ODENSE ROBOTICS / 2025

Denmark's cluster for robotics, automation & drones

Husum Wind - Dennis Svane Christensen,

Co-funded by the European Union

Danish Board of Business Development

Odense Robotics is co-funded by the Danish Board of Business Development, the Danish Agency for Higher Education and Science, and the European Union, as well as a broad range of projects and partnerships

ODENSE robotics

“The emergence of Odense as a robotics hub can be attributed to three key factors:

#1 Successes of early innovators and their eagerness to share their success with the community
#2 Commitment of the community itself as the municipality is actively investing
#3 A culture that holds innovation and adaptability as core elements of its being.”

John Santagate, Research Director, Commercial Service Robotics, IDC.
Robotics Business Review, 2019

1970

EARLY PIONEERS

ASEA launches one of the world's first industrial robots.

Thrige Titan and Trelfa implement robot in production.

Sanovo Technology Group founded. Jorgensen Engineering expands. Cabinplant moves to Odense.

1980

HEAVY INDUSTRY

Odense Steel Shipyard implements welding robot.

DIRA founded. New companies include Gibotech, Emerson Industrial Automation Denmark, Cabinplant and ABB.

Data Technology study programme launched. AMROSE project begins.

1990

RESEARCH STRENGTHENED

Foundation of Lindø Centre for Applied Mathematics and Mærsk McKinney Møller Institute at SDU.

New companies include Amrose, OPI, Trivision. Gibotech enters into robotics and automation.

2000

INDUSTRY EXPANDS

New companies include Egatec, B&R Industrial Automation, Universal Robots, Scape Technologies and Atlinas.

Foundation of RoboCluster and the Danish Technological Institute's Robot Technology unit.

2010

CLUSTER GROWS

Odense Robotics cluster and StartUp Hub founded. Odense Robotics becomes the world's first robotics cluster to be awarded gold certificate.

SDU establishes UAS Denmark test centre for drones and MSc Drone Engineering.

New companies include Odico Formworks, Mobile Industrial Robots, Blue Ocean Robotics, FANUC Denmark, WallMo and OnRobot.

Universal Robots and Mobile Industrial Robots sold to Teradyne.

2020

ROBOT NATION

The success of the robotics and automation industry in and around Odense creates the foundation for Denmark's national robotics and drone cluster.

ODENSE robotics

We bring the ecosystem together

INDUSTRY

370+ members from Denmark and abroad

KNOWLEDGE

AARHUS UNIVERSITY
AALBORG UNIVERSITY DENMARK
DANISH TECHNOLOGICAL INSTITUTE
design school kolding DK
DTU
FORCE TECHNOLOGY
SDU UNIVERSITY OF SOUTHERN DENMARK

PUBLIC SECTOR

Danish Board of Business Development

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ORGANISATIONS

Clusters and member organisations

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Denmark's robotics industry in figures

The industry

605	Robot, automation, and drone companies in Denmark
19,500	Employees in total
EUR 4.6	Billion turnover in 2023
EUR 2.4	Billion exports in 2023
EUR 1+	Billion invested in companies since 2015

Our members

380+	Members
25%	Established since 2020
69%	Ddeveloped and launched new solutions last year
63%	Say implementing existing strategy will drive growth in 2025
71%	Say AI will be the key technology shaping development in coming years

Networks

Connecting professionals for insights, collaboration, and growth.

Innovation

Driving new solutions through partnerships and funding.

Knowledge & Sparring

Providing businesses with expert insights and strategic support to drive innovation and growth.

Connecting the ecosystem

Robotic, automation and drone companies

Companies ready to automate

Universities, Research & Technology Organisations, other clusters, public sectors

Danish robotics can improve our world.

We help make it happen

Connecting for impact

Accelerate growth

Nurture people

Drive innovation

Forge partnerships

Visibility

Strengthening industry influence and boosting brand exposure.

Matchmaking

Linking robotics companies with customers and partners.

Start up

Accelerating new ventures with guidance, funding, and support.

People

Attracting top talent and developing future-ready teams.

