

# DANISH AMERICAN CHAMBER OF COMMERCE

## NEW YORK

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### NEWSLETTER

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#### REPORT FROM DENMARK'S UNDER SECRETARY OF STATE FOR TRADE RELATIONS AMBASSADOR ERIK KROG-MEYER UPON HIS DEPARTURE FROM COPENHAGEN TO TAKE UP DUTIES AS DANISH AMBASSADOR TO THE NETHERLANDS

After heading, for 3½ years, the Trade Department of the Ministry of Foreign Affairs and before leaving for my new assignment in the Netherlands, I accept with pleasure the Chamber's invitation to outline the development of the export promotion activities of the Danish Foreign Service over the last few years.

First of all I should like to stress the point that the organizational set-up of official export promotion in Denmark differs from that of most other countries in the sense that one of the prime responsibilities of the Ministry of Foreign Affairs relates to the promotion of exports. The commercial staff working with our missions abroad form an integral part of the Foreign Service and the Ministry of Foreign Affairs functions in actual fact at the same time as a Ministry of Foreign Trade.

Since the start of the energy crisis in the early 1970's, the Danish Government has placed an ever increasing emphasis on strengthening official promotional efforts for the sale of Danish products abroad. By means of special allocations approved by the Government in 1977 and 1978 we were enabled to expand considerably our service facilities for Danish exporters. An additional number of commercial attachees were posted at our stations in foreign markets, and several new missions were opened up (i.a. Houston, Anchorage, Frankfurt, Munich, Seoul, Manila, Khartoum, Abidjan), and also the commercially oriented staff at the Ministry has increased.

This development allowed us to intensify and improve our assistance to individual exporters to find agents and importers abroad, to investigate non-traditional export possibilities, and also make it possible to explore new ways of creating export-awareness among the Danish business community.

In 1978 within the Trade Department we established a new division whose responsibilities include the collection and dissemination of information about foreign plans for integrated projects relating to industry, agriculture, infrastructure, health services, etc. Such projects may often be backed financially by the various international development funds and banks such as the World Bank and the African and Asian Development Banks, and the new division, therefore, was also entrusted with liaising closely with these institutions. Furthermore, the division has organized an information center covering international tenders of potential interest to Danish exporters.

As indicated, in Denmark we have been able to strengthen our export advisory service towards the Danish business community. One of the ways of implementing this has been by continuously arranging company consultations all over Denmark in cooperation with the regional authorities and the local financial institutions. During these arrangements we brief new or potential exporters about the assistance freely available from the Foreign Service. In many instances the consultations are followed up immediately by requests to our foreign stations about market conditions for specified products.

A rather recent feature of our facilities is also the organizing abroad - so far mainly in European countries - of workshops for individual lines of trade such as e.g. construction materials, energy conservation equipment and materials, energy conservation equipment and materials, hospital supplies and equipment, furniture, textiles, etc. Also we help in arranging symposia and seminars on such subjects as i.a. district heating, development of agro-industrial projects, marine and fisheries technology, etc.

The latest addition to our service facilities at the Ministry is the installation of a computerized terminal for searching from international computer banks reports on foreign market conditions for specific products of interest to Danish suppliers.

In the above it has been possible to touch upon only some of the projects we have been working on in the Trade Department during the past 3½ years. As we all know, trade must not and cannot be of a static nature, and neither can the involvement of the Danish Government in assisting our business community to make the very best use of the sales possibilities existing for opening up in the many markets of the World. I am confident, therefore, that in spite of the present very tight financial situation which has forced us to make some global adjustments with respect to mission-establishments also in the future the trade services of the Ministry of Foreign Affairs will experience a progressive development.

I, for one, feel extremely lucky to have been allowed to serve with the Trade Department during this past period of rapid expansion of our facilities - but certainly also look forward to the challenges of my new post in the Hague.

