

# DANISH AMERICAN CHAMBER OF COMMERCE

## NEW YORK

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### NEWSLETTER

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#### STRONG DEVELOPMENT IN THE TRADE RELATIONS BETWEEN DENMARK AND THE U.S.A.

A major factor contributing to the strong development in the US/DK trade relations has, of course, been the surging dollar. On average, the dollar-rate was 22% higher the first two quarters of 1981 than during the same period the previous year. More significant, the dollar went up 40% during the first half of 1981.

Not suprisingly, the Danish export to the U.S. responded to the change in the exchange rate by soaring 47% in the first two quarters of 1981 compared to a non-increase in value in the same periods since 1978. Foods and international traded raw commodities reacted early in 1981 followed later on by more specialized products that are subject to longer time lags in production and/or contracts.

The export of mink pelts, highly sensitive to changes in economic conditions, more than doubled in krone-value. The export of fish increased by 150%.

Contrary to expectations based on general economic theory, the Danish import from the U.S. increased in January - June 1981 by an event higher percentage - 63% - compared to the first two quarters of 1980.

An itemization of the total discloses an increase in the import of coal - as oil internationally traded in U.S. dollars - from almost nothing to close to 20% of the Danish import from the U.S. Two jumbo-airplanes, military equipment, and business computers are the other main contributors to the increase in the Danish import.

In the outlook for the future Danish-American trade relations, no major change in the trend of the Danish export to the U.S. is anticipated. Most dealers expect the U.S. interest rates to remain at a near record level throughout the year and a consequently strong dollar only slightly affected by the growing U.S. trade deficit. As at the same time no recovery is foreseen in the Danish or European economies, the U.S. market may advance even further than the recent development from the 7th to the 5th position in the ranking of major Danish export markets.

The krone value of the Danish export (f.o.b.) to the U.S. and the Danish import (c.i.f.) from the U.S. is shown in the enclosed specification.

#### NEW CHAMBER BENEFITS

By courtesy of the Board of "Industriklubben", the Federation of Danish Industries new club facility in Copenhagen, our corporate and business members are kindly invited to use the club during their visits to Copenhagen.

The club is tastefully furnished with the best of Danish furniture designs, textiles, and lamps, creating a quiet and pleasant ambiance.

However, let's give you some facts about "Industriklubben":

LOCATION:

H.C. Andersens Boulevard 18, 1596 Copenhagen V. - Across from Townhall.  
Telephone: (01) 15 22 33. Telex: 229 93.  
Telephone and telex numbers are for the Federation, so you must make sure that any caller refers to you in "Industriklubben".

HOURS:

Monday through Friday from 8.30 a.m. to 8.00 p.m. Closed on Saturdays, Sundays and Holidays.

SERVICES:

During the opening hours, a clubhost/hostess will assist members with telephone calls, ticket reservation, photocopies, etc. Also the host/hostess will serve (free of charge) soft drinks, fruit juice, coffee or tea.

Major Danish and European newspapers and magazines are available. Typewriter and dictation equipment is at your disposal, free of charge. However, photocopies, secretarial services, and telephone calls outside Denmark must be paid for.

Meals can, for your account, be ordered from the restaurant in the building, and served in the Club's dining room.

MEETING/CONFERENCE ROOMS:

The Club has four small (4 - 6 persons) and one large (8 - 12 person) meeting rooms at your disposal. Room reservation ahead of time is recommended.

ADMITTANCE TO "INDUSTRIKLUBBEN"

All our corporate and business members will soon receive a form letter stating their membership in D.Å.C.C. of New York. You present this letter to the receptionist in the entrance hall to the Federation of Danish Industries. You will then be given a visitor's key card to "Industriklubben", which you reach by taking the elevator to the top floor. IMPORTANT - the key card MUST be returned to the receptionist before leaving the building.

We hope you all will utilize this wonderful opportunity to have a meeting place right in downtown Copenhagen. Furthermore, you may establish some worthwhile contact with Danish business and industry colleagues.

DANISH AMERICAN CHAMBER OF COMMERCE FLORIDA INC.

A new Danish American Chamber of Commerce has been established in Florida, with the First Annual Dinner and Installation of Officers taking place on October 9, 1981. Commercial Counselor, Poul Essemann, was the featured speaker.

D.A.C.C. New York congratulates the new chamber with the opening. For further information, please call Mr. O. B. Gercke, telephone (305) 368-1116.

### STAMFORD DENMARK FRIENDSHIP SAIL RACE, OCTOBER 4

More than 300 yachts set sail in good winds for the "17th American Denmark Race", the largest day race in Eastern United States, on Sunday, October 4th on Long Island Sound.

The race, the full name of which is "Stamford Denmark Friendship Sail Race" started in 1966 as part of a commercial promotion arranged by the Consulate General of Denmark in New York and Stamford Chamber of Commerce.

D.A.C.C. members have through the years sponsored perpetual traveling trophies, such as "The Royal Viking Cup", by SAS, "The Royal Cup Trophy", by Royal Copenhagen, "The Tuborg Skaal Bowl", "The Copenhagen Cup" by George Jensen, and For Keeps trophies by Bing and Groendahl.

"The Queen of Denmark Cup" is sponsored by Clairol of Stamford and Carmen of Kalundborg.

This year a beautiful new traveling trophy, "The Aalborg Akvavit Trophy" was for the first time awarded to one of the racing yachts.

### 10TH ANNUAL "FIVE-A-SIDE" TOURNAMENT, OCTOBER 24

Enclosed with this newsletter you will find an invitation for the 10th Annual "Five-A-Side" tournament on October 24, 1981.

