

DANISH AMERICAN CHAMBER OF COMMERCE

NEW YORK

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NEW YORK, NEW YORK 10019
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No. 6

NEWSLETTER

March, 1981

DANISH QUEEN SENDS GREETINGS FOR LUNCHEON CLUB'S GOLDEN ANNIVERSARY

MED HJERTELIG TAK FOR DEN VENLIGE HILSEN
SENDER JEG DE BEDSTE OENSKER I ANLEDNING AF
DEN DANSKE FROKOSTKLUBS 50 AARS JUBILAEUM
I DRONNINGENS NAVN
INGRID
DRONNING AF DANMARK
RIGSFORSTANDER

Please accept my heartfelt thanks for your kind regards as well as my best wishes on the occasion of the 50th anniversary of the Danish Luncheon Club.

In the Name of the Queen
Ingrid
Queen of Denmark
Regent

GREETINGS ALSO FROM DANISH FOREIGN MINISTER

On the occasion of the 50 years anniversary of the Danish-American Luncheon Club I send you my warmest greetings and congratulations.

It is with great pleasure that I recall my association with the members of the club and the possibilities offered by the club, not only to me but also to my predecessors as ministers for foreign affairs to participate in your luncheons and to discuss with you developments in Danish-American trade and Danish-American cooperation in a broader perspective. For me and clearly also for my predecessors, it has been very useful during our stays in New York to exchange views with the directors and members of the club.

Over the years, the Danish-American Luncheon Club has proved beneficial to the Danish business community in New York and to the Danish efforts to gain access to the American market.

On this special occasion I should like to convey my heartiest congratulations and good wishes for the future of the club, hoping that also in the years to come the club will maintain its position as a promoter of Danish-American activities.

Kjeld Olesen
Minister for Foreign Affairs

...AND FROM OTHER FRIENDS GREETINGS WERE ALSO RECEIVED

Consul General William Thune Andersen; from Erik Eriksen, Luncheon Club Chairman 1969-1971, who travelled from Bangkok to be with us, and who also brought good wishes from founding member Charles L. Hansen; from the Scandinavian Society of Siam and from Axel Dessau, Luncheon Club Chairman 1963-1966.

THE LUNCHEON CLUB CELEBRATES 50 YEARS IN GRAND STYLE

The President of the luncheon club outran the frustrated photographer at the Club's 50th anniversary celebration at the Waldorf Astoria on Friday, March 13th. So many were the functions that whenever the photographer was in place for a good shot the President was off somewhere like a track and field star performing one of his numerous duties of the evening.

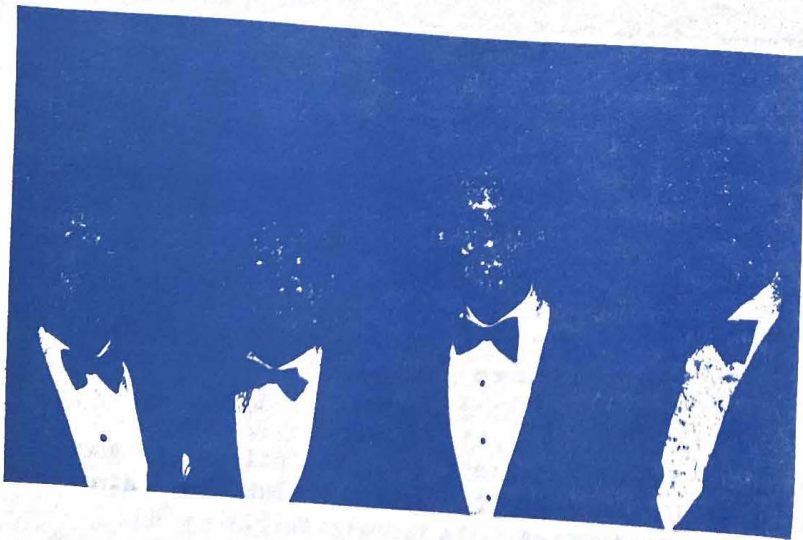
The dinner dance was indeed a festive and a memorable one. The guests of honour were the U.N. High Commissioner for the Refugees, former prime minister of Denmark Poul Hartling, the Danish Ambassador to the U.S., Otto R. Borch, and the Danish Ambassador to the U.N., Wilhelm Ulrichsen.

First to the rostrum was Poul Hartling, who in his salute, recalled his first arrival in New York 35 years ago. He was met by the then President of the club Eskild Hauglund at Idelwood Airport and taken to see all the sights of the city.

Ambassador Otto R. Borch told about his memories back 35 years and said that his ideal place of living would have "a good church and a good inn" (did he mean a speak easy?) The church he had found was the Danish Seamen's Church; and the "good inn" was the luncheon club. At the mentioning of the church the face of Pastor Mogens Lind lit up as if Christmas was here.

Entertainment for the evening was imported from Denmark. Ancher Buch produced on his violin not only beautiful music but also humor that had the audience in bursts of laughter. In times of economic stress the budget for the evening had to be kept at a reasonable level. Therefore members of the club were brought in for the entertainment. Thank you to Torben Høge-Jensen not so much for the music he made but for the humorous dimension he added to it.

