



# DISCOVER DENMARK

## — PROGRAMME —

**Business Delegation to Denmark**  
23-29 June 2019

**THE  
NEW ZEALAND  
INITIATIVE**

[www.nzinitiative.org.nz](http://www.nzinitiative.org.nz)



## SUNDAY, 23 JUNE 2019 – Welcome to Denmark

Own arrangements upon arrival in Denmark to Hotel Skt. Petri. Check-in is available from 3:00pm

**Location:** Hotel Skt. Petri, Krystalgade 22, 1172 Copenhagen

**6:00pm**

Meet in hotel lobby at 6:00pm, coach departure at 6:10pm

**7:00pm-9:00pm**



### **Informal Welcome Dinner at Kokkedal Slot**

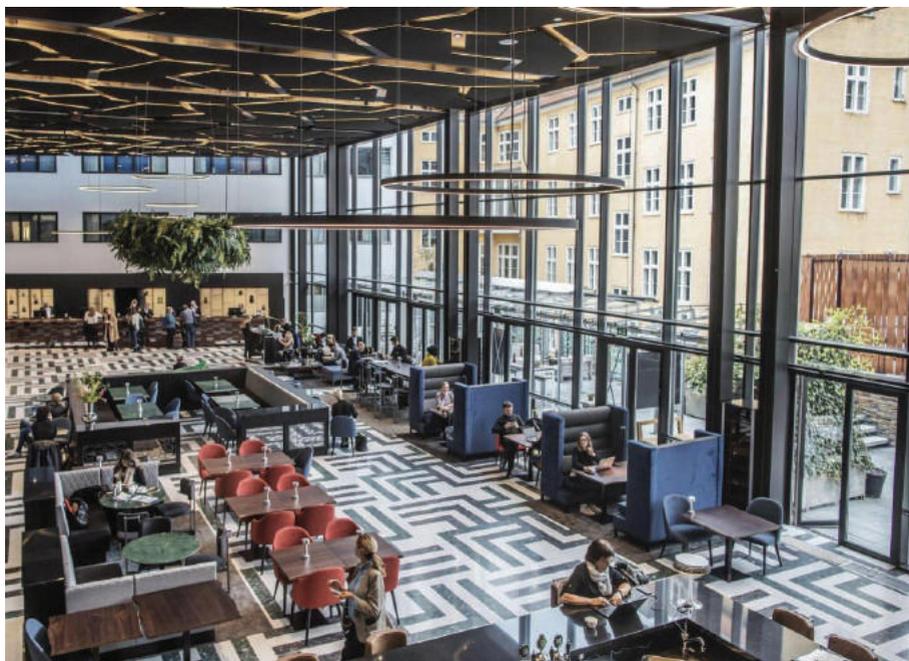
**Location:** Kokkedal Slot, Kokkedal Allé 6, 2970 Hørsholm

**Dress:** Smart casual

Our delegation will meet for an informal welcome dinner at Kokkedal Castle, just north of Copenhagen. Set amidst picturesque forests and meadows overlooking the sea and beach, this fairy-tale castle was once owned by the Danish royal family. Kokkedal Castle will be the starting point of our journey to discover Denmark.

**9:00pm**

Coach transfer back to hotel



Buffet breakfast at PETRI Restaurant from 6:30am

**Location:** Hotel Skt. Petri, Center Stage

**Dress:** Business casual

8:45am–9:15am



### Welcome and Overview of the Mission's Itinerary

Our formal programme will begin with an introduction into the themes of our visit by Head of Mission Fraser Whineray, Danish Ambassador HE Tom Nørring, and The New Zealand Initiative's Executive Director Dr Oliver Hartwich.

- **Fraser Whineray**, Chief Executive, Mercury and Head of Mission
- **HE Tom Nørring**, Ambassador of Denmark to Australia, New Zealand, and Fiji
- **Dr Oliver Hartwich**, Executive Director, The New Zealand Initiative

9:15am–10:15am



### Political System and Danish Politics

Denmark is many things in one: It is a parliamentary representative democracy and a constitutional monarchy. It is a unitary state but it is also a highly decentralised country. It is a member of the European Union but has opted out of some aspects of European integration.

