The Danish Defense Industry – Market Opportunities and Entry Strategies Analyses and Forecasts to 2015

Description: Synopsis:

- Top level overview of the Danish defense industry
- A breakdown of the Danish defense industry by spend pattern valued from 2006 through 2010 and forecasted from 2011 through 2015
- A breakdown of the markets by segment valued from 2006 through 2010 and forecasted from 2011 through 2015
- Details of top companies active across the Danish defense industry
- Emerging trends and opportunities in the Danish defense industry in the last 12 months

This report offers insights into the market opportunities and entry strategies adopted by foreign OEMs (original equipment manufacturers) to gain a market share in the Danish defense industry.

In particular, it offers in-depth analysis of the following:

- Market opportunity and attractiveness: detailed analysis of the current industry size and growth expectations during 2011–2015, including highlights of the key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.
- Procurement dynamics: trend analysis of imports and exports, together with its implications and impact on the Danish defense industry.
- Industry structure: five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.
- Market entry strategy: analysis of possible ways to enter the market, together with detailed descriptions of how existing players have entered the market, including key contracts, alliances, and strategic initiatives.
- Competitive landscape and strategic insights: analysis of competitive landscape of the defense industry in Denmark. It provides an overview of key defense companies (both domestic and foreign), together with insights such as key alliances, strategic initiatives, and a brief financial analysis.
- Business environment and country risk: a range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators, evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Scope of the report:

- Analysis of the defense industry market size from 2006 through 2010 and forecasts till 2015
- Analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons to Buy:

- Gain insight into the Danish defense industry with current, historic and forecast market values
- Get insight on market opportunity and attractiveness
- Get insight on industry procurement dynamics
- Gain insight on industry structure
- Gain insight into the regulations governing the Danish defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Danish defense industry along with profiles of all those companies
Key Highlights:

During the review period Danish defense expenditure registered a CARC of -0.45%, and in 2010 was valued at US$4.1 billion. Active participation in NATO and United Nations peacekeeping missions, counter-piracy operations and measures against potential terrorist threats stimulated expenditure during the review period. Such factors are expected to continue to drive defense expenditure throughout the forecast period, with spending likely to increase at a CAGR of 0.10% to reach US$4.18 billion by 2015. The Danish defense budget stood at 1.3% of GDP in 2010, and is expected to decline to 1.2% of GDP by 2015 as the country's GDP grows at a faster rate than its defense budget.

The capital expenditure allocation of the defense budget, which stood at an average of 24.0% during the review period, is estimated to increase to an average of 25.0% during the forecast period as a result of Denmark's ministry of defense's (MoD) armed forces modernization plans. Personnel expenditure accounted for the highest revenue budget allocation, with an average of 68.0% of the total revenue budget during the review period and it is expected to continue to constitute, on average, 69% of the revenue budget during the forecast period. Personnel expenditure consists primarily of remuneration for military forces.

Key opportunities for the country are expected in areas such as Guided Multiple Launch Rocket System (GMLRS), armored vehicles, ship-based helicopters and advanced communication systems. The Danish Navy plans to acquire twelve MH-60R multi-mission helicopters and associated parts, equipment and logistical support from the US for an estimated US$2.0 billion, which is likely to improve country's anti-submarine and surface warfare capability and provide improved search and rescue and anti-ship surveillance capability.

Contents:

1. Introduction
   1.1 About this Report
   1.2 Definitions
   1.3 Methodology
   1.3.1 Secondary research
   1.3.2 Primary research
   1.3.3 Conventions
   1.4 ICD Research Intelligence Terrorism Index
   1.5 About ICD Research Defense Intelligence Center
   1.6 About Strategic Defence Intelligence

