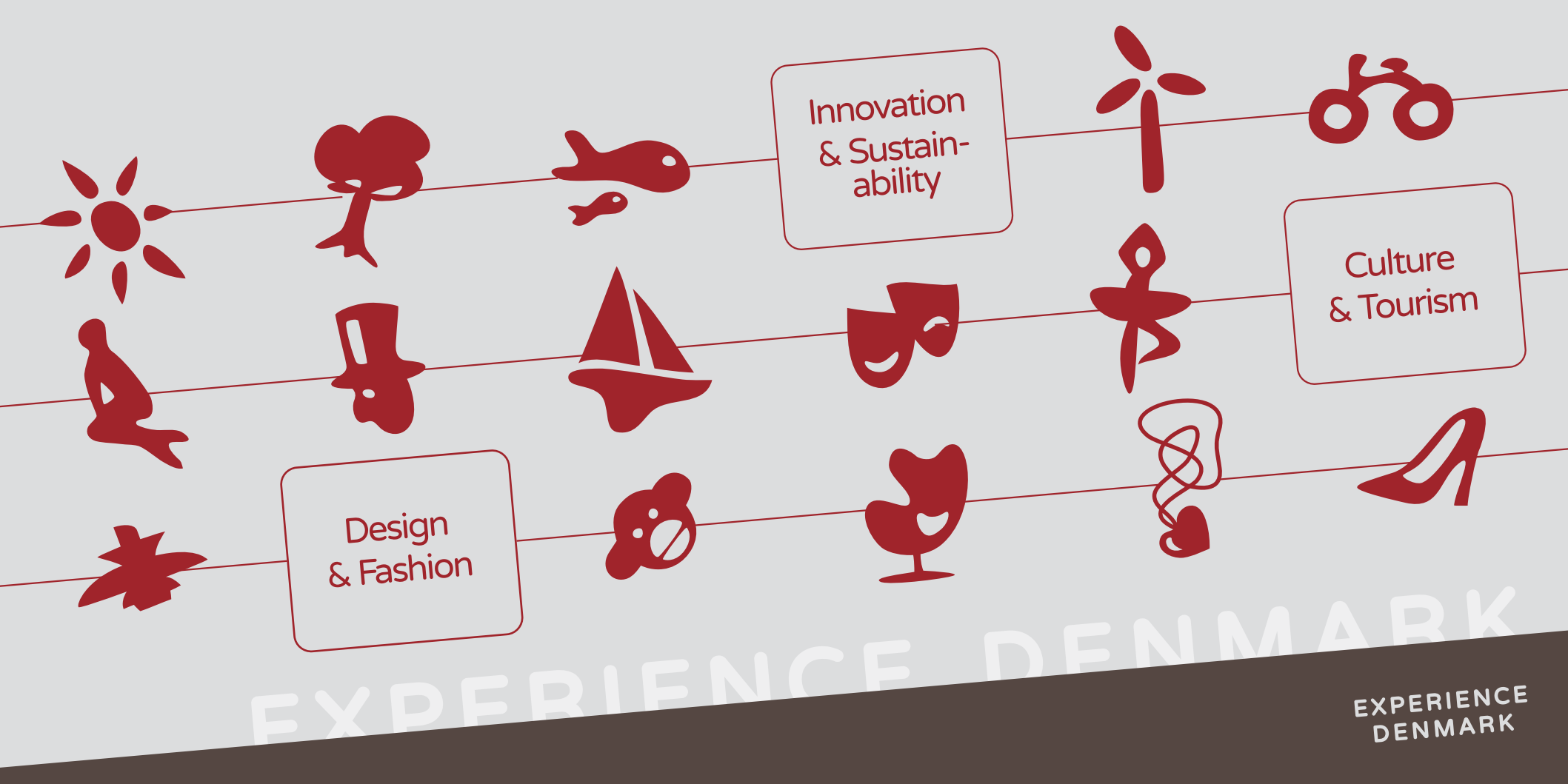




EXPERIENCE
DENMARK

Official Partner Country of the CHIO Aachen 2013



Innovation
& Sustain-
ability

Culture
& Tourism

Design
& Fashion

EXPERIENCE DENMARK

EXPERIENCE
DENMARK

The Concept

The goal of EXPERIENCE DENMARK is to give the visitors in Aachen an integrated and interactive experience of the best of Denmark. At the same time, we give Danish companies and organisations an opportunity to promote their business and create important connections to the German market.

EXPERIENCE DENMARK takes Danish values and commercial strengths as its starting point. This will be reflected in all activities and marketing initiatives carried out during the CHIO Aachen 2013. Our approach is experience-based and we believe that the greatest impressions are made when all senses are put into play.

At the CHIO Aachen 2013, we will establish “the Danish Village” where visitors can experience a real size modern Danish

holiday cottage filled with Danish design. Visitors can taste a piece of freshly baked bread with Danish jam, have a cup of coffee with the hosts of the house or simply relax on the porch while enjoying the atmosphere. Being heated by solar energy and built with sustainability ideals in mind, the holiday home reflects the Danish belief in green living and innovative design.

Visitors will have the opportunity to meet leading Danish companies and a unique chance to have a closer look at the Royal coaches and talk with the Royal Mews.

Each day will bring new and exciting experiences and events in “the Danish Village” - and everyone is invited to join.

EXPERIENCE
DENMARK

Crone & Co

EXPERIENCES

The EXPERIENCE DENMARK concept and visual identity are developed and executed by Crone & Co - a marketing and communication agency specialised in experienced-based communication.

Crone & Co was the official PCO (professional congress organizer) for the Danish EU Presidency 2012, and client references include Danish ministries and municipalities, NGOs as well as large Danish and international companies e.g. Lundbeck, Microsoft, IBM, Saxo Bank, Nokia, Rambøll, Unilever and Toyota.

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