We have invited two experts to explain the inner workings of Denmark's political framework. As a historian, diplomat, author and former editor-in-chief of daily broadsheet *Politiken*, Dr Bo Lidegaard is well placed to talk about Denmark's national politics to our group. Dr Luise Noring, a specialist in Danish local government and urban development, will explain to us the decentralised nature of Danish politics.

#### Chair: Dr Oliver Hartwich

- **Dr Bo Lidegaard**, Managing Director for Europe, Macro Advisory Partners, London. Historian and former Editor-in-Chief of *Politiken* newspaper
- **Dr Luise Noring**, Assistant Professor and Research Director, Copenhagen Business School

10:15am–10:45am

Morning Tea

10:45am–11:55am



### Doing Business in Denmark: Business and Investment Climate

Denmark is a modern, prosperous nation. According to the Heritage Foundation's Economic Freedom Index 2019, it is the world's 14th freest economy. The Danish economy was praised for its regulatory efficiency, strong property rights, and monetary stability. Yet government accounts for more than half the Danish economy and tax rates are high by international standards. What do these settings mean for doing business in Denmark?

**Chair: Fraser Whineray**

- **Carsten Beck**, Director, Futurist and Economist, Copenhagen Institute for Futures Studies (CIFS)
- **Katrine Winding**, Director General, Danish Business Authority

12:00pm–1:15pm

### Lunch with Martin Ågerup, President, Centre for Political Studies (CEPOS)

1:15pm–2:15pm



### Denmark in Europe: Relationship with the EU and Europe

Denmark joined the European Economic Community in 1973 (together with the United Kingdom and Ireland). Its relationship with the EEC (and later the EC and the EU) has turned out to be complicated, not least since the Danes voted against the EU's Maastricht Treaty in 1992. Following that, Denmark received the right to opt out of various elements of European integration such as the Euro, the Common Security and Defence Policy, as well as Justice and Home Affairs. This session will explore Denmark's complicated relationship with the EU – an issue that is all the more topical considering Brexit.

**Chair: Dr Oliver Hartwich**

- **Jonas Bering Liisberg**, State Secretary for Foreign Policy, Ministry of Foreign Affairs of Denmark
- **Anders Ladefoged**, Director of European Affairs, DI Confederation of Danish Industry

2:30pm

Meet in lobby of Hotel Skt. Petri

**Dress:** Casual; walking shoes recommended

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**2:30pm–4:30pm**



**Walking Tour**

Copenhagen has a rich history as a major city on the edge of the Baltic Sea. It grew from a little fishing town to the capital of Denmark, having survived fire, plague, invasion and just about everything in between. Nowadays, Copenhagen is known as a cultural capital, a hub of design and experiment, a place for foodies, and a land of fairy tales. Join our walking tour to hear how Copenhagen became the fantastic city it is today. Learn about the city's founding father, the best place to get Danish smørrebrød, and why the Danes are called the happiest people in the world.

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**5:10pm**

Meet in hotel lobby at 5:10pm, coach departure at 5:15pm

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**5:30pm–8:00pm**



**Evening Reception at Børsen, hosted by the Danish Chamber of Commerce**

**Location:** Børsen, 1217 Copenhagen

**Dress:** Business (tie)

The Danish Chamber of Commerce (Dansk Erhverv) coordinates the service industry in Denmark. It is one of the largest professional business organisations in the country.

The Chamber will host a reception for us at their headquarters in Børsen. A 1620s brick building built in the Dutch Renaissance-style, Børsen had been the home of the Copenhagen Stock Exchange for 350 years.

We look forward to hearing from the Chamber's CEO Brian Mikkelsen, who is a former Minister of Economic and Business Affairs.

