



INTERNATIONAL STRATEGY

FREDERIKSHAVN KOMMUNE



International strategy of the Municipality of Frederikshavn

The world is here and it influences our everyday life and our possibilities. The globalization is a fact that we must learn to seize and utilize with a view to developing. In order to enjoy optimum benefit of the opportunities that the globalization presents, we must focus on our international commitments.

It is a question about being...

Internationally oriented – to be curious about the world and try to understand it

Internationally active – to go out into the world and do business and acquire impressions

Internationally attractive – to be able to attract the world so that it can enrich us

An international vision makes us grow. The individual human being develops and enhances his competencies and the local community becomes dynamic and achieves new perspectives that contribute to growth and development of the whole community.

The International Strategy of the Municipality of Frederikshavn is to contribute to make it even better to be a citizen in our municipal district. We who live here are part of the world. We are part of the world when we are internationally active and when our local community is internationally attractive. The basis is to be internationally oriented. The personal contact with people and inspiration from other countries are decisive for the international vision and for this reason it is part of our international strategy to give our citizens the possibility to meet the world – both here at home and out there.

Frederikshavn's International Strategy shows the direction of our international efforts. It is a question about how the local authorities act and how the local tasks are carried out. And it is a question about where the local authorities intervene together with the people who are located, live, work and carry on business here.

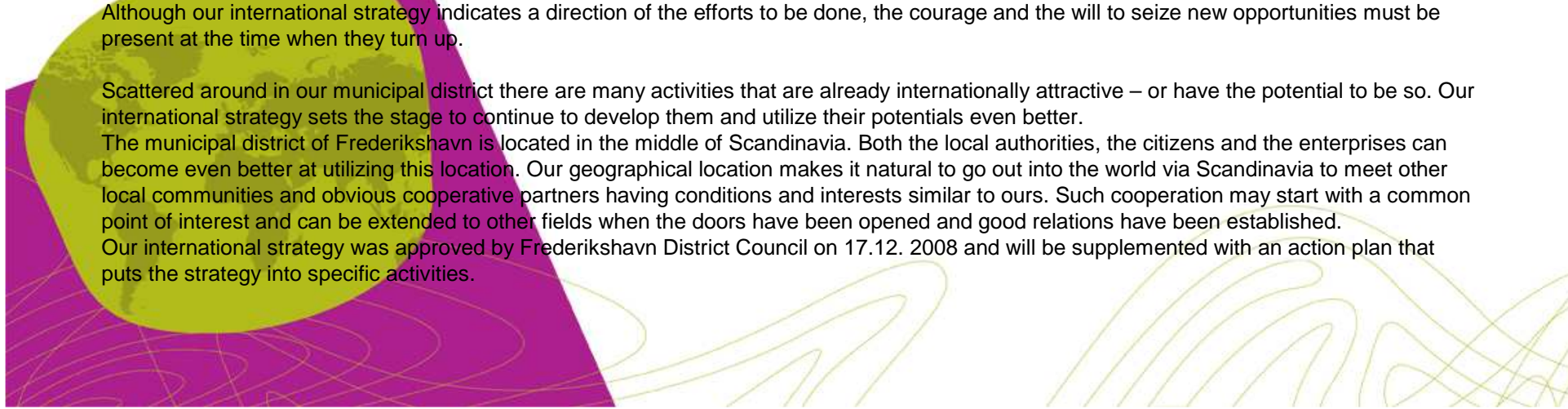
Our international strategy admits a spectrum of international activities. It enables new initiatives to arise. But at the same time it leaves room to continue local traditions because when dealing with international business, it is advantageous to stick to contacts and activities for many years. Long-term efforts are needed to build up good relations and the results of these efforts might not show until after some years. The good relations may turn out to be invaluable when new chances arise.

Although our international strategy indicates a direction of the efforts to be done, the courage and the will to seize new opportunities must be present at the time when they turn up.

Scattered around in our municipal district there are many activities that are already internationally attractive – or have the potential to be so. Our international strategy sets the stage to continue to develop them and utilize their potentials even better.

The municipal district of Frederikshavn is located in the middle of Scandinavia. Both the local authorities, the citizens and the enterprises can become even better at utilizing this location. Our geographical location makes it natural to go out into the world via Scandinavia to meet other local communities and obvious cooperative partners having conditions and interests similar to ours. Such cooperation may start with a common point of interest and can be extended to other fields when the doors have been opened and good relations have been established.

Our international strategy was approved by Frederikshavn District Council on 17.12. 2008 and will be supplemented with an action plan that puts the strategy into specific activities.



