



# Get your own employee at DI's offices abroad

Be locally represented in some of the world's most attractive and fastest growing markets – Russia, India, and China – or get support for establishment in the US and Brazil.

## Fast and safe market entry

With DI's "Own Man In" concept in China, Russia and India your company gets a unique opportunity to launch or expand your activities on the market in question. Your company gets your own local employee, working 100 % for your company and who can conduct market analyses, customer and sales meetings, find potential suppliers and partners, and in all tend to the interests of your company in that market. This way, your company can get a strong foothold and achieve an attractive market share or find the optimal suppliers or sourcing partners.

Your company will get an employee, who knows the language, the culture and the market thoroughly, and who therefore can work effectively and determinedly in the interest of your company. At the same time, your employee will receive sparring, training and management daily from DI's head of the office, who will also facilitate communication and maintain a good and beneficial dialogue between your company and your local employee. Hence, you can always rest assure that your local employee will conduct the tasks agreed upon in due time.

## CONTACT PERSON

Jacob Kjeldsen  
Deputy Director, DIBD  
E-mail: [jak@di.dk](mailto:jak@di.dk)  
Phone: +45 3377 3727  
Mobile: +45 2088 3914

### Strong local representation at minimum costs

Your local employee is formally employed by DI, and therefore you get the advantages of being represented in the country without having to make a traditional establishment, which is often expensive, demanding, and time consuming. Without greater investments, you get the possibility to assess how you can develop the market the best possible way, also in the long run, whether it is concerning a possible establishment, export, or outsourcing.

### With DI's "Own Man In" concept your company receives:

#### Recruitment, selection, and employment of your local employee

- Identification and definition of demands and qualifications of the employee in close cooperation with your company
- Announcement and first screening of potential candidates – you make the final decision of the candidate
- Negotiation of employment terms
- Drawing up employment contracts and other documents
- Registration with authorities etc.

#### Infrastructure and administrative support to your local employee

- First class office environment
- Own workstation with PC and Internet access
- Own phone line and access to fax
- IT support
- Secretary function and reception
- Accounting support

#### Training and mentoring of your local employee

- Market segmentation and market analyses
- Danish business culture
- Sales and marketing
- Handling of supply channels
- Project management
- Presentation and negotiation techniques

#### Monitoring and reporting

- Follow-up on action plans made by your company
- Monthly reporting to your company

### WEBSITES

DIBD: [www.dibd.dk](http://www.dibd.dk)

"Own Man In"

China: [www.omic.dk](http://www.omic.dk)

Russia: [www.omir.dk](http://www.omir.dk)

India: [www.omii.dk](http://www.omii.dk)

DI-offices

USA: [www.diusa.dk](http://www.diusa.dk)

Brazil: [www.dibrasilien.dk](http://www.dibrasilien.dk)