The Central European and Balkan Markets

With a population of 87 million the 12 countries in the region of CE and Balkans creates over 6 % of the European GDP. For Denmark this region represents a trading value of approx.. DKK 24.5 billion annually, while for example the exports to Croatia grew by the incredible figure of 35.8 % in 2015.

Most of the countries in the region have an above EU average GDP growth and purchasing power growth of consumers and companies, which are also expected to increase in the following years. Each country has its industry specific strongholds, which represent a great business opportunity for Danish exporters in the given field. Besides the geographical and cultural closeness compared to overseas markets, the Central European and Balkans offer trading without barriers, as majority of the countries are EU members.

This way, the region represents business opportunities in basically every business branch. This also goes for every form of doing business: from technological cooperation in manufacturing, through export sale of consumer goods and to different types of commercial cooperation.

Danish machinery and FMCG exporters often start their activities in the region with the economically stronger Czech and Slovak Republics, Hungary, Slovenia and then continue eastwards to Serbia, Bulgaria and Romania, where the agriculture and industrial sectors are visibly growing and modernizing. It total these sectors make between 30-60% of the Danish exports in the region. Surprisingly Danish exports to Greece excel in the food sector with a share of totally 40% .

ICT and innovative technologies are both exported, but also outsourced in the advanced environment of Romania, Croatia, Czech Republic and Hungary. These countries also offer very competitive and quality outsourcing opportunities within the wood and metal processing business that makes between 12-30% of the total exports.

The region also represents an important sales growth area for companies within the pharmaceutical, chemical and service industries, where we can observe growth and entry of new market players. In some countries the export value reaches up to 36% (Hungary, Romania, and Slovakia).

At this upcoming event you will have the chance to speak in person to the Trade Council's experienced Advisors, who have helped various companies on the markets of Central Europe and the Balkans. We are there to support you through our knowledge and extensive network, which we have developed over the years.