



British Embassy
Copenhagen



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ADVOCATES

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British Embassy and Tech Nordic Advocates partner on UK Trade Mission to Denmark to stimulate new partnerships and trade with focus on diversity and inclusion among entrepreneurs and startups.

To celebrate Women's Entrepreneurship Day 8 March 2024, the British Embassy, and Tech Nordic Advocates (and UK associates) join forces to welcome a Trade Mission of Women Leaders from the UK to Copenhagen to foster new networks, opportunities and collaborations between entrepreneurs, trade representatives and investors from the UK and Denmark. The three day Trade Mission, hosted by HE Emma Hopkins, British Ambassador to Denmark, will connect the British delegation with leading players in the Danish tech startup ecosystem, including Tech Nordic Advocates, including at a special gathering at the British Embassy in Copenhagen 7 March, followed by a networking dinner co-hosted by the British Embassy and Tech Nordic Advocates, to stimulate new direct networks between the British delegation and tech companies from Tech Nordic Advocates' international growth programmes. A key focus of the Trade Mission is to secure more diversity and inclusion among entrepreneurs and startups.

His Majesty's Ambassador to Denmark, Emma Hopkins OBE says:

"I am delighted that the British Embassy in Copenhagen has been able to unite women leaders from the UK and Denmark, fostering strong connections and amplifying opportunities for growth and collaboration. This trade mission illustrates our strong commitment to inspire a more inclusive business environment harnessing the potential of all talent. As we celebrate International Women's Day I want to support women led businesses to further develop and thrive in pursuit of a fairer, more equal future."

Jeanette Carlsson, Founder & CEO, Tech Nordic Advocates says:

"We're particularly delighted to cement our partnership with the British Embassy in Copenhagen with collaboration around this week's Trade Mission and Women's Entrepreneurship Day. With Tech Nordic Advocates originating in the UK, and with the UK a key export market for our startups and scaleups, stimulating new British-Danish connections, networks and partnership opportunities is a key part of our efforts to help Danish tech startups and scaleups expand internationally, including to the UK via our UK Market Access Programme. As the largest - and only European - international female tech founder growth programme, we're particularly pleased to welcome and celebrate International Women's Day together with the British Embassy and the Trade Mission of Women Leaders from the UK"

About

British Embassy Copenhagen: https://www.facebook.com/britishembassycopenhagen/?locale=en_GB

Tech Nordic Advocates, please visit: www.technordicadvocates.org

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