Growth through the world

New opportunities and potentials for growth are created through the world. To enterprises it is not an aim alone to be internationally oriented and have an international vision – no, the international aspect must bring something along, it must represent a value, and from the enterprise angle this value will predominantly be financial.

The globalization means both opportunities and challenges. Markets open and approach each other, and in this way it becomes possible e.g. to enter into interesting international networks and partnerships and to find new market outlets and new customers. On the other hand, there are also new challenges e.g. on the local market where international competitors increasingly appear and tender for tasks which have traditionally been handled by local enterprises.

Both Frederikshavn and the trade and industry must pay attention to the global development and adapt their structures, products and labour accordingly. Qualified labour, readiness to change and knowledge of language and culture are demanded to achieve optimum benefit of the globalization.

At the same time it is important to utilize our already existing business strengths with international potentials, e.g. within the renewable energy industry, the lighting industry and the maritime industry and also our geographical location in the middle of Scandinavia supplemented with a well-developed infrastructure in the form of two large harbours. These are advantages that make us interesting and attractive to the international market, and they are elements which both the local trade and industry and Frederikshavn must utilize in the fight for international attention and investments.

Our business strengths have their own independent international potential, but they can also act as spearheads and cause spillover to the parts of the local trade and industry which are not yet active on the international market. The way out into the world may be long for the individual enterprises and it will be advantageous to everybody if the spearheads' international activities can prepare the ground for the development of networks and strong clusters.

Frederikshavn will support the enterprises' opportunities to grow through the world by...

- Contributing to making it attractive and accessible for our enterprises to enter into the international market
- Backing up international business commitments within the energy, lighting and mechanical engineering industries, the adventure economy, the food industry and the maritime industry
- Continuing the international efforts already made in relation to the Energy City Frederikshavn

Interaction with the world

Meeting people and network across borders are important factors in order to become internationally active and internationally oriented. Both what concerns citizens, enterprises and public institutions. Interaction with the surrounding world has various purposes. From the citizen seeking new adventures and acquaintances to the enterprise wanting to increase its export potentials. And the form is not always the same, some relations become long-lasting, as e.g. the cooperation with twin towns, while others are short-term and limited in time as e.g. a cooperation agreement between enterprises or a partnership between public institutions on an EU project.

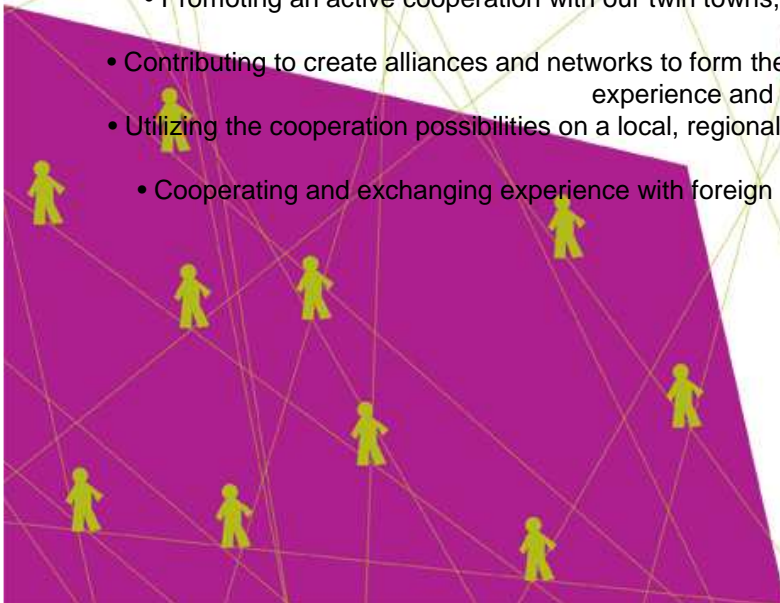
As citizens many of us have benefited much from the twin town cooperation which has contributed to create cultural and social relations over the years. But our twin towns also imply other potentials. They can open doors to the international market for the business sector and Frederikshavn can utilize the cooperation for staff exchange and inspiration to new solutions of public work.

Within the business field Frederikshavn's efforts in relation to international network must be made in close connection with other industrial policy measures and must be based on the business strengths already present in our district. Our relations to our Nordic neighbouring countries are strong, not least because we are a traffic junction in Scandinavia. We must utilize this location to extend our relations in the Nordic region. At the same time it is important to take a look into the rest of the world and enter into valuable cooperation agreements.

