growth markets
• Homogenisation of environmental EU-ledgislation
• Approved framework for development of environmental technologies, innovation and research
• Cooporation with education institutions
• Growth gaining financial frames and opportunities
• Road pricing
• Acces to sufficient and qualified labor and increased effort for outer regions
Exports
2011

Denmark's total exports of goods: EUR 80 b

Agricultural exports
EUR 10 b
Agroindustrial exports
EUR 6 b

Source: Statistics Denmark
Agricultural Exports 2011
By continent

Export DKK billion

Europe: 49.5
America: 2.4
Asia: 17.2
Africa: 1.0
Oceania: 1.1
Increasing export from Denmark

![Bar chart showing export from Denmark to Russia, Ukraine, and Belarus from 2010 to 2012.](chart.png)
Export to Russia 2011

Source: Statistics Denmark
Challenges

- Taxation of imported goods, including agricultural machines and equipment.
- Financing problems
- Language challenges
- Cultural barriers
- Wide geografi
- Crucial to build relations
- Understanding of the interaction of political and commercial affairs
Opportunities

- Russian desire to increase rate of self-sufficiency of food
- Need to modernize and grow efficiency in Russian farming
- The Russian government is aware, that Denmark is a world leader in technology and knowhow
- Big potential for suppliers of solutions for pig production, poultry production and arable farming.
- Agro Business Club
- Close cooperation between the Russian Agricultural Minestery and veterinary authorities – on both business and public level in Denmark
- Denmark has a reputation of being reliable and flexible
# Activities

<table>
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<th>Exhibition / region</th>
<th>Targets</th>
<th>Activities</th>
<th>Date</th>
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<tr>
<td>Agrofarm (Moskva)</td>
<td>Agrobusiness club, relations, customers</td>
<td>Common boot, receptions, seminars</td>
<td>4-7 Feb 2013</td>
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<td>Voronezh seminar</td>
<td>Feed, animal husbandry, veterinary issues</td>
<td>3 days – site visits, dairy and/or cattle farm</td>
<td>May-June 2013</td>
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<td>Danish Days (Kazakhstan)</td>
<td>Machines, equipment and food</td>
<td>Trade promotion, B2B, reception</td>
<td>4-6 June 2013</td>
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<td>Belagro (Hviderusland/Minsk)</td>
<td>Trade Fair and Field Days Agricultural Technics and Animal Husbandry</td>
<td>Common boot?</td>
<td>4-9 June 2013</td>
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<td>Golden Autumn (Moscow)</td>
<td>As Agrofarm – relevant for DanAvl</td>
<td>Common boot?</td>
<td>9-12 Oct 2013</td>
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<tr>
<td>Kazagro (Kazakhstan)</td>
<td>Agriculture and Animal Husbandry</td>
<td>Common boot?</td>
<td>30 Oct – 1 Nov</td>
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<tr>
<td>Yugagro (Krasnodar)</td>
<td>Machines, crops, livestock, storage and processing</td>
<td>Common boot?</td>
<td>26-29 November</td>
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Meeting about the customs union between Russia, Belarus and Kasakhstan

Friday 5th April 2013 på Carlsberg A/S, Copenhagen

Participation of Tatiana D. Valovaya, Member of the Board of the Eurasian Economic Commission / Minister for the development of integration and macroeconomics

Mikhail V. Vanin, Russia’s Ambassador to Denmark

No admission fee
Questions?
Thanks for your attention