

Holbæk welcomes businesses



Holbæk's Task Force:

Room for innovation and development

In the municipality of Holbæk we have a vision: "There are things we do because we have to, and there are things we do because we want to."

This means, among other things, that from the municipality's point of view we always work to ensure the best possible conditions for the local business community. We want to promote good initiatives, and we are open to doing things differently, creatively and in an environmentally sustainable fashion in close cooperation with the rest of the world. In other words, the municipality of Holbæk provides businesses with room for new thinking and development.

We are in the progress of creating an innovative municipality. A municipality which now and in the future is an attractive place to live, work and run a business, and we need your business and your commitment to do this.

Whether or not you are the CEO of a large, multinational corporation or a budding entrepreneur with a small business, Holbæk's Task Force is always ready to meet your needs with candour, know-how and elbow grease – to ensure that you can quickly and effectively realize your business plans in the municipality.

Holbæk's Task Force is the result of a close, constructive collaboration between The Municipality

of Holbæk and Holbæk Regional Trade Council. When you contact the municipal offices or the trade council with the idea of starting a business, we will create the right team of experts and decision makers to assist you, and together we will make a plan for how we can develop your business potential.

On the following pages you can read much more about the experiences different businesses have had in establishing and running a business in the municipality of Holbæk.

*With best regards, Søren Kjærsgaard, Mayor
and Kenny Jensby, Business Director* ■

Private businesses are invited to participate

Holbæk is one of the first Danish municipalities to create a bidding strategy which means that competition within the private business community is the central driving force for development and revitalization. All of the areas of municipal service which are considered suitable for open bidding are subject to this form for competition, especially if there is a potential for lower costs, high quality and/or new solutions.



Mayor Søren Kjærsgaard, left, and Business Director Kenny Jensby, right, head of Holbæk's Task Force.



The good life

Holbæk is a municipality which is rapidly developing and which offers modern opportunities for experiencing a complete and rich life. There are attractive jobs here, many cultural events and organisations, good shopping opportunities, and Holbæk provides an excellent setting for outdoor activities and sports.

At the same time there is a peace and security here which is quite unique, and the fjord, open fields and forests all contribute to the beautiful, natural surroundings. Holbæk also has an overabundance of local food including the well-

known vegetables from the reclaimed land of Lammefjorden and the fish and shellfish from the surrounding waters.

Holbæk is centrally located – just a 50-minute drive west of Copenhagen, the international airport and the Øresund Region. There are excellent connections to the rest of Zealand to the south, and from Holbæk you can quickly reach the Great Belt Bridge, which not only connects you to island of Funen and Jutland, but is also the gateway to the rest of Europe.

A lot of people have already discovered the many positive aspects of Holbæk. Because of this, Holbæk is one of the municipalities on Zealand which over the past few years has experienced the largest increase in new residents; so today there are 69,550 residents in the municipality. Among the people who have moved here recently many are well-educated, and, in addition to this, many skilled craftsmen and smaller industries have been joined by multinational corporations, consulting firms, as well as companies representing other knowledge-based industries. But there is still room for more... ■

Read about:

*The multinational packaging company **Prent** on page 4, the specialized pharmaceutical company **Pharmacosmos Ltd.** on page 6, the electronics company **Paul E. Danchell Ltd.** on page 7, the entrepreneur **IKR** on page 8, and the international consultants **NIRAS'** branch office on page 9, the local construction company **Tømmergården in Tuse Ltd.** on page 10 and **The Municipality of Holbæk in numbers** on page 11.*

Multinational packaging company

The packaging company Prent Corporation has chosen Holbæk as its European base, and Managing Director Peter Bay has experienced a positive reception and good support from their business partners in town.



The company's product portfolio consists primarily of thermoformed medical packaging. All the products are based on the specific demands of Prent-Denmark's customers, with special focus, among other things, on functional design. Prent has won many international design prizes and is considered one of the global leaders in its field.

The director of this company, Peter Bay, says – Both the municipality of Holbæk and Holbæk Regional Trade Council made a concerted effort to inform us of the many possibilities that Holbæk and its northern environs offer, and at the same time we experienced that they weren't just empty promises. For example, our building permit was processed very quickly, so we could move into our new buildings already one year after the initiation of our building plans.

A safe choice

The company – which has branches in the USA, Puerto Rico, Malaysia, The People's Republic of China, and now in Denmark – did a lot of look- ing before they settled on Holbæk.