Internationalization

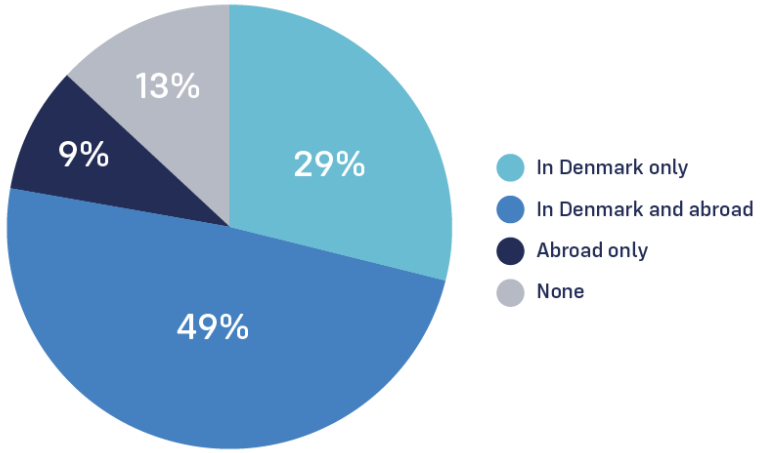
Helping companies expand and succeed globally.

ODENSE robotics

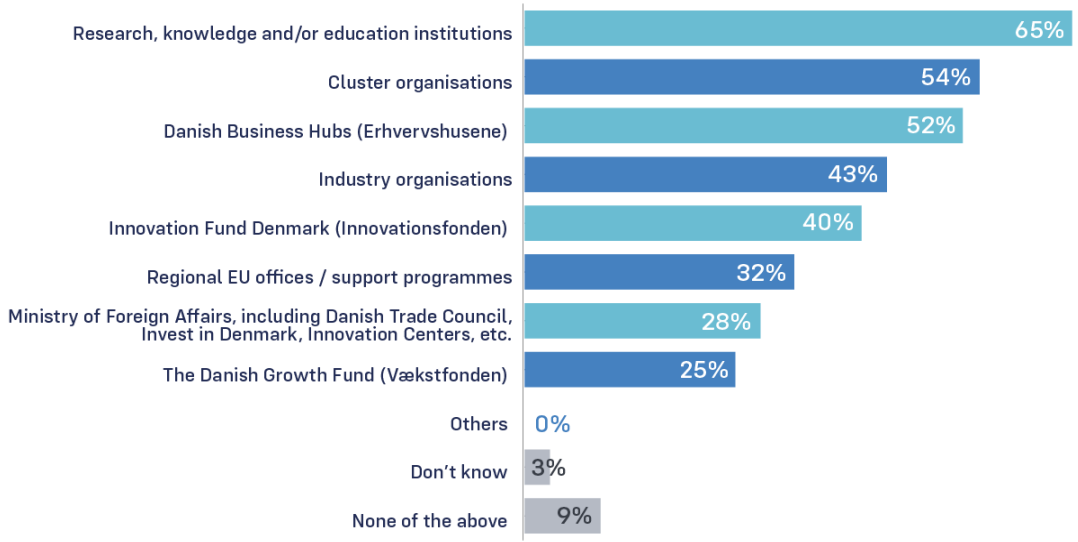
Collaboration is in our DNA

Collaboration thrives in the cluster – and plays a key role in the industry's ability to innovate and commercialise new technologies.

Collaboration with other robotics companies



Other collaboration partners



Companies collaborating with other robotics companies 87%

ODENSE robotics

Changing the way we live

Danish robotic solutions are changing the way we live and work – providing solutions for a wide range of sectors.

