

NØK 2012 - Danmark

Cooperation in the Nordic countries

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Cooperation in the Nordic countries - Easy and difficult?

- Experience from VikingGenetics
- **Brief history and current status of the organization**
 - **Merge Svensk Avel and Dansire 2008**
 - **Merge VikingGenetics and Faba 2010**
 - **VikingGenetics has three national owners: Faba, Växa/Rådgivarne and VikingDanmark**



”The Values are largely the same in the Nordic, ...”

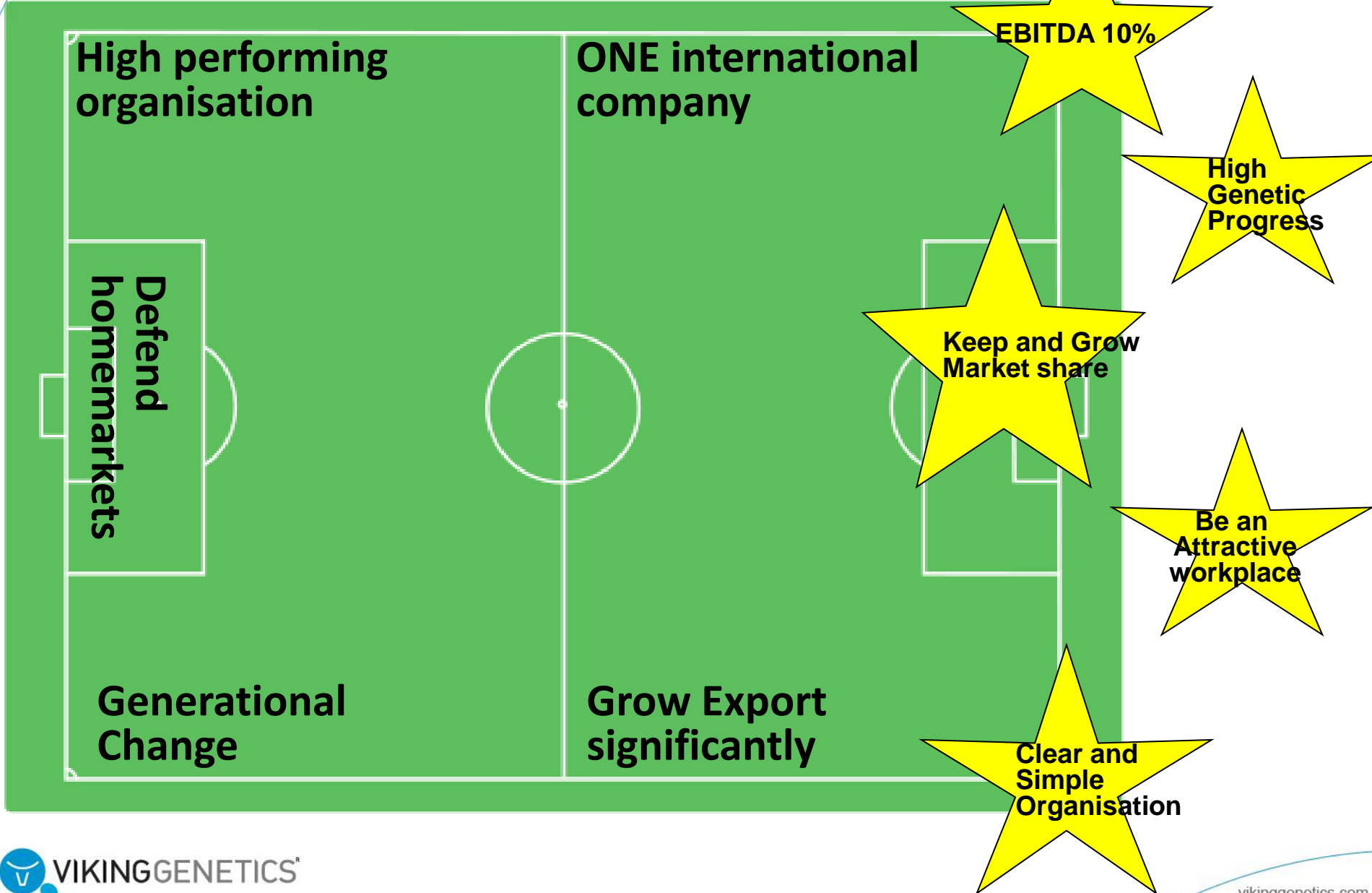
- Equality
- Trust
- Low power distance
- Inclusion
- Respect for nature
- Flexibility
- Protestant
- Work ethic
- Esthetics

