



Royal Copenhagen's FDI Strategy:  
Global Benefits and Danish Economic Implications

# ROYAL COPENHAGEN

PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

- Founded in Copenhagen in 1775
- Highly renowned brand name both domestically and globally
- Currently exporting to 38 countries
- Started their FDI journey in 2004
- Shift of production to Thailand
- Over 500 layoffs of Danish employees from 2004-2008



# ROYAL COPENHAGEN

## OLI Framework

Ownership Advantages


Location Advantages

Internalization Advantages

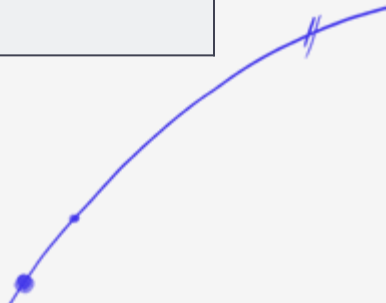
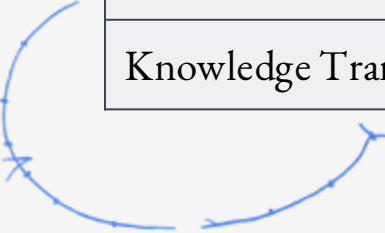


# Internalization Advantages

## Joint Venture



Advantages:	Disadvantages:
Control Over Operations	Shared Control
Cost-Sharing	Profit Sharing
Minimization of Risks	Risk of Partner Misalignment
Knowledge Transfer	Dependency on Partner





# Globalization vs. Local Concerns

Job Displacements in  
Denmark

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Globalization's  
Core Nature

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Positive Long-Term  
Economic Impact

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**In conclusion**

