



QEQERTALIK
BUSINESS COUNCIL
A/S

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Happy new year everyone!

Thank you very much for giving me the floor on this occasion.

I have really come to the right element here, where it is precisely the intention to greet each other and network, because I am sure we have common interests for the benefit of our municipality.

The municipality of Qeqertalik has set aside funds to take care of business and tourism promotion initiatives until the end of 2023 and with the possibility of extension thereafter.

Qeqertalik Business Council is now a reality, and we must thank the municipal council for giving it priority. The Business Council consists of a 6-member professional board appointed by both the municipality and by the local branches of the Greenland Chamber of Commerce. The Business Council has hired me to head Qeqertalik Business Council and Destination Diskobay and I expect to get another 2-3 other employees to promote the business and tourism potential in our municipality.

This is really something to be happy about. Now there will be extra focus on providing advice to people who want to start new companies, and at the same time create opportunities for competence development, to the existing entrepreneurs and self-employed in Qeqertalik Municipality.

There is a need for more businesses in the municipality - but it is the individual himself who must dare to take the leap as an independent and eye opportunities here in the municipality. It is then here that we in the Business Council will be ready to assist the start-up process of the individual entrepreneurial ideas, both with advice and competence development.

We want to help create better conditions and frameworks for business people and their employees, whether it is in construction, tourism, raw materials, the day care area in the municipality or the health care area, then we can guide you to the right decisions and help you with having to develop your skills.

We will have access to knowledge and contacts that can help you further in your dreams, which many actually do not know much about. Just try and look at the grant rules for the AMA and PKU funds (Employers' Labor Market Tax & Competence Development Project for the Unskilled) or Innovation Greenland for that matter, with their various support schemes and grants for entrepreneurs.

With these opportunities, we must have a much greater focus on our competencies in each other's cities and settlements, and show what we have to offer overall, for ourselves and for the rest of the world.

So it's now that people with entrepreneurial thoughts are going to pursue their dreams - now you have better tools, in the form of us, to help you realize your entrepreneurial dreams!

In the near future, I will greet and talk to the local businesses in the municipality, to establish a good dialogue with them and to tell them about the benefits of standing together.

We must have created a dedicated forum for all of us entrepreneurs and the self-employed, where we can stand together and help each other and in that way pave the way for a business plan for the municipality.

Because we probably agree that this is something that must be created in collaboration with you, the local actors and others with entrepreneurial ideas, so that the municipal council gets a benchmark to make good



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decisions from, which will ultimately optimize the business environment in each of our respective towns and villages in the municipality.

Tourism

The companies and tourism in Qeqertalik have also been hit hard by COVID-19. Fortunately, we have not been completely helpless, because in this connection, the Naalakkersuisut has helped the self-employed with various types of help packages, so that the traders are not left completely bleeding, but make sure that they also survive the pandemic. Here we must not forget to be grateful for it.

The tedious circumstances of the corona have put an end to tourism in most places, but it is really now that we have the time and surplus to prepare activities and plans that will make our municipality an attractive destination. So let's take advantage of this momentum and stand stronger together, until tourism flourishes again.

We have high expectations that tourism will boom again and not least to the airports in Ilulissat and Nuuk have been expanded, because we will definitely notice this here in our municipality. Ilulissat is and will continue to be a major tourist city, but let us finally make sure to relieve them, for all the tourists who will come to them. Let us offer tourists many other exciting initiatives in our own beautiful backyard.

We must point to the Naalakkersuisut and Visit Greenland's special efforts for their tourism strategies until 2023, which we can hopefully strive for together.

For instance, we have to prepare our municipality to receive numerous guests, and that means for instance that we need to expand our accommodation capacities or set up toilets in the cities for the cruise tourists.

That tourists get more unique experiences, preferably in the form of adventure tourism, where nature and the environment are very much included.

We need to get more creative and find the low-hanging fruit to promote favorable framework conditions.

However, all this also requires that we raise the level of competence, either through knowledge sharing and courses.

I would therefore encourage our fellow citizens and traders in our municipality, whether you are in Kangaatsiaq or Kitsissuarsuit, to consider whether it is not time to renovate the empty houses so they can house visiting tourists and other guests who want to experience the real Greenland, precisely in your hometown or settlement.

If you have a surplus next to your full-time job, take some courses and training so that you are geared to be able to receive tourists and guide them yourself. We can create the framework, with the help of Campus Kujalleq, for you to take some courses and continuing education in tourism.

It is precisely you out there who have a unique knowledge of your hinterland, it is precisely you who can give the tourists authentic experiences with their own storytelling.



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We want unique experiences for quality-conscious tourists rather than mass tourism - but we must also have found the low-hanging fruit, for example in the form of exciting initiatives for cruise tourists, because we can not avoid that they also come.

It doesn't really matter that much, whether it's 'kaffemik' coffee gathering in a Greenlandic home, or if you already have a dog bucket or a boat, make sure to certify yourself so you can bring passengers. Tourists want to experience something authentic, even if it's just a dog food.

So let's put our heads together and see what we can accomplish here in the municipality - Where there is will, there is way.

In conclusion, I will just briefly tell about a sunbeam story I have with some good friends who have had great success with adventure tourism at Nuuk. They created a luxury camp for rich and discerning tourists there would experience something new and unique out in nature. They formed a camp inside the fjord with heated tipi tents and made sure that the interior was rustic and delicious.

They made the days go by with hikes, boat trips, helicopter rides and even diving. The money-rich tourists were waited on and they got to taste our delicacies, prepared by a gourmet chef, where they then ended the day with a view of sunset in an outdoor jacuzzi, while toasting in champagne.

The organizers made an effort to contact the right people who could offer all these opportunities and realized the activities together.

It is about quite a few tourists who put a lot of money into the unique experiences - because as long as there is a willingness to pay, the doors are open to a lot of fantastic activities that affect many other players. So let's make sure to create some rings in the water.

Then I just want to end with a wish that we get a really good collaboration here in the municipality.

Qujanaq

Speak by Gerth P. Olsen in Greenlandic by the Mayor of Qeqertalik's New Years Greeting I Aasiaat 22nd of January 2021.