Agriculture & food

Construction & building

Defence & security

Environment

Energy

Health & welfare

Logistics & transport

Manufacturing

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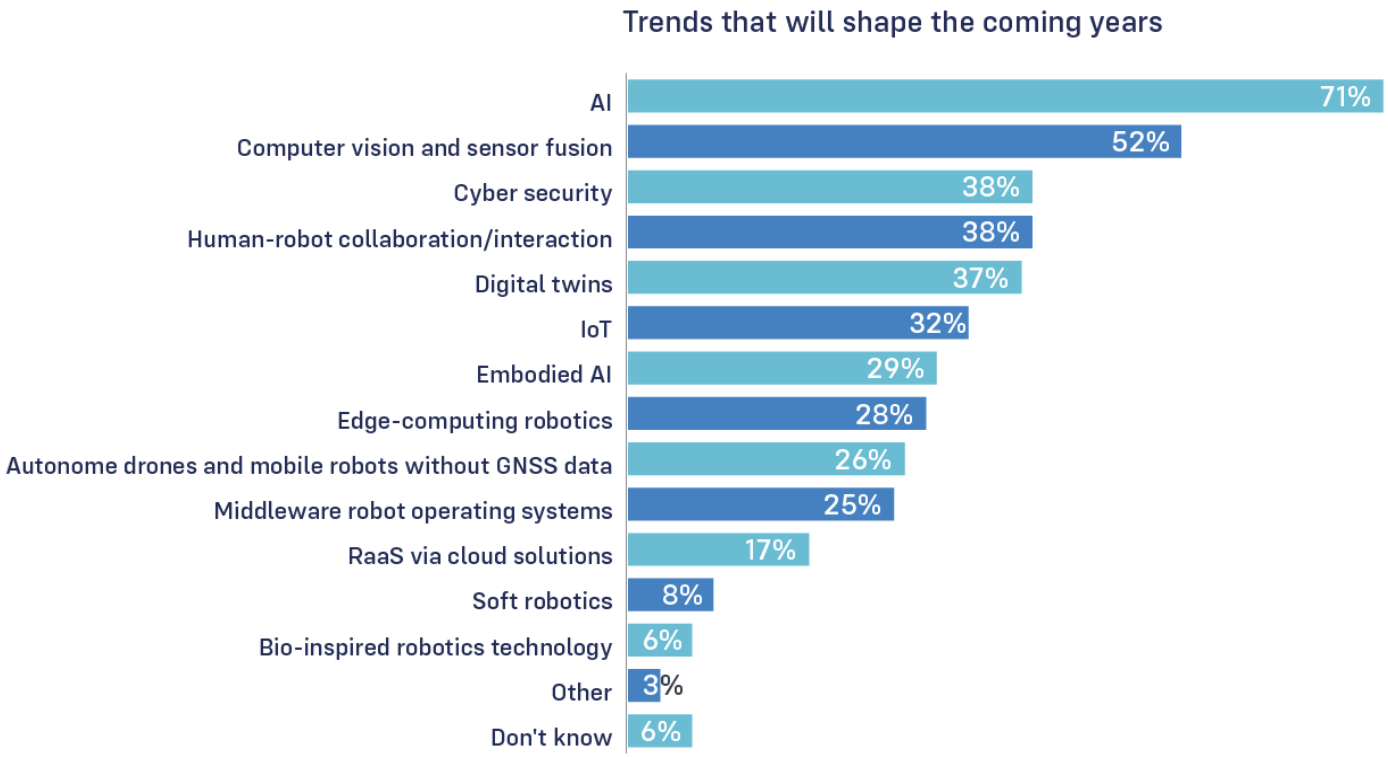
Technologies shaping future robotics development

The Danish robotics, automation and drone Community expects two technologies to dominate development within the robotics and drone Industry in the coming years.

Artificial intelligence is by far the main driver for future development followed by computer vision and sensor fusion.



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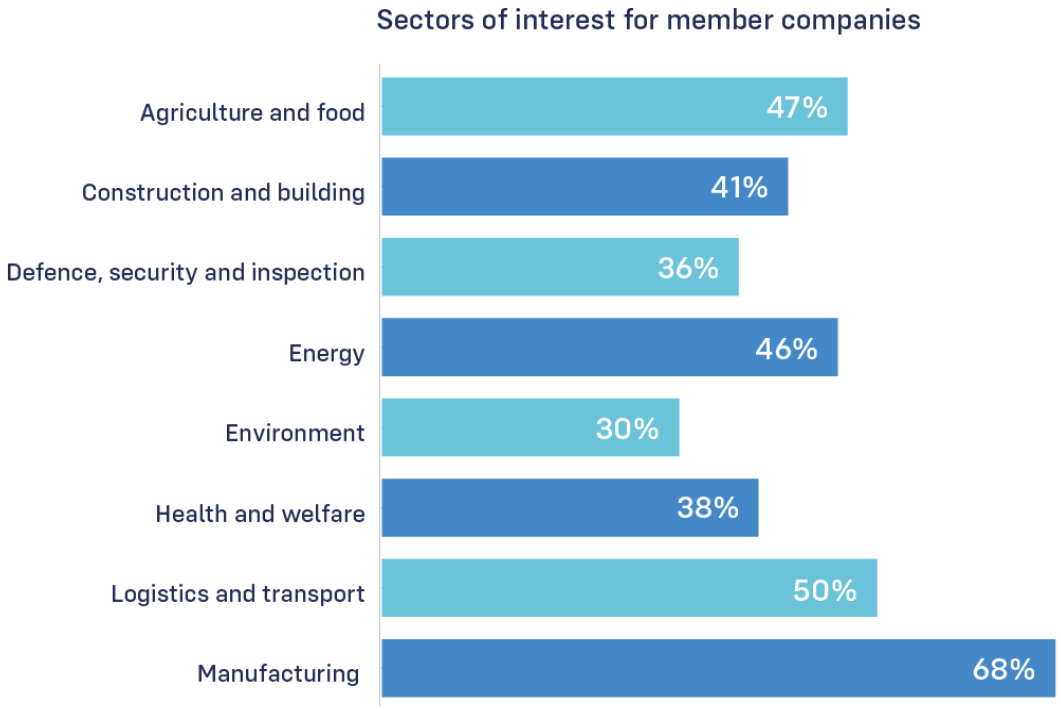
Providing automation solutions to many sectors

