

DANISH AMERICAN CHAMBER OF COMMERCE

NEW YORK

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NEWSLETTER

DANISH FOREIGN MINISTER ADDRESSES DACC

The Danish Foreign Minister, Mr. Kjeld Olesen, was a guest at the very well-attended luncheon of the Chamber of Commerce on September 24, 1980.

In his address Mr. Olesen covered a broad range of United States-European, and especially United States-Danish, relations, stressing the economic problems caused by the rise in oil prices since 1973 and the common effort to cope with these difficulties in order to maintain growth in international trade and development. Although the Foreign Minister recognized that there were areas--steel, automobiles, textiles--where United States and European interests conflict, he welcomed the recent U.S. decision to smooth international trade and warned against any sort of protectionism.

Mr. Olesen emphasized the need for an open attitude toward the developing countries and for East-West detente. He surveyed Danish economic problems and discussed how the Danish government was working to solve these problems to strengthen the competitiveness of the industry.

Summing up, Mr. Olesen pointed out that NATO is still a cornerstone in Danish foreign policy. As a framework for cooperation, it is a more equal partnership now than it was at the time of its foundation some 30 years ago.

MARK YOUR CALENDAR For Wednesday, October 22nd; the date of our next luncheon meeting. Speaker will be Mr. J. Raymond DePaulo of the U.S. Department of Commerce in Washington. Luncheon meeting bulletin will be mailed separately.

CHAMBER WELCOMES OLE WISSING, NEW PRESIDENT OF THE EAST ASIATIC COMPANY, INC.

Mr. Ole Wissing, who was transferred from The East Asiatic Company's organization in Thailand in June, took up his duties as President of The East Asiatic Company, Inc. on July 1, 1980.

Prior to his arrival in USA, Mr. Wissing spent 16 years in Thailand, a country of special significance to The East Asiatic Company and to its staff, as the Company had its origin in Thailand over 80 years ago.

During his assignment in Thailand, Mr. Wissing was principally associated with EAC's very important business as importer and distributor of specialty and bulk chemical produced by the British ICI - Group.

In USA, The East Asiatic Company, Inc. through its ten Profit Centers is involved in distribution of both imported and locally produced Food Products; Machinery for the Graphic Arts Trades; Pollution Control Systems and Devices; export of US-made Machinery and Industrial Products; Ocean Transportation.

Mr. Wissing is located at 110 Wall Street, New York, N.Y. 10005.

DACC BOARD MEMBER HONORED BY NATIONAL ASID

Torben Høge-Jensen, President of Cado Royal System (USA), was honored by the national ASID (American Society of Interior Designers) by being named co-chairman of the society's prestigious National Industry Foundation. The announcement was made during the national ASID Exposition held in New York City at the Hilton Hotel, August 20-25.

Mr. Jensen, a native of Denmark, is an active member of the Board of the Danish-American Chamber of Commerce as well as of the Danish-American Society, of which he served as President from 1976 to 1978.

In 1977, Mr. Jensen was named an Honorary Colleague of the National Home Fashions League (N.H.F.L.), an honor conferred on eighty leading American businessmen for their contributions to the American homefurnishings world.

ECONOMIC REPORT

On September 19, 1980, the Danish discount rate was reduced from 13 percent to 12 percent.

The reduction was expected as Denmark's trade deficit has diminished over the last few months and as inflation appears to have peaked. Since April, the inflation rate has fallen steadily, and in August of this year it was measured at 11.3 percent from August 1979.

Economic activity in Denmark is definitely declining and an extensive recession is expected this winter. This is attributed primarily to a reduction in real wages with the result that private consumption will fall 3.5 percent this year, the largest one year drop since the Second World War. Developments in the export sector have been satisfactory but there is concern here as well. As more than half of Danish industrial exports consists of investment goods and semi-manufactured products, a slow down in activity lags behind other sectors as there is a longer interval between receipt of orders and delivery.

On the whole, industrial activity has already begun to ease off. In the second quarter of 1980 the quantity index for industrial production increased by a mere 1% compared with the same period a year ago and, again, it was the investment goods sector which managed best.

Unemployment in Denmark is rising sharply. From 162,000 unemployed in 1979, an increase to some 180,000 is expected by year end. The primary contributor to this growth has been dramatic reductions in activity in the building sector. The number of workers employed in new construction activity in May of this year is 15% below that of the same period a year ago.

The total number of workers employed by the private sector during this year and next year is expected to decrease by some 40,000 to 1.1 million. This decline will be off-set by an increase in the number of workers employed by the public sector and by those electing early retirement. However, because there continues to be a growth in the number of new workers coming into the market, unemployment will be a problem for some time to come (Privatbanken).

