

Copenhagen
25. august 2009

Press release

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Design must become the driving force of industry

A new international innovation network will be meeting for the first time in Copenhagen to discuss how design and co-creation can create growth in the future.

On 29 and 30 August in Copenhagen, 100 top managers from Danish industry will be meeting designers and innovation experts from all over the world during the official design week, Copenhagen Design Week 09. The aim is to establish a network which, by looking at actual business cases, can show how design can create future growth in industry.

"This is a very tangible move, which can help to get the wheels turning again. Denmark is already known as a design nation throughout the world. We need to maintain this position, so therefore we naturally want to be involved in setting the international agenda. We can now do this thanks to Copenhagen Co'creation. I have high hopes that the co-creation summit and seminar will help turn the focus on Denmark as an international centre for innovation in design. So this move gives us a unique opportunity to set off a positive domino effect for the benefit of the Danish economy in the future", comments Ms Lene Espersen, Minister for Economic and Business Affairs.

The Copenhagen Co'creation project is headed by the Danish Design Association in cooperation with The Danish Chamber of Commerce and The Confederation of Danish Industry. The project has received DKK 2.5m from the Program for User-driven Innovation under The Danish Enterprise and Construction Authority.

"The Danish Design Association is proud to contribute to attracting the world's top innovators through Copenhagen Co'creation. This move aims to increase the knowledge of Danish companies regarding what is going on at the international design scene and how design can be incorporated into a strategy for growth. Co-creation is both a method and a process that can develop and diversify organizations and products in the face of tough global competition. The Danish Design Association wants to use Copenhagen Co'creation to implement this new knowledge, so this is why there is a pressing need for focused international network cooperation", says the Director of the Danish Design Association, Gitte Just, who wishes to stress that many companies have already achieved good results with the help of the co-creation process.

Copenhagen Co'creation is taking place on 29 and 30 August as part of the Copenhagen Design Week 09. The other cooperative partners are the Danish Design Centre, INDEX: and Copenhagen Design Week 09. Check it out on www.copenhagencocreation.com.

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