



ROYAL DANISH EMBASSY  
Tokyo

# Danish digital strategy & Public digitalization

Date and time: 22<sup>nd</sup> April 2024, 15:30 - 18:20 (Doors open 15:00)

Location: Hillside Plaza

Address: 29, Sarugaku-cho, Shibuya-ku, Tokyo, 150-0033

MONDAY APR 22<sup>ND</sup> 2024

15:30-18:20: Seminar: (Doors Open 15:00)

15:00 Doors open

15:30 Seminar starts

15:30-15:35 **Opening remarks**

**Dinna Aamand Hansen**  
Head of Trade, Royal Danish Embassy in Tokyo

15:35-15:50 **Introduction: Danish Digitalization (tentative)**

**Akiko Kamigori**  
Senior Commercial Officer, Royal Danish Embassy in Tokyo

15:50-16:20 **Front Desk Japan K.K.**

**Revolutionizing front yard services**

**Nicolas Jøns Larsen, CEO, Front Desk Japan K.K.**  
**Ryosuke Oikawa, Vice Mayor, Susono city, Shizuoka**

The Danish queue and appointment management system FrontDesk was successfully launched in Japan in 2023. FrontDesk has partnered with Japanese tech pioneer TACT Inc. to combine the modern booking platform with cutting-edge AI technology. This partnership now ensures that everyone has 24/7 access to book appointments for essential public services, fostering a better, more digital and inclusive society for everyone in Japan.

In this session, the two companies will share key insights from cities around the world.

16:20-16:50 **Partisia ApS**

**Computing on all the world's data**

**Mark Medum Bundgaard, Chief Product Officer**

At Partisia we are pioneers in building, tailoring and offering high-security privacy preserving software by providing new standards for secure solutions to protect and compute on confidential and highly regulated data. In this session, we will present how Europe is currently focused on using privacy preserving measures in the healthcare industry to encrypt, protect and enable collaboration between hospitals and organizations using Multiparty Computation. In extension of that, we will also present the future of data ownership, where each citizen is at the center of their own personal data, and has the power to controllably share it in a transparent and secure way across industries.

16:50-16:55 **Break**

Programme

16:55-17:25 **Queue-it ApS**

***How building online trust empowers organizations***

**Jesper Essendrop, CEO**

*In a time when consumers face a deluge of digital noise and competitors loom around just a few clicks away, trust building is crucial in order to remain as the brand of consumers' choice or the public institution to serve for people. Join the seminar to learn from the leading SaaS company in Denmark*

- a global digital frontrunner*
- how to ensure trust in user journey and why it matters*

*This seminar is for you if you are interested in:*

- Why online trust becomes new currency and should be on brands' or public institutions' priority list now*
- How Queue-it empowers organizations to earn & nurture trust by delivering online experiences that are fair, transparent, & reliable*
- Success stories of Queue-it's customers including ANA and UK and HK government*

17:25-17:55 **HR-ON ApS**

***How to optimize the employee lifecycle from recruitment to onboarding and engagement in a secure and digital environment***

**Ali E. Cevik, CEO, HR-ON ApS**

*People are the most valuable assets in modern organizations. The ability to attract, recruit and efficiently onboard, engage and retain the best talents is the key for successful organizations. Having helped Danish public and private sector companies for 12 years HR-ON will share experiences with transforming traditional staff management to a digital and secure environment within one single all-in-one cloud-based software suite. As an HR-tech pioneer exploring the newest technologies, Mr. Cevik will also share the experiences and visions for the future impact of AI and the way we are going to organize and manage our work.*

17:55 – 18:15 **Keynote speech**

***New Danish Digital Strategy (TBC)***

**Marie Bjerre**

**Minister, Ministry of Digital Government and Gender Equality**

18:15 -18:20 **Closing remarks**

**Peter Taksøe-Jensen  
Danish Ambassador to Japan**

## Speakers (presentation order)

### **Dinna Aamand Hansen**

*Head of Trade, Royal Danish Embassy in Tokyo*

She holds a Master's degree from Copenhagen Business School and re-joined the Danish Ministry of Foreign Affairs (MFA) in May 2021 after working for over three years at the Danish company, Arla Foods. Previously, she was posted to Tanzania and held various positions in the MFA. Prior to this, she worked in Capital Markets.



### **Akiko Kamigori**

*Senior Commercial Officer, Royal Danish Embassy in Tokyo*

She holds a master's degree in mechanical system engineering. She has previously worked as a mechanical engineer at semiconductor industry and as a researcher, engineer, and project manager at mobile phone and cosmetics industries.



### **Nicolas Larsen**

*CEO, FrontDesk Japan K.K.*

#### **About FrontDesk**

[About FrontDesk | FrontDesk \(frontdesksuite.com\)](https://frontdesksuite.com)

In 2012, a Danish municipality had problems with long wait times for public services, and they were looking for a queue management software to better to manage visitor flows at the Citizen's Service Center. However, no system was able to sufficiently cope with the diversity and complex structure of public services. The team behind FrontDesk decided to develop this exact system for the public sector. Today, FrontDesk's queue and appointment management system has an 84% market share in Denmark. The comprehensive but very intuitive system was launched in North America and other European countries in 2019 and in Japan in 2023. Now millions of people enjoy a wait-free customer journey in the public sector. FrontDesk is represented in Japan by TACT Inc.