DACC BOARD RECOMMENDS AMENDMENT TO BYLAWS

The chamber's Board has elected officers for the coming year. Chairman Lichtenhagen has formed Business Practices, Program, Finance, Membership and Newsletter Committees and has designated Committee Chairmen as follows:

TERM EXPIRING 1981

Henry Greenebaum	President, Trade Council Division Business Practices (c)
Karsten Hess	Program, Finance (c)
Kristian Holst	Vice President, Luncheon Club Division; Program
Torben Huges-Jensen	Vice President, Trade Council Division; Program
Jorgen Kolding	Newsletter

TERM EXPIRING 1982

Edward Lichtenhagen	Chairman of the Board
Erik Norup	Membership (c)
Lennard Rambusch	Secretary, Newsletter
Arthur Reisch	Treasurer, Finance
Birger Riisager	Finance

TERM EXPIRING 1983

Paul Steffensen	Membership
Flemming Soderlund	Program
Knud Sorensen	Business Practices
Werner Valeur-Jensen	President, Luncheon Club Division; Program (c)
Kaj Winkelhorn	Business Practices

With the completion of the merger between the Luncheon Club and DATCO, the Board believes there should be only one President of the Chamber and that the "division" designations of the Vice Presidents should be eliminated. Accordingly, the Board has recommended that Article V of the bylaws be amended to redesignate the President of the Trade Council Division as Executive Vice President and to eliminate references to the Trade Council and Luncheon Club Divisions.

The Board intends to preserve the traditions of the Luncheon Club and at the same time, develop the Chamber into a strong business oriented organization. The establishment of a Secretariate and the changed format of this newsletter are first steps in that direction.

The October luncheon meeting has been designated a "special" membership meeting. A vote on the proposed amendment will be taken during that meeting. The precise terms of the proposal is to change the designation of officers set out in Article V of the Bylaws from:

Chairman of the Board
President for the Trade Council Division
President for the Luncheon Club Division
Vice President for the Trade Council Division
Vice President for the Luncheon Club Division
Secretary
Treasurer

to read as follows:

Chairman of the Board
President
Executive Vice President
Vice President
Vice President
Secretary
Treasurer

HENRY GREENEBAUM, CHAIRMAN BUSINESS PRACTICES COMMITTEE REPORTS...

The Business Practices Committee is a standing and stand-by group. I am Chairman and Knud Sorensen acts as co-Chairman, as among other things, we both do a bit of travelling.

Our Committee is set-up to handle matters with the Governments, and also handles requests from commercial firms in special or specific situations.

We have in our organization, members with expertise in many fields such as food, furniture, banking, furs, etc. We can call on these members for assistance in their special field.

This year your committee chairman spearheaded the defense in the International Trade Commission Trial on the question of "Injury", in the canned ham case. We had very little support or assistance, but I am pleased to say that we won the case with the Commission voting five to zero in our favor. By this victory we were able to keep the ham trade alive. A verdict against us would have caused its complete cessation.

The Business Practices Committee is ready to assist chamber members when and as appropriate.

FROM THE MEMBERSHIP FRONT

In the last newsletter we gave you some statistics on our members and their lines of business.

WE WELCOME - - NEW COPPORATE MEMBERS

INTERNATIONAL SERVICE SYSTEM A/S, by Ib J. Goldschmidt, Copenhagen
ARCHITECTURAL COMPLEMENTS, by Lawrence Kroin, Lincoln, Mass.
ANDELSBANKEN A/S DANEBANK, by Robin A. Benbow, New York City
BARCLAYS BANK OF NEW YORK, by James Stone, New York City
OGILVIE, TAYLOR & ASSOCIATFS, INC., by John A. Ogilvie, New York City

COMING EVENTS

- October Viking Exhibitions at the Metropolitan Museum of Art and South Street Seaport Museum
- October 9 - 18 "Denmark Food Festival", New York City
- October 22 - 25 5 Danish companies' joint participation in "Fish-Expo", Boston.
- October 22 - November 20 Scandinavian Film Festival at the Museum of Modern Art
- October 22 DACC Luncheon Meeting
- October 31 Danish American Society's Man of the Year (honoring Peter Martins) Dinner Dance at the Palace Hotel (for further information please contact Ms. E. Henriksen at (212) 697-6202)
- November 1 Danish "Five a Side" Soccer Tournament at Leif Ericson Field, 735 65th Street, Brooklyn. Companies or individuals who wish to participate can make reservations for the tournament as well as for the after-tournament-lunch by phoning The Danish Seamen's Church (212) 875-0042).
- November 4 Berlingske Tidende's Gala Evening at the Roosevelt Hotel
- December 19 DACC Christmas Lunch

FROM THE DANISH NEWSPAPEPS

Denmark's Share of the World Trade has Increased

Denmark's share of the world trade has increased by 8.5 percent in 1979. In 1979 the total Danish export reached 76.9 mia. D.kr. up from 65.3 mia. D.kr. in 1978. This increase has meant an improvement in Denmark's share in the world market of 0.06 percent from 0.90 percent. Obviously, this might sound quite microscopical, but for the Danish foreign trade even insignificant fractions can mean incomes of many million D. kroner when market shares are gained or lost.

Half of Denmark's export is now going to 4 markets in the world. The biggest market for Danish export is West Germany with 17 percent and Great Britain with 14.9 percent, Sweden with 13.4 percent and Norway with 6 percent. Together with France and Italy these four countries also share the biggest percentage of the total Danish export improvement in the years 1973-up till now.

