



Dear Participant,

Thank you for joining us at the opening conference, **Fueling the Green and Innovative Future of Maritime**, and the official launch of GEW Denmark.

We're excited to share some highlights from the day, including a brief summary of the evening's stage program.

Additionally, you'll find links to the conference aftermovie, the role models, and the campaign film showcasing entrepreneurship in Blue Denmark.

To stay informed about our latest analyses and upcoming events, feel free to subscribe to our newsletter [here](#).

Thank you for helping us make the day truly unforgettable!

Best regards,

Simone, David, Sophie, Simon,
Thomas & Maria

Danish Entrepreneurs //
Global Entrepreneurship Week

This year's Global Entrepreneurship Week Denmark focused on entrepreneurship in Blue Denmark. The Entrepreneurship Week kicked off on November 11th with the opening conference, Fueling the Green & Innovative Future of Maritime, which included:

- **Pitch competitions** featuring 14 innovative startups
- **An exhibition area** showcasing 40+ exhibitors
- **Student case pitches** presented to DFDS, Alfa Laval and OSK Design
- **Matchmaking** with 45 networking meetings
- **Inspiring panel debates and fireside chats** on two stages

Hannan Carmeli, Founder and managing partner, theDOCK

"I had the chance to meet old friends as well as make new ones. The latter included a great mix of young and upcoming tech companies which we will continue to track, as well as local leading corporations which we are happy to cooperate with. All in all great event - short and to the point!"

CLIIN Robotics

"It was inspiring to be surrounded by people who share our passion for a greener, more innovative maritime industry. Connecting with fellow innovators and exploring new ideas for the future of maritime entrepreneurship was incredibly exciting."

Magnus Thorkild Lærke-Hall, Student, Copenhagen Business School

"Together with my team mates, I pitched a case solution for how Carnival Corporation can continue to balance competitive long-term growth and international expansion with their commitments to sustainability. Being very new to the maritime industry, I'm thankful for this valuable experience to pitch to, and get feedback from, representatives from MARTEC, DFDS, Alfa Laval, and OSK Design."



CAN DENMARK ANCHOR THE FUTURE OF MARITIME INNOVATION?

“THE MARITIME SECTOR IS AN AREA WHERE WE COULD ALL DIRECT MORE INVESTMENT”

- Peter Kofler, Chairman of the Board, Danish Entrepreneurs



“I believe it makes sense for us to come together at least once a year. I hope we can do this more often to exchange knowledge and support one another. During this event, I’ve met investors from far away and remarkable local entrepreneurs. This is something we should continue to build upon and strengthen.”

“A preview of an upcoming report reveals that less than 2% of new startups focus on maritime innovation, and only 1% of the overall ecosystem engages with this sector. This highlights significant room for growth, especially considering the strong foundation we already have in this field.”

During our opening conference, Peter Kofler emphasized the untapped potential in the maritime sector, noting that only a small fraction of startups focus on maritime innovation despite its strong foundations. He called for increased investment and collaboration, stressing the importance of events like this to foster knowledge sharing and build connections between local entrepreneurs and global investors.

OPENING SPEECH



“WE ARE FOCUSED ON MAKING IT EASIER TO RUN BUSINESSES IN DENMARK BY CUTTING UNNECESSARY BUREAUCRACY AND REDUCING ADMINISTRATIVE BURDENS ”

- Stephanie Lose,
Minister of Economic Affairs

”The government is committed to ensuring that the maritime industry has the best possible conditions for success. To support this, we have established a growth team for the maritime sector, which will deliver its recommendations to the government by the end of the year. I look forward to reviewing their valuable insights.”

”Innovation and change in the maritime industry can make a significant difference. It has the potential to create and secure many jobs in Denmark while driving forward the green transition.”

Stephanie Lose highlighted the maritime industry’s role in driving the green transition while creating jobs in Denmark. She emphasized the government’s support for the sector, including a growth team set to deliver recommendations by year-end, and stressed efforts to reduce bureaucracy for businesses.

FIRESIDE CHAT

NAVIGATING THE FUTURE OF INNOVATION, SUSTAINABILITY AND GROWTH IN DENMARK'S MARITIME INDUSTRY

Stephanie Lose (Minister of Economic Affairs), Torben Carlsen (CEO, DFDS), and Jenny Braat (CEO, Danish Maritime) gathered for a fireside chat on Navigating the Future of Innovation, Sustainability, and Growth in Denmark's Maritime Industry:

"Innovation is key. We need technical solutions for vessels, like laser technology to reduce friction, better paints, advanced propellers, or anything that boosts performance and efficiency." - Torben Carlsen

"Denmark is a strong shipping nation with a robust maritime industry. To maintain this, we must foster innovation and ensure ideas and companies stay in Denmark." - Jenny Braat

"Fuels will soon cost four or five times more than today. Investing in fuel efficiency is crucial – not for today's prices but to prepare for future challenges." - Torben Carlsen

"We need strategic investments in key areas of the green transition, but there are significant implementation challenges, including slow progress, bureaucracy, and obstacles that prevent political visions from becoming reality." - Stephanie Lose





FIRESIDE CHAT

THE COLLABORATIVE AND INSPIRING JOURNEY OF VIKING & HYDROOPEN

Henrik Helsinghof (CEO, Viking Life-Saving Equipment), Benny Carlsen (SVP, Viking Life-Saving Equipment), and Jesper Hansen (Founder, Hydroopen) gathered for a discussion on The Collaborative and Inspiring Journey of Viking and Hydroopen:

“Big companies like Viking often find it challenging to generate fresh ideas. But bringing new concepts to life inspires our team, benefits customers, and positions Viking as a frontrunner in safety solutions.” - Henrik Helsinghof