Danish robotics, automation and drone solutions are by no means confined to industrial manufacturing.

Today, these technologies are bringing solutions to a wide range of sectors such as: agriculture, construction, healthcare, logistics and security.

Manufacturing continues to be the most important end-user sector of interest for Odense Robotics' company members.

Companies also cite a wide range of other sectors as relevant such as agriculture, construction, healthcare, logistics and security.



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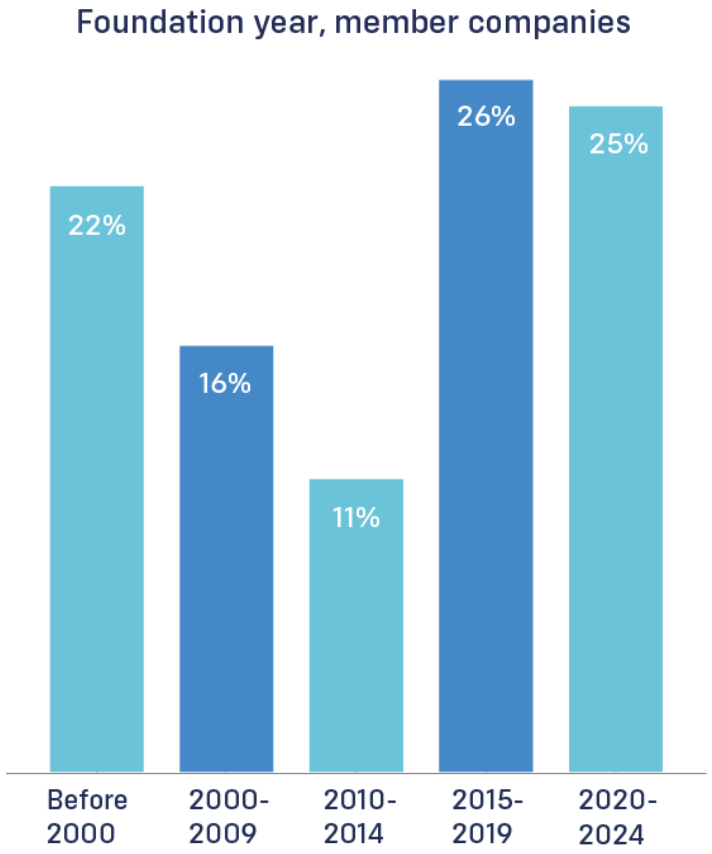
High concentration of startups and scaleups

Denmark's robotics industry is characterised by a high proportion of startups and scaleups. This hotbed of innovation bodes well for the industry's future development.

