

The Crown Prince Couple leads a Danish Trade Promotion to Rome in November 2018

Their Royal Highnesses the Crown Prince Couple will visit Italy with a large Danish trade delegation 6-8 November. The theme for the Danish Trade Promotion is "Industrial Renaissance – Catalyst for Tomorrow's Business".

The Italian economy is the third largest in the Eurozone, and Italy is one of Denmark's biggest export markets. In 2017, Denmark's export to Italy was over EUR 2.2 billion and Denmark imported Italian goods and services for more than EUR 2.8 billion. The two countries are among the European Union's strongest supporters of free trade, and Italy is an important trade partner to Denmark.

The trade promotion will aim at finding solutions to some of the current challenges within health, climate change, water- and energy, urbanisation and sustainable food production, that are not only relevant in Denmark and Italy, but all over the world. Shared challenges create room for innovation, new opportunities and partnerships across borders.

2018 marks Rome's 2.771st birthday, and since the rise of the Roman Empire, innovation and science have been integrated part of Italian society and business culture. Already in antiquity, the Romans built a water system that provided water to the city's baths and fountains, and the remains of one of the world's first hospital structures can be found on Tiber-island in the Tiber River that runs through Rome.

Today, Italy - like Denmark - faces a number of developmental challenges of industrial transition combined with a growing elderly population, maintenance of well-functioning healthcare systems and sustainable social development. Humanity and environment are focal points for the transition and continuous development that both countries are embarking on. It is also a transition where Denmark and Italy could learn from each other.

During the trade promotion, the Crown Prince couple will participate in a variety of business activities with the purpose of strengthening the relations between Denmark and Italy, and to support the position of Danish companies in Italy.

You can find more information about the export promotion on the official website:

<https://danishroyalvisit.dk/italy2018/>

The full program for the visit will be published later.

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