– In Holbæk we are close to more of our Danish customers, because they are also located on Zealand, and beyond that the city is well-situated with relation to the motorways which ensure us easy access to export markets. At the same time the surrounding area provides a good base for the recruitment of employees, and in my opinion the workforce in this region is more stabile, than in, for example, Copenhagen. The price of land is also much different here than in the capitol, explains Peter Bay.





A good reception in Holbæk

In the beginning of 2010 the company's new, distinctive buildings were finished on their 25,000 m² property in the southern part of Holbæk. The buildings include a factory with administrative and sales offices, and they house 8 employees in total (summer 2010).

But Managing Director Peter Bay expects that the staff will increase to 25 during the next year, and that within three to five years between 70 and 100 persons will be working for the company. Worldwide, Prent has 1500-1600 employees.

The facility in Holbæk is able to complete the entire manufacturing process from drawing the first designs to the finished product. This

includes product development, design, tool engineering and production functions.

A direct connection to the USA

– We work with a very well-defined plan when we establish new facilities, and because of this all the factories have Prent designed and manufactured thermoform machines with matching software systems. This gives us not only complete control over the entire process, but ensures maximum consistency for our customers all over the world, Peter Bay explains and continues: The fact that the production equipment in Holbæk is connected with the head office in the USA, makes it possible for the process to be supervised by our American colleagues, and they can support us in tackling potential problems.

Growth potential

The main task in the coming years, according to Peter Bay, is to provide service for the company's current customers while at the same time expanding in the European market. The Managing Director has observed an increased interest in a European factory and based upon this he predicts that Prent-Denmark will be one of Europe's leading companies in the field of thermoformed packaging for the medical industry. ■



A company growing in leaps and bounds

In 2003 Pharmacosmos, a manufacturer of medical products, moved into a new factory in the southern part of Holbæk. At this new facility the company was able to expand production considerably.

– It was important for us to find a good property with the potential for building a large facility which could later be expanded if necessary, explains Robert Guglielmetti, Executive Vice President and Chief Financial Officer. He explains further that they quickly needed the additional space as demand for their products increased. At the beginning of 2010 Pharmacosmos expanded the company's existing buildings to a plant of approximately 15,000 m² including production facilities, administrative offices, and laboratories. In addition, Robert Guglielmetti hopes that in the future new buildings will be added to accommodate new business functions.

In 2007 HRH Prince Henrik visited Pharmacosmos and was given a tour of the factory. He also met with stockholders and President and Chief Executive Officer Lars Christensen.

Pharmacosmos' production is dependent on large amounts of water. And Holbæk could provide the necessary capacity as the municipality has a generous supply of water because the other large companies in the city do not draw on the water supply to the same extent.

Fast connection to Rotterdam

In addition, the excellent connections with regard to travel also played a part in choosing Holbæk as their headquarters, according to Robert Guglielmetti:

– We have a lot of guests and employees who travel in and out of the country, and the close proximity to the airport is important. When travelling outside rush hours the trip takes about 40-45 minutes. It was also crucial for us that we were well-situated with regard to the motorways. Many of our products are transported by truck to Rotterdam or further south, and it is important that these vehicles can get there quickly.

– At the present time we have great expectations regarding a new preparation, Monofer, which has been on the market since May, 2010. This product makes it possible to give patients with iron deficiency their entire iron supplement in one dosage, and at the same time injections can be given of a dosage higher than that of other products, explains Robert Guglielmetti, who sees a bright future for the Holbæk company. ■

Facts about Pharmacosmos

Pharmacosmos develops, produces and sells preparations for both humans and animals suffering from iron deficiency. Pharmacosmos' iron supplements are marketed in more than 60 countries all over the world, and the operations in Holbæk cover up to three quarters of the world's consumption of iron supplements for animals outside the People's Republic of China.



A solid base of employees

The electronics company Paul E. Danchell Ltd. was founded in 1966, and in 1983 the company leadership decided to move part of their production to Jyderup, which since a reorganization of the Danish municipalities has been part of the municipality of Holbæk.

In 1990 the administrative offices and the rest of production were relocated to Jyderup, and the company has been very satisfied with its location in this town on one of the main railway lines. The Managing Director, Flemming Justesen, has experienced that employees matching the company's needs can be found here, and that these employees support and identify themselves with Paul E. Danchell Ltd. This occurs to a greater extent than it did at the company's previous location in Birkerød in North Zealand.

Approximately 80 people are employed at the facilities in Jyderup and of these 50 are involved in production. The employees typically live within a radius of 30 km from the factory.

