



World Eye Reports

Denmark



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JAPAN  
DENMARK  
日本・デンマーク 百五十周年  
150 YEARS  
2017

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# A 150-year relationship grows stronger

A century and a half have passed since Denmark and Japan signed a Treaty of Friendship, Commerce and Navigation, which formally established diplomatic relations between both countries.

“From the signing of the friendship treaty on Jan. 12, 1867, our bonds have evolved with the shared determination to benefit our two countries and our peoples,” said Freddy Svane, Denmark’s ambassador to Japan. “The treaty of 1867 was — by modern standards — a free-trade agreement. Trade and navigation have always been a vital part of our friendship.”

“Over the next 150 years, we have developed a good political and economic relationship with each other,” explained Toshiro Suzuki, Japan’s newly appointed ambassador to Denmark. “Denmark is a small country in comparison to Japan, but highly noteworthy. We had state-to-state relations with Denmark even before the Meiji Era began.

“As with any milestone anniversary, this is a good opportunity to strengthen relations, with a lot of events planned to enhance our understanding of each other’s cultures,” he added. “This is a good chance to get to know each other better.”

This week will mark the first of many state visits planned by both countries this year, as the Danish Minister for Culture Mette Bock arrived in Tokyo for a number of cultural events — including the opening of the Skagen paintings exhibition at the National Museum of Western Art in Tokyo.

“I am looking forward very much to this visit to Japan to meet with the many state visits planned by both countries this year, as the Danish Minister for Culture Mette Bock arrived in Tokyo for a number of cultural events — including the opening of the Skagen paintings exhibition at the National Museum of Western Art in Tokyo.

“I will be looking forward to discussing how we can help institutions and new talented artists gain a foothold in the growing cultural market both in Denmark and Japan,” Bock continued.

The two countries continue to see mutual growth in bilateral trade. Danish imports from Japan grew by 15.6 percent

from 2014 to 2015, while Danish exports to Japan grew by 9.2 percent over the same period. Denmark’s major exports to Japan are in the pharmaceutical (41 percent), agriculture and food (33 percent) and maritime transport (12 percent) sectors.

“Exports of pharmaceutical products have more than doubled since 2009,” said Ida Sofie Jensen, CEO of the Danish Association of the Pharmaceutical Industry. “It is Denmark’s largest export commodity and Japan remains one of our most important markets.”



Toshiro Suzuki, Ambassador of Japan to Denmark

high standards for quality and food safety.”

And with Denmark’s lengthy coastline, which includes the Faroe Islands and Greenland in the Atlantic Ocean, its fishery sector plays a strong traditional role in Denmark. Today, 95 percent of Danish fish is exported to markets around the world, including Japan.

Likewise, the centuries-old Danish maritime industry continues to maintain robust relations with Japan. “We have a long tradition of working with Japanese trading houses, shipyards and shipown-



Mette Bock, Denmark's Minister of Culture

ers,” said Anne Steffensen, CEO of the Danish Shipowners’ Association. “336 of our 1,800-strong Danish fleet were built in Japanese shipyards. Currently, a further 12 are under construction in Japan, and we have 500 calls a year to Japanese ports.”

“Japan is at the top of the value chain of shipping,” says Andreas Nordseth, director general of the Danish Maritime Authority. “We share the same goals, policies and commitment to quality shipping. The Japanese are strong supporters of the International Maritime Organization. We appreciate this, and we expect to work with Japan in enforcing new environmental regulations.”

Further cooperation and investment is on the rise after the strategic partnership agreement was signed between both countries in 2014. A forthcoming free



Freddy Svane, Ambassador of Denmark to Japan

# Japan’s ultra-high food standards are model for Royal Greenland quality

A brand that evokes prestige, tradition and quality, Royal Greenland is one of the largest players in the global seafood market. Official purveyor to the Royal Danish Court, the company’s role in the economy of Greenland itself dates back to 1774.

“We have 37 factories along the coastline of Greenland,” said Mikael Thinghuus, the company’s CEO. “We are also the largest employer in Greenland, with more than 1,200 employees.”

“As well as having our own fishing fleet with modern ocean-going trawlers, we purchase seafood from more than 2,000 independent local fishermen,” Thinghuus continued. “This is vital for sustaining local communities and stimulating the economy in Greenland’s small society of only 56,000 inhabitants.”

The company has 16 offices around the world, including one in Japan, where it has had a presence since 1988. “We operate a ¥10 billion (approx. \$90 million) business in Japan today, driven by 27 employees in our subsidiary office in central Tokyo,” said Thinghuus. “Japan is one of our most successful subsidiaries.”



Royal Greenland's headquarters in Nuuk, Greenland, with the modern prawn factory trawler "Akamalik" in the background

development of the Japanese market for his company.

