



Copenhagen – the most open capital in the world

This is the vision behind a common Copenhagen brand which is to contribute to attracting investments, labour and tourism to the city. The capital is in intense competition with other major cities in Europe. Consequently all efforts will be joined in a unified marketing action.

With the brand 'Copenhagen – Open for you' Copenhagen has acquired a new identity. A new common logo with a brand, voicing a single, shared vision to sell Copenhagen. The "voice" comprises a large number of private companies, municipalities, cultural institutions and NGOs which have joined forces to brand Copenhagen as an open and welcoming city worth-while to visit, move to and in which to study, work and invest.

Competition is intense. The struggle for labour, the falling number of tourists and the important investments is to be fought and if Copenhagen is to play an important role it is decisive to take joint action. Many organisations are experts in marketing Copenhagen within their own line of business. However a joint vision and a common brand for Copenhagen have been missing for a long time.

"We know that a common brand is very important to heighten the awareness of a metropolis. Both Amsterdam and Stockholm with which we usually compare ourselves are major cities whose business environment is behind a strong brand. This type of backing makes a significant difference with regard to the awareness of a city and consequently the number of investments and overnight tourists, which results in millions of Danish crowns on the bottom line", says general manager Lars Bernhard Jørgensen at Wonderful Copenhagen.

One slogan – many strings to our bow

The brand 'cOPENhagen – Open for you' is based on both Copenhagen's history of versatility, liberalism and room for development. Thinking here on both the gender political liberation and Copenhagen City Hall, as the very first in the world in which two persons of the same sex were married, but also the open and flexible labour market from which the outside world tries to draw lessons.

"Moreover the new brand expresses a vision: that Copenhagen be regarded as the most open capital.

Our ambition is to establish a single-valued branding of Copenhagen as an open-minded and tolerant city. We wish to favourably influence all stakeholders so that we can discuss and break away from the areas which limit the openness", says chairman Jens Wittrup-Willumsen at Brand cOPENhagen.

Facts on 'cOPENhagen – Open for you':

Brand Copenhagen's aim is to establish awareness to the 'cOPENhagen' brand among the international target groups: visitors, expatriates and investors. Behind Brand Copenhagen is a wide range of members from more than 30 companies, organisations and institutions which support the international development of Copenhagen.

For more information about 'cOPENhagen – Open for you' read here:

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