



Company profile

HAAHR

DEFENCE &
SECURITY

2022



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SECURITY

COMPANY PROFILE

DANISH DEFENCE-, SECURITY & POLICEEQUIPMENT AGENCY

Our core business is being the link between leading manufacturers of Defence-, Security & Police-equipment and worldwide Official Procurement Agencies.

About us - Client Focused. Results Driven

HAAHR DEFENSE & SECURITY is a family owned Defence-, Security & Police-equipment agency that has been in the industry for several years. Founded by the CEO Lasse Haahr – who has served many years in the Danish Police and Danish Defence and has an extensive experience in international sales both public and private. The headquarter is in Jutland in Denmark.

Currently, all staff are from Denmark (With a solid background in the Danish Police or Danish Defence) and we communicate in Norwegian, Swedish, Danish, German & English – which gives us a unique advantage in a specialized market. We do business worldwide in general but especially in the Nordic* Countries - due to our many public business partners located there.

Nature of business - We go further.

Our nature of business has always been to establish and maintain excellent contacts between the official procurement agencies and potential suppliers and system integrators. We believe in openness and professionalism and this trade does not allow any misconduct.

Advisory Board - Let our experience be your guide.

Our advisory board consist of former members of the Danish Special Forces and former high ranking Police Officers - all with extensive insight into Defence, Security and Police business.

New supplier - You can't be everywhere.

ARE YOU LOOKING FOR AN AGENT TO REPRESENT YOU IN THE NORDIC COUNTRIES* DEFENCE- AND SECURITY MARKET?

Delivering optimum solutions to our customers is key. We walk that extra mile to ensure that every demand is met, and we are constantly on the lookout for new suppliers and partners who think as we do. Who understands the importance of working closely together. Who desire to develop new solutions and think outside the box. More than anything, our suppliers and partners excel at the solution mindset. You understand what is required. You are willing to push boundaries to succeed. And your quality is impeccable. In other words, we understand what is required to make headway – and so do you.

**Nordic Countries include Denmark, Norway, Sweden, Finland, Iceland, Greenland and the Faroe Islands.*

Tenders - Win public tenders with Haahr Defence & Security

A large part of the public procurement in Denmark and the Nordic and Baltic countries is conducted through tenders. To win a tender requires an insight into the legal requirements. We have the experience as we participate in many tenders every year. During the tender phase, we will work closely with you to deliver the best possible response to market requirements. The close cooperation will provide the best basis for a winning campaign in the tender. With your expert knowledge of the products and HAAHR DEFENCE & SECURITY's expert knowledge of the bidding process, we will complement each other in the work towards sales succes.



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Offset

A winning bid is often followed up with offset obligations to the government. Therefore, we see the tender phase as the first part of our cooperation and the offset obligation phase as the next. We will continue to build on the success with additional aftermarket sales. We will ensure, that your products stay at the forefront of the minds of the users and decision-makers.

Official Procurement

Are you an Official Procurement Agency looking for advice?
Contact us for more info.

HAAHR DEFENSE & SECURITY SEARCHES FOR THE BEST, MOST RELEVANT AND MODERN EQUIPMENT MANUFACTURERS IN THE WORLD - IN ORDER TO CONTRIBUTE TO A HIGHER OPERATIONAL STRENGTH AMONGST OUR CUSTOMERS.

Best regards

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