The industrial exports in 1979 constituted 66 percent of the total export. An increase of 9.3 percent in the period 1978-79, it is stated in the new folder: "Denmark's Export Markets 1980" published by the Foreign Ministry. The agricultural sector in 1979 amounted to 20.4 percent of the total export (Borsen 8.20.80).

Foreign Buyers Have Taken Advantage of the Low Danish Quotations in Berendsen Shares

Currently, the Danish stock market is experiencing a significant interest from foreign investors. Primarily, this interest has been concentrated on Novo and Sophus Berendsen, but is also expected to include other selectively chosen companies, i.e. A.P. Moller, De Danske Sukkerfabriker and others which have an international profile and above all, are playing an important part in the earning of foreign currency.

The foreign interest is primarily due to the fact that the Danish stock prices are very low. As to Sophus Berendsen there has even been a clear disproportion between the price of its subsidiary Rentokil which is traded on the London stock exchange and that of the holding company traded on the Copenhagen stock exchange.

This fact combined with the admission obtained earlier this year by the British to acquire stocks abroad is one of the most important reasons for the very significant interest in shares from Sophus Berendsen which mainly have been acquired by the large English insurance companies and investment companies according to chief executive officer Steen Langebaek. He considers it quite natural that a multinational company like Sophus Berendsen also has an internationally based group of stockholders.

We must accept it as something quite natural that a group of international investors is also interested in Danish companies which have an international profile. Quite simply that is part of the rules of the game! says Steen Langebaek (Borsen 9.18.1980).

B & W Diesel is Now the Leading Firm Manufacturing Motors

B & W Diesel is now the world's leading manufacturer of the big ship motors. The arch rival of the concern, Sulzer in Switzerland has now after years of vain efforts been referred to a second place.

This has occurred during the recent four months after the West German industrial group M.A.N. took over the full control of the diesel company.

In April B & W Diesel had reached Sulzer. At that time they each shared 43.8 percent of the total orders of 2-cycle ship motors in the world.

Today B & W Diesel, however, is covering 47 percent against Sulzer's 43.8 percent. B & W is working very hard to keep that position in years to come.

The managing director Gerrit Korte is disclosing this to Borsen in the first interview granted to the Danish press since he took over the everyday management of the concern on the 15th of May this year.

The strategy is all set. B & W is to keep on to and develop its leading world market position through development of its motors, by making its cooperation with its present 28 licenses in 17 countries more effective, and by extending its license organization (Borsen 8.28.1980).

BUSINESS OPPORTUNITIES

Danish companies seeking business partners in the USA (for further information please call the Trade Department of the Consulate General (212) 697-5101).

Manufacturer of small leisure boat fittings seeks US importer/agent (401/84/65 CB)

Danish brewery seeks importer/distributor of protein enriched malt tonic (401/22/03 CB)

Producer of jams and preserves seeks importer/distributor (401/20/05-06 CB)

Producer of do-it-yourself multipurpose bracket seeks importer. (401/83/02 CB)

Lamp shade manufacturer seeks importer for hand-made paper shades. (401/48/21 CB)

Manufacturers of wooden hand-stirrers seeks importer/agent for wide line of products. (401/44/25 CB)

Producer of coated aluminum cook-ware seeks importer for successful line (401/73/38 CB)

Producer of wooden and plastic food trays seeks importer. (401/73/38 CB)

Manufacturer of stainless steel houseware line seeks importer. (401/73/38 CB)

Producer of candles seeks importer. (401/34/06 CB)

Chemical firm wants agent to market feed and boiler water conditioning (401/84/01 LW)

Company seeks firms interested in producing fully automatic pallet loaders and other automatic material handling systems. (401/87/02-09 LW)

A manufacturer of a modular system for the construction of electrical low voltage distribution switchboards and control panel seeks firm interested in a licensing agreement (401/85/19 LW)

Firm seeks agent for oil boom equipment. (401/40/11 LW)

Danish marine industry manufacturer interested in organization ready to market a controlled pitch propeller. (401/89/01-05 LW)

SUMMER TIME ENDS IN DENMARK AND USA

The Danish summer time ends on September 28 and the US summer time ends on the night between October 25 and 26.

In the period between September 28 and October 25/26 the usual time difference between Denmark and the US East Coast will therefore be reduced from 6 to 5 hours.

SAS OPENING HOURS

SAS Fifth Avenue ticket office has new hours since October 1, 1980. Open 9:00 am - 5:00 pm Monday through Friday. Closed Saturday and Sunday. Reservation telephones and Kennedy Airport ticket office are staffed seven days a week.

ENCLOSURES FOR CORPORATE MEMBERS AS FOLLOWS:

1. Denmark's export and import statistics January through June.
2. Denmark market information from American Embassy-Copenhagen
3. Invitation to Joint Chambers of Commerce Seminar on U.S. Visas & Immigration - Wednesday, October 29, 1980.