



Denmark's Foreign Minister appoints new Tech Ambassador based in Silicon Valley

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Denmark's Foreign Minister Jeppe Kofod has appointed the country's next Tech Ambassador. She has been asked to develop a new, forward-looking strategy for the Danish TechPlomacy initiative as one of her very first tasks

"I will not accept a future in which the Tech Giants' terms and conditions have greater influence than rules and regulations. The overarching goal of our presence in the tech capital of the World is to ensure that technological developments contribute to a more just, safe and secure society," says Jeppe Kofod.

The ambassador will be based in Silicon Valley but with a global mandate.

"We have to ensure that Denmark plays a role in shaping the global digital future in accordance with our values and principals - not the other way around. A new strategy and a relaunch of Denmark's technological diplomacy will contribute to this. Through TechPlomacy version 2.0, we will focus the Danish efforts to ensure that multinational tech companies assume a level of societal responsibility proportional to their economic power and global influence", says Minister Kofod.

Denmark's new Tech Ambassador, Anne Marie Engtoft Larsen, joins the team from a position at the World Economic Forum (WEF), where she led the organization's work on responsible technology and sustainable development. She will formally take up her position at the Office of Denmark's Tech Ambassador October 1st.

"The position as Tech Ambassador is a dream job. I look forward to starting the work, representing Denmark and contributing to a technological development that will benefit all," says Anne Marie Engtoft Larsen.

For further information, please contact: techamb@um.dk

Background | Denmark established the Office of Denmark's Tech Ambassador in 2017 with a physical presence in Silicon Valley, Copenhagen, and Beijing. The Danish TechPlomacy initiative reflects a new world order in which digitalization and powerful tech actors play a growing role, and diplomacy needs to adapt. Led by the Tech Ambassador, the office engages in direct dialogue with the technology sector in order to understand and address both challenges and opportunities related to emerging technologies and digital platforms. The Office also works to build global coalitions among like-minded countries and international organizations such as the EU, UN and NATO. Read more at www.techamb.um.dk.