Odense Robotics' company members established since 2020 **25%**



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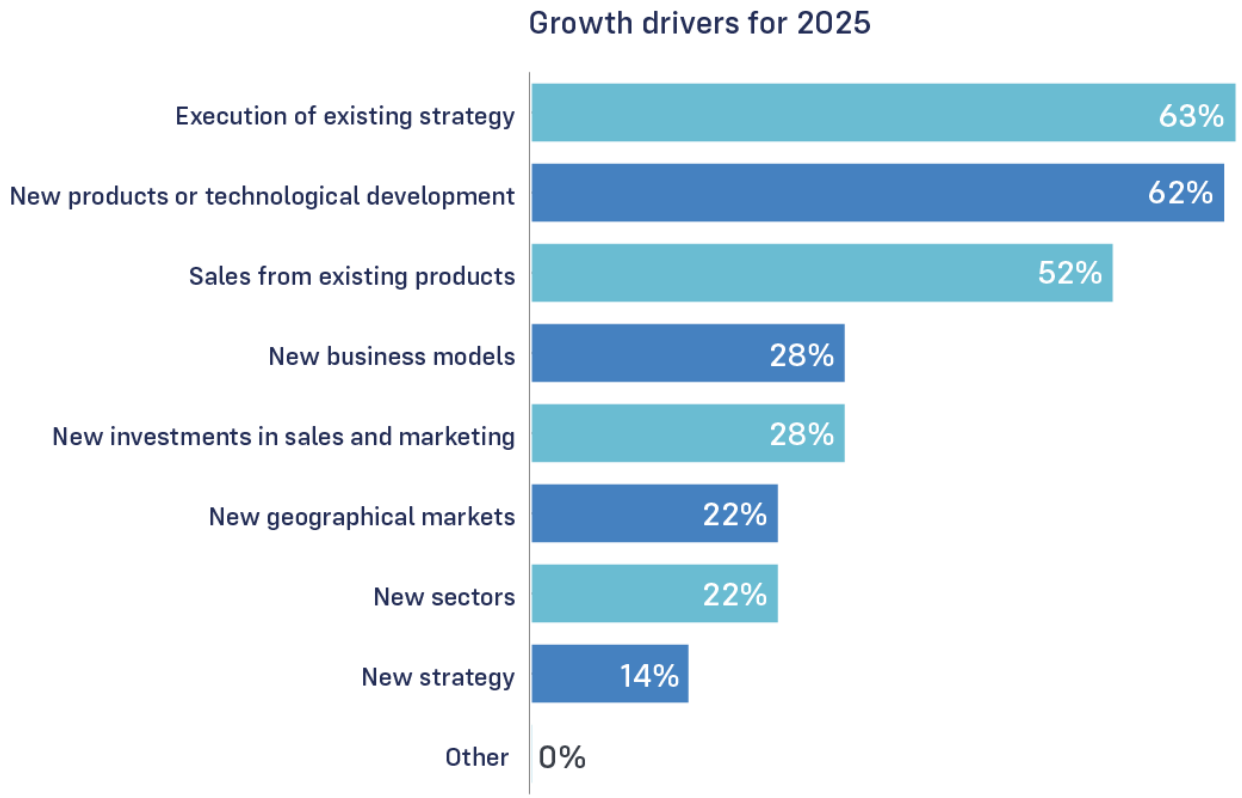
Growth drivers for 2025

When asked what will drive growth in 2025, companies point to two main factors: execution of existing strategy, and new products or technological development.



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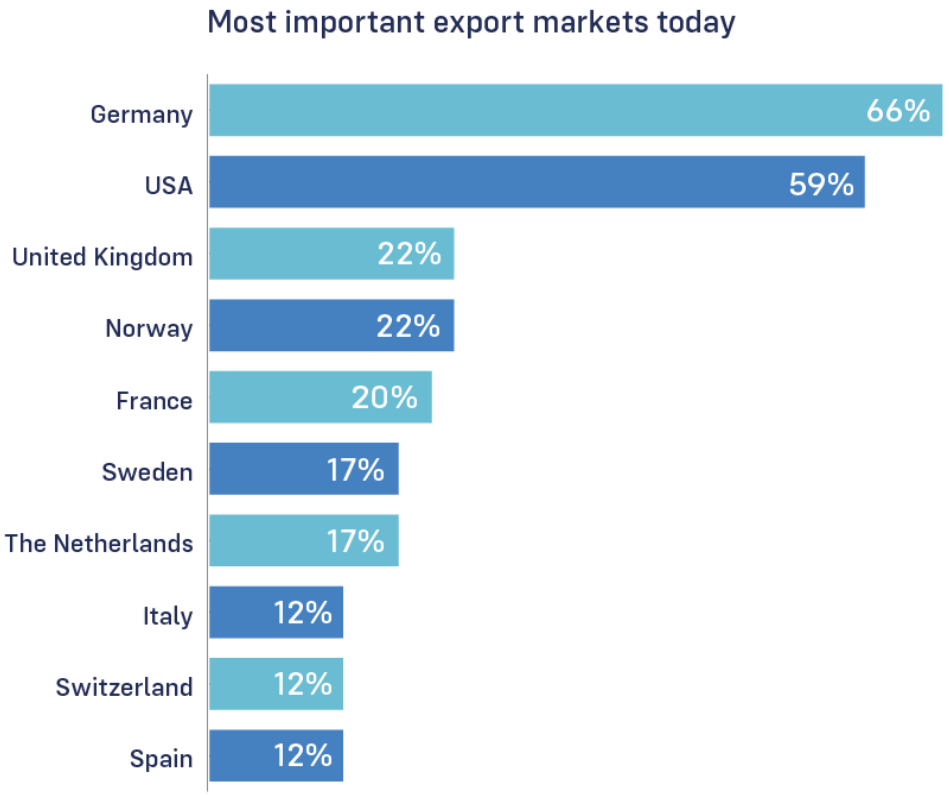
Key export markets now and in the future