Greetings, Erik Krog-Meyer

#### LUNCHEON CLUB CELEBRATES GOLDEN ANNIVERSARY

On Friday, March 13th the Chamber will celebrate the 50th Anniversary of one of its founding organizations, the Danish Luncheon Club at a formal dinner dance in the Jade and Astor Salons of the Waldorf. Cocktails will be at 7 and dinner at 8. Dance music will be provided by The Roger Paige orchestra with special entertainment by Anker Buch, violinist. Formal invitations are in the mail to all chamber members. Should you not receive your invitation prior to February 25th, you may make reservations at the luncheon meeting on that day or by calling the Chamber Secretariat. Early replies will assist the Program Committee and facilitate seating arrangements. Tickets are priced at \$50 per person. The price has purposely been held low to honor the Luncheon Club's 50 years. President Werner Valeur-Jensen promises an appropriately festive occasion. To make sure that he can deliver on this promise, Valeur-Jensen has appointed his Suzanna along with Mrs. Anni Essemann, and Mrs. Lillian Hess to the Dinner Dance Committee.

#### SCANTICON-PRINCETON CENTER OPENS MAY 1ST

The Scanticon-Princeton Executive Conference Center and Hotel will open on May 1, 1981 on the grounds of the Princeton Forrestal Center in Princeton, New Jersey. The Princeton Forestral Center, 1,600 acres of land owned by Princeton University, is being developed with housing, offices, research laboratories and commercial space as well.

The \$40 million Scanticon-Princeton is owned by the Danish conglomerate Dansk Totalentreprise and managed and operated by Scanticon International. Scanticon originated the concept for this facility 12 years ago when it opened its first prototype conference center in Aarhus, Denmark. Scanticon-Princeton is Scanticon's first executive conference center and hotel outside Denmark.

The concept behind Scanticon-Princeton is to build a meeting facility, the nucleus of which is the conference rooms. The conference section of the facility is used exclusively for meetings. The center, however, also offers 300 first-class hotel rooms, including 10 suites, four restaurants, and a variety of lounges and bars and extensive recreational facilities.

Knud Friis, a leading Danish architect, has designed Scanticon-Princeton in collaboration with the American architectural firm, Warner, Burns, Toan & Lunde. The interior design is the work of Illums Bolighus.

#### RECORD TURNOVER FOR LEGO GROUP (BORSEN, FEBRUARY 6, 1981)

The Danish company LEGO has released its annual report showing yet another record turnover.

Retail sales for 1980 are 25 percent higher than those for 1979. Recent stock taking on the German market shows that there is no increase in the retailers' inventories which indicates that sales have been carried through all the way to the consumer. Based on this fact prospects for 1981 seem very good.

It is especially those market where LEGO products have recently been introduced that show an increase. The US market is now almost as large as the German which presently absorbs about a fifth of the total LEGO production.

Countries like Africa, the Far and Middle East, South America and Eastern Europe also show a strong increase in sales. In 1980 these countries bought 50% more than in 1979.

During 1980 the workforce was expanded by 150 totaling 2432 workers at the beginning of 1981. About 1200 were employed at the LEGO companies outside Denmark.

#### DANISH ECONOMY (Privatbanken, February 18, 1981)

The international competitiveness of Danish business is expected to improve in the longer run as wage settlements to be negotiated this year are forecasted to be some 2% below that of other OECD countries.

Negotiations between the major unions (LO) and a major group of companies (Dansk Arbejds Giver Forening) have just about been completed and indications are that wages will increase by 8 to 9% in the first year of the two year settlement. Several unions have also agreed not to share in productivity against (loen glidning) until the end of 1981. However, in most cases the cost of living adjustment clauses have been retained.

Collective bargaining for the public sector has only just begun. A major complication is that public employees have over the last few years deferred increases which are due under existing contracts. Nonetheless, it is still considered likely that a new agreement can be reached without major difficulties and with a reasonable wage increase.

Wage settlements are in fact expected to be in keeping with the settlements of the last few years. In 1979 wages increases averaged some 8% and in 1980 12 to 13%.

The likelihood that the wage negotiations will be concluded with moderate increases is supported by forecasts concerning the job market. It is currently predicted that real output by the industrial sector will fall by 4% this year and, when combined with increased productivity, it is expected that there will be some 20,000 fewer workers needed by industry by the end of this year.

## NOMINATING COMMITTEE APPOINTED

In preparation for our annual meeting in April, and in accordance with the chamber's by-laws, the executive committee has appointed the following nominating committee:

Rasmus J. Andersen, Chairman (914) 939-1325  
Lennard Ramubusch  
Bert Samuelson  
Flemming Soderlund  
Helge Steiness

Call the Chairman if you have suggestions you wish the committee to consider.