Good transportation

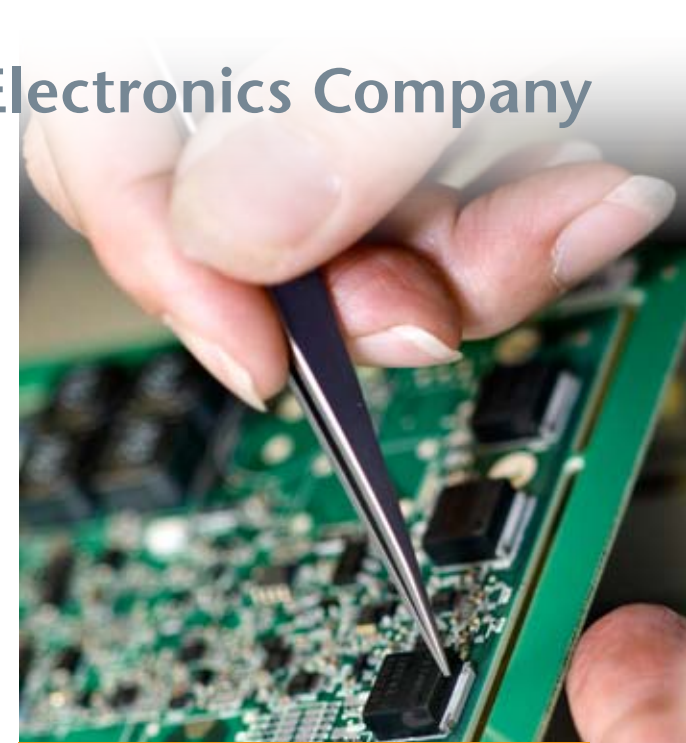
– In addition to the ability to attract good employees, it was also crucial for our decision to move west that there were good potential

buildings for sale and that the town was well-situated with regard to the regional and national infrastructure, Flemming Justesen explains.

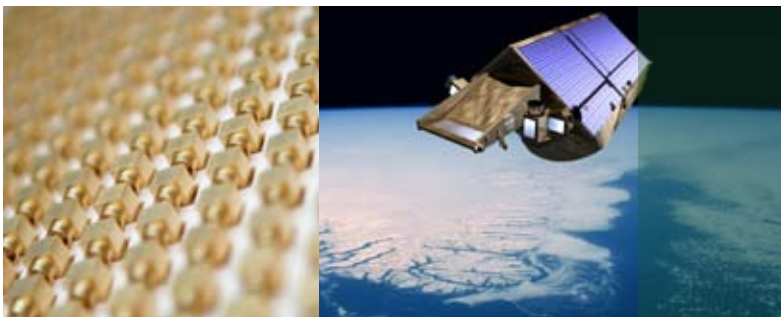
Even though our customers are typically not from the area, the company has not experienced that communication or sales is a problem, because customers will gladly drive to north-west Zealand when a meeting face-to-face is preferable to electronic communication.

Expansion on the way

– We have previously built on a site in Jyderup and, if the market cooperates, we are ready to expand. We have plans to build another 500 m² in addition to the existing buildings which cover an area of approximately 2300 m², Flemming Justesen concludes. ■



Paul E. Danchell Ltd. is a subcontractor to the electronics industry and produces, for example, mounted printed circuits and assemblies apparatuses for sonar, satellite communication and for the control of wind-mills together with products for the medical industry. The company offers single as well as total solutions and can handle purchasing, logistics, product maturation, product optimization, and testing.



An entrepreneurial enterprise

From humble beginnings to great success

Their first office was located in Holbæk and its 12 m² could just about house the two entrepreneurs, Jesper Zangenberg and Jarl Arfelt. Since their humble start in 2002 they have only experienced success, and the cramped offices have been replaced by offices at the nearby estate Hørbygaard which is located just outside of the city of Holbæk.

Today they have two partners and the firm IKR has almost a monopoly with regard to leasing and purchasing especially in relation to print and copy machines, and the firm is well on its way into the European market.

Even though Jarl Arfelt is now a partner in an established firm, he still burns with an entrepreneurial spirit.

– We don't look at what other consultants have done, but focus on the development of our own products. In that way we can stand by them. For us the philosophy has always been that satisfied customers are our best advertisement. They spread the word, Jarl Arfelt says.

Even though IKR is on its way into larger markets, Jarl Arfelt is very nostalgic when he tells

about how the firm started and the two partners were barely making ends meet.

– The municipality of Holbæk was in fact one of the first big contracts we got. It wasn't long before the Chief Financial Officer understood the idea and signed a contract with us. By working for the municipality we learned a lot about our products and service which we have since built upon, Jarl Arfelt says.