Cold-water prawns, Greenland halibut and snow crab are some of the key species caught along the west coast of Greenland that are exported to Japan. “We catch fish in the very challenging conditions of the Arctic, and process it following the highest standards of the Kingdom of Denmark, to be consumed by the most highly conscious consumers of seafood products in the world,” explained Thinghuus. “The standard of seafood we deliver to Japan has enabled us to improve the level of products and service we deliver worldwide.”

As the company approaches its 30th year in Japan in 2018, Thinghuus is looking forward to expanding the business. “We’ll continue our strong market push within the food service industry, while our Japanese colleagues are strengthening our retail offerings,” he said. “Danes respect the Japanese for their high respect for food, and the Japanese — in turn — respect us for the quality we deliver.” ♦

In fact, its Japan sales director, Takaki Shimoda, is a “Nersonaat” Greenland Medal awardee for meritorious service. This prestigious medal is very rarely awarded to non-Greenlandic residents, but in 2015 the committee decided to honor Shimoda for his impressive de-



Takaaki Shimoda (left) poses with the President of the Greenlandic Parliament Lars Emil Johansen and his wife at the presentation ceremony of the "Nersonaat" Greenland Medal for meritorious service in Nuuk in February 2015.

velopment of the Japanese market for his company.

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[www.royalgreenland.co.jp](http://www.royalgreenland.co.jp)  
[www.royalgreenland.com](http://www.royalgreenland.com)

# A revolutionary new way for coffee lovers to brew and enjoy gourmet coffee

What if all you needed was to pour hot water into an innovative package and over fresh coffee grounds to brew the perfect cup of coffee with the rich and full-bodied taste known from the French press?

Danish innovator and entrepreneur Ulrik Skovgaard Rasmussen has answered this question. He has created a product that provides premium-brewed coffee that does not require a machine or traditional coffee apparatus to brew the perfect cup of coffee.

“The vision has always been to offer coffee of premium quality and convenience,” said Rasmussen, CEO of The Brew Company. “We give people the freedom to brew premium coffee anytime and anywhere.”

Years of research and develop-



The Brew Company's organic Guatemala gourmet coffee and cool mint tea

ment resulted in groundbreaking utility packaging that functions as the filter for brewing. The product is branded “The Coffeebrewer” under the “Grower’s Cup” brand of products.

Categorized as super-premium gourmet coffees, Grower’s Cup coffees are single-estate specialty coffees from Brazil, Colombia, Kenya and Costa Rica, as well as organic vari-

ants from Guatemala, Honduras and Ethiopia. The beans are masterfully roasted at their century-old estate and modern facility in Middlefart, Denmark.

The company’s patented and award-winning design packaging solutions are also suitable for super premium whole-leaf tea products. Today, “The Teabrewer” brand has an assortment of 16 varieties, all 100 percent natural and organic.

“We are ensuring our innovative product reaches consumers around the world,” said Rasmussen. “With its focus on quality and convenience, Japan is an emerging market for us and we understand Japanese consumers appreciate high-quality products that are easy to use with a busy lifestyle.”

Grower’s Cup products are present in 220 specialty out-

door lifestyle stores in Japan and the company expects to expand to 400 stores this year through its Japanese partner in the specialty and outdoor channel, Universal Trading.

“Whether you are in school, work or outdoors, today’s busy lifestyle should not mean people have to compromise on quality. If you appreciate high-quality coffee or tea, this is the product for you,” said Rasmussen. ♦

**THE BREW COMPANY**  
Be innovative, be extraordinary  
[www.growerscup.coffee](http://www.growerscup.coffee)  
[www.brew-company.com](http://www.brew-company.com)

# Choice cuts from Japan’s preferred overseas pork supplier

In Japan, pork is a favorite food prepared in many popular ways: grilled on skewers, deep fried as “tonkatsu” or boiled in “shabu shabu.” For its part, Denmark exports more frozen pork products to Japan than any other country. The best Danish pork cuts are invariably in high demand by Japanese consumers.

In the 1930s, Tican Fresh Meat — colloquially known as “Tican” — started exporting high-quality pork products to the U.K. Today, the company also exports to Japan and over 50 countries around the world.

“Our ambition has always been to send our products to the most challenging countries, which require the highest levels of quality, veterinary and food standards,” said Ove Thejls, CEO of Tican. “Japanese standards are very high, and we give top priority to delivering safe, quality food throughout our value chain.”

The company is now a preferred supplier to Japan — its first export market in Asia. “As a B2B company, we work



Ove Thejls, CEO of Tican Fresh Meat

very closely with our customers in Japan, with whom we have established long-term relations since the 1970s,” said Thejls.

In the Japanese market, Tican markets several different pork cuts, of which the most valuable pieces see the highest demand.

