

... and the winner of Entrepreneur Of The Year 2011 is: DESMI A/S – for their will to continued innovation

Copenhagen, 24 November 2011

On Thursday 24 November, DESMI A/S was named Entrepreneur Of The Year 2011 at a spectacular national award ceremony in Bella Center where 700 guests from the business community had joined to celebrate this year's most successful growth businesses. The North Jutland winner, a supplier of pump solutions, dates back more than 175 years and was singled out by the jury for its will to continued innovation and change.

Yesterday, the winner of the Danish Entrepreneur Of The Year competition was revealed by an independent jury, who elected the North Jutland pump solutions supplier DESMI A/S as this year's Danish entrepreneur to compete with the world's top growth businesses in Monaco in June 2012.

Based in Nørresundby in Northern Jutland, the Danish winner supplies pump solutions. The company was founded as far back as 1834 and has already celebrated its 175th anniversary. Still, the company has managed to maintain its innovative approach and leverage the opportunities offered by the global market.

Global growth strategy translated into competitive power

"The will to change and the ambition to continue to generate healthy growth are absolutely essential! And this is exactly what characterises this year's winner. This company has managed to change old routines and leverage the fact that the world has become global to reinforce its competitive power," sounded the rationale of the independent Entrepreneur Of The Year jury for electing DESMI winner at yesterday's national award ceremony in Bella Center.

DESMI was also recognised for its work with one, multi-pronged product strategy and for its ambitions and mission to create a viable business with healthy growth in all business areas.

"If you want to survive in the global world and to lead the competition for healthy future growth, the international market is extremely important. Here, DESMI distinguishes itself by its visionary management, who have successfully set up production and sales in those markets that will report the strongest growth in the coming years. This makes DESMI an outstanding global player with an impressive export share," the Entrepreneur Of The Year jury elaborated.

Healthy top and bottom line growth

This was Ernst & Young's 15th consecutive year of interviewing candidates for the Entrepreneur Of The Year award, which salutes financial performance as well as softer values like social responsibility. This year's interviews particularly set out to find out how the companies have managed to create healthy growth in the top as well as the bottom line.

"After a number of years with a declining number of qualifying companies, this year saw a strong increase in the number of entrepreneurial candidates. It has been gratifying to follow such a strong field of interesting, innovative, creative and global businesses. This year's finalists were very diverse with activities ranging from pumps over oil, IT equipment, software, fashion and interior design to public-private health cooperation," says Carsten Collin, Danish Entrepreneur Of The Year Director.

Business community: we need entrepreneurs

The Danish Chamber of Commerce, an Entrepreneur Of The Year co-sponsor, is also pleased to witness a growing number of candidates.

”DESMI A/S shows by the power of example how what started as a small Danish business can develop into an expansive global player. More than ever, Denmark needs examples like yesterday’s winner because entrepreneurship has never been more important. Even though the number of eligible entrepreneurs has increased this year, not many enough dare embark on the entrepreneurial path. It is therefore crucial that we focus on the conditions we offer new entrepreneurs – otherwise we will never pull free from the current low growth rates. Only new businesses can help us do that”, says Søren Friis Larsen, Marketing Director at the Danish Chamber of Commerce.

About the winner of the Danish Entrepreneur Of The Year

DESMI A/S is led by Henrik Sørensen since 1996. Henrik Sørensen puts down his success to factors like skill, industry, timing, perseverance and luck. Combined with DESMI A/S’s two overall strategies, Next Level and One Global Company, this appears to be the recipe for a hugely successful global growth business.

These strategies reflect a targeted and consistent global growth strategy, thanks to which more than two thirds of DESMI A/S’s revenue stems from other countries and the company has set up either subsidiaries or sales companies in all key markets.

The innovative approach is applied to several areas – product and business development and, not least, marketing strategies. One of the company’s latest marketing initiatives is a concept entitled Pumps For Free under which the DESMI Group offers customers free installation of pumps on ships in return for any future energy savings obtained by the customers.

DESMI A/S is expecting significant growth over the coming three years and targets revenue of DKK 1 billion in combination with continued organisational development.

DESMI A/S now goes on to participate in the world finals in Monaco in June 2012.

About Entrepreneur Of The Year

[The Entrepreneur Of The Year competition](#) stands out from other growth competitions by focusing not only on the enterprises’ ability to grow financial results but also on softer values like the entrepreneur’s social responsibility and ability to inspire and motivate the organisation. The programme includes a range of sub-categories such as Cleantech, Life Sciences, Globalisation, etc. The purpose of the Entrepreneur Of The Year event is to pay tribute to entrepreneurship.

The global award

Driven by the growing number of contestants in the national Entrepreneur Of The Year programmes across the globe, the competition has since 2001 included a [World Entrepreneur Of The Year competition](#), in which national winners compete for the title of world’s best entrepreneur. The global event takes place in Monte Carlo, Monaco, where the national winners get a unique opportunity to network and exchange experience and ideas across borders.

History

The first Entrepreneur Of The Year competition took place in the US in 1986. The list of winners includes Michael Dell, Dell Computer, Scott McNealy, Sun Microsystems, Howard Schultz, Starbucks, and Jeff Bezos, Amazon.com. In Denmark, the first Entrepreneur Of The Year award was presented in 1997, and the [list of Danish winners](#) includes Jysk A/S, Dyrberg Kern A/S, Welltec A/S, Dinex A/S and last year’s winner, wind turbine sub-supplier Mita-Teknik.