International customers

Nowadays the contract with the municipality of Holbæk is an average-sized contract. IKR provides consulting to a long list of the larger national and international companies. Even so, the municipality of Holbæk was not a bad place to start.

Jesper comes from Holbæk, and therefore it was natural to start here. But it was also important that Copenhagen and many large public and private institutions were close by, concludes Jarl Arfelt. ■

IKR

- Advice and analysis for public and private companies with regard to contracts, vendors and competitive solicitation with regard to print and copy solutions
- There are 18 employees in IKR and its branch, and the firm has offices in the municipality of Holbæk and in Vodskov outside Aalborg
- Customers are public and private institutions and companies whose needs range from a few machines to a few thousand machines.
- IKR is constantly developing its products and services for improved control of contracts and resources.



A branch of an international consulting company

Close contact with customers and professional challenges

The employees of NIRAS' local office in the city of Holbæk can be close to their local customers and at the same time take advantage of the potential for professional discussions with their colleagues at their headquarters north of Copenhagen.



Søren Helt Jessen started the local office in 2008. He invites us into the office complex in Holbæk, where his branch office has been located alongside with other businesses that have rented available space.

– Until I contacted the Holbæk Regional Trade Council I could not find the space we needed. They suggested that I contact the leader of the office hotel complex. After the first meeting with him I was convinced that it was the right place for us, says Søren Helt Jessen.

After that things developed rapidly. The leader of the complex got a dozen workmen busy with the desired attic space and the offices were ready after only three months, and Søren Helt Jessen began work.

Now, two years later, there are nine employees and perhaps a tenth in the works, but it is rare that all nine employees are there at the same time.

A strong network

Consulting engineers are often on site with their customers, but many of them spend one of more days a week at NIRAS' headquarters in Allerød a little north of Copenhagen. This is a deliberate decision.

– Outside rush hours it takes only about 55 minutes to get to Allerød. People can easily manage to go there one or two days a week. The advantage of this is that they create a strong network with the organization while at the same time having close contact with their local customers, Søren Jessen says.

NIRAS

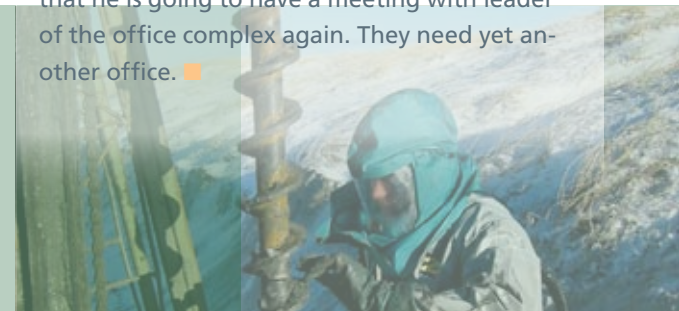
- International consulting engineering company active in 35 countries and with approximately 1800 employees
- Consultants within the areas of environment, industry, planning and infrastructure
- Headquarters in Allerød north of Copenhagen

Local office in Holbæk

- Established in July, 2008
- Nine employees associated with the office, among them are engineers, draftsmen and technicians
- Engaged primarily in consulting for public and private companies in environmental areas

Especially with respect to the younger engineers, it is vital that they are challenged professionally, and in that regard an office with 30 specialists can supply them with the necessary expertise in meeting those challenges.

NIRAS has fit in well in Holbæk and in the office hotel. At any rate, Søren Helt Jessen explains that he is going to have a meeting with leader of the office complex again. They need yet another office. ■



A construction company

A solid foundation in building

Tømmergården i Tuse Ltd. – just west of the city of Holbæk is one of Zealand's leading construction companies, which offers flexible solutions in new construction as well as renovation for businesses, building societies, and private homeowners. The company has many projects ranging from new construction in Holbæk's harbour area to the renovation of portions of historic Raklev Church near Kalundborg.

The business was started by local carpenters in 1993. In 2006 Birger Daurehøj took over the company and installed a portion of it in a renovated building of 250 m² while keeping the existing workshop and warehouse. At the same time the new owner moved his other business – Daurehøj Erhvervsbyg Ltd. – and his employees from nearby Fårevejle and the 20 or so employees who were working in Tuse continued.

Today the two companies function as two branches, and while Tømmergården handles smaller jobs as a main contractor and does construction work, Daurehøj Erhvervsbyg functions as a main contractor and manages larger

construction projects. The two branches have 70 employees all together.

