

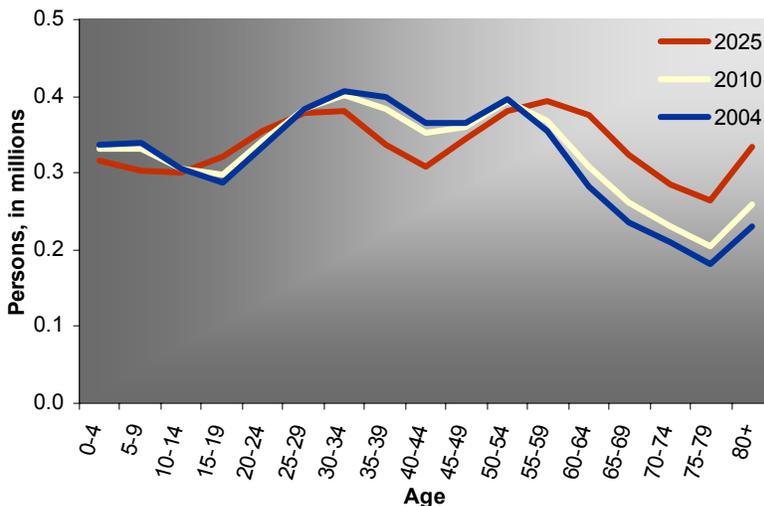
DENMARK

Demographic Profile

Denmark is located on a peninsula north of Germany, and includes two major islands. Denmark is a fairly small country, covering a total land area of 43,094 sq. km., and shares only one border with another country, Germany.

Population Outlook			
	2004	2010	2025
Total Population	5,413,392	5,516,000	5,698,000
Population 5-19	931,985	933,889	924,000
Population 20-24	334,979	341,718	354,000
Population 25-44	1,556,056	1,520,590	1,403,000
Birth Rate (per 1,000 population)	11.59		11
Death Rate (per 1,000 population)	10.53		11
Net Migration Rate (per 1,000 population)	2.48		

Population Outlook, by Age



Denmark is one of the smallest member states of the European Union with a population of 5.4 million people. Denmark's population is growing slightly, and unlike most other EU countries, its birth rate and death rate should stay fairly constant in the next two decades. Both rates will be approximately 11 per 1,000 people, and thus, the population will remain fairly constant. The proportion of the population under the age of 15 will shrink only slightly from 18 percent to 16 percent between 2004 and 2025.

The real number of young people will generally decline in the next twenty years, except for the population of 20-24 year olds. The number of 5-19 year olds, representing the school age population, will shrink by just one percent, while the number between 20 and 24, the potential higher education market, will actually grow by six percent. The number of adults between 25 and 44, the potential market for continuing and adult education, will contract by nearly ten percent between 2004 and 2025.

With a literacy rate at 100 percent, Denmark shares the highest percentage of citizens over 15 years old able to read and write with Finland and Norway. The literacy rate, moreover, carries over into overall attainment of secondary and tertiary education. Denmark has a very

Literacy Rate:	100.0%
Poverty Rate:	N/A
Adult Population having Secondary Education Attained:	80.0%
Adult Population having Tertiary Education Attained:	27.9%

high secondary education attainment rate of 80 percent, which is above average for Europe, and also has a high tertiary attainment rate of 28 percent.

The official language is Danish, yet Denmark also has a very high proportion of English speakers at approximately 79 percent of the population. With the second highest proportion of English speakers in Western Europe, Denmark can facilitate most business transactions from the United States.

Economic Profile

Denmark possesses a strong economy, with a high GDP per capita at US\$31,100 which grants the Danes the distinction of having one of the highest standards of living in the world. Overall, Denmark relies heavily on imported raw materials and foreign trade, as well as foreign aid in order to balance the budget and to prevent stagnant growth.ⁱ To date, government objectives include furthering the privatization of state assets and streamlining the bureaucracy that has helped create a very effective welfare safety net, but has resulted in greater income taxes and a stifling of growth.ⁱⁱ

2004 GDP	\$167.2 billion
GDP Growth Rate:	0.3%
GDP per capita:	\$31,100
Unemployment Rate:	6.1%

Of the over 2.8 million people available in the workforce, 79 percent earn a living through the service-sector. With such a high-regard in education, Denmark places a great emphasis on service sectors dealing in educational delivery. Also, due to its strong welfare system, health care delivery receives great importance with the training of strong medical professionals and the creation health institutions. The health service in general has been strained as more of the population begins to retire.

Currently, Denmark possesses a trade surplus and a current account balance of over US\$6 billion, most of which comes in the form of machinery and other manufacturing exports. Of all foreign trading partners, the United States is the largest with six percent of all exported products.ⁱⁱⁱ The major imported products from the U.S. to Denmark include aircraft, computers, and machinery. Moreover, Denmark contains over 250 multi-national corporations from the United States that greatly affect American influence in the country, particularly through foreign aid.

