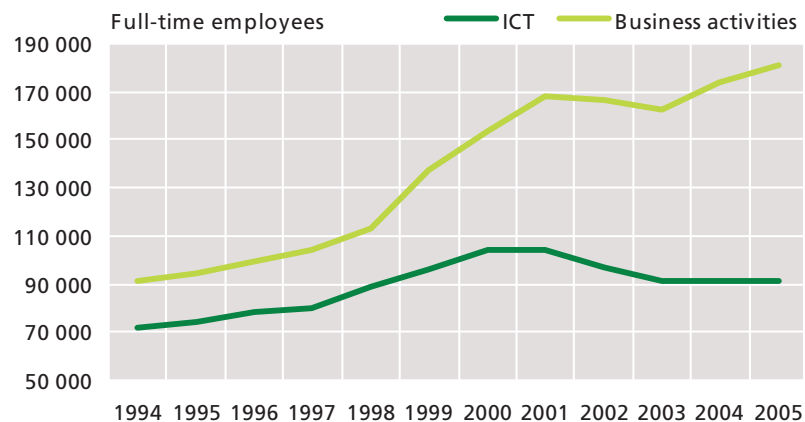


To an increasing degree, Danes make a living by using their heads rather than their hands. Many industries are characterised by highly specialised and well-educated employees. These industries create the so-called knowledge society.

## EMPLOYMENT IN SELECTED KNOWLEDGE INTENSIVE INDUSTRIES



To an increasing extent, Danes with creative heads and a long education make a marked impact on the Danish economy. In recent years, so-called knowledge intensive industries have grown considerably, measured both as industrial turnover and as number of employees.

The ICT industry is one of the most important knowledge intensive industries, which experienced increased employment during the 1990s. From 1994 to 2001, employment increased by almost 50 per cent. At the beginning of the new millennium, the industry was in decline when the so-called ICT bubble burst. Since then, employment in the ICT industry has remained steady around 90,000 persons.

In business services – which include, among others, advertising experts, lawyers, accountants, consultants, etc. – employment has more than doubled in the recent 10 years. These activities also experienced a decline early in the new millennium, but since then employment has continued to grow.

### ••• DID YOU KNOW THAT

The ICT consultancy companies' greatest source of income is tailor-made software for the customers, followed by the development of general software.

## TURNOVER IN KNOWLEDGE INTENSIVE SERVICE INDUSTRIES

	Unit	2001	2002	2003	2004
<b>Total industrial turnover</b>	<i>DKK</i>	...	...	<b>121 619</b>	<b>130 700</b>
ICT consultancy services	<i>mio.</i>	38 210	42 564	41 464	44 366
Consultancy engineers		24 166	28 280	28 017	29 949
Advertising		19 141	16 334	14 535	16 267
Opinion polls and market research		926	1 033	1 045	1 058
Accounting		10 684	11 104	10 975	11 573
Lawyers		...	...	6 839	7 511
Architects		4 503	...	4 731	4 815
Temporary employment agencies		3 788	3 681	3 869	4 397
Technical testing and analyses		...	...	2 114	2 161
Other bus. & man. consult. services		9 088	10 719	8 030	8 603



### KNOWLEDGE INTENSIVE SERVICE INDUSTRIES

Industries characterised by supplying services in specialised and knowledge-heavy specialist areas.



### ICT INDUSTRY

Includes the ICT-industry, ICT wholesale trade, telecommunication and ICT consultancy services.

Total industrial turnover in the knowledge intensive service industries was DKK 131 billion in 2004. ICT consultancy companies contributed with a little more than one-third of this amount.