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**8:00pm**

Coach transfer back to hotel

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Buffet breakfast from 6:15am

**Dress:** Smart casual

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**6:35am**

Meet in hotel lobby at 6:35am, coach departure at 6:45am

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**7:55am-8:45am**

**Charter flight Copenhagen - Billund**

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**8:45am-9:00am**

Coach transfer to LEGO factory

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**9:00am-9:55am**

**LEGO factory tour**



**Location:** LEGO Factory, Kornmarken 33, 7190 Billund

We have all probably played with LEGO bricks in our childhood, but few may know that the family-owned company nearly went bankrupt in the early 2000s. In dramatic circumstances, Jorgen Vig Knudstorp, at the time a 33-year-old LEGO executive, told the owner time was running out and that he should be made CEO if the company was to be saved. Amazingly, LEGO's owner followed his advice. Knudstorp not only saved the company but also increased its turnover by 600 percent until he stepped down from his executive role in 2016 to become chair. The company is still very private, so we are delighted that LEGO's management have invited us to visit their spectacular new headquarters (built in the style of a LEGO brick house), meet their top executives, and show us their shop.

- **Jakob Lysholm Christensen**, Vice President of Operations and Leads, LEGO Group

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**10:00am-10:45am**

**Presentation and Q&A with Carsten Rasmussen**

**Location:** LEGO Factory, Kornmarken 33, 7190 Billund

Carsten Rasmussen, LEGO's Chief Operating Officer will present to the delegation on the brand, its history and its journey of transformation to what it is today.

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**10:45am**

Coach transfer to LEGO House

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11:00am- 11:45am

**Lunch – LEGO House**

**Location:** LEGO House, Ole Kirks Vej 1, 7190 Billund

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12:00pm-1:00pm

**LEGO House Tour**



LEGO House is LEGO's new headquarters in Billund on the site of the old town hall. The centre spans 12,000 square metres and the architecture embodies the ideals of LEGO: countless opportunities and systematic creativity. The building is home to several impressive LEGO sculptures and play centres, as well as a history of the LEGO brand.

- **Jesper Vilstrup**, General Manager of LEGO House
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1:30pm-3:00pm

Coach transfer from Billund to Odense

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3:00pm-4:30pm

**Visit to the Odense Robotics Cluster**



**Location:** University of Southern Denmark, The Faculty of Engineering, Campusvej 55, 5230 Odense M

The small city of Odense is home to Europe's leading robotics cluster. Dozens of companies have located in Odense to develop and produce robots. In this, they are supported by the University of Southern Denmark, whose Faculty of Engineering is a leader in Europe in robotics education. Its Maersk Mc-Kinney Møller Institute is a high-technology, internationally recognised research centre. We will find out how this technology cluster integrates scientific research and business development.

- **Kasper Hallenborg**, Director and Head of Department, the Maersk Mc-Kinney Møller Institute, SDU
  - **Mike Gornitzka**, Head of New Business Development – Denmark, Norway and Iceland, B&R Industrial Automation
  - **Niels Jul Jacobsen**, CSO, Mobile Industrial Robots
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4:30pm-6:45pm

Coach transfer to Copenhagen

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LEGO House, designed by famous Danish architecture firm BIG (Bjarke Ingels Group)

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**7:20pm**

Meet in lobby at 7:20pm, walk to restaurant

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**7:30pm-9:30pm**



**Dinner with Cees 't Hart, President and CEO of Carlsberg**

**Location:** Aamanns 1921, Niels Hemmingsens Gade 19-21, 1153 Copenhagen

**Dress:** Business (tie)

Carlsberg is one of Denmark's iconic brands. The brewery is known around the globe, and its products are distributed worldwide. We are fortunate to have Carlsberg's CEO Cees 't Hart with us. He will give us insights into doing business in Denmark – and he will do so from the perspective of a business leader who is still relatively new to Denmark – he is Dutch and has spent most of his professional life outside Denmark.

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**9:30pm**

Walk back to hotel

Buffet breakfast from 6:30am

**Dress:** Smart casual

**8:00am**

Delegates and registered partners meet in hotel lobby at 8:00am, coach departure at 8:10am. Please bring your passport.

**8:30am–9:30am**



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*Danida*

### **Reception at Ministry of Foreign Affairs**

**Location:** Eigtveds Pakhus, Strandgade 25G, 1401 Copenhagen

The day is dedicated to exploring the connection between Denmark and Sweden. We will start with a reception hosted by the Ministry of Foreign Affairs. Secretary of State Susanne Hyldelund will brief us on the state of the bilateral relations. We will also hear from Andrew Jenks, New Zealand's Ambassador to Sweden and Norway as well as Ambassador-Designate Denmark.

