



## Europe's Most Active International Trade & Development Professionals on Social - November 2021

### Industry at a glance:

Average Score:  
**10.64%**

Total Companies:  
**29**

Global Industry Average:  
**9.40%**

### Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at [www.dsmn8.com](http://www.dsmn8.com)

### So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	ITA	<a href="https://www.linkedin.com/company/ita">https://www.linkedin.com/company/ita</a>	Italy	521	121	23.22%	▲ 10
2	Business France	<a href="https://www.linkedin.com/company/business-france">https://www.linkedin.com/company/business-france</a>	France	1,134	257	22.66%	▲ 5
3	Enterprise Ireland	<a href="https://www.linkedin.com/company/enterprise-ireland">https://www.linkedin.com/company/enterprise-ireland</a>	Ireland	1,271	279	21.95%	▲ 11
4	Aenor	<a href="https://www.linkedin.com/company/aenor">https://www.linkedin.com/company/aenor</a>	Spain	846	163	19.27%	▲ 14
5	Solidaridad	<a href="https://www.linkedin.com/company/solidaridad">https://www.linkedin.com/company/solidaridad</a>	Netherlands	837	140	16.73%	▲ 12
6	Innovation Norway	<a href="https://www.linkedin.com/company/innovation-norway">https://www.linkedin.com/company/innovation-norway</a>	Norway	1,047	161	15.38%	▲ 19
7	Enabel	<a href="https://www.linkedin.com/company/enabel">https://www.linkedin.com/company/enabel</a>	Belgium	1,157	171	14.78%	▲ 14
8	Unido	<a href="https://www.linkedin.com/company/unido">https://www.linkedin.com/company/unido</a>	Austria	2,159	314	14.54%	▲ 18
9	ICEX	<a href="https://www.linkedin.com/company/icex">https://www.linkedin.com/company/icex</a>	Spain	842	117	13.90%	▲ 11
10	IFAD	<a href="https://www.linkedin.com/company/ifad">https://www.linkedin.com/company/ifad</a>	Italy	1,778	226	12.71%	▲ 18
11	Solar Group	<a href="https://www.linkedin.com/company/solar-group">https://www.linkedin.com/company/solar-group</a>	Denmark	2,185	257	11.76%	▲ 20
12	Lenet Group	<a href="https://www.linkedin.com/company/lenet-group">https://www.linkedin.com/company/lenet-group</a>	Italy	728	83	11.40%	▲ 36
13	GIZ	<a href="https://www.linkedin.com/company/giz">https://www.linkedin.com/company/giz</a>	Germany	19,726	2,200	11.15%	▲ 33
14	Control Union	<a href="https://www.linkedin.com/company/control-union">https://www.linkedin.com/company/control-union</a>	Netherlands	1,293	143	11.06%	▲ 30
15	GFA Consulting Group	<a href="https://www.linkedin.com/company/gfa-consulting-group">https://www.linkedin.com/company/gfa-consulting-group</a>	Germany	1,119	123	10.99%	▲ 23
16	WTO	<a href="https://www.linkedin.com/company/wto">https://www.linkedin.com/company/wto</a>	Switzerland	951	103	10.83%	▲ 21
17	Tente	<a href="https://www.linkedin.com/company/tente">https://www.linkedin.com/company/tente</a>	Germany	555	55	9.91%	▲ 25
18	ECOM Agroindustrial	<a href="https://www.linkedin.com/company/ecom-agroindustrial">https://www.linkedin.com/company/ecom-agroindustrial</a>	Switzerland	854	73	8.55%	▲ 17
19	TÜV SÜD	<a href="https://www.linkedin.com/company/tuv-sud">https://www.linkedin.com/company/tuv-sud</a>	Germany	11,507	939	8.16%	▲ 31
20	Cotecna	<a href="https://www.linkedin.com/company/cotecna">https://www.linkedin.com/company/cotecna</a>	Switzerland	1,532	105	6.85%	▲ 37
21	CFAO	<a href="https://www.linkedin.com/company/cfao">https://www.linkedin.com/company/cfao</a>	France	2,443	148	6.06%	▲ 38
22	Delta Holding	<a href="https://www.linkedin.com/company/delta-holding">https://www.linkedin.com/company/delta-holding</a>	Serbia	1,102	63	5.72%	▲ 40
23	SGS	<a href="https://www.linkedin.com/company/sgs">https://www.linkedin.com/company/sgs</a>	Switzerland	45,077	2,500	5.55%	▲ 41
24	CellMark	<a href="https://www.linkedin.com/company/cellmark">https://www.linkedin.com/company/cellmark</a>	Sweden	556	29	5.22%	▲ 29

25	Action	<a href="https://www.linkedin.com/company/action">https://www.linkedin.com/company/action</a>	Poland	551	17	3.09%	▲ 44
26	GiFi	<a href="https://www.linkedin.com/company/gifi">https://www.linkedin.com/company/gifi</a>	France	2,278	58	2.55%	▲ 42
27	Pon	<a href="https://www.linkedin.com/company/pon">https://www.linkedin.com/company/pon</a>	Netherlands	3,228	70	2.17%	▲ 3
28	SYNLAB Analytics & Services	<a href="https://www.linkedin.com/company/synlab">https://www.linkedin.com/company/synlab</a>	Switzerland	625	11	1.76%	▲ 43
29	VDL Groep	<a href="https://www.linkedin.com/company/vdl-groep">https://www.linkedin.com/company/vdl-groep</a>	Netherlands	6,363	37	0.58%	▲ 18

## Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](https://www.dsmn8.com) [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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