Source: Mandag Morgen, 2004

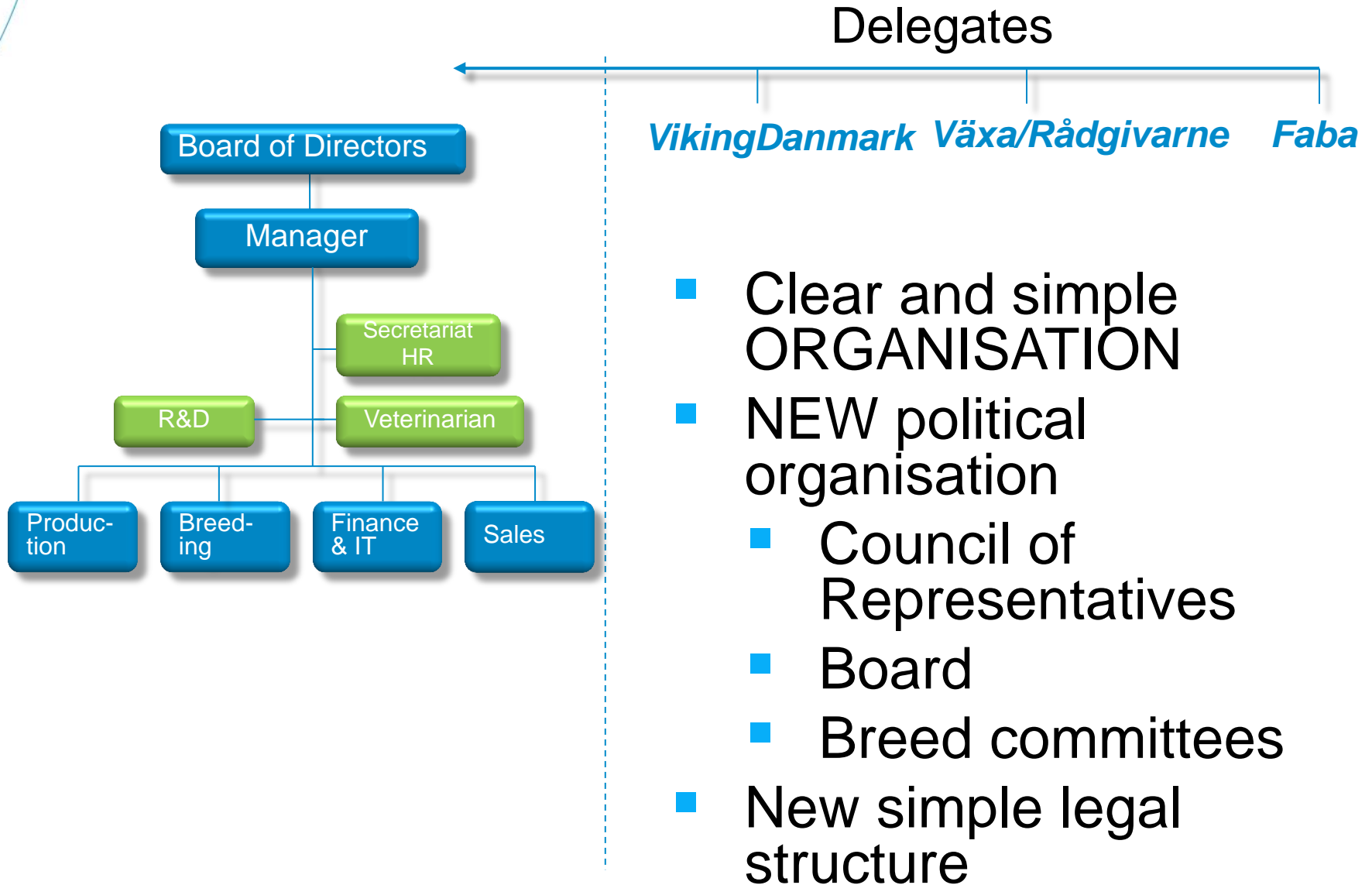
... *"but our behavior based on them are different"*

- Finns₁
 - Honest
 - Hard working
 - Reserved
- Swedish₁
 - Group oriented
 - Social
 - Diplomatic
- Danes
 - Flexible
 - Result oriented
 - Individualistic

VikingGenetics - Clear & Simple Strategy Gameplan 2012



• The society



• Why is VikingGenetics a success?

- No owner with majority
- Respect and utilize differences
- Large interaction
- Little compromise
- Clear and simple Strategy
- A decisive Board of Directors

(Anita Ekwall, svensk virksomhedskonsulent, Weiss, s. 105)

- «Lad en finne få ideen - finner er dygtige til teknologisk innovation og tør også tænke lidt skørt. Lad svenskerne arbejde videre med at forankre ideen og få processen på sporet - svenskere er mestre i at administrere. Lad danskerne sælge varen - danskere er overbevisende og benhårde forhandlere. Og lad nordmændene holde på pengene - nordmænd udnytter hver en krone til det sidste.»