**Chair: Dr Oliver Hartwich**

- **Susanne Hyldelund**, State Secretary for Trade, Ministry of Foreign Affairs
- **Andrew Jenks**, New Zealand's Ambassador to Sweden and Norway

**9:35am– 10:15am**

### **Coach transfer to Malmö**

Copenhagen and Malmö are only 30 kilometres apart separated by the Öresund Strait. However, travel between the two cities was by ferry until 2000 when the Öresund Bridge and Tunnel opened. The Öresund Bridge is still the longest combined road and rail bridge in Europe. At a cost of €2.6 billion, the project was delivered without any taxpayer funding. The bridge is user-financed and the cost will be repaid by 2037.



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10:30am-1:00pm



### Visit to Region Skåne

**Location:** Dockplatsen 26, 211 19 Malmö, Sweden

In Sweden, we will be hosted by Region Skåne, the public body responsible for health care and public transport, business development, culture, infrastructure, social planning, and environmental and climate-related issues. With 34,000 employees, Region Skåne is one of Sweden's biggest employers.

Together with the municipalities in Skåne, institutes of higher education, organisations and trade and industry, Region Skåne operates on a broad front to create health, development and sustainable growth in Skåne.

We will find how Skåne's location and proximity to Copenhagen has naturally led to intensive collaboration across the Öresund, and how labour markets in Skåne and Zealand are becoming increasingly integrated.

- **Annika Annerby Jansson**, President of Region Skåne's Regional Council
- **Ulrika Ringdahl**, CEO of Invest in Skåne
- **Jeanette Andersson**, CEO of Minc
- **Johan Wessman**, CEO of Öresundsinstittutet
- **Carin Peters**, International strategist at Region Skåne

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1:00pm

Coach transfer to restaurant

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1:15pm-2:30pm



### Lunch at Bloom in the Park

**Location:** Bloom in the Park, Pildammsvägen 17, 214 66 Malmö, Sweden

We will be joined by two representatives of Media Evolution, a non-profit members organisation bringing together innovative tech agencies, creatives, big corporations, academia, and local municipalities and regions of southern Sweden.

Media Evolution was founded in 2008 to promote favourable conditions for growth and innovation in the media industries. Today, it has more than 400 members.

- **Ida Åstrand**, Head of Community and Communication Strategist, Media Evolution
- **Pernilla Lavesson**, Community Manager, Media Evolution

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2:30pm-2:45pm

Coach transfer to Malmö City Centre

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**2:45pm–4:45pm**



**Walking tour in Malmö with local guide**

During the tour, we will cover some of the most interesting historical places and buildings in the city centre, mixed with current activities and recent developments in Malmö in architecture, city planning and more. We will see St. Peter's Church (St. Petri), The Big Square (Stortorget) with the town hall and the old pharmacy, The Small Square (Lilla Torg), Malmö Live, and more.

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**5:00pm–6:00pm**

Coach transfer to Copenhagen

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**6:50pm**

Meet in hotel lobby at 6:50pm, coach departure at 7:00pm

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**7:30pm–10:30pm**



**Dinner hosted by Fritz Schur, Chief Executive and Managing Director, Fritz Schur Group**

**Location:** Christiansholm, Klampenborg

**Dress:** Business (tie)

We will be guests of Fritz Schur, a leading Danish industrialist and entrepreneur, at Christiansholm. Built in 1746 by the merchant Just Fabritius, Christiansholm is Denmark's oldest country house. In 1900, it was redeveloped using inspiration from English terraces and underwent major restoration in 1990. The estate is Denmark's most expensive villa and is now owned by Fritz Schur.

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**10:30pm**

Coach transfer back to hotel

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Buffet breakfast from 6:30am

**Dress:** Smart casual – bring a windbreaker jacket

**8:15am**

Meet in hotel lobby at 8:15am, coach departure at 8:25am for boat tour

**9:00am-10:30am**



**Boat Tour to Middelgrunden Offshore Wind Farm Park**

**Location:** Lautrupkaj 1, 2100 Copenhagen

The Middelgrunden Offshore Wind Farm was one of the first offshore wind farms in the world. It has a total capacity of 40 MW and 20 bonus turbines, each with 2 MW capacity. Middelgrunden Offshore Wind Farm supplies 3 percent of the electricity consumed in Copenhagen.

