



# Cycle fever heating up during export adventures

The Tour de France is not only the world's biggest bike race, it is also one of the world's biggest marketing platforms. DI and a string of companies see huge potential in the three Danish stages at the start of July.

BY **UFFE HANSEN**, [ufha@di.dk](mailto:ufha@di.dk)



Over 100 million European sports fans and TV viewers across 190 countries are expected to tune in to Denmark at the beginning of July when the world's most marketed cycling event, the Tour de France, races through the country over its first three stages. This level of attention is also worth its weight in gold for export fans.

This is what Dansk Industri is counting on, which is why it has spent the last few years turning the event into a platform for highlighting Danish businesses and Danish strengths. In October 2021, DI hosted an event on the final stage in Paris with 10 businesses presenting Danish solutions alongside the Crown Prince of Denmark and Minister of Economic and Business Affairs, Simon Kollerup. And when the race gets going in July, there will be a string of DI events along the entire route.

- "Within the world of sports, there is huge untapped potential in mega events, which we see plenty of in Denmark. We have seen huge interest from our members in using the Tour de France for commercial purposes. The aim has been to strengthen relations with the French market and with other markets globally," says DI's International Director Thomas Bustrup, adding,

- "One of the advantages is that there are cycling fans with decision-making powers situated across the globe. It's a space where we can find an interesting target group across multiple sectors."

Skarø Is and Heka Dental are two examples of businesses that are using the Tour de France to open French doors for exports and marketing. You can read more about them later in the magazine. •

#### ! DI EVENTS AT THE TOUR DE FRANCE

- B2B meetings between member companies and potential foreign buyers of Danish products.
- VIP Grand Départ Lounge in Industriens Hus.
- Industry Tent in end stage towns, Nyborg and Sønderborg, which will engage local DI members.
- Participation in this year's Bicycle Summit with five themed paths within cycling with corporate involvement.
- Tour de France exhibition in Industriens Hus from 2 June to 8 July.
- "SG Seminar" with TV2 who will actively use SG to establish connections to their cameras during the Tour de France.

#### ➔ USE DI



Contact Global Market Development Consultant, Emil Stub, at [emns@di.dk](mailto:emns@di.dk), 3377 3904, to learn more about DI's Tour de France activities.



# Dentist's chair on tour achieves export record

Heka Dental's special Tour de France dentist's chair, including champagne, was part of the route announcement in Paris last year - and now this Ishøj-based business is on the way to achieving the biggest export to France ever.

BY KAREN WITT OLSEN, ufha@di.dk

The Head of Exports at Heka Dental A/S, Oluf Christian Olsen, is a massive Tour de France fan. Which is why, when Dansk Industri invited member companies to get involved with the announcement of the Tour de France 2022 route last year in Paris, he jumped at the opportunity. Here, he answers a few questions about the potential Heka Dental sees in the event:

## Why were you involved in the presentation in Paris last year?

- "I'm personally a major Tour de France fan and saw a clear opportunity to present ourselves to an important export market. We invited our most important French dealers to a VIP event at the Champs-Élysées. They got to see some of our products, including one particularly special piece - a Tour de France edition dentist's chair created for the occasion that sprayed champagne instead of water. It was a rousing success. As a Dane, I think people simply don't understand how special the Tour de France is in the country, or how mad the French are for it. The tour is something very special, it is part of the country's soul. And even though our dealers have had a hard time understanding how the tour can start such a long way away from France, our event received enormous attention."

## What did it cost?

- "We spent around DKK 150,000 in total, but we got so much for our money. I would go so far as to say that we have already made back our money."

## What did you get from it?

- "We are about to set a new record in France with a 30% increase in sales. We've been on the market for many years, but there's been a lack of awareness of Heka products. And we haven't had the opportunity to run the type of marketing campaign that would draw attention to our business. That's what we got out of the Tour de France event in Paris."

## So, what now?

- "The increased awareness in France has given us an increase in sales which, in turn, leads to better marketing budgets, which will hopefully generate even more awareness and even more sales, so it's going really well."

We have also invited those same selected French dealers to our VIP event in Copenhagen when the Tour de France starts on 1 July. And they're really looking forward to it. We've also decided to close the factory early on that day and to give our employees the day off so they can also attend -if they want to. All in all, it's been a huge success and was so worth it for us that right now I'm wondering whether Heka shouldn't also be at the Olympics in 2024," says Head of Exports, Oluf Christian Olsen, Heka Dental A/S. •

## ! HEKA DENTAL A/S

- Production, sale and development of dentist's chairs.
- Founded in 1965.
- Headquarters in Ishøj.
- Sells via a network of dealers.
- Exports approx. 80%, primarily to Scandinavia and Germany.
- Turnover and number of dentist's chairs sold not disclosed.



## STAGE 2

Starts in Roskilde. Passes through Lejre, Holbæk, Odsherred, Kalundborg and Korsør, finishing in Nyborg

## STAGE 3

Starts in Vejle. Passes through Kolding, Haderslev and Aabenraa, finishing in Sønderborg