



FOTO TONY BRØCHNER

HERNING MEANS BUSINESS

Textile, clean tech, food stuffs and advanced manufacturing makes Herning global.

Despite being a young town, Herning has an impressive global business presence. From humble beginnings as wool merchants, local entrepreneurs as Mads Eg Damgaard, Aage Damgaard and Jens Bjerg Sørensen created a clothing and fabric industry that to this day makes the Herning-area Denmark's largest hub of fashion and textile design with companies like Ege Carpets, JBS Underwear - and the HQ of Bestseller in the neighboring town of Brande.

Today the region's largest business are also in advanced manufacturing, not least in the metal industry and in clean tech. Two of the world largest wind-turbine companies, Siemens Gamesa and Vestas are situated in our part of Jutland. Herning is also home to the world's largest production facility for hydrogen fueling stations, Nel Hydrogen. Topsoe, which is one of the global leaders in carbon emission reduction techno-

logies, is also in the process of building the world's largest electrolyser production facility to accelerate Power-to-X capacity.

Denmark, and the central part of Jutland, is renowned for producing some of the best foodstuffs in the world. While other industries have grown tremendously the last 50 years, we are still to a large extent a food and farming country. Around 200.000 Danes are employed in farming and food production. The massive agricultural production in the region has led to a large number of associated business and Herning is home to one of Denmark's largest slaughterhouses. Each week around 21.000 local pigs supply high quality meat to large parts of the world.

In later years, the booming popularity of ecology has led to a rising demand for pigs that are bred ecologically and free range.

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