



DANISH GOVTECH AND DIGITAL DESIGN SEMINAR

Thursday August 5, 2021 / 15:00 – 17:00 (JST)

Online seminar

Language: English - Japanese with simultaneous interpretation

Invitation to the Danish Govtech and digital design seminar

Recovery from the Covid-19 pandemic requires more efficient and productive economic and administrative systems in both Japan and Denmark. The Danish experience with digitisation shows practical examples of how to use collaboration between the public and the private sector while also having focus on design and involvement of stakeholders and users. Danish ICT and Electronics Federation will share examples of how Danish companies have collaborated with public institutions to achieve common digital opportunities. The Danish Design Centre will give insights about organizational structure and how to maintain collaborations among stakeholders to achieve innovation in the public sector using human-centred and ethical design techniques. Private companies that are part of the Danish digitisation success will introduce their services and/or products and give specific examples of how they have contributed to high user satisfaction, innovative work styles and organizational reforms in the public and private sector in Denmark.

We hope this seminar will be inspirational and contribute to the useful exchange of ideas between Japan and Denmark. We also hope the event can be used to create new relationships leading to mutually beneficial projects and accelerate cooperation between two countries.

We look very much forward to your participation!

Registration link: [Registration link - Zoom](#)

INVITATION

Program

*Speaker and Program might be subject to change.

Time	Title	Speaker
15:00	Opening remarks	Peter Taksøe-Jensen Danish Ambassador to Japan
15:05	Digitizing the Danish society with a user centric approach and in public-private collaboration – Challenges and opportunities for Danish companies.	Rikke Hougaard Zeberg Director, Danish ICT and Electronics Federation (DI Digital)
15:15	Designing for digital transformation — Denmark's design DNA and the challenge of leading innovation by design	Christian Bason CEO, The Danish Design Centre
15:30	World class citizens service. Eliminate waiting time to increase employee and citizen satisfaction.	Nicolas Larsen CEO, FrontDesk ApS
15:45	The systems behind. Insight into key components of the digitalization of the Danish public sector.	Hans Jayatissa CTO, KMD A/S
16:00	Break	
16:10	How brand generates empathy in the public sector	Sean Manion, Client Manager, Lead Producer Kontrapunkt A/S Tomoe Hamaguchiya, Representative Director Emil Sørensen, Strategy lead Kontrapunkt Japan K.K.
16:25	How to deliver a superior citizen experience and ensure your operational efficiency with a virtual waiting room	Noriko Serizawa Business Development Associate Queue-it ApS

Time	Title	Speaker
16:40	Achieve your digital potential - Siteimprove help you take the next step for your web presence	Motoharu Seki Country manager, Siteimprove K.K.
16:55	Closing remarks	Hisayuki Fujii State Minister of Cabinet Office

Presented by



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
Denmark in Japan

The Royal Danish Embassy in Tokyo

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Confederation of Danish Industry



Danish Agriculture
& Food Council



Danish Chamber of Commerce



Solutions of tomorrow
By Denmark

Confederation of Danish Industry
Danish Agriculture & Food Council
Danish Chamber of Commerce
Food Nation

Speakers

Peter Taksøe-Jensen

Ambassador of Denmark to Japan

2019 – Present Ambassador of Denmark to Japan



About the Danish Embassy in Tokyo

[Denmark in Japan \(um.dk\)](https://um.dk/en/denmark-in-japan)

Denmark has been represented in Japan since 1867.

The Embassy's principal purpose is to create value for Denmark in Japan and strengthen the good relations between Denmark and Japan. The Embassy helps strengthen Danish and Japanese trade relations by aiding Danish companies that wish to export to Japan and by promoting Denmark to Japanese companies that wish to invest in Denmark. The Embassy simultaneously works on increasing the general knowledge of Denmark through a wide range of Public Diplomacy efforts.

Rikke Hougaard Zeberg

Director, DI Digital

About the Danish ICT and Electronics Federation (DI Digital)

DI Digital is the [Danish ICT and Electronics Federation](https://www.di-digital.dk), under the Confederation of Danish Industry. DI Digital represents companies in the IT, electronics, communications, and telco industries - from dynamic entrepreneurs to leading global companies.