Technology

Due to the promotion of IT and the high levels of investment in this sector, it has experienced strong growth, particularly IT services. Denmark's domestic market is already considered saturated with regards to PC and internet penetration rates, both for home and business use.^{iv} According to a 2004 survey of e-readiness, Denmark scored first place, indicating that this country's citizens are the most familiar with the internet.^v In 2003, personal computer penetration rates were estimated at about 58 per 100 inhabitants.^{vi} Internet usage rates are also rather high, and about 21 percent of households and 89 percent of Danish businesses have access to the internet. In mid-2002, Denmark had the highest rates of broadband penetration of European countries involved in a survey. It was estimated that almost 14 percent of households and small and medium-sized enterprises subscribed to broadband connections. Furthermore, 57 percent of Danish businesses have websites, a figure that is higher than the average for businesses in all other European countries. With regards to those businesses connected to the internet, 70 percent use the internet for financial transactions, 50 percent to communicate with public authorities, and 25 percent for hiring. Nineteen percent of business has also used the internet to makes payments through a website. However, one significant hindrance to the use of the internet for business is the pervasive fear of hacking and viruses.^{vii}

Internet Users:	3,375,850
Internet Penetration:	62.4%
Internet Growth:	73.1%

Education and E-Learning

Education in Denmark is based on the model of the Folkeskole, which was created in 1814 and today is the Danish municipal primary and lower secondary school. Originally seven years in duration, today the Folkeskole covers nine years of education, which is the required duration of compulsory education in Denmark. Compulsory education begins at age seven and continues through age 16 and can be completed entirely at the Folkeskole. There is an optional tenth year that may be completed in the Folkeskole, as well.^{viii} In 2001 near full enrollment was

achieved at the primary school level, which comprises the first half of education in the Folkeskole.^{ix} Some 94 percent of students who complete their basic education at the Folkeskole continue on to upper secondary school.^x

Upper secondary options include general education and vocational education, which can be either commercial or technical in nature. There are two types of schools for general education; gymnasiums, which are the traditional general education schools; and other types of institutions including Studenterkursus and HF-Kursus which offer higher preparatory examination (HF) courses. Vocational schools include commercial (HHX) and technical (HTX) schools. Upper secondary education is typically three years in duration, although it is sometimes four in vocational schools.^{xi} Some 41 percent of students who complete their compulsory education enter vocational schools, while 53 percent enter schools that provide general education. The other six percent, as noted above, do not continue their education. English is learned as a second language by approximately 89 percent of Danish students.^{xii} Upon completion of upper secondary school students take national examinations, the results of which are used in the admissions process for higher education. The examinations are administered at the national level by the Ministry of Education.^{xiii}

Education in Denmark is mainly the responsibility of the Ministry of Education, although the system is highly decentralized and individual schools may implement their own curriculum. It is also decentralized to the point that students may attend private school or be home schooled for their compulsory years rather than attending the municipal Folkeskole. Approximately 12 percent of students attend private school at the basic school level, and about six percent do so at the upper secondary level.^{xiv} Despite the presence of private schools in the Danish education system, the government spends significant amounts of public money on education. Public education expenditures in 2001 equaled 8.3 percent of GDP, the highest such percentage in Europe and second only to Cuba among countries that the United Nations Development Program (UNDP) classifies as having high human development. Public spending on education was 15 percent of all public expenditures in 2001, 30 percent of which was spent at the tertiary level.^{xv}

Higher education in Denmark includes the university sector and the college sector. Completion of upper secondary education is a requirement to be admitted into the Danish higher education system, but admissions are also subject to a two-step quota system. The number of places in each institution and in each field of study is determined each year by the government. Admissions in colleges is then up to the institutions, themselves. Seats in the first quota are allocated based on national examinations, and in the second quota based on individual assessments. Higher education is free for all Danes through the highest academic degrees, with the government funding the entire cost.^{xvi} The tertiary enrollment ratio in Denmark was 63 percent in 2002, but was highly skewed toward females over males. The tertiary enrollment ratios for females and males were 73 percent and 52 percent, respectively.^{xvii}

The college sector in Denmark is the professionally oriented sector, offering short-cycle and medium-cycle programs. Short-cycle programs are offered mainly in commercial and technical fields, take two years to complete and are meant to prepare students for employment, although students can sometimes be awarded credits to further continue their studies. Medium-cycle programs are three to four years in length and are typically in technical, educational, social, and health-related fields. Medium-cycle programs award professional bachelor's degrees, and graduates are usually eligible to continue their studies toward a higher degree. There are approximately 150 specialized institutions that comprise the college sector of higher education in Denmark. Some of the institutions offering medium-cycle programs have merged into more comprehensive Centers for Higher Education, which, beginning in 2004, could be awarded the status of University College.^{xviii}

