

DANISH AMERICAN CHAMBER OF COMMERCE NEW YORK

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NEWSLETTER

NEW YORK DENMARK FOOD FESTIVAL SPURS DEMAND FOR DANISH FOOD PRODUCTS

A successful "Denmark Food Festival" carried out in a joint venture between the Danish Agricultural Marketing Board and the Denmark Cheese Association in the New York metropolitan area from October 8 through October 18, 1980, created new consumer interest in Danish food products and maintained the enthusiasm of the New York importers and retailers in handling them.

During the campaign period which coincided with the opening of the well publicized Viking exhibit at New York's Metropolitan Museum of Art special promotion activities had been arranged in supermarkets and department stores, and under the theme "Denmark Salutes New York" 400 line ads were featured in five leading newspapers, as well as radio commercials on three major stations. In addition, the "New York Post" carried a special editorial section on Danish food in its October 8 "Wednesday is Food Day" section, and in "The New York Times" Sloan's Super Markets ran a full page tie-in ad on the Festival. Many Danish food items, such as Kjeldsens butter cookies, DAK hams, Carlsberg beer, and Dofu cheese, were on specials during the Festival which was opened with a gala reception on the "Tavern on the Green" restaurant on October 8 attended by more than 400 representatives from the trade and the press.

Tie-in sampling demonstrations were held in Waldbaum's, Pathmark, A & P, Kings, and First National supermarkets. Furthermore Macy's Department Store ran multiple demonstrations on different Danish cheeses throughout the campaign period.

The New York "Denmark Food Festival" was the biggest promotion ever and widely supported by the importers and distributors of Danish food products, and initial reports received indicate substantial sales increases. Danish canned ham is again on the rise, and sales of Danish cheese are up almost 20% during the first 10 months of 1980 in comparison with last year.

AMBASSADOR BORCH OPENS BRUEL & KJAER'S NEW U.S. HEADQUARTERS

The formal opening of B & K Instruments new U.S. headquarters in Marlborough, Massachusetts was celebrated by more than 250 guests Wednesday, October 8 at the new facility.

At the ceremony there were short speeches by the founder Dr. P.V. Bruel, the Mayor of Marlborough, Governor Kerig of the Commonwealth of Massachusetts and the Danish Ambassador to the United States Otto Borch. Ambassador Borch emphasized in his speech on B & K's great performance worldwide and strong devotion to quality and top design and wished the company a prosperous future when he cut the ribbon and declared the building open.

The new building has been designed in the Bruel & Kjaer tradition of quality and attention to detail. Standing in 35 acres of minimally disturbed field and forest, it offers a creative working environment and is a strong statement of Bruel & Kjaer's ambitions in the American market place.

By 1958 Bruel & Kjaer were selling their products in all of the advanced countries of the world and B & K Instruments was set up in Cleveland, Ohio to better manage Bruel & Kjaer's North American affairs.

In the past few years, the techniques of signal analysis in noise and vibration phenomena have become digitally oriented, and the international management decided that a better electronic climate was necessary to attract competent engineers.

Bruel & Kjaer Instruments, Inc., is responsible for the marketing of Bruel & Kjaer products throughout the U.S.A., and regional offices are maintained in New Jersey, Michigan, Illinois, Maryland and California, each office having a Regional Manager, five or six sales engineers and a Service Center.

In acoustics, Bruel & Kjaer have developed a range of 17 precision microphones for the scientific study of noise, noise control, the effects of noise on human hearing and human behavior. Their microphones and analytical instruments are used to measure and evaluate airplane flyover noise, vehicle drive-by noise, automobile and truck tire noise, acoustical properties of materials, the performance of loudspeakers, headphones, high fidelity equipment and other music making devices. Similarly, a range of accelerometers allows the same analytical instruments to measure vibration phenomena.

The Bruel & Kjaer products are so extensively used to develop everyday products that they touch all of our lives. More recently the corporation is developing devices for the medical applications of electronics to the diagnosis of disease. Bruel & Kjaer have marketing subsidiaries in all of the major countries of the world, including the Far East.

DANISH ICE CREAM SHOP OPENS ON BROADWAY (From The New York Times, October 15, 1980)

New York's infatuation with ice cream continues to grow, and dipping shops continue to increase at an amazing rate. The latest innovation is the homemade cone. At Copenhagen Cone Company, a new ice cream shop at 2261 Broadway (81st Street), the cone making, on specially crafted revolving irons, takes place right in the corner display window. And the large, fresh crispy-light cones do wonders for ice cream.

Two scoops of vanilla, chocolate, strawberry or coffee ice cream are held comfortably in the generous recesses of the seven inch cone. A topping of fresh whipped cream and strawberry jam is offered. This confection, recalling the Belgian waffles popular during the 1964 World's Fair, sells for \$1.

Copenhagen Cone Company, open two and a half weeks, claims to be the only shop of its kind in the United States and is patterned after a small chain called Amaliegade in Copenhagen.