DI Digital's vision is to increase the wealth and prosperity of Denmark through ambitious utilization of digital opportunities, and the organisation speaks on behalf of our more than 650 members.

Christian Bason

CEO, the Danish Design Centre



About the Danish Design Centre

[Danish Design Centre \(danskdesigncenter.dk\)](https://danskdesigncenter.dk)

The Danish Design Centre (DDC) is Denmark's national design centre. DDC mission is to promote the use of design in business and industry, to help professionalise the design industry and to document, promote and brand Danish design in Denmark and abroad.

DDC matches companies and organisations with the right people, and train them in design methods and tools. Finally, DDC collect and share knowledge about design and the value it creates in Denmark and the world.

Nicolas Larsen

CEO, FrontDesk ApS



About FrontDesk

[About FrontDesk | FrontDesk \(frontdesksuite.com\)](https://frontdesksuite.com)

In 2012 a Danish municipality was looking for a queue management software to better control the visitor flow in the citizens service centre. But no system was able to handle the variety and complex structure of public services. The team behind FrontDesk decided to develop exactly that system for the public sector. Today FrontDesk has a market share of 80% in Denmark and in 2019 the system was launched in Europe and North America. Now millions of people enjoy a waiting free customer journey in the public sector.

Hans Jayatissa

CTO, KMD A/S

About KMD

[IT solutions and services for the public and private sector \(kmd.net\)](#)

At KMD, we develop IT solutions designed to meet every aspect of the changing digital needs of modern societies and organizations. Since 1972, our contributions to Danish society has helped shape one of the most modern and progressive public sectors in the world. As the leading supplier of govtech, we create flexible, creative, and innovative IT solutions that empower and impact decision-makers, users, and citizens. KMD is one of Denmark's largest IT companies and is owned by Japanese NEC.



Sean Manion

Lead Producer, Kontrapunkt A/S

Tomoe Hamaguchiya

Representative Director, Kontrapunkt Japan K.K.

Emil Sørensen

Strategy lead, Kontrapunkt Japan K.K.

About Kontrapunkt

[Home | Kontrapunkt Type – a virtual exhibition on bespoke type design.](#)

We combine strategy, design and technology to build genuine brands that change agendas. Kontrapunkt is an international, multidisciplinary design studio and consultancy specialising in strategy, design, and technology across all brand touchpoints.



Noriko Serizawa

Business Development Associate, Queue-it ApS

About Queue-it

[Queue-it Virtual Waiting Room | Prevent Website Crashes](#)

Queue-it is the leading developer of virtual waiting room services to control website and app traffic surges by offloading visitors to a waiting room. Its powerful SaaS platform enables online ticket vendors, ecommerce companies, educational institutions, and public-sector services around the globe to keep their systems online and visitors informed, capturing key sales and online activity on their most business-critical days. The company has presences in Denmark, the U.S., and Australia. For more information, please visit queue-it.com.



Motoharu Seki

Country manager, Siteimprove K.K.

About Siteimprove

[Siteimprove - SEO, Accessibility, Analytics, GDPR, & More](#)

Whether your organization is digitally advanced or simply trying to get an overview of your web presence, Siteimprove is here to help you take the next step in your digital journey—from digital growth, to control over your website, or anything in between.



Hisayuki Fujii

State Minister of Cabinet Office

About National Strategy office of Information and Communication Technology, Cabinet Secretariat

[Government CIOs' Portal, Japan](#)

The National Strategy Office of Information and Communication Technology serves as the executive office of the Strategic Headquarters for the Promotion of an Advanced Information and Telecommunications Network Society (IT Strategic Headquarters) and is responsible for overall efforts for improvement of convenience in people's life through utilization of IT and improvement of administration.

- Planning and Promotion of IT Strategy

Building a vision, Coordinating ministry measures (hearing, confirmation, promotion of cooperation), Strategy monitoring

- Strengthening IT Governance

Confirmation of IT investment plans of each ministry, Monitoring of cross-ministerial projects.

- Development of IT strategy promotion system Improvement of management system, Promotion of cooperation with ministries and agencies.



For more information contact:

Akiko KAMIGORI

Senior Commercial Officer

The Royal Danish Embassy in Tokyo

Email: akikam@um.dk