Good and stable workforce

– Many of the employees are local and have been with us from the start. That means that there are stable, qualified workers within the construction branch to be found in the municipality of Holbæk, which is one of the reasons that I chose to run the businesses here, explains Director Birger Daurehøj and he continues:

– At the same time the location is perfect with relation to our customers on the whole of Zealand. After three minutes of driving you are on the motorway.

Local cooperation

According to Birger Daurehøj another plus with relation to running a construction business here is that there are good potential local partners.

We try to work as partners with other companies in Holbæk when we get a big project, likewise we are often involved when orders are awarded to other local businesses. Additionally, we bid on many projects generated by the municipality of Holbæk, which has a very progressive attitude in relation to the local business community, concludes Birger Daurehøj. ■

Bidding structure accommodates the smaller development companies

The bidding structure of the municipality of Holbæk seeks to accommodate the smaller construction companies. Many of the construction projects which are started by the municipality are given a size and form, when it is appropriate, so that smaller construction companies have the opportunity of bidding on them. This sharpens competition while at the same time providing the smaller companies with an opportunity to show their abilities and create local employment.



The Municipality of Holbæk in numbers*

Residents: 69.550

Area: 578 km²

Employment

Participation rate (16-64): 77.5%

Workplaces: 29,137

Unemployment: 3%

Vacant business lots

36,000 m² ready for development

76,000 m² not yet ready for development

(hereof 60,000 m² included in local plan)

Business rentals rates

Public: 150-250 DKK per m²

Private, factory: 500-800 DKK per m²

Private, retail store: 1,500-2,000 DKK per m²

Tax

Personal income tax: 25.16%

Property tax: 23.65%

- for agriculture: 12.3%

Council tax (local services): 3%

Level of education

22.5% of a workforce of 49,024 in total has over 11 years of education (secondary school and above).

Educational institutions

Teachers college, technical high school, business schools, vocational schools, high school, adult education center, health sciences school, etc.

Commuters

Commuters to Holbæk: 8,291

Commuters from Holbæk: 15,123

Growth Factory

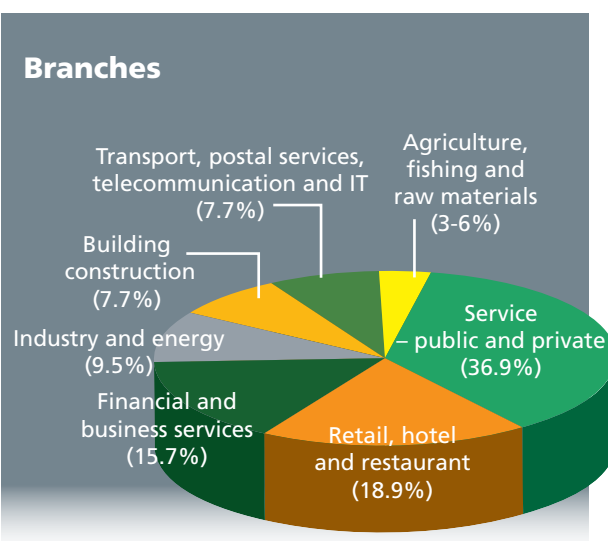
Holbæk is in the process of opening a Growth Factory - an inspiring office park where new entrepreneurs can learn from each other and established businesses.

Growth Forum in Holbæk

Consists of representatives from the local business community, employers and employees, profiles on the cultural scene, as well as research and educational institutions. The Growth Forum is in a close continuing dialogue with the municipality of Holbæk and contributes with good ideas and visions with respect to the municipality's business community.

Business Get-together

Four times a year representatives from the municipality, cultural institutions and the business community in Holbæk hold a networking meeting at Holbæk Theater. These meetings bring people from different cultures together with the help of a method called Open Space. Here creativity is a tool and a facilitator of good ideas. ■



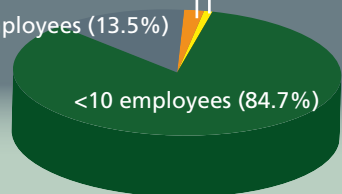
Businesses: 3.800

Size of business

50-100 employees (2.0%) >100 employees (0.7%)

10-50 employees (13.5%)

<10 employees (84.7%)



For more information:

www.holbaek.dk

www.hre.dk

* Medio 2010

In Holbæk there's room for innovation and development for the business community. **Holbæk's Task Force** - which is the result of close collaboration between The Municipality of Holbæk and Holbæk Regional Trade Council - needs you, your business and your commitment. Here you can read much more about the possibility of establishing and running a business in the municipality of Holbæk.

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Let's explore the possibilities together...

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