The university sector in Denmark consists of 12 universities, all public, five of which are comprehensive, multi-faculty universities. The other seven universities specialize in a particular discipline, including Engineering, Information Technology, Education, Veterinary Medicine, Agriculture, Pharmacy, and Business Studies. There are also a number of specialist university-level institutions that offer programs in art, music and architecture, among others. Danish universities and specialized institutions offer programs leading to bachelor's, master's, doctoral (Ph.D. level) and Doktorgrad degrees. Thus, the Bologna two-tier system has been fully implemented in Denmark. Bachelor's degrees in universities are Academic bachelor's degrees, and are awarded after three-years of study, while a master's degree, also called a Candidatus degree, is awarded usually after another two years. Doctoral degrees require another three years of study, while Doktorgrad degrees are advanced doctoral degrees requiring five to eight years of original research. The Danish university sector places a very strong emphasis on research in its degrees at all levels.^{xix}

A number of Danish institutions also offer open education, which is adult education programs at the master's level. Open education often uses distance education modes, including e-learning, usually in a hybrid format with some class meetings. The Denmark Virtual University has also formed as a coordinating body for Danish institutions that want to offer courses via e-learning. Credit is given and degrees granted not by the Virtual University, but by the institutions that offer their courses through it.^{xx} Copenhagen Business School, Teitgen Business College and The Henley Management College, for instance, all offer e-learning, in varying degrees, as part of some of their programs.

Foreign institutions can offer their programs to Danish students directly or with a local partner. If an institution wants to offer a program directly to students, through e-learning or otherwise, it can apply to the Ministry of Science and Technology for accreditation, but local accreditation is not a requirement for operation. The majority of Danish institutions of higher education have entered in to some kind of agreements with foreign universities, particularly in the EU and the United States, for various levels of cooperation and exchange.

Danish students do not study at foreign institutions in large numbers, as only 6,509 did so in 2002. The three most common destinations for Danish students who do study outside of Denmark are the United Kingdom, the United States and Germany. The U.S. hosted the second largest number of Danes in 2002, with 922. Significantly more foreign students study in Denmark than do Danish students study at foreign institutions. Some 14,500 foreign students studied in Denmark in 2002, with most of them coming from Europe.^{xxi}

Hezel Market Analysis

Denmark ranks very highly on a number of variables vital to e-learning opportunity, including technological capacity, wealth and English language ability. Denmark has a very high percentage of English speakers in its population, a population that is both wealthy, and connected to the internet in high numbers. The Bologna Process degree structure has also been fully implemented in Denmark, and e-learning is a growing part of the higher education landscape.

Although Denmark possesses most of the qualifications vital to a strong opportunity for U.S. providers, two factors in particular outweigh the others and limit the potential opportunity: population and saturation. Denmark's population is small, one of the smallest in Europe, and so immediately the potential opportunity is limited because of its size. Second, Denmark already has a fairly high percentage of students who continue into higher education, and those students have a number of quality options for higher education from which to choose. Thus, Denmark provides very limited opportunity for U.S. providers to export e-learning

ⁱ "CIA - The World Factbook." CIA - The World Factbook - 1 January, 2004.

<<http://www.cia.gov/cia/publications/factbook/index.html>>.

ⁱⁱ "Denmark: Economy." CIA - The World Factbook - Denmark. 1 Jan 2004. CIA - The World Factbook.

<<http://www.cia.gov/cia/publications/factbook/geos/da.html>>.

ⁱⁱⁱ "Denmark: Economy." CIA - The World Factbook - Denmark. 1 Jan 2004. CIA - The World Factbook.

<<http://www.cia.gov/cia/publications/factbook/geos/da.html>>.

^{iv} ISA-Trends in the IT sector. (2003). US & FCS Market Research Reports: Industry Sector Analysis Reports. <http://www.stat-usa.gov>

^v Greenspan, Robyn. (2004). Denmark Deemed Most "E-Ready." *ClickZStats: Geographics*. April 27.

<http://www.clickz.com/stats/sectors/geographics/article.php/3345751>

^{vi} http://www.itu.int/ITU-D/IT/statistics/at_glance/internet03.pdf

^{vii} ISA-Trends in the IT sector. (2003). US & FCS Market Research Reports: Industry Sector Analysis Reports.

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^{viii} "Information Database: Higher Education Systems." The International Association of Universities (IAU). 2004. <<http://www.unesco.org/iau/onlinedatabases/index.html>>

^{ix} "Human Development Index ." United Nations Development Programme 2004. Human Development. <<http://hdr.undp.org/reports/global/2004>>.

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- xii "Education Across Europe 2003." European Communities, 2003. Luxembourg: Office for Official Publications of the Euoprean Communities, 2003.
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- xiv Danish Ministry of Education <http://eng.uvm.dk>
- xv "Human Development Index ." United Nations Development Programme 2004. Human Development.
<<http://hdr.undp.org/reports/global/2004> >.
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- xix "Information Database: Higher Education Systems." The International Association of Universities (IAU). 2004. < <http://www.unesco.org/iau/onlinedatabases/index.html>>
- xx <http://eng.uvm.dk/news/dvuni.htm>
- xxi "Number of foreign students in tertiary education by country of origin and country of destination". OECD. 2002.