2. Executive Summary

3. Market Attractiveness and Emerging Opportunities
   3.1 Defense Market Size and Forecast
   3.1.1 Danish defense expenditure expected to register higher growth during the forecast period
   3.1.2 Peacekeeping, counter-piracy and counter-terrorism operations drive defense spending
   3.2 Analysis of Defense Budget Allocation
   3.2.1 Majority of defense budget allocated for revenue expenditure
   3.2.2 Defense expenditure as a percentage of GDP to be at 1.2% in the forecast period
   3.2.3 Per capita defense spend to decline during the forecast period
   3.2.4 Equipment expenditure to increase marginally during the forecast period
   3.2.5 Increase in equipment expenditure is likely during the forecast period
   3.2.6 Budget allocation for other capital expenditure to fall during the forecast period
   3.2.7 Share of personnel expenditure to improve during the forecast period
   3.2.8 Personnel expenditure to improve and register a CAGR of 0.10% during the forecast period
   3.2.9 Operations and other expenditure to register a CAGR of 0.10% during the forecast period
   3.3 Homeland Security Market Size and Forecast
   3.3.1 Homeland security budget to increase during the forecast period
   3.3.2 Extremism, espionage, drug trafficking and cyber security to drive the homeland security market
   3.3.3 Denmark experienced low terror activity during the review period
   3.4 Benchmarking with Key Global Markets
   3.4.1 Danish defense budget to marginally improve during the forecast period
   3.4.2 Danish military expenditure is limited compared with leading global defense spenders
   3.4.3 The country allocates a lower percentage of GDP to defense than other NATO members
   3.5 Market Opportunities: Key Trends and Growth Stimulators
   3.5.1 Increasing demand for Guided Multiple Launch Rocket System (GMLRS) expected
   3.5.2 Increased demand for armored vehicles expected
3.5.3 Ship-based helicopters open new market opportunities
3.5.4 Advanced communication systems will provide attractive market opportunities

4. Defense Procurement Market Dynamics
4.1 Import Market Dynamics
4.1.1 Defense imports expected to register moderate growth during 2011-15
4.1.2 The majority of defense imports were from the US and Sweden
4.1.3 Armored vehicles, aircrafts and missiles constitute majority of Danish arms imports
4.2 Export Market Dynamics
4.2.1 Defense exports grew significantly during the review period
4.2.2 Lithuania and Singapore are the largest importers of Danish arms
4.2.3 Sensors and ships account for majority of exports

5. Industry Dynamics
5.1 Five Forces Analysis
5.1.1 Bargaining power of supplier: low
5.1.2 Bargaining power of buyer: high
5.1.3 Barrier to entry: low
5.1.4 Intensity of rivalry: medium to high
5.1.5 Threat of substitution: high

6. Market Entry Strategy
6.1 Market Regulation
6.1.1 Offset policy aids the development of the domestic defense industry
6.1.2 Denmark permits 100% foreign direct investment in defense sector
6.2 Market Entry Route
6.2.1 Forming subsidiaries or acquiring Danish companies are good market entry opportunities
6.2.2 Forming consortia and product development agreements open new market entry strategy choices
6.2.3 Joint weapon development programs are a viable market entry opportunity
6.3 Key Challenges
6.3.1 Low defense budget and limited technological capability hinder market entry by foreign companies
6.3.2 Preference to procurement from US and Nordic companies challenging for other suppliers