Last year, 26 teams (19 men's teams and 7 women's teams) representing Danish companies in the U.S. and companies or organizations with relations to Denmark participated.

Please make your reservation for the tournament and/or the anniversary luncheon to Mogens Lind, Danish Seamen's Church phone (212) 875-0042.

### CHICAGO MAYOR BYRNE ANNOUNCES SAS SUBSIDIARY ACQUIRES O'HARE FLIGHT KITCHEN

Mayor Jane M. Byrne today announced SAS Catering, Inc., a subsidiary of Scandinavian Airlines will enter the American in-flight food market with the acquisition of the Continental Airlines flight kitchen at O'Hare International Airport.

"We are pleased that Chicago will be the home of the first European air catering company to operate in the United States", Mayor Byrne said. "The re-activation of this facility by SAS Catering will create at least 70 new jobs and increased cash flow at O'Hare."

The transaction represents an investment of \$1,000,000 by SAS Catering Inc., half of which will be spent to adjust the 30,000 square foot facility and add new equipment to SAS specifications. Operation of the flight kitchen is scheduled to begin November 1.

SAS Catering currently supplies quality food to more than 80 airlines from 12 other flight kitchens in Scandinavia, Continental Europe, the Middle East and Japan. The

company is also involved in the operation of 20 hotels, many restaurants and other catering services worldwide. Its current earnings are about \$250 million a year and it employs 5,300 persons.

"It is logical that SAS Catering should select Chicago for its initial United States location. Its parent company, Scandinavian Airlines, has long been convinced that because of its central location, O'Hare is a gateway to the rest of the country" said Leo Hejselbaek, vice president of Business Development for SAS Catering in Copenhagen. Hejselbaek added that their new equipment will include a special bakery unit whose first project will be to develop a Chicago version of a special wienerbrod which, he said, "will match any pastry in Denmark".

### SAS IMPROVEMENTS FROM FRONT TO BACK

Scandinavian Airlines has introduced Dormette seats in first class cabins of all their 747 wide-bodied jets. Passengers will now have a seat pitch of 158 cm, as against 104 cm in the reclining chairs formerly used.

First class passengers checking-in at JFK now drop off their luggage at the ground floor and all remaining check-in formalities are handled in the comfort of the First Class Lounge on the third floor.



Business class passengers will, effective December 1, experience a number of service improvements. "Scanorama Lounges" are being constructed at major airports including JFK and Kastrup to make the Business Class passenger's pre-boarding wait more comfortable. Once on board, they will experience a greater seat pitch when reclining due to the removal of some seats in a fixed cabin. Also, the Business Class meal service will be upgraded and more room for garment bags will be provided.

In Economy Class, for the off-season only, a new low Viking Holiday group fare has been introduced. Round trip New York-Copenhagen \$450 air ticket with land arrangements as low as \$140, this 10 passenger minimum group fare is ideal for companies wishing to take customers or distributors on a one-week inspection trip of their facilities in Denmark.

### CARLSBERG IN THE UNITED STATES

For the last couple of years, Carlsberg beer has been imported and sold in the United States by Century Importers Inc., Baltimore. By mutual agreement, the Carlsberg Breweries in Copenhagen and Century Importers Inc. have decided to terminate this arrangement by the end of this year.

The importer of Carlsberg beer to the United States will then be All Brand Importers Inc. which is a company specializing in foreign beer brands and which has shown an impressive sales record over a number of years. It is the intention that this new import arrangement as well as a contemplated change in the presentation of the Carlsberg products should enable Carlsberg beer to obtain an important share of the U.S. market for imported European beers as is the case for Carlsberg beer in most major beer markets around the world.

All Brand Importers Inc. is a subsidiary of Nabisco Brands Inc.

The President of All Brand Importers Inc. is the founder of the company, Mr. Paul Lohmeyer. In order to strengthen the management in connection with the Carlsberg agreement, Mr. John Kucich has been appointed Executive Vice President. Mr. Leo Begleiter and Mr. Bob Wilson have been appointed Senior Vice Presidents for Marketing and Sales respectively.

The address of All Brand Importers Inc. is:

All Brand Importers Inc.  
One Hollow Lane  
Lake Success, N.Y. 11042

Telephone: (516) 488-7400

### NEW SHOWROOMS

Birger Christensen Inc. has opened new showrooms in New York's Fur District. There are also production facilities and offices at 150 West 30th Street. In an interview with the Danish business paper, "Børsen", Finn Birger Christensen said that the company was planning a major effort to get into the global market for more popular designer wear under the brand, Beecee.

Birger Christensen was founded in Denmark in 1869, and has been active in the United States since 1965. Today, Birger Christensen is a major supplier of fine furs to stores like Bloomingdales, Nieman-Marcus, I. Magnin, etc. The design of the showroom is in "Danish Style", but with furniture bought in Bloomingdales. The design is made by the same store. Art work of the well-known Danish artist, Per Arnoldi, decorate the walls.

OFFICIAL OPENING OF SCANTICON

Joergen Roed of Scanticon International has officially opened Scanticon-Princeton. In mid-September, he held a grand gala opening with many guests from the United States and Denmark. Danish television correspondent in London, Mr. Claus Toksvig, was toastmaster and singer/comedian, Eddie Skoller, from Denmark entertained.

The 300 room conference facility has been such a success that 55% of capacity in 1982 has been sold. Mr. Roed told "Børsen" that he is in the process of finalizing negotiations with one of the world's top hotel chains about a partnership in conference centers.

The two owners of Scanticon-Princeton, Axel Juhl-Joergensen and Boeje Nielsen, Dansk Totalentreprise A/S (Total Enterprise), has decided to continue joint ownership of the center in spite of separation procedures in