



CONTENTS:

1. Introduction, p.2
2. Perception of Denmark and the Danes, p.4
3. Perception of the Workplace and Management Style, p.9
4. Family & Networking, p.12
5. Staying in Denmark
– Most Important Factors Influencing the Decision to Stay in Denmark, p.16
6. Recommendations, p.19

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Introduction: **STAYING IN DENMARK**

In recent years, globalisation of international trade and services has created a labour market where companies are in demand of international manpower – and highly educated talents and specialists are looking for opportunities and challenges worldwide. This situation has also influenced a great number of Danish and international companies lacking additional expertise at international level for their development and operational activities.

Therefore, more and more international employees have chosen to continue their career in Denmark.

The consultancy firm **Understanding Culture** has experience with conducting “Welcome to Denmark” seminars for staff and their spouses, and helping HR-departments to integrate the international staff in Danish business culture and Danish society. Through our daily work in different global and Danish companies, we have noticed the challenge companies have when it comes to retaining staff in their organisations.

Staff looking for career opportunities in Europe can choose to come to Denmark. How do they perceive Denmark and the Danes? What type of challenges do the international employees face in their daily life in Denmark? When they consider prolonging their stay in Denmark, which are the important factors persuading them to stay or to leave? Is Denmark a valued destination for professional career development that they will recommend to others?

Through the interview survey “**STAYING IN DENMARK**” we have chosen to get the answers directly from the international employees, and look at the Danish society seen from their point of view.

We have conducted 67 qualitative interviews with managers, knowledge workers and specialists in 10 companies:

- **Carlsberg Breweries**
- **Carlsberg Research Centre**
- **Coloplast**
- **Danisco**
- **Danske Bank**
- **DONG Energy – E&P**
- **Ecco Sko**
- **Microsoft Development Center Copenhagen**
- **SAXO Bank**
- **SONY Nordic**



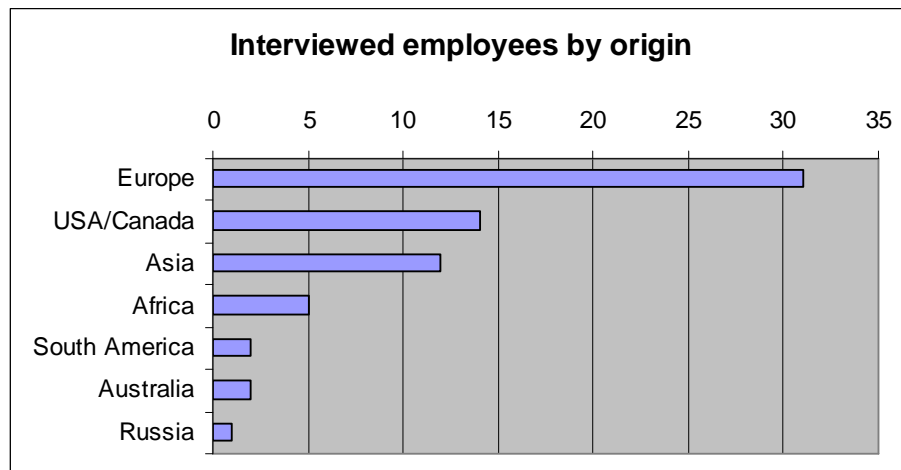
We want to thank these 10 companies for their commitment and interest in the survey. We were happy to interview their staff, and to discuss aspects of global recruitment and how to retain international staff with the HR departments.

All interviews in the survey are anonymous. All comments and suggestions from staff will appear in tables where no individual person or company can be identified. The survey is a qualitative survey, so in-depth interviews have been conducted with the use of a semi-structured interview guide, and with open questions for staff to define their own concepts and opinions.

All interviews were conducted in the period from April 2008 to June 2008 by: Kristina Bølling, Daniel Lu, Ina Buonaventzen and Rikke Haugegaard.

Read more about our activities at the homepage: www.understandingculture.dk

Facts about the interviewed employees:



All interviewed employees were selected by the HR departments. We interviewed 22 women and 45 men, and the interview length was between 1-2 hours.

Average age for the group of interviewees is 31 years.

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