CHRISTMAS LUNCH SCHEDULED FOR DECEMBER 19TH

The Program Committee regrets that there was no meeting in November. However, this was due to the fact that we could not arrange for an appropriate speaker. For those holding club memberships the November meeting will be carried as a credit for 1981.

NOTICE: As we have had a number of inquiries regarding the Christmas luncheon to be held on December 19, 1980, we strongly suggest that you make your reservation early as we have only limited space at the Yacht Club.

WE WELCOME - - NEW CORPORATE MEMBERS

ABD SECURITIES CORP., by Robert Probert, New York, N.Y.
ANDREAS ESBERG & CO. P.C., by Andreas Esberg, New York, N.Y.
DAN TRANSPORT CORP., by Rene Sidor, Port Elizabeth, N.J.
SCAN-SHIPPING CO., INC., by H.B. Agerskov, New York, N.Y.

WE WISH OUR NEW MEMBERS A HEARTY WELCOME!!

ECONOMIC REPORT FROM DENMARK

There are several positive signs on the economic front. Interest rates were lower again in October, inflation has been on a decline and there has been a significant reduction in the deficit trade balance.

A reduction of imports has improved the current account situation. Thus in the third quarter the deficit was only DKr. 2.2 bn against DKr. 4.3 bn in the same quarter last year. This improvement is nevertheless only a transient phenomenon as it is mainly due to the fact that domestic demand as well as inventories are going down sharply.

The increase in industrial activity faded out in 2nd quarter and dropped in 3rd quarter. The only positive thing to say about this development is that exports are still doing much better than is the domestic market. In 3rd quarter exports sales, in current prices, were 16 percent higher than a year before, whereas domestic sales increased only 6 percent.

Export sales in real terms were still increasing in the 3rd quarter. Looking ahead, however, prospects are not so promising. New and outstanding orders in 3rd quarter were 1-2 percent lower in real terms compared with 1979, and the most recent surveys indicate a further decline in the 4th quarter.

The Danish Krone has for most of the year been positioned in the middle of the European Monetary System, EMS. There has been no exchange rate adjustments in the EMS so far this year. The stability within the system primarily stems from the weakness of the German Mark vis-a-vis the dollar. But looking a little ahead the German Mark is expected to regain its former strength and move towards the top of EMS leaving the weaker currencies Lire, Belgian Franc and Danish Krone at the bottom. The difference in economic performance among the members of the EMS - especially regarding inflation - has increase the probability of exchange rate adjustments in the coming year.

Although the Danish Krone has been rather strong within the EMS, the effective exchange rate, i.e. the value of DKr. in terms of a basket of the most important currencies in Danish foreign trade, has fallen mainly because of the strength of the US \$ and UK £ - which is reflecting an improvement in Denmark's international competitiveness.

COMING EVENTS

- December 14 The Danish American Society will hold its annual Christmas party at the New York Athletic Club, 3:00 p.m. to 6:30 p.m. (For further information call Eve Henrichsen (212) 679-6202).
- December 19 DACC Christmas lunch. (Bulletin enclosed)

"HAFNIA-HAAND I HAAND COMES TO THE U.S."

The Danish insurance company "Hafnia-Haand i Haand" is about to enter the U.S. insurance market.

The Danish company has decided to invest between 2.3 and 3.5 million Danish Kroner in South Place Syndicate Inc., an insurance share company presently being established in New York. South Place Syndicate Inc. will have as its share holders a number of large foreign

insurance companies.

South Place Syndicate's total share capital will be between 23 and 46 million Danish Kroner. The company will deal and operate in reinsurance and in direct insurance with complicated risks on the New York Insurance Exchange.

The People's Insurance Co., of China representing the potentially large Chinese insurance market, is amongst South Place Syndicate's share holders. Hafnia will thus establish direct contact with this company; indeed, Hafnia's participation in the U.S. market establishes the possibility that Danish companies can provide insurance service all over the world. "Berlingske Tidende", October 31, 1980.

THE DANISH POWER PLANT "ISEFJORDSVAERKET" GETS COAL FROM THE UNITED STATES

American coal is becoming a major threat to Denmark's number one coal supplier, Poland.

The Danish power company "Isefjordsvaerket" has signed its first large coal contract with American suppliers; the contract is for up to 900.000 tons of coal per year.

The order, with first deliveries taking place early next year, will account for more than half of the company's present coal consumption, and could, if necessary, fully replace the coal imports Denmark has thus far received from Poland. Isefjordsvaerket owns the two power plants "Asnaesvaerket" and "Kyndby-vaerket".

According to Isefjordsvaerket the American coal is competitive with Polish coal both with regard to price and quality even though the shipping distance is considerably further, whereas American coal cannot quite compete with South African.

Last year the two power plants received about 1.7 million tons of coal; a little less than half came from Poland.

The contracts with the American suppliers are for a period of 10 years, with price negotiated every year. One contract can also be renewed every year for another 10 year period; the other is renewable for 5 years beyond the first 10.