The organizing committee for the dinner dance deserves great credit for a well planned and executed evening.



Celebrities at the dinner dance. Left to right, Ambassador Otto R. Borch, U.N. Ambassador Wilhelm Ulrichsen, Chairman Ed Lichtenhagen, and U.N. High Commissioner Poul Hartling.

With the President running about Susanne stepped into the lens of the camera here with the former president of the club, Erik Eriksen.





U.N. High Commissioner Poul Hartling in embrace with Eskild Hauglund remembering 25 years ago.



Torben Høge-Jensen at the cello. Look at him! Maybe he enjoyed his performance the most?

ECONOMIC REPORT (PRIVATBANKEN, MARCH 24, 1981)

The economic policy which has been pursued in Denmark during the last few years is beginning to yield results. It seems that in spite of the Danish recession this course will be maintained and extended in 1981 concurrently with an improvement of the international market conditions. Domestic demand has been given a lower priority than foreign demand, and the politicians are now making great efforts to almost completely terminate the growth of the public sector and increase the private investment activity in order to strengthen the future economic foundation.

During 1980 exports rose by 9 percent in terms of real prices and can probably be maintained at this level in 1981, although geography does not come to our aid in the same way as in 1980. The trade recession is now also presenting itself forcibly in the most important Danish export markets: West Germany, Sweden and Great Britain.

If there is nevertheless a certain amount of optimism with regard to the sale of Danish products in the international markets, this is because Denmark's competitive power has been substantially improved. Since March 1979 the international value of the Danish krone has fallen by 15 percent, while in 1980 the rate of industrial wage increases was reduced to about 10 percent, which will probably also be the rate in 1981. Accordingly, Denmark's Nationalbank has estimated that the international competitiveness of Danish industry has improved by 10 percent within the last year or so.

Private consumption is expected to remain at the present level for most of 1981. This is about 5 percent below the 1979 level. House building activities, on the other hand, are still falling - probably by as much as 30 percent in the course of this two-year period. The disposable real incomes were reduced rather much in 1980. While the inflation was somewhat higher than the wage increases during the period, higher taxes and duties were levied. For the sake of financing the deficit in the Danish balance of payments, the interest level had to be raised concurrently with the competing international interest

increases. This year there are prospects of slightly larger disposable incomes, though only later in the year. There is almost an equilibrium between increases in prices and incomes. The larger incomes that follow from additions to the labour force are neutralized by an increase in the income tax from the very beginning of the year.

Expectations of a slight increase in the economic activity at the end of the year therefore depend on the development of exports. As the marketing possibilities improve, the uncertainty prevailing in connection with the current recession decreases. This in turn, may strengthen the upward trends because people are less inclined to save.

On the whole, however, 1981 must be regarded as a dull year for the Danish economy. Although the trades competing with imports, like the exporting trades, have become more competitive and imports are declining, a direct fall is expected in the Danish gross national product will presumably fall by 1 percent this year, as it did in 1980 and the unemployment rate will rise from nearly 7 percent to nearly 8 percent on an annual basis.

The optimism that is nevertheless connected with the prospects for the Danish economy is based on signs of a political desire to promote the export and investment activities concurrently with the new upward trends. The idle capacity, with regard to both labour and capital, makes it possible to effect the necessary switch-over on the production side.

COMING EVENTS

Thursday, April 2, 1981

ANNUAL MEETING & ELECTIONS 11:15 at the New York Yacht Club, 37 West 44th Street.

MEETING - Cocktails at noon in the Model Hall, lunch with the Danish delegation in the Commodore's Room at 12:45. No official program.

CONFERENCE - 280 Park Avenue, between 48th & 49th Streets. (The Consulate General Building Ground Floor Meeting Room. Approximately 2:30 pm.

The April meeting will be a luncheon meeting and afternoon "Danish Export Conference on U.S.A. and Canada", with a high level delegation of the Danish Government Industry and Commerce. The Danish delegation will be headed by Under Secretary of State for Trade Relations, Ambassador Svend Aage Nielsen.

The Danish Embassy, Washington: Denmark's Economy Today; The Importance of Export.

Mr. Per E. Nielsen, President, The London Company, Cleveland: Selling Medical Technology to American Hospitals.

Somerset Importers, New York: The Marketing of Premium Imported Consumer Products to the U.S.A.

The meeting will be followed by cocktails (approximately 4:00 pm) at the Danish Consulate General at 4th floor - same building.

MAY 1 - 7, 1981 - Training ship "Danmark" visits New York.

