



Royal Participation in EXPERIENCE DENMARK at the CHIO Aachen 2013

H.R.H. Crown Princess Mary and H.R.H. Princess Benedikte will visit when Danish business, culture and tourism are showcased in Germany from 23-30 June during this year's World Equestrian Festival in Aachen, where Denmark is the official partner country.

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H.R.H. Crown Princess Mary and H.R.H. Princess Benedikte will be present at the festive city parade at the Aachen Marketplace and they will also attend the official CHIO Opening Ceremony where alongside 40,000 spectators, they will experience a spectacular show that includes tattoo performances of the Danish Royal Life Guard's Music Corps, the Guard Hussar Regiment's Mounted Squadron, one of the Danish royal coaches, and not least a welcome speech by H.R.H. Princess Benedikte.

The programme for the royal representatives of Denmark also includes a visit to EXPERIENCE DENMARK's 530 m² large exhibition area, "the Danish Village", where a number of Danish companies and organisations are represented. Present in the exhibition area are among others Living Home, a real size Danish holiday home that not only gives its visitors the feeling of what holiday in Denmark is like but also represents the best of Danish design and sustainable energy solutions. Among the Danish exhibition stands are also an ECCO pop-up lifestyle store, and visitors will get a chance to buy tickets for the European Championships 2013 taking place in Herning in August.

"The ECCO FEI European Championships in jumping, dressage and para-dressage in Denmark this year entails new opportunities for strengthening business relations across borders. In connection with EXPERIENCE DENMARK in Aachen we see how sport events can be effectively used to promote Danish business strengths and Denmark as a tourism destination in general," says Lars Lundov, CEO in Sport Event Denmark, who is a partner in the EXPERIENCE DENMARK initiative in Aachen as well as the European Championships in Herning.

In Aachen, EXPERIENCE DENMARK initiates a range of experience-based activities contributing to the branding of Denmark and Danish business, culture and tourism. For example, ECCO is hosting a number of shows in The Danish Village giving an insight into the latest trends in Danish Fashion. Throughout the week, VisitDenmark and a number of partners from the Danish tourism industry will create a wealth of exciting activities allowing visitors to experience Denmark and the specialities of each Danish region with all senses.

As such, EXPERIENCE DENMARK is extending the great experiences from IMAGINATION, an extensive Danish marketing drive during the 2012 Summer Olympics in London. "Our



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experience shows that these large international sport events are extremely effective in terms of communicating Danish experiences, products and competencies in an involving and different way,” states Jan Olsen, CEO of VisitDenmark.

EXPERIENCE DENMARK is led by the marketing and communication agency Crone & Co which is specialised in event management and experience-based communication. CEO René Crone says: “An event like this is the perfect opportunity for Danish business, culture and tourism to present themselves to a German and international audience via experience-oriented and involving initiatives. Denmark is very proud to be the official partner country of the CHIO Aachen 2013, and we are looking forward to bring a piece of Denmark to Germany for this extraordinary event which is visited by more than 350,000 people each year”.

For further information, please contact René Crone, Crone & Co: +45 2515 0310.

Background:

EXPERIENCE DENMARK is the title of a collected experiential presentation of Danish business, culture and tourism at international events. It will be presented in Germany on 23 - 30 June 2013 during the World Equestrian Festival, CHIO Aachen, where Denmark is this year's official partner country.

Denmark has been as selected partner country of the CHIO Aachen 2013 as a result of Denmark hosting the ECCO FEI European Championships in jumping, dressage and para-dressage in August 2013. The Championships are organised in cooperation between the Danish Equestrian Federation, Sport Event Denmark, European-Herning ApS and the city of Herning.

Contributing to the PR and public exposure of EXPERIENCE DENMARK and the Danish partnership with CHIO Aachen are ECCO, VisitDenmark, the Royal Danish Embassy in Berlin and the Branding Denmark Fund.