“We tested the equipment and saw it in action – it was a completely different and innovative way of tackling container fires. We were immediately convinced of its potential.” - Benny Carlsen

“We actively invite startups to present their products and collaborate with our R&D team. This partnership builds trust with customers, especially when we introduce innovative solutions through a trusted global distributor like Viking.” - Benny Carlsen

“Even when your product is with Viking, stay engaged. Provide materials, train the team, and build relationships – be proactive to ensure success alongside your efforts.” - Jesper Hansen

PANEL DISCUSSION

BRIDGING THE GAP : COLLABORATION BETWEEN CORPORATES AND STARTUPS FOR MUTUAL SUCCESS

Mads Bentzen Billesø (Head of Innovation & Partnerships, DFDS), Sriram Giridhar (Investment Principal, HHLA Next), Shanker Pillai (Founder, Studio 3050), and Lars Moltsen (CEO & Founder, Sternula) participated in a panel discussion on Bridging the Gap: Collaboration Between Corporates and Startups for Mutual Success.

Startups bring radical ideas, but we also need incremental developments. Both disruptive and evolutionary innovations are crucial.” - Mads Bentzen

”Innovation starts with curiosity and looking at other industries. Entrepreneurs challenge the status quo, urging corporates to realize the urgency of change.” - Sriram Giridhar

”Innovation should be part of an organization’s culture or strategy. Corporates can use regulation as an opportunity for innovation and collaborate with small companies and authorities.” - Shanker Pillai

”We have a strong collaboration in EU-funded projects together with several companies, universities, and authorities. We got an opportunity to meet DFDS, to meet the big players who opened the door for us to come and pitch and potentially collaborate.
- Lars Moltsen



PANEL DISCUSSION

FUELING STARTUP SUCCESS : NAVIGATING PARTNERSHIPS AND FUNDING FOR A THRIVING FUTURE



Christine Spiten (Senior Growth Manager, Danske Bank Growth), Alex Smout (Investment Director, Mærsk Growth), Amelie Binder (CEO and Co-founder, CargoKite), and Hannan Carmeli (Founder and Managing Partner, theDOCK) participated in a panel discussion on Fueling Startup Success: Navigating Partnerships and Funding for a Thriving Future.

”Startups should think about the future from the beginning. Even though it’s busy, engaging with banks early on can benefit you in the long run.” - Christine Spiten

”It’s important for startups to understand the perspective of investors and customers, focusing not just on their side, but also considering the market, competition, and technology.” - Hannan Carmeli

”The biggest reason we invest is that a small investment sends a strong signal to other investors, showing that there is a potential market in the maritime industry and encouraging further funding into startups.” - Alex Smout

”Pitching is a skill, like any sport. Learning from others, practicing, and refining your approach over time is crucial for convincing investors.” - Amelie Binder

AWARDING WINNERS

As part of the opening conference, a pitch competition was held where 10 selected startups competed to deliver the best pitch within Green Transition and Tech in the maritime industry. The aim was to promote innovative and creative solutions in these areas and provide entrepreneurs with a platform to present their ideas.

Winners of the competition:

1st place: Anemo Robotics – awarded 25,000 DKK for their groundbreaking technology combining hardware and software to deliver the best solution for monitoring biodiversity.

2nd place: Laser-Clean DK – awarded 15,000 DKK for their innovative and efficient laser-based solutions for cleaning all types of industrial surfaces.

3rd place: Renable ApS – awarded 10,000 DKK for their work in circular economy and process optimization, utilizing artificial intelligence and track & trace technology.

The prizes were presented by Esbjerg's Mayor, Jesper Frost Rasmussen, who emphasized the importance of entrepreneurship and innovation for the region's growth and development.



CLOSING REMARKS

FROM THE MAYOR OF ESBJERG MUNICIPALITY

“WE’RE PROUD TO BE A LEADING MARITIME NATION”

- Jesper Frost Rasmussen, Mayor
of Esbjerg Municipality

“There are so many green transition initiatives happening in Esbjerg, and as I mentioned, this is very visible at the port. It’s something the entire world is currently focused on.”

“In addition to the green transition, we’re proud to be a leading maritime nation, ranked among the top 10 globally. This brings the responsibility to drive world-class innovation to maintain our position and advance the sector. It’s fantastic that today’s event brings together both established companies and startups, working to secure a sustainable future.”



CONFERENCE HIGHLIGHTS

QUOTES & INSIGHTS FROM THE OPENING CONFERENCE

Sriram Giridhar, Investment Principle, HHLA Next

“It was a great event - I really enjoyed the format and the infrastructure and opportunities given to network. Especially, the dedicated area for networking and the B2BMatch application as well. This was very helpful and important because in the maritime industry the personal contact is very much valued.”

Nadia Itani, International Business Advisor, The Trade Council

The day was filled with inspiring conversations and opportunities to network with stakeholders passionate about strengthening Denmark’s maritime industry. I had an exhibition stand next to Maritime Stars from Business Hub Northern Denmark and the BlueTech Startup Hub from Svendborg. Together, we focused on innovation and growth opportunities within Denmark’s maritime sector. Valuable insights were shared on leveraging new technologies and sustainable solutions to ensure that Danish maritime companies remain globally competitive.

Nejc Novak, CEO and Co-founder, Anemo Robotics

“The audience we pitched to had more expertise in maritime and ocean technologies compared to other tech conferences. This allowed us to make our pitch more concrete and technical than we usually do. Often, conference attendees aren’t as specialized, but here, many had a deep interest and knowledge in ocean protection and marine technology. It made the experience unique.”



Entrepreneurship in Blue Denmark

Scan the QR code to watch the campaign film and meet inspiring role models



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ENTREPRENEURSHIP
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A special and sincere thanks to our partners






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