### **Ryosuke Oikawa**

*Vice Mayor, Susono city, Shizuoka*

In January 2022, Harukaze Murata became Mayor, the youngest mayor in Shizuoka Prefecture; in April 2022, Ryosuke Oikawa became Vice Mayor and Chief Information Officer. Then, in January 2023, Susono City and FrontDesk Japan K.K. launched a pilot project to operate FrontDesk's queue and appointment management system at the counter. Staff have been using this no-code tool to design the counter and control operations, and congestion is being reduced. Susono City plans to continue working on an entire revolution of front yard, with FrontDesk's system at its core. This work has been selected as a model project by the Japanese MIC for 2024.

Located at the foot of Japan's highest mountain, Mt Fuji, Susono City in Shizuoka Prefecture is a local government with a population of just under 50,000. For many years, reducing congestion at the city hall counter was an urgent issue. During busy periods, waiting times were sometimes up to one and a half hours. Many operational improvements had been made at the counter, however, in order to fundamentally solve this problem, a system for managing queues was needed. He will introduce the actual example of Front Desk from the user's point of view.



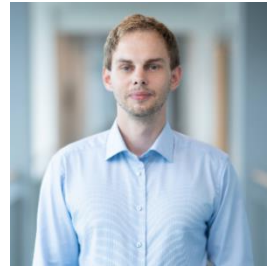
## Mark Medum Bundgaard

Chief Product Officer, Partisia ApS

### About Partisia

[Secure data sharing without compromise - Partisia](#)

Mark is the Chief Product Officer at Partisia, a pioneer and a world leader in commercial applications of Secure Multi-Party Computation (MPC). At Partisia we work on combining MPC with Blockchain technologies which enables corporations to be compliant with all current and new regulations, aiming to set a new standard for digital infrastructures and secure privacy-preserving data sharing, private machine learning and quantum security.



## Jesper Essendrop

CEO, Queue-it ApS

### About Queue-it

ECサイト・申請登録のアクセス集中対策ならQueue-itの仮想待合室

In his 30+ years of career in IT industry, he has served as CEO for two SaaS companies and as CIO/ sales and business development director for a large-scale datacenter. He serves as CEO at Queue-it since January 2023 to accelerate the company's growth. Queue-it is a tech scale-up that helps the world's biggest brands and public institutions to deliver a smoother, fairer online experience and get peace of mind on your mission-critical days. We serve more than 1,000 organizations across the world, and 24 billion visitors passed through our waiting rooms per year including Japan.



## Ali E. Cevik

Founder & CEO, HR-ON

### About HR-ON

[About HR-ON | 会社情報](#)

For over 20 years, Ali E. Cevik has been a leader in HR, IT, and training. He's helped global organizations like the World Bank, United Nations, and the EU Commission implement innovative solutions that improve the employee journey and develop talent.



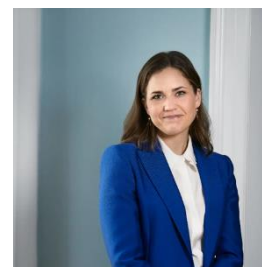
Today HR-ON's platform empowers HR professionals to manage the entire employee lifecycle - from attracting top talent to keeping them engaged and thriving. This cloud-based platform streamlines HR processes, saving time and allowing HR to focus on what matters most - their people. Trusted by over 100,000 users worldwide, HR-ON is the go-to solution for businesses of all sizes and industries.

Mr. Cevik is a thought leader on value based management and a champion for diversity and work-life balance, bringing that passion to HR-ON. As a result, our flexible solutions cater to the diverse HR needs of organizations of all sizes and sectors - from small startups to large corporations, public or private, non-profit or for-profit.

## Marie Bjerre

Minister for Digital Government and Gender Equality

Marie Bjerre was appointed as the Minister for Digital Government and Gender Equality on 7 December 2023. She is a member of Venstre (the Liberal Party). Marie Bjerre has been a Member of the Danish Parliament for Venstre since 2019. Prior to her political career, Marie Bjerre was a lawyer from 2016-2019. She holds a master degree in law from University of Copenhagen and University of California, Berkeley School of Law.



## **Peter Taksøe-Jensen**

*Danish Ambassador to Japan*

Peter Taksøe-Jensen has been the Ambassador of Denmark to Japan since 2019. Prior to his position as ambassador in Japan, he has been Ambassador of Denmark to India, Bhutan, Maldives and Sri Lanka, Nepal from 2015-2019, and Ambassador of Denmark to the United States from 2010-2015. Prior to his positions as Ambassador of Denmark, Taksøe-Jensen has worked in various positions at the MFA, worked for the UN and the Permanent Representation of Denmark to the European Union. Peter Taksøe-Jensen holds a master degree in law from University of Copenhagen.