Isefjordsvaerket, which is owned by the power distribution companies NESA and NVA as well as the town of Frederiksberg, is presently negotiating for coal supplies from Australia and Canada. The company presently receives about 20 percent of its coal from South Africa. "Berlingske Tidende" October 9, 1980.

DANISH COMPANY TASSO EXPORTS BOILERS FOR AMERICAN WASTE FUEL

Robert Fummler and his brother John of New Hampshire have decided to build a factory for producing combustion pellets, made from sawdust and wood shavings mixed with a bit of plastic waste.

It is interesting that New Hampshire should be producing the type of fuel since 80 percent of the state is wooded. The Rummler brothers' plan is significant for Denmark, as they are Tasso's sole U.S. agent.

Tasso produces cast iron boilers which utilize the Rummler brothers' combustion pellets better than all other boilers.

"This year we have sent 2000 boilers to the U.S.," says Finn Faber, Sales Manager of Tasso Odense A/S to the Danish financial newspaper "Borsen". "This is twice the number we ship to the U.S. last year. It is a universal boiler which can burn both coal and wood, oil and gas. In many parts of the U.S. and particularly in New Hampshire, wood is used as fuel; Tasso boilers burn wood with an efficiency of 70 percent whereas 30 - 40 percent are efficiencies typical for other boilers."

"We feel we have reason to be optimistic when our own agent develops a fuel which is not only more manageable, but also has a higher thermal value than conventional fuel; because it is dried so as to contain only 6 percent water, it is, at the same time, less destructive of the environment". Borsen, October 28, 1980.

MASS PRODUCED WIND MILLS

Within a year, Volund A/S will introduce the first mass produced Danish wind mill with "power plant capacity" on the world market. The production is based in part upon Volund's experience as sub-contractor to the Danish Ministry of Energy for test mills on the bank of the river Nibe in Jutland, Denmark.

The first proto type of the new mill has just been sold to "Sonderjyllands Hojspaendingsvaerk" (Southern Jutland Power Co.); several possible locations for the mill are being considered. It will start running on October 1, 1981 and will cost between 2.1 and 2.7 million Danish Kroner. The mill is 27 meters tall and has sails 29 meters across. Rotating 42 times per minute, it can produce about 300.000 kWh per year.

Volund's wind mill has already stimulated considerable interest abroad, especially in the U.S. At present no wind mills with capacities comparable to that of the Volund mill are being produced anywhere else in the world. "Borsen", October 27, 1980.

BUSINESS OPPORTUNITIES

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

Manufacturers of lamps (also for exterior lighting) seeks importer/agent (401/85/20-21 CB)

Publisher/printer seeks to export book on French wines. (401/49/10-11 CB)

Manufacturer of contemporary modern design wall clocks seeks importer (401/91/01-04 CB)

Producer of knock-down telephone desks seeks importer (401/94/00 CB)

at
● Exporter of instant chocolate drink seeks importer/distributor (401/18/06 CB)

Manufacturer of refrigerated vans interested in end-user and/or distributor (401/87/02-09 LW)

Large Danish shipyard require agents for its repair division. Remuneration on no cure no pay basis (401/89/01-05 LW)

Manufacturer of adjustable stands for pleasure boats to be used in connection with on shore storage seeks company interested in producing these patented racks. (401/73/21 LW)

Company looking for an outlet for hobby electronics (401/85/22 LW)

Manufacturer of special patented locks seeks importer (401/83/01 JJ)

Manufacturer of boat accessories for smaller and medium size boats seeks importer and/or bigger boat manufacturers. (401/84/65 JJ)

Manufacturer of Danish high quality kitchen seeks importer/agent (401/94/00 JJ)

Manufacturer of turn key container laundry systems seeks large construction, mining, and oil-drilling companies (401/84/40 JJ)

Manufacturer of wood stoves seeks importers (401/73/36 JJ)

Manufacturer of parquet flooring seeks importers (401/44/17 JJ)

Manufacturer of patented bolts and screws seeks importers (401/73/32 JJ)

Manufacturer of metal working machinery seeks importers (401/84/43-44 JJ)

CLOSING MESSAGE

AS THIS FIRST YEAR OF A NEW DECADE DRAWS TO A CLOSE, THE BOARD OF DIRECTORS JOINS ME IN WISHING EACH OF OUR MEMBERS AND THEIR FAMILIES A JOYOUS AND PEACEFUL CHRISTMAS. MAY THE YEAR 1981 BRING US ALL AN ABUNDANCE OF HEALTH AND HAPPINESS WHICH IS SO IMPORTANT TO THE SUSTANANCE OF LIFE. IF THE GOOD LORD THROWS A LITTLE PROSPERITY IN TOO; THAT WOULD BE VERY WELCOMED.

SEE YOU AT THE CHRISTMAS LUNCHEON, DECEMBER 19TH.

EDWARD W. LICHTENHAGEN
CHAIRMAN OF THE BOARD

FOR

THE BOARD OF DIRECTORS

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