Ten of the wind turbines are owned by the energy company Orsted and the remaining 10 belong to Middelgrunden Wind Turbine Cooperative. This means a number of Copenhagen residents own a share of the turbines. More than 90 percent of all offshore wind turbines worldwide are made by Danish companies, who have vast experience in meeting the challenges of constructing offshore wind power plants.

- **Hans Chr. Sorensen**, Middelgrunden Wind Turbine Cooperative

**10:30am-11:00am**

Coach transfer to Amager Resource Center

**11:00am-1:00pm**



**Visit to Amager Resource Center, including Copenhill (Amager Bakke)**

**Location:** Amager Resource Center, Vindmøllevej 6, 2300 Copenhagen

Every day of the year, the Amager Resource Center relieves the inhabitants and companies of the five capital municipalities of their waste, and supplies heat and electricity to their households in return. Construction of a new state-of-the-art facility was completed in 2017. Now up and running, it is one of the best performing European plants in energy efficiency, waste treatment capacity, and environmental consideration, producing heat for 160,000 households and electricity for 62,500 residences. The facility also stands out for its award-winning architecture: the rooftop has green spaces for walking, running and even an artificial ski slope accessible to the public.

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1:00pm

Coach transfer to restaurant

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1:15pm–2:20pm

### Lunch at Kanalcafeen Restaurant - traditional smørrebrød

**Location:** Kanalcafeen Restaurant, Frederiksholms Kanal 18, 1220 Copenhagen



Indulge in a traditional Danish lunch at Kanalcafeen. Smørrebrød is a traditional Scandinavian open-faced sandwich usually made with a dark and dense rye bread, buttered and topped with commercial or homemade cold cuts, pieces of meat or fish, cheese or spreads, and garnishes.

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2:20pm–2:30pm

Walk to BLOXHUB

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2:30pm–5:00pm

### Meetings at BLOXHUB

**Location:** BLOXHUB, Bryghusgade 8, 1473 Copenhagen



Bloxhub is a non-profit member organisation that includes companies, research institutions, organisations and municipalities. A multifunctional building located on Copenhagen's waterfront, Bloxhub encompasses shared office space, conference facilities, a restaurant, a fitness centre, rental apartments and the Danish Architecture Center. Designed by Dutch architect Rem Koolhaas, Bloxhub was created to connect, share and scale the best solutions to urban challenges. This session will include presentations by and discussions with selected sustainability leaders in Denmark.

- **Fraser Whineray**, Chief Executive, Mercury and Head of Mission
  - **Jørgen Abildgaard**, Executive Project Director of the 2025 Carbon Neutral strategy and plan for Copenhagen
  - **Jarl Krausing**, International Director, CONCITO
  - **Peter Damgaard Jensen**, CEO, Pensionskassernes Administration
  - **Anne Lawaetz Arhning**, CEO, Danish Agriculture and Food Council
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5:00pm

Walk back to hotel, free time

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6:30pm

Meet in hotel lobby at 6:30pm, coach departure at 6:40pm to Mogens Dahl Koncertsal

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**7:00pm-10:00pm**



**Dinner with Mogens Lykketoft MP, former Danish Foreign Secretary**

**Location:** Mogens Dahl Koncertsal, Snorresgade 22, 2300 Copenhagen

**Dress:** Business (tie)

We will have dinner with one of Denmark's most experienced politicians, Mogens Lykketoft. He first became an MP in 1981 and has since held various portfolios in different Danish governments, including finance and foreign affairs. Still an MP, he is also a prominent commentator and book author in his home country. Together with his fellow foreign minister colleague Uffe Ellemann-Jensen, he just published a best-selling book on Danish and global affairs called *Du Store Verden* ("You Big World").