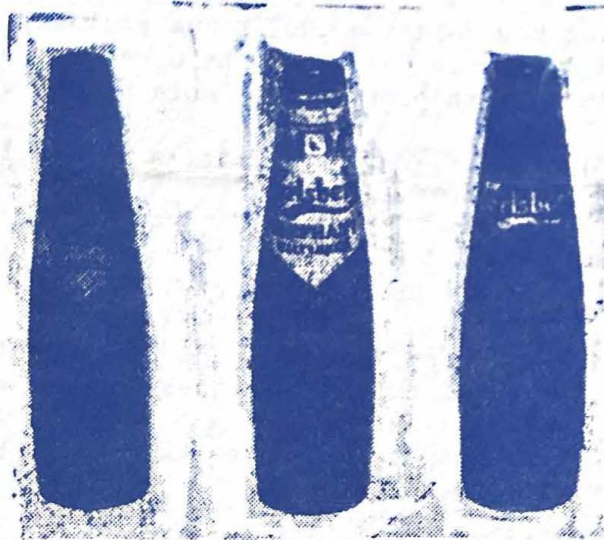
A GENTLE REMINDER TO RESERVE IN ADVANCE

The Program Committee is delighted to see that a growing number of members are attending our luncheons. However, a problem is developing in that a number of people are showing up at the last moment without having previously notified the Chamber. While we are always please to see the latecomers this creates havoc in the kitchen. In order that we can have a good relationship with the Yacht Club, we must ask that all members notify the Chamber at least 24 hours prior to the luncheon of their plans to attend.

For those members who are unable to notify us in advance that they will be attending the luncheon, seating will be on a "space available" basis. Unfortunately, we must report that if there are an extraordinary number of people who come to the luncheon without have previously informed us of their plans, we may not be able to seat them.

We sincerely regret any inconvenience which the above may cause any of our members, but this practice should result in our having a quicker seating prior to the luncheon and an orderly service of the meal.

NOT ONLY FOR ITS CONTENTS, BUT ALSO FOR ITS DESIGN... (Berlingske Tidende, 3/26/81)



Carlsberg will soon be represented at the Museum of Modern Art in New York. It is the so-called "Carlsberg 25" bottle which has been judged worthy by the demanding selection committee of the museum. The museum has requested permission to place the small handy bottle in its permanent exhibit.

The average consumer may not know that the bottle was named "Runyon" after its American designer, Richard Runyon. The bottle was also chosen by the "Saturday Review" as one of the best designs since World War II.

At the museum of Modern Art the Carlsberg bottles will be in the company of other Danish designs. Over the years the museum has bought, as part of its permanent exhibit, B & O products, telephones from GNT-Automatic, and furniture designed by the Danish architects Arne Jacobsen and Hans J. Wegner.

Carlsberg sells three types of beer in the Runyon bottle on the American market, namely Carlsberg Royal Lager, Elephant Beer, and Carlsberg Special Dark Lager.

FROM BORSENS' MONTHLY REPORT

LABOUR - Most of the wage deals are now settled and the unions and employers are both satisfied with the results of the recent decentralised negotiations.

The employers, who were little disappointed at the level of the settlements - about 7.5 percent - have consoled themselves with the thought that everything went fairly smoothly and the prospects of industrial unrest in the next two years are slight. They are also pleased that the Government was kept out of the talks for the first time in six years.

Employers feared that any Government interference would have led to the introduction of overtime bans or legislation which could make it more difficult to sack employees.

The unions have shown their members that they are capable of securing good agreements without having to run for support from the politicians or engage in strikes.

EXPORTS - Danish boatbuilders returned from the Dusseldorf boat show - the world's largest - with orders worth nearly 18 million kr.

The orders covered pleasure boats of all types and sizes from a 42 ft. sailing cruiser costing 1,500,000 kr down to dinghys.

Cimbria Unigrain of Thisted has sold a 40,000 tonne grain drying plant to Kenya for 17 million kr. Six months ago Cimbria went into the Greek market and has already notched sales of 10 million kr. there with prospects of more orders very soon.

Storno is to supply the Algerian forestry authorities with a fire warning system costing 32 million kr.

H. S. Kedler of Tarm has been asked to make 1,000 coalfired boilers worth 3,500,000 kr by a Philadelphia firm which can not keep pace with demand from customers.

New York's Port Authority has chosen Nørgaard consulting engineers to advise on the build of a new fishing harbour in one of the city's older dock areas.

CLOTHING - Increased competition among employees to retain their jobs may be the reason for a small boom in the clothing trade.

One of Copenhagen's largest stores is selling 30 percent more suits now than a year ago and many are being bought by younger men who used to wear jeans or other leisure clothes to the office.

Sales are not only improving at home, exports are rising too. In the first ten months of last year clothing exports were 19 percent higher at 676 million kr than in the same period in 1979. Men's clothing sales accounted for 152 million kr of the total, an improvement of 53 million kr.

Fashions may change but mink is always popular and, at the Danish skin auction this month some 3,300,000 mink skins worth 800 million kr were sold in eight days. Business was hectic and at one time turnover reached 400,000 kr a minute.

About 97 percent of the skins were sold to foreign buyers, with most skins going to West Germany, Japan, the U.S. and Italy.

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 and lampshades - all UL approved - seeks importer (401/85/20-21/CB)

Manufacturer of fittings for mounting of lamps in the ceiling seeks importer/distributor (401/39/01-07/CB)

Manufacturer of high quality office furniture seeks importer/retailer in the New York area (401/94/00/CB)