



EMBASSY OF DENMARK

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A VIETNAMESE TAKE ON DANISH HYGGE AND HAPPINESS

HCM CITY – Today about 1,000 people will attend the event ‘Danish Footprints 2018’ to discover the Danish concept of Hygge and learn about the art of happiness according to the Danes. Co-organized by the Embassy of Denmark and Danish enterprises operating in Vietnam, the event provides Vietnamese families with a fun introduction to both corporate values and the authentic culture of Denmark.

Hygge is big in Denmark. It is often thought of as the secret that makes Denmark one of the world’s happiest nations. Hygge is the Danish concept of living cozily, embracing things and enjoying all the simple, small pleasures that make life great, which perhaps sometimes pass us by. These moments of hygge can be anything from gathering with friends over a cup of tea, reading to your children, hanging out with your family, reading a nice book to enjoying a good meal with family and friends or savoring a glass of wine. Set to this unique lifestyle beat, the half-day event features various activities to accommodate a diverse age range. Children will be entertained with traditional Danish games, arts and craft activities as well as enjoying an interactive playground with Lego. Meanwhile, adults can enjoy a reading corner or a fun run with Maersk to promote the Danish healthy lifestyle. The event also presents a food court providing participants a taste of the excellent Danish cuisine.

Inspired by the Danish corporate culture of work-life balance, this community event attracts a large number of Danish companies in Vietnam, including Danisa, DSV, Ecco, Jysk, Maersk, Orana, Sonion and Pandora. It underscores the companies’ common values in maintaining a happy workforce by including the employees’ families in their successes, celebrations and appreciation. Besides the companies’ managers, staff and their families, representatives from Ho Chi Minh City People’s Committee and the Danish Embassy also participate in the event and deliver welcome remarks.

This is the fourth time ‘Danish Footprints’ is organized in HCM City and the Embassy expects to turn it into a favorite annual event in family calendars.

Background Information on Business - Trade between Denmark and Vietnam:

Economic relations between Denmark and Vietnam have expanded substantially during the past 5 years. From 2013 to 2017, the total value of bilateral trade in goods more than doubled. Denmark has been able to establish itself as the largest EU exporter of goods to Vietnam per capita. There are about 135 Danish companies having legal setup in Vietnam. The volume of Vietnamese exports to Denmark has also increased significantly during the past 5 years, reaching DKK2.8 billion in 2017 (app. US\$440 million). This is an increase of 73% since 2013. Danish companies boast strong competencies within areas and industries that are of great importance to Vietnam such as agriculture, food safety, water, clean energy, waste management, maritime transport and logistics.

For further information about the Danish-Vietnamese relationship and the Embassy of Denmark in Vietnam please visit: www.vietnam.um.dk and <https://www.facebook.com/dkvietnam>

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