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**10:00pm**

Coach transfer back to hotel

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Buffet breakfast from 6:30am

**Dress:** Smart casual

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**8:45am**

Meet in conference room, Skt Petri Hotel – Center Stage

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**9:00am-10:15am**

**Denmark's Multiculturalism and Immigration Experience**

**Location:** Hotel Skt. Petri, Krystalgade 22, 1172 Copenhagen – Center Stage

In recent decades, immigration and multiculturalism have become even more contentious issues in Danish politics. As *The Economist* noted, "The generosity of the country's social-security net has made people quicker to accuse immigrants of exploiting it. Meanwhile, a highly cohesive and demanding civic culture, which was the basis of Denmark's liberal social-welfare policies, has alienated anyone who finds it hard to conform."

**Chair:** Dr Oliver Hartwich

- **Anders Ladekarl**, Secretary General of the Danish Red Cross
- **Bent Melchior**, Former Chief Rabbi of Denmark

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**10:15am**

Meet in hotel lobby at 10:15am, coach departure at 10:20am to CEPOS

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**10:30am-12:00pm**

**Visit to CEPOS**

**Location:** CEPOS, Landgreven 3, 1301 Copenhagen

CEPOS is a liberal free-market think tank in Denmark, mainly researching economics, welfare, and government regulation. We will meet with CEPOS' management and researchers to discuss Denmark's policy settings.

**Chair:** Martin Ågerup, President, CEPOS

- **Niels Westergård-Nielsen**, Professor, Copenhagen Business School
- **Mads Lundby Hansen**, Chief Economist, CEPOS

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**12:05pm**

Coach transfer to restaurant

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CEPOS  
Center for Politiske Studier

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**12:30pm–2:00pm**



**Lunch with Søren Skou, CEO Maersk**

**Location:** 56 Degrees, Krudtlobsvej 8, DK-1439 Copenhagen

Maersk is the world's largest shipping company by both fleet size (786 vessels) and cargo capacity (4.1 million 20-foot equivalent units), with 374 offices in 116 countries. It employs approximately 31,600 people, of whom 7,000 are shipping crew and 24,600 processing personnel. The company is best known for its coverage across the globe, and is on the path to becoming carbon neutral by 2050. We look forward to hearing from Maersk's CEO about the role his company plays in Denmark and the world.

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**2:00pm–2:15pm**

Coach transfer to Christiania

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**2:15pm–4:30pm**



**Christiania and guided walk**

Christiania, the notorious freetown of Copenhagen, is without a doubt one of Denmark's most popular tourist attractions. Christiania was founded in 1971 when some locals cut a hole in the fence of the military barracks in Badmandsgade.

Today, many of the original settlers still live in the collectively controlled village, and the area has a clear '70s feel to it. Around 1,000 people live in Christiania and more than 500,000 people come to visit every year. Many people living in Christiania have built their homes themselves, giving the area an interesting architectural look. Tourists can enjoy a variety of eco-restaurants, workshops, galleries and music venues offering all sorts of cultural experiences.

Christiania existed under special conditions for 40 years with constant conflicts and clashes between the locals and the Danish state. After many years of uncertainty, an agreement was signed in 2011 resulting in the Foundation Freetown Christiania on 1 July 2012.

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**4:30pm**

Coach transfer back to hotel

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**6:30pm**

Delegates and partners meet in hotel lobby at 6:30pm, coach departure at 6:40pm to Tivoli (or 12 min walk)

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**6:45pm–7:30pm**

Explore Tivoli

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**7:30pm-10:30pm**

**Dinner with partners at Nimb Rotunden, Tivoli**

**Location:** Tivoli, Vesterbrogade 3, 1630 Copenhagen

**Dress:** Smart casual

Tivoli is an amusement park and pleasure garden in Copenhagen. The park opened on 15 August 1843 and is the second-oldest operating amusement park in the world, after Dyrehavsbakken in nearby Klampenborg, also in Denmark. An informal and enjoyable dinner in the park will bring to a close our week-long discovery tour of Denmark.

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**10:30pm**

Coach transfer back to hotel. Programme concludes

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**SATURDAY, 29 JUNE 2019 – Depart Denmark**

**7:00am-11:00am**

**Buffet breakfast**

Please enjoy breakfast at leisure, then check out of your room no later than 12:00pm. Any incidentals or additional room nights must be settled directly with the hotel. Own arrangements from the hotel to Copenhagen Airport.

Safe travels back to New Zealand.

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