7. Competitive Landscape and Strategic Insights
7.1 Competitive Landscape Overview
7.2 Key Domestic Companies
7.2.1 Systematic A/S: overview
7.2.2 Systematic A/S: products and services
7.2.3 Systematic A/S: recent announcements and strategic initiatives
7.2.4 Systematic A/S: alliances
7.2.5 Systematic A/S: recent contract wins
7.2.6 Systematic: financial analysis
7.2.7 Terma A/S: overview
7.2.8 Terma A/S: products and services
7.2.9 Terma A/S: recent announcements and strategic initiatives
7.2.10 Terma A/S: alliances
7.2.11 Terma A/S: recent contract wins
7.2.12 Terma A/S: financial analysis
7.2.13 AP Services A/S: overview
7.2.14 AP Services A/S: products and services
7.2.15 AP Services A/S: recent announcements and strategic initiatives
7.2.16 AP Services A/S: alliances
7.2.17 AP Services A/S: recent contract wins
7.2.18 AP Services A/S: financial analysis
7.2.19 Arenalogic ApS: overview
7.2.20 Arenalogic ApS: products and services
7.2.21 Arenalogic ApS: recent announcements and strategic initiatives
7.2.22 Arenalogic ApS: alliances
7.2.23 Arenalogic ApS: recent contract wins
7.2.24 Arenalogic ApS: financial analysis
7.2.25 Copenhagen Sensor Technology ApS: overview
7.2.26 Copenhagen Sensor Technology ApS: products and services
7.2.27 Copenhagen Sensor Technology ApS: recent announcements and strategic initiatives
7.2.28 Copenhagen Sensor Technology ApS: alliances
7.2.29 Copenhagen Sensor Technology ApS: recent contract wins
7.2.30 Copenhagen Sensor Technology ApS: financial analysis
7.2.31 Danish Aerotech A/S: overview
7.2.32 Danish Aerotech A/S: products and services
7.2.33 Danish Aerotech A/S: recent announcements and strategic initiatives
7.2.34 Danish Aerotech A/S: alliances
7.2.35 Danish Aerotech A/S: recent contract wins
7.2.36 Danish Aerotech A/S: financial analysis
7.2.37 Falck Schmidt Defence Systems A/S: overview
7.2.38 Falck Schmidt Defence Systems A/S: products and services
7.2.39 Falck Schmidt Defence Systems: recent announcements and strategic initiatives
7.2.40 Falck Schmidt Defence Systems: alliances
7.2.41 Falck Schmidt Defence Systems: recent contract wins
7.2.42 Falck Schmidt Defence Systems: financial analysis
7.2.43 IFAD TS A/S: overview
7.2.44 IFAD TS A/S: products and services
7.2.45 IFAD TS A/S: recent announcements and strategic initiatives
7.2.46 IFAD TS A/S: alliances
7.2.47 IFAD TS A/S: recent contract wins
7.2.48 IFAD TS A/S: financial analysis
7.3 Key Foreign Companies
7.3.1 Alcatel-Lucent Denmark A/S: overview
7.3.2 Alcatel-Lucent Denmark: products and services
7.3.3 Alcatel-Lucent Denmark: recent announcements and strategic initiatives
7.3.4 Alcatel-Lucent Denmark: alliances
7.3.5 Alcatel-Lucent Denmark: recent contract wins
7.3.6 Alcatel-Lucent Denmark: financial analysis
7.3.7 Cobham Surveillance (Spectronic Products): overview
7.3.8 Cobham Surveillance (Spectronic Products): products and services
7.3.9 Cobham Surveillance (Spectronic Products): recent announcements and strategic initiatives
7.3.10 Cobham Surveillance (Spectronic Products): alliances
7.3.11 Cobham Surveillance (Spectronic Products): recent contract wins
7.3.12 Cobham Surveillance (Spectronic Products): financial analysis
7.3.13 Lockheed Martin Denmark: overview
7.3.14 Lockheed Martin Denmark: products and services
7.3.15 Lockheed Martin Denmark: recent announcements and strategic initiatives
7.3.16 Lockheed Martin Denmark: alliances
7.3.17 Lockheed Martin Denmark: recent contract wins
7.3.18 Lockheed Martin Denmark: financial analysis
7.3.19 TenCate Advanced Armour Denmark A/S: overview
7.3.20 TenCate Advanced Armour Denmark A/S: defense products
7.3.21 TenCate Advanced Armour Denmark A/S: recent announcements and strategic initiatives
7.3.22 TenCate Advanced Armour Denmark A/S: alliances
7.3.23 TenCate Advanced Armour Denmark A/S: recent contract wins
7.3.24 TenCate Advanced Armour Denmark A/S: financial analysis

