Playful Innovation – Capital of Children

Join a network of worldwide experts and business leaders.

Billund Municipality is offering you a chance to run your business in a highly international and innovative environment with a strong eco-system within play, learning and creativity.

Since 1932, Billund has built up a unique position of strength on account of the LEGO Group’s many years of presence. The strength is developed further with the vision of Capital of Children, where the development of a business and innovation environment dedicated to play, learning and creativity supports the synergies between businesses, knowledge institutions and organisations.

Become part of an innovative environment at a short distance to business leaders and researchers from international companies and universities.
Tourism and experience economy

Become part of an international tourist destination with several million guests.

Billund Municipality and the successful destination co-operation LEGOLAND Billund Resort, which brings together the region of southern Denmark, work strategically to develop the tourism industry, which creates attractive opportunities for businesses and entrepreneurs within the tourism and experience economy.

No matter where in the value chain of dealing with tourism and experience economy your business is located, there are great opportunities for growth, development and technical co-operation in Billund Municipality.

Tourist destination with unlimited potential

With 3.4 million travellers in Billund Airport, more than 1.7 million guests in LEGOLAND, 700,000 customers in Lalandia and 250,000 guests in the new LEGO House, Billund is a tourist destination with unlimited potential.

Manufacturing industry

Billund Municipality is home to a group of innovative small and medium-sized enterprises that work with highly specialised solutions within the manufacturing industry.

The Triangle Region’s focus on these businesses, as Denmark’s Industrial Centre coupled with the favourable geographical location in relation to both domestic and foreign markets, makes Billund Municipality attractive for both existing and relocating companies in these industries.
Billund is one of 7 municipalities in the Triangle Region – a region located in the heart of Denmark and characterized as Denmark's industrial center.

Focus Areas

- Cleantech
- Food
- Circular Economy
- Play & Learning
- Design
- Transport & Logistics
The Triangle Region - Denmark’s Industrial Center

The Triangle Region is located in the heart of Denmark and consists of seven municipalities with a total population of 420,000 inhabitants. Furthermore, the unique location provides the best possible access to the rest of Denmark.

The Triangle Region is Denmark’s industrial center. Our production-driven culture is well-supported by our location in the heart of Denmark and the strong infrastructure of highways, railways, the Fredericia industrial port and the Billund international airport.

Plus, our regional expertise in traditional forms of manufacturing is now being leveraged in our production industry via new forms of knowledge transfer, more effective factory component solutions, and well-coordinated global logistics best practices. In the Triangle Region, we continue to focus on creating the framework that allows companies to embrace and emerge stronger from the challenges of tomorrow. We are a partner of MADE that is working to make Denmark the world’s most competitive manufacturing country.

For production and manufacturing companies, we offer business development assistance for free, plus networking or mentorship from an experienced community of growth-oriented business leaders.
Advantageous location and infrastructure

The Triangle Region is an ideal base for industry and production. Businesses in our region operate easily by air, sea and land, taking advantage of Denmark’s well-functioning and well-developed infrastructure. Our international airport in Billund is the second-largest in Denmark and a global transportation hub, offering flights of 60-90 minutes to London, Berlin, Amsterdam, Oslo and Stockholm. For maritime shipping, the multimodal logistics center of Fredericia provides sea access to Scandinavian and Baltic markets as part of the core EU infrastructure.

The most business-friendly area of Denmark

Considering Denmark is one of the best countries in the world for doing business, it’s been suggested that the Triangle Region may be among the best places globally for starting or relocating a business.

Internationally-recognized companies with expertise in production/manufacturing, cleantech, design, and the food industry have deep roots here, including the beloved toy company The LEGO Group, sustainable insulation innovators Saint Gobain Isover, the design houses Fredericia Furniture and Carl Hansen, clean energy leaders Siemens Wind Power, food ingredient solutions provider Dupont/Danisco and the global meat processing powerhouse Danish Crown.

For foreign companies considering the possibility of establishing business operations in the Triangle Region, and for potential investors seeking insights into the business opportunities here, we offer a team of strategists and advisors to help you assess the range of opportunities in Trekantomraadet, free of charge.
Billund Municipality has unique and strong business conditions and is right at the top when industry organisations such as the Danish Construction Association and the Confederation of Danish Enterprises measure the business climate every year based on framework conditions such as efficient case management, skilled labour and taxes and fees.

Billund City Vision sets new international standards for holistic urban development where work-life balance is achieved through attractive shared spaces and services.

The international school in the centre of Billund offers education for pupils aged 3-16 under the recognised International Baccalaureate® (IB) programme.

Billund strives to create an attractive and modern urban and business environment through Billund City Vision.

Skilled labour now and in the future

At Campus Grindsted the focus lies on the labour force of the future. Here, there is secondary and vocational education, general training too, and there is a free specialised school with a possibility to complete vocational training with focus on tourism and production-oriented business. The degree programmes are taught not far away either, in the larger student cities in the Triangle Region and in Aarhus and Odense.

Billund Job Centre in cooperation with the job centres in the Triangle Region participates in joint recruitment and training across municipal borders and we have a department and cooperation with national partners who provide assistance.

Become part of an international environment

Billund Municipality is an international municipality. And the international community expands into companies, which recruit from all over the world.

The international school and the values from the vision of Capital of Children create good and secure conditions for family life and education. This makes a big difference for companies’ opportunities to attract and retain qualified employees from all over the world.

Billund Municipality offers a newcomer service that helps with the practical matters and issues associated with, for example, housing, driver’s licence, permits etc. when you, as an expat, move to the municipality.

Read more about international recruitment here.
Read more about newcomer service here.
Infrastructure

Undergoing rapid development just like the city, business and tourism

Be close to your partners through a highly connected system of air, rail and road transportation. The international airport, Billund Airport, makes it possible to reach the entire world and is the focal point of a future rail connection to Billund, which will be linked to the national inter-city network.

The government is currently examining the potential of a motorway section close to Billund, which together with the railway and the airport will create increased mobility for current and future businesses in the area and for their employees in what will become a traffic hub - nationally and internationally.