

Royal opening of The Denmark pavilion during the Olympics

Their Majesties The King and The Queen of Denmark will be cutting the ribbon when VisitDenmark formally opens the doors to The Denmark Pavilion in Paris on July 25th.

With attendance from both Their Majesties, the Danish ambassador to France Michael Starbæk Christensen and a number of invited guests, plans have been made for a prominent opening of The Denmark pavilion.

The pavilion is housed in historic surroundings in the Maison du Danemark, and in the weeks during the Olympics, VisitDenmark brings together the essence of Denmark in collaboration with a wide range of partners.

We are very happy that with its participation the Royal Palace is helping to shed light on the story of Denmark represented at The Denmark pavilion. Denmark is a small country with room for big ideas, and we would like to reflect that with the window to Denmark that we have created, says CEO of VisitDenmark Katja Moesgaard.

The Denmark pavilion formally opens the day before the opening of the 33rd Olympic Games.

The Games attract the 10,000 athletes from around the world, but also millions of tourists who come for both the sport and the experience.

We hope that as many people as possible will visit us on the Champs-Élysée - either to listen to a conversation between ministers and businesspeople, to meet Danish innovators or to experience some of the free concerts with leading Danish artists that we have in The Culture-box, says Katja Moesgaard.

Katja Moesgaard, together with Realdania's CEO Jesper Nygaard and Denmark's ambassador to France Michael Starbæk Christensen, will be addressing the guests at the opening event, which is a closed event for invited guests and the press. From 26.7.-11.8. the pavilion is open and free to visit every day.

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THE DENMARK PAVILION During the 17 Olympic days, visitors from all over the world will be able to experience the best of Denmark in The Denmark pavilion by the Maison du Danemark in Paris and in the Danish church, Frederikskirken. The program of exhibitions, activities and events can be experienced from 26 July to 11 August and is open to the public between 11.00 and 22.00. The program focuses on quality of life, Danish ideas and skills as well as sustainable solutions in relation to the global fight against climate change, declining health and well-being, etc. Together with the Ministry of Industry, Business and Financial Affairs, VisitDenmark is at the forefront of the push, which is supported, among others, by the philanthropic association Realdania and Konsul George Jorck og Hustru Emma Jorck's Foundation and subsidised by The Trade Council.

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