“The cuts we export to Japan are the

most premium parts of the pig: tenderloin, pork loin, pork belly and pork collars,” Thejls explained. “It has grown into one of our top three markets worldwide.”

Last year, Tican was acquired by Tönnies, a leading German diversified food company, positioning it even better to further expand its overseas business.

“Tönnies is interested in Japan; likewise, we want to grow our business internationally,” concluded Thejls. “I have traveled to Japan since the early 1990s to understand the needs of our customers. The Japanese have a very high respect for the way Danes manage food, and we are proud to be a preferred supplier to the country.” ♦

**Tican**  
FRESH MEAT  
[www.tican.dk](http://www.tican.dk)

# From pristine ocean waters to the world’s most discerning palates

Japan, one of the world’s largest and most-discerning consumers of seafood, tasks importers with sourcing the very best that the earth’s oceans and waterways have to offer for its market. For over the past 30 years, Polar Seafood Greenland — the largest privately owned company in Greenland and one of Scandinavia’s leading seafood exporters — has been providing Japanese consumers with quality produce fished from the pristine waters of Greenland, Iceland and the Russian and Norwegian territories of the Barents Sea.

“Japan has been a key market for us from the early days of our company,” said Bent Norman Petersen, co-founder and president of Polar Seafood Greenland. “During the country’s economic boom in the late 1980s, approximately half of our turnover came from Japan. Japanese demanded first-class products and we were fortunate



A Polar Seafood Greenland fishing trawler against a backdrop of Greenland scenery. Some of Polar Seafood's exports to Japan include cold-water shrimp and Greenland halibut.

enough to be in a position to deliver. Today, Japan remains one of our three largest markets, and our business there continues to be steady.”

The company’s principal exports to Japan are cold-water shrimp, snow crab, Greenland halibut and red-

fish. These varieties are imported by a range of Japanese customers — some of whom Polar Seafood Greenland has been working with for decades.

“We’ve been serving a number of larger and more specialized Japanese compa-

nies for many years, and we have seen their reputations develop within the seafood industry,” said Petersen. “We consider them to be long-term friends and loyal business partners.”

Having reached the milestone of achieving 3 billion

Danish Kroner (\$425 million) in turnover in 2014, Petersen attributes a significant part of the company’s success to its Japanese market. He shared his perspective on the role his company plays in promoting Greenland-sourced seafood to Japan: “I like to point out that Polar Seafood acts as a bridge between Japan and Greenland. We have been supplying quality seafood from Greenland to Japan for many years, and we are committed to strengthening our presence in Japan as we move forward.” ♦

**POLAR SEAFOOD GREENLAND**  
[www.polarseafood.dk](http://www.polarseafood.dk)

# Specialized transport tankers: A bright spot in transitioning industry

For more than half a century, Nordic Tankers has transported highly specialized products across the world’s oceans. The international company operates one of the largest global chemical tanker fleets below 25,000 deadweight tons (DWT) in size. In addition to transporting lubricating oils and petroleum, Nordic Tankers is also a specialist in moving edible oils, acids and chemicals worldwide.

“In the last three years, we have overhauled our strategy by investing in our core assets,” said Per Sylvester Jensen, CEO of Nordic Tankers. “Today, we focus on stainless steel chemical tankers from 15,000 to 25,000 DWT. As both a service provider to Japanese companies and a customer to the country’s shipbuilding industry for the highly specific types of ships we require, we have always found that Japan



Nordic Tankers pursues highly specialized, quality ships built in Japan. One of the company's chemical tankers, the Nordic Aki is 14,701 DWT with 28 segregations, and was built by the Fukuoka Shipbuilding Company.

is a natural place in which to do business.”

Nordic Tankers’ modern fleet is made up of both owned and chartered tonnage vessels, including 40 owned and managed vessels. “We recently purchased five second-hand ships from Japan and ordered

two new buildings for long-term lease and charter to be delivered by 2018,” said Jensen. “We also work closely with Japanese customers who are active in the global chemical industry.”

Nordic Tankers’ core trade lanes are the Inter Americas,

deep sea, Northwestern Europe and Europe-West Africa routes, with key locations at Stamford (Connecticut, USA), Houston (Texas, USA), Golfe-Juan (France), Bogotá (Colombia), Riga (Latvia), Singapore, Haugesund (Norway) and Manila (Philippines).

“We are dedicated to delivering quality, time-sensitive solutions,” said Jensen. “Nordic Tankers has done a great deal of business with Japan, and we have longstanding relations with companies, shipowners and shipbuilders. We will continue to look for new business opportunities in the country, and look forward to working more closely with our Japanese friends, colleagues and partners.” ♦

**NORDIC TANKERS**  
[www.nordictankers.com](http://www.nordictankers.com)