8.1 Business Confidence
8.1.1 Market capitalization trend: NASDAQ OMX Nordic Exchange
8.1.2 FDI inflows by sector
8.2 Economic Performance
8.2.1 GDP at constant prices (US dollars)
8.2.2 GDP per capita at constant prices (US dollars)
8.2.3 GDP at current prices (US dollars)
8.2.4 GDP per capita at current prices (US dollars)
8.2.5 GDP split by key segments
8.2.6 Agriculture net output at current prices (Danish kroner)
8.2.7 Agriculture net output at current prices (US dollars)
8.2.8 Agriculture net output at current prices as percentage of GDP
8.2.9 Manufacturing net output at current prices (Danish kroner)
8.2.10 Manufacturing net output at current prices (US dollars)
8.2.11 Manufacturing net output at current prices as percentage of GDP
8.2.12 Mining, manufacturing and utilities net output at current prices (Danish kroner)
8.2.13 Mining, manufacturing and utilities at current prices (US dollars)
8.2.14 Mining, manufacturing and utilities at current prices as percentage of GDP
8.2.15 Construction net output at current prices (Danish kroner)
8.2.16 Construction net output at current prices (US dollars)
8.2.17 Construction net output at current prices as a percentage of GDP
8.2.18 Crude steel production
8.2.19 Crude oil consumption
8.2.20 Inflation rate
8.2.21 Current account balance as a percentage of GDP
8.2.22 Exports as a percentage of GDP
8.2.23 Imports as a percentage of GDP
8.2.24 Exports growth
8.2.25 Imports growth
8.2.26 External debt as a percentage of GDP
8.2.27 Annual average exchange rate US$–DKK
8.2.28 End of the period exchange rate US$–DKK
8.3 Infrastructure Quality and Availability
8.3.1 Total airports and sea ports
8.3.2 Railways and roadways
8.3.3 Automotive components export trend
8.3.4 Automotive components import trend
8.3.5 Passenger car penetration
8.3.6 Total installed capacity for electricity generation
8.3.7 Installed capacity for the generation of conventional thermal electricity
8.3.8 Electricity production
8.3.9 Electricity consumption
8.3.10 Installed capacity for the generation of hydro-electricity
8.3.11 Installed capacity for renewable electricity generation
8.3.12 Electricity exports
8.3.13 Electricity imports
8.3.14 Healthcare expenditure
8.3.15 Healthcare expenditure as a percentage of GDP
8.3.16 Healthcare expenditure per capita
8.3.17 R&D expenditure as a percentage of GDP
8.3.18 Total internet subscribers
8.3.19 Broadband internet subscribers
8.3.20 Mobile phone penetration rate
8.4 Labor Force
8.4.1 Labor force
8.4.2 Unemployment rate
8.5 Demographics
8.5.1 Annual disposable income
8.5.2 Annual per capita disposable income
8.5.3 Annual consumer expenditure on food
8.5.4 Annual per capita consumer expenditure on food
8.5.5 Total population
8.5.6 Urban and rural population
8.5.7 Female percentage of population
8.5.8 Male percentage of population
8.5.9 Mean age of population
8.5.10 Median age of population
8.5.11 Population density
8.5.12 Age distribution of the total population
8.5.13 Age distribution of the male population
8.5.14 Age distribution of the female population
8.5.15 Number of households
8.6 Political and Social Risk
8.6.1 Political stability
8.6.2 Terrorism index
8.6.3 Transparency index

9. Appendix
9.1 Contact Us
9.2 About ICD Research
9.3 Disclaimer

List of Tables
Table 1: ICD Research Intelligence Terrorism Index, 2010
Table 2: Offset Regulations in Denmark
Table 3: Systematic: Alliances
Table 4: Systematic: Recent Contract Wins
Table 5: Terma: Alliances
Table 6: Terma: Recent Contract Wins
Table 7: AP Services A/S: Recent Contract Wins
Table 8: Arenalogic: Alliances
Table 9: CST: Alliances
Table 10: CST: Recent Contract Wins
Table 11: Danish Aerotech: Recent Contract Wins
Table 12: Falck Schmidt Defence Systems: Alliances
Table 13: Falck Schmidt Defence Systems: Recent contract wins
Table 14: IFAD TS A/S: Alliances
Table 15: IFAD TS A/S: Recent Contract Wins
Table 16: Alcatel-Lucent Denmark: Recent Contract Wins
Table 17: Cobham Surveillance (Spectronic Products): Alliances
Table 18: Lockheed Martin Denmark: Alliances
Table 19: Lockheed Martin Denmark: Recent contract wins
Table 20: TenCate Advanced Armour Denmark: Alliances
Table 21: TenCate Advanced Armour Denmark: Recent Contract Wins

List of Figures
Figure 1: Danish Defense Market Size and Forecast (US$ Billion), 2006–15
Figure 2: Danish Defense Expenditure Allocation for Capital and Revenue Expenditure (%), 2006–15
Figure 3: Danish Defense Expenditure as a Percentage of GDP (US$ Billion), 2006–15
Figure 4: Danish Per Capita Defense Spend (US$), 2006–15

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