## CHAMBER NOTES

Steen Parsholt of Nordic American Bank has accepted appointment to the Membership Committee which is now preparing for a membership drive.

Dan Larsen, New York Bureau Chief for Børsen has joined the Newsletter Committee. Larsen will report on developments involving U.S. companies in Denmark.

Both these appointments reflect the increasing interest of the membership to participate in the work of the chamber.

## COMING EVENTS

February 25th Luncheon meeting at NYYC.  
Speaker: Leif Olsen, Chairman of The Economic Policy Committee, Citibank.

March 13th DACC/Danish Luncheon Club. 50 Year Anniversary Gala Dinner Dance.

April 2nd Luncheon meeting at NYYC. Annual meeting. Panel discussion will follow at 2:30 p.m. in the auditorium on the ground floor, 280 Park Avenue. Reception 4 p.m. at Royal Danish Consulate General.

## BUSINESS OPPORTUNITIES

Danish companies seeking business partners in the U.S. (for further information please call the Trade Promotion Division 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 (401/91/0-04 CB)

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

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)

Exporter of chairs, tables and beds of pine and leather seeks importer/distributor (401/94/00 CB)

Manufacturer of lampshades seeks importer (401)48/21 CB)

Manufacturer of lampshades in wood seeks importer/distributor (401/44/27-28 CB)

Manufacturer and exporter of childrens' furniture seeks importer/distributor (401/94/00 CB)

Manufacturer of high quality sofa tables and office desks seeks importer/retailer (401/94/00 CB)

Manufacturer of a comprehensive program of compregnated wooden products seeks importer/distributor (401/94/00 CB)

Manufacturer of special furniture springs for rocking chairs seeks importer/distributor (401/73/35 CB)

Publisher of calender with photos from Greenland by Rolf Müller seeks importer (401/49/10-11 CB)

Exporter of Christmas plates seeks importer (401/69/13 CB)

Manufacturer of chalk board systems seeks importer (401/98/06 CB)

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

Manufacturer of hand-painted figures and figurines seeks importer/wholesaler (401/69/13 CB)

Manufacturer of doll houses seeks importer (401/97/01-03 CB)

Danish producer of massage ball frame for use in connection with zone therapy seeks importer/agent (401/90/18 LB)

Manufacturer of urine bags for hospitals and nursing homes seeks

Manufacturer of wide range of suction devices seeks distributor to the electronics industry (401/90/17 LB)

Manufacturer of high quality Danish kitchens looking for importer/agent in the US (401/94/00 JJ)

Danish workmanship kitchen/bathroom elements in knock-down quality seeks importer/agent (401/94/00 JJ)

Manufacturer of roof trusses and sandwich elements with access to the Scandinavian and European markets seeks licenses for expanding production in Denmark (401/44/23 JJ)

Several Danish producers of woodstoves seek importers in the US (401/73/36 JJ)

Antique woodstoves, beautifully restored. Importer/agent wanted (401/73/36 JJ)

Producer of tourist souvenirs seeks importer/agent (65.DAN.1/3 JJ)

Producer of parquet flooring of high quality seeks importer/agent (401/44/17 JJ)

Manufacturer of window-, door- and frame systems seeks importer/agent/licensepartner in the US (65.Dan.12.a/15 JJ)

The Consulate General is preparing a market research for Danish building equipment and/or component (wood products, corrugated asbestos-cement sheets, wall covering, valves, electro technical equipment, air/water heat pumps, sign systems, front, roof and energy glass panels, prefabricated year round houses, pipe and fitting systems in PVC and PE for water supply). Companies interested in the above mentioned or similar products are asked to contact Mr. Jan Jacobsen.

Manufacturer of automatic pressure injection lubrication systems seeks distributor (401/84/59 LW)

Manufacturers of marine electronics and other marine equipment interested in establishing contacts with manufacturer or distributors/agents (401)84/65 LW)

LB: LARS BENKERT

LW: LEIF WASSERMANN

CB: CLAUS BAYER

JJ: JAN JACOBSEN

#### NORDIC BANKING AND FINANCE...

See the extensive survey on this topic on page 27 of the enclosed issue of WORLD BUSINESS WEEKLY, and the special subscription offer to DACC members.