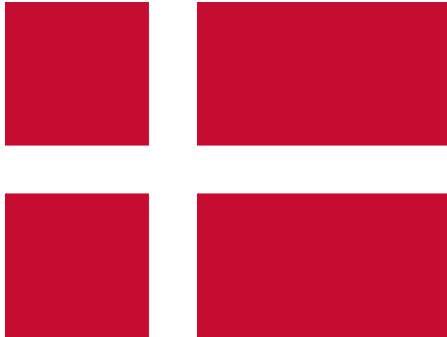

Denmark

FLAG



FACTS AND STATISTICS

- Location: Northern Europe bordering Germany 68 km
- Capital: Copenhagen
- Climate: temperate; humid and overcast; mild, windy winters and cool summers
- Population: 5+million (2019 est.)
- Ethnic Make-up: Scandinavian, Inuit, Faroese, German, Turkish, Iranian, Somali
- Religions: Evangelical Lutheran 95%, other Protestant and Roman Catholic 3%, Muslim 2%
- Government: constitutional monarchy
- Business Culture: Ranked 1st in The Business Culture Complexity Index™

THE DANISH LANGUAGE

Over 98% of the population speak Danish.

- German is recognised as an official regional language in the Nord-Schleswig region that borders Germany, where it is spoken by 23,000 people, about 0.4% of the 5.2m Danish population.
- Greenlandic, an Inuit language, is spoken by 0.1% of the population.



Danish Society & Culture

Egalitarianism in Danish Society

- Denmark is an egalitarian society.
- Interestingly this is reflected in their language, which employs gender-neutral words.
- Most Danes are modest about their own accomplishments and are more concerned about the group than their own individual needs.
- Maternity and paternity leave provisions are particularly generous in Denmark.
- Men are more actively involved in child-rearing activities than in many countries, although the division of domestic chores is similar to other developed countries.

Women in Danish Society

- Women are highly respected in business and generally receive equal pay and have access to senior positions.
- Working mothers can easily arrange flexible hours so that they can maintain both a career and a family.
- Danish women expect to be treated with respect in the office.

Proper Public Behavior

- Danes believe there is one proper way in which to act in any given circumstance.
- If someone is not following the rules, be they written or merely understood, someone will generally speak up and admonish them to obey the accepted protocol.
- They expect courteous behavior from everyone.
- Talk in moderate tones and do not do anything to call attention to yourself.

Danish Family Values

- Most families are small.
- The nuclear family is the center of the social structure.
- Children are raised to be independent from an early age.
- Most are put in day care centers at about 1 year old.
- Marriage is not a prerequisite to starting a family. Many couples live together without legalizing the arrangement with marriage.

Tipping

- Tipping is generally not expected in Denmark, due to a combination of good wages for service staff and laws that govern service billing.
- Laws in Denmark dictate that restaurant, hotel and taxi bills must include service charges and tips.
- As such, tipping is neither common, nor expected, in Denmark.
- However, if you feel that you would like to tip waiting staff, then a tip is always appreciated.
- The only exception, in reality, relates to taxis as most people round their bill up as a gesture of thanks.

Etiquette & Manners in Denmark

Meeting Etiquette

- Greetings are casual, with a firm handshake, direct eye contact, and a smile.
- Shake hands and say good-bye individually when arriving or departing.
- Shake hands with women first.
- Danes tend to introduce themselves with their first names.

Gift Giving Etiquette

- Danes give gifts to family and close friends for birthdays and Christmas.
- If invited to a Danish home for dinner, bring flowers, good quality chocolates or good quality wine. A bouquet of mixed wildflowers makes an excellent gift.
- Flowers should be wrapped.
- If you are invited to dinner or a party, it is polite to send flowers in advance of the event.
- Red wrapping paper is always a good choice.
- Gifts are opened when received.

Dining Etiquette

If invited to a Danish home:

- Arrive on time. Danes are punctual in both business and social situations.
- Check to see if you should remove your shoes before entering the house.
- Contact the hostess ahead of time to see if she would like you to bring a dish.
- Offer to help the hostess with the preparation or clearing up after a meal is served.
- Danes enjoy showing off their homes since they have usually done the decorating themselves and are proud of their accomplishments. Therefore, they are happy when you ask for a tour of their house.

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- Do not discuss business.

Watch your table manners!

- Wait to be told where to sit. There may be a seating plan.
- Table manners are Continental -- hold the fork in the left hand and the knife in the right while eating.
- Always keep your hands visible when eating. Keep your wrists resting on the edge of the table.
- Try everything.
- Expect to be offered second helpings. You may refuse without offending your hosts.
- Finish everything on your plate. Danes do not like wasting food.
- When you have finished eating, place your knife and fork across your plate with the tines facing up and the handles turned to the right.
- The man seated to the left of the hostess generally offers a toast of thanks during the dessert course.
- Do not begin eating until the host toasts with 'Skol'.
- When toasting, raise your glass about eye level and make eye contact with the people seated closest to you.