Germany and USA remain the most important export markets for Denmark's robotics, automation and drone industry.



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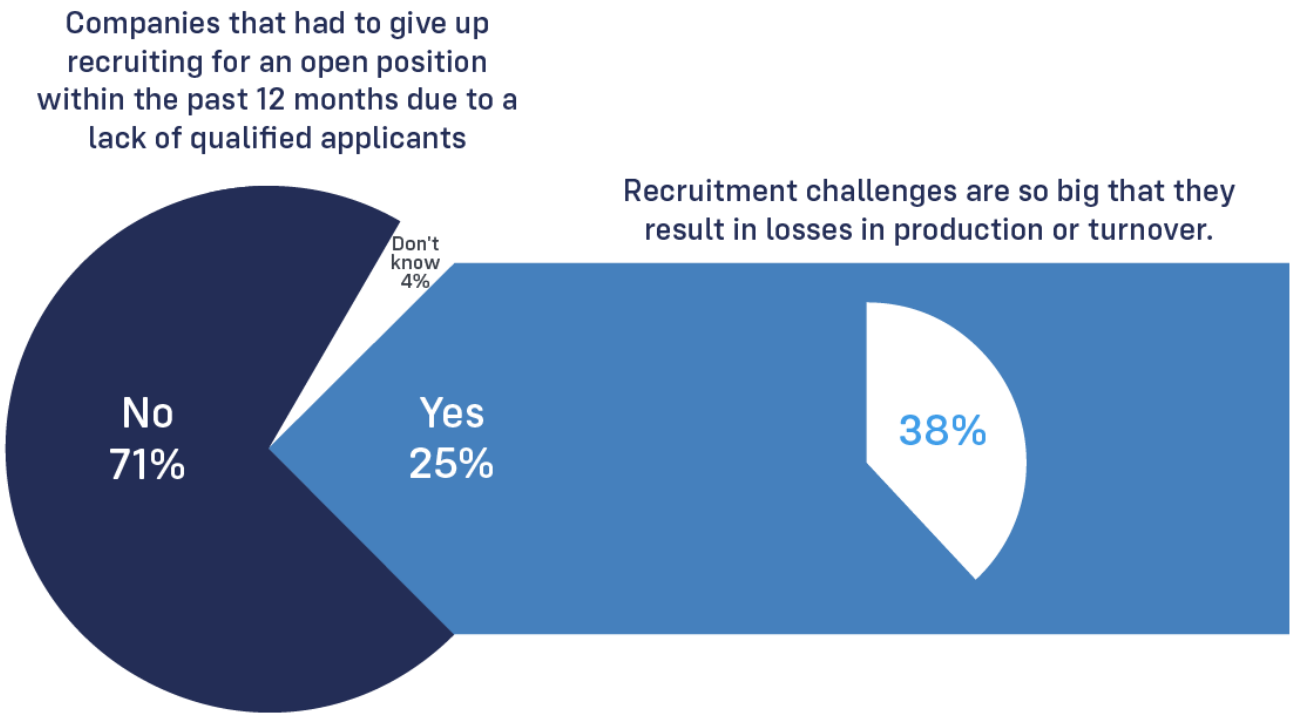
Recruitment challenges

25% of Danish robotics companies had to abandon filling a vacant position last year due to a lack of qualified applicants.

Among these, 38% state that their recruitment challenges are significant enough to result in production or revenue losses.



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Factors underlying recruitment challenges

There are many factors contributing to companies' challenges, however two stand out.

Companies say challenges derive primarily from competition on salary and employment conditions, and a lack of qualifications among candidates.

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