

Nina is a female entrepreneur who runs Peruse Company she founded it in 2014.

Read how and why..



Why did you chose Denmark as the place to start your business?

I've been fascinated with Denmark long before I decided to establish my own company here. I first visited Denmark as a curious young student and stayed for one semester at the Danish højskole. It was then I decided I would return to Denmark at some point, which I did and I started Peruse Company.

I had an idea of bringing in-depth subject knowledge, and academic research closer to real-world problems, and to help companies and organizations find the best possible solutions to their challenges within the field of risk assessment and corporate social responsibility.

We help our clients to be frontrunners in their attempts to face uncertainties or embrace green business models. We help align their business goals with their sustainability ambitions. Denmark is a frontrunner in data-driven research in sustainability and green technology, so it was a great combination of my love for Denmark, and what Denmark has to offer.



How did you handle starting a business in Denmark?

I got help both in technical issues of establishing and running a company, as well as in the process of managing and living a life as an entrepreneur. I reached out to my friends and mentors. They were in the private sector and some are entrepreneurs themselves. I got tips, advice, and help from them. Later I looked to get more information on issues such as getting a company registration number (CVR), filling out tax forms and VAT-registration. This information I got from [the free-of-charge course](#) I attended for internationals at the Copenhagen municipality. The course was aimed at informing us about all necessary details on regulations and tax issues. That was a great help as well.

Was starting your business in Denmark easier or harder than expected?

Well, starting a company in Denmark is a surprisingly easy endeavour. Denmark aims to become a hub for entrepreneurs and goes an extra mile in its efforts to make regulations easy, help entrepreneurs to establish companies and not least, it makes information very accessible through its high level of digitalization. In 2016 Denmark was number 1 in the use of the Internet and number 2 for digital public services. So yes, establishing and running a company in a country with very strong internet infrastructure and digital public services is definitely easy.

Therefore, it takes no time to get a company registered online. I had expectations for starting a company through, but even though I was prepared, I was pleasantly surprised how smoothly it all went from the moment I started to get on the VIRK-homepage and started to register the company. I was though a bit cautious due to my Danish language skills – I wondered if it would be difficult to deal with authorities where administration language is Danish, but it was not an issue. I had no problem finding information in English and when I interacted with authorities they were fluent in English and helpful to accommodate my inquiries.



What was your biggest mistake?

I am not sure that I have made my biggest mistake yet... as an entrepreneur you take decisions constantly and you are left with the consequences. Sure, in retrospect some of my decisions could have been better. But I think I

will have more opportunities to explore the areas of making the 'biggest mistakes' in the future.



Would you have done anything differently in hindsight?

Well, if I had to do something differently, maybe I would start my company earlier than I did. I would also get into circles where entrepreneurs meet, rather than only limiting my socialization to professional networks. Being in thematic professional networks is undoubtedly interesting and inspiring. However, it is also extremely helpful to meet other fellow entrepreneurs who are aware of the 'ups and downs' that entrepreneurship entails, who share your aspirations and cherish the processes you go through.



Are you happy with having your business in Denmark?

For sure, I am very happy being in Denmark and having established Peruse Company here. In fact, I tried to encourage a fellow friend of mine to establish a company in Denmark rather than in her home country. This is because rules here are flexible and entrepreneur-friendly. She is still considering this option 😊

How would you advise an international wanting to start a business in Denmark?

I would definitely encourage them to visit the municipality homepage where they currently reside. For instance, in [Copenhagen](#) you can find lots of necessary information online, and there is also a possibility for being counselled face-to-face when needed. Another very good site is [Virk](#) that gathers all the necessary information you need to establish, run and/or close a company.

Furthermore, have a look at [the tax authorities](#) homepage which has an English version and is informative on issues such as taxation and rules. Finally, you should try to find relevant professional networks - they are full of competent, helpful and kind professionals willing to share their knowledge and experience.

I would also encourage them to go for their dreams, should they dream about becoming entrepreneurs!

THANKS SO MUCH, NINA!