

## **Welcoming remarks at the webinar on the role of video technologies, Kyiv, 7<sup>th</sup> of October**

A warm welcome to the Embassy of Denmark in Kyiv.

Thank you very much for inviting me to be a part of the opening of today's webinar on the role of video technologies in the cities of the future, hosted by Milestone Systems and the Embassy.

I have to admit that when I got the invitation I had never heard about Milestone Systems. So I had to do some research. That was a very interesting and positive experience because Milestone Systems is a true success story of innovation, hard work and a strong entrepreneurial spirit.

Milestone Systems is not an old company. It was founded in 1998. And now, 20 years later, it is a global leader in open platform video management software.

Milestone Systems belongs to the new generation of Danish companies that have been crucial in Denmark's rapid commercial and technological development in the last decades. This kind of companies have been instrumental in making Denmark one of the most digitalized countries globally.

Like most of the new tech companies that have been born in Denmark the last decades, Milestone Systems is highly innovative, very agile and was global from the very beginning.

There is a good reason for that. Denmark is a small, open economy. Our domestic market is small and very open for foreign competitors. Thus, for a Danish company to succeed it needs to be competitive both on its domestic market but also on a global scale. If not, it will not survive.

Milestone Systems is a very example of this kind of a Danish enterprise that is globally competitive. They are active in more than 150 countries.

But what they are actually doing?

Milestone Systems has a motto: "Make the world see". The Milestone Systems technologies can be used in a variety of sectors: employee and asset protection, border protection, crowd management, large-scale emergency response, city surveillance etc.

Milestone technologies can manage access to restricted areas, detect and prevent fraud or theft, investigate crimes, monitor traffic or waiting time, plan resources and many more functions.

In a world, full of new threats and challenges, “making the world see” is vital for the security of our societies, our citizens, private enterprises and not least - local communities around the world.

The strong turnout that we have this morning is a clear sign that this is the case in Ukraine as well. Almost 80 local communities are represented this morning.

The local communities participating this morning might be far apart from each other: from Kharkiv in the East to Uzhgorod in the West. From Sumy in the North to Odesa in the South. They are also very different in size, and some are urban and some are rural.

The communities are very different but when it comes to ensuring safety and security for your citizens you are on the exactly the same page.

You want your local communities to be safe; you want to protect community assets and to prevent theft and fraud. That is why you have set aside time to hear today’s presentation.

Your participation is yet another sign of the successful development of local communities in Ukraine. The decentralization process has created amalgamated local communities. The successful local elections in October demonstrate that citizens wish their local elected leaders to be responsive to local needs and they hold their local, elected leaders accountable.

Denmark is proud to be a partner in this process as a donor of the European Decentralization Program.

Denmark is also a strong supporter of the fight against corruption as the implementing partner for the European Anti-Corruption initiative, EUACI. A key component in that program is a support for a number of so-called integrity cities.

One of them is the city of Zhytomyr. A representative of Zhytomyr is also here this morning, illustrating that ensuring safety and security for your citizens and being a city with the highest degree of integrity goes hand in hand. I wish you a good seminar. May it be a step in making Ukrainian local communities even safer.