The possibilities of interacting with the rest of the world are infinite and enriching, but also demanding. Geography, language, culture etc. make cross-border cooperation challenging. It can be difficult to know where to begin. Therefore, to play together with the rest of the world might become more manageable through local networks where it is possible to share knowledge and cooperate on international efforts. At the same time the efforts must be used correctly and therefore Frederikshavn will use its international strategy to evaluate the possibilities and focus on the ones chosen so that our municipal district in its entirety achieves optimum benefit from our efforts.

Frederikshavn will encourage the interaction with the rest of the world by...

- Promoting an active cooperation with our twin towns, including endeavouring to create synergy between the twin town cooperation and our international focus areas
- Contributing to create alliances and networks to form the frames for international project activities, cooperation between enterprises, exchange of experience and cultural enrichment to the benefit of our citizens
- Utilizing the cooperation possibilities on a local, regional and national level in order to create the best conditions for international activities within our municipal district
- Cooperating and exchanging experience with foreign local communities with the purpose to get inspired to find new solutions of public tasks



Young people in today's world

Frederikshavn stakes on the young people. For this reason we won an award for being Denmark's Youth Municipality in 2007. The young people must have the possibility of leaving their marks on our common future. And we need their help to find the future solutions to the future challenges. These challenges are not only to be found in the local community, but often come to us from the outside and they must be met with comprehension of how a globalized world works.

Borders are of no interest to young people. They do not distinguish between buying their new shoes in a Canadian internet shop or in the shop around the corner. And when they play on the internet, they participate in a team with other young people from Ukraine and Spain without giving it a mere thought. Using the whole world as playground and trading place almost goes without saying, and it is not a problem to do so without being internationally oriented, without understanding other people's living conditions and for that matter without being able to get on in a globalized world.

However, it is necessary that the young people become citizens of the world similar to being citizens of Frederikshavn. Young people knowing and understanding the world are able to draw inspiration from it. They are able to develop both themselves and their surrounding local community.

Friendships are important to young people. Meeting with young people from other countries may form the basis of becoming internationally oriented and internationally active. The public school possesses the possibility of forming the basis of the young people's international comprehension. It can be formed through training in the classes and it can be formed when attending classes together with children from other countries. The associations for children and young people and the sports clubs also offer the possibility of meeting with other young people. Many associations go out into the world or host arrangements with foreign participants.

Many young people get to know the world through travelling. But also the young people who stay at home need the international vision which they can achieve at school, in the associations and when we have guests from abroad.

Frederikshavn will give the young people the possibility of meeting the world by...

- Encouraging international work at school
- Developing the international angle of the local community's youth activities
- Working to establish good possibilities and facilities for the local associations' international activities including helping them to create contacts to associations in our twin towns
- Endeavouring to give the young people who receive their training in the municipal organization the possibility of a stay abroad during their training course

A world of experiences

Good experiences are important to us all. Big and small experiences – what matters is that they make a difference. A difference to Frederikshavn's citizens and a difference to our guests enabling them to go home filled with good impressions and experiences.

To Frederikshavn it is important that our citizens and guests can easily access a world of experiences all the year round. Therefore, Frederikshavn will promote the international experiences and arrangements. We will support the international experiences taking place in our community and at the same time we will endeavour to create relation between the efforts made within the tourist field and the initiatives taken within the culture, events, sports, food, art, music and trade fields for the benefit of citizens and guests.

We will offer our citizens and guests the possibility of gaining good and unique experiences. Big experiences and events of international nature contribute to make it attractive to live in and visit our community and they may also help to direct the world's eyes towards Frederikshavn.

Some experiences are gained as a spectator. Other experiences demand people to play an active part. Citizens and guests share events giving both parties international impetus and inspiration. It is the important experiences that are remembered and create international relations and friendships and add extra value to life in the Frederikshavn municipal district.

We experience with different eyes and not all of us are fascinated by the same experiences. Therefore Frederikshavn wants to offer a variety of experiences of international nature. From sports to culture we want to take a broad, all-sized aim and the existing arrangements must be utilized even better thus enabling both Frederikshavn and its citizens to benefit better from them and to access even more experiences.

Frederikshavn will give its citizens access to a world of experiences by...

- Contributing to enable all citizens to gain unique international experiences of different nature and size
 - Endeavouring to enable our tourists to participate in arrangements and events that can assist growth in the tourist business
 - Supporting cultural arrangements of any nature and size that are of importance to our local community and the individual citizen
- Utilizing the twin town cooperation in a more active way so that this cooperation gives the citizens the possibility to benefit from it and contributes to give the citizens new experiences
 - Supporting the business cooperation opportunities that have an international angle



Host to the world

We are hosts when we help a tourist to find his way or when we lend a hand during a sports festival with participants from all over the world. We are hosts when we receive exchange students in our homes for some months and when we help our new neighbour or colleague from another country to find his legs.

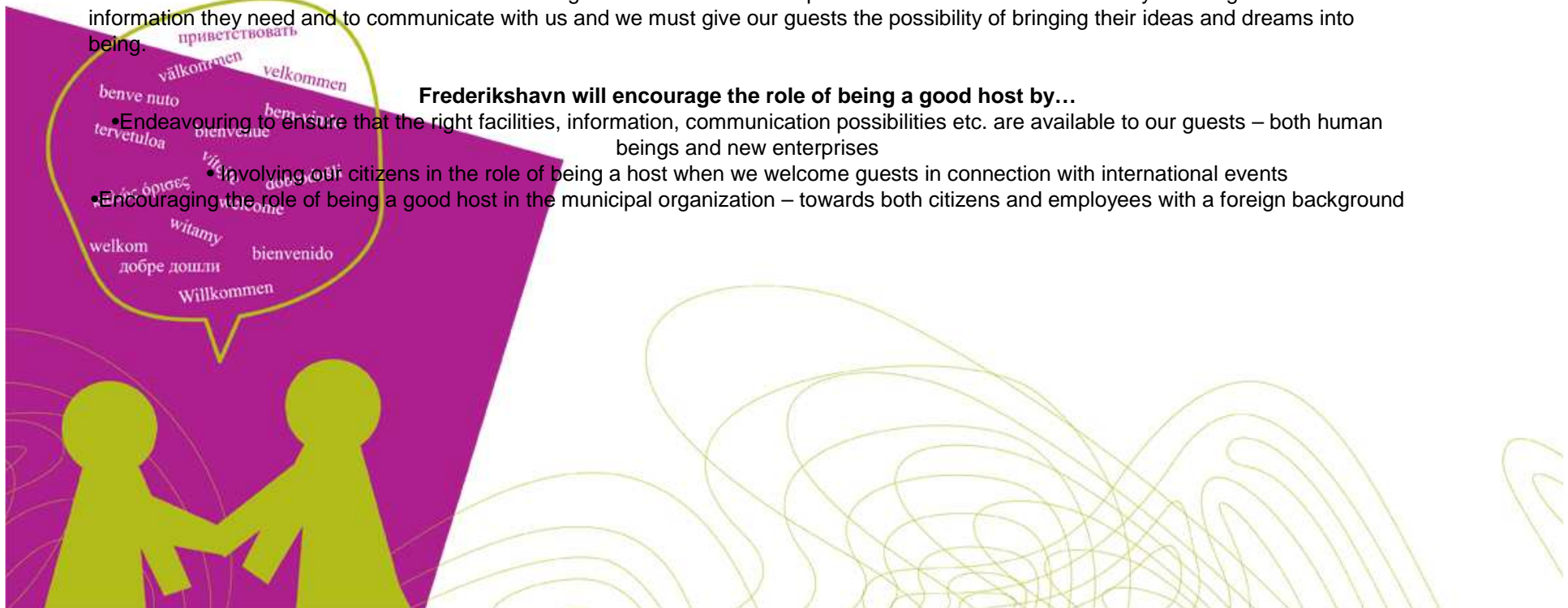
Here, in our community, we are used to host guests from our neighbouring countries and from all over the world. We know that our guests feel like coming back if we are good hosts. We have many guests, but would like to have even more – both tourists, enterprises, students, visitors and people who come here to work. Having many guests means having many opportunities – also to us who live here. We get more arrangements, activities, shops and interesting places to visit. New international enterprises imply different working places. We get the possibility to get to know the world through our guests. In short: The international aspect is right here, where we live.

Guests are fully capable of sensing whether they are welcome or not. We succeed in the best way in our role as hosts when we enjoy being hosts because the role also gives ourselves something – new knowledge, funny experiences, fellowship with others or being hosts is a joint project and joint responsibility that can be shared so that many of us benefit from being hosts to our guests and so that our guests feel welcome everywhere in our community.

It is fun and rewarding to be a host, but it is not always so simple to be a good host. We must be obliging and flexible so that our guests feel welcome. We must be able to understand our guests' demands and help them to fulfil them. It must be easy for our guests to find the information they need and to communicate with us and we must give our guests the possibility of bringing their ideas and dreams into being.

Frederikshavn will encourage the role of being a good host by...

- Endeavouring to ensure that the right facilities, information, communication possibilities etc. are available to our guests – both human beings and new enterprises
- Involving our citizens in the role of being a host when we welcome guests in connection with international events
- Encouraging the role of being a good host in the municipal organization – towards both citizens and employees with a foreign background



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