

Investing in Danish Football Clubs



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→ **Multi-Club Ownership (MCO) - National law - National Regulations - Player loan - FIFA Regulations - UEFA Regulations**

As with all other investments, one must understand the industry and market in which a potential investment will be completed. With a population of merely 5.8 million, Denmark is a small country and, as such, is not an obvious target for international investment. However, in terms of investing in Danish football clubs, the case has turned out to be quite the opposite.

Below is a brief overview of the Danish football industry and certain related matters of legal nature, which international investors must take into consideration before an investment is carried out.

Understanding the Football Industry in Denmark

The golden age of Danish football was sparked into life in the early eighties when Denmark, apparently out of nowhere, became a highly respected football nation through a brilliant and attack minded style of football, particularly at the national team level. Following that, and notwithstanding its smaller geographic size and population, Denmark has played a significant role in international football in recent times.

Since 1971, when the Danish Football Association finally accepted professional Danish players into the national team, there have been several significant performances that peaked in 1992, when Denmark won the UEFA European Championship with impressive players such as Peter SCHMEICHEL, Brian LAUDRUP and Flemming POVLSEN on the team sheet.

Taking Denmark's limited population into account, it is fair to say that Denmark, within the last 40 years, has produced a decent number of world class players, who have represented some of the biggest football clubs in the world. The most recognized and well-known players are the likes of Allan SIMONSEN, Michael LAUDRUP, Peter SCHMEICHEL and, most recently, Christian ERIKSEN.

Danish club football has also experienced significant developments in recent times, making its mark internationally with results that are gradually improving in the European competitions. Brøndby IF was the first club to bring home an extraordinary international result, by reaching a semi-final in the UEFA Cup in 1991 and, subsequently, followed it up with a qualification for UEFA Champions League in 1998. FC Copenhagen then took over as the leading Danish football club and qualified several times for the European competitions during 2000's and 2010's, including

4 times for the UEFA Champions league. Last year, FC Copenhagen plagued Manchester United through 120 minutes in the Europa League quarter final before surrendering in the final minutes of extra time.

Despite these results, the Danish Superligaen (the best league in Denmark) is not considered among the best leagues in international football: Denmark only ranks as number 14 on the UEFA country coefficient list¹, and Danish football clubs are, compared to countries like Sweden for instance, struggling to maintain their popularity among the Danish population. Even without COVID-19, the average number of spectators per game in the Danish Superligaen in the 2018-2019 season was only 6,962.² Numbers in comparable countries like Sweden are 9,143³, Norway 5,780⁴ and Holland 18,011.⁵

1 www.uefa.com

2 www.transfermarkt.com

3 www.transfermarkt.com

4 www.transfermarkt.com

5 www.transfermarkt.com