



Denmark
May 5th – 7th 2015
International Study Trip

Knowledge and networking for professionals working for kids

**KID'S
CLUSTER**

Denmark: Brands, spaces and projects with future

Denmark is a highlighted market regarding the quality of its offer of kids' products. It's the country of relevant companies such as Kompan, Lego, Egmont or Faeter Br, as well as the Capital of Children initiative. The ambience is focused in kids' caring, so their Innonet cluster is working in the kids target and can provide useful networking.

Attendees to this seminar will:

- > Know a referent market in generation of proposals for the kids and families market
- > Visit *must see* companies in the kids' segment
- > Share with their executives relevant projects towards a common target involving leisure, education and products
- > Stablish a privileged liaison with travel companions in the KID'S CLUSTER and possible partners in Denmark

> Do you want to learn with us?

With the collaboration of:



EGMONT
We bring stories to life



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Where and when

The trip is planned among the cities of Copenhagen and Billund.

- Flight to Copenhagen and arrival at Billund on day 1 in the afternoon.
- Suggested hotels in Billund and Vejle during the trip.
- Flight back from Copenhagen on day 3 afternoon.

May 5th to May 7th, 2015
3 days and 2 nights

Attendees

Managing directors, Marketing and Sales directors from both retailers and vendors of toys, publishers and characters.
We suggest 2 attendees per company.

Registrations

Send a mail to info@kids-cluster.com indicating:

- Company name and invoicing data
- Name, position and contact details of attendees

Price per person:

Members of KID'S CLUSTER: 1.025 € + IVA

Nonmembers: Contact us

Payment by bank transfer to

0049 1819 19 2311033631

Limited places per order of registration

- > The trip will take place with a minimum of 6 attendees
- > The meetings with Danish hosts will be held in English
- > Price includes: transportations in Denmark to visits and airport transfers from and to suggested flights, hotels, breakfasts and organization
- > Price does not include: Flights, meals and private expenses

Suggested flights:

BCN–CPH; Norwegian 3657

CPH–BCN; Norwegian 5175

<http://goo.gl/flights/LEmb>

Program

The Study Trip in Denmark consists in an approach and understanding to manufacturing and retail companies, as well as innovative amusement spaces for children.

This program will help you understand how market and trends knowledge can be applied to generate new proposals in selected cases.

The planning includes:

- The **Capital Of Children**, an initiative we met in Barcelona in 2013¹, and their liaison with the Billund municipality and the Lego Foundation
- **LEGO**, a major reference in kid's market all over the world, will greet us at their design department.
- **KOMPAN** Play Institute will be visited as a singular Danish initiative that collaborates with researchers and scientists in order to monitor trends in kid's habits.
- **FÆTTER BR**, a recognized toy specialist in northern Europe
- **EGMONT**, a major publishing and media company active in several categories including Nordisk Film, that produces films seen all over the world.

In this trip we'll know the **Innonet Lifestyle cluster**, an active platform in projects for kids that will share with us two business cases plus a brainstorming and networking session with some of their member companies.

Some changes can occur in the final program

More details:

- info@kids-cluster.com
- <http://www.kids-cluster.com/>

>>> [Trip details](#)

At www.kids-cluster.com

¹ <http://www.kids-cluster.com/ca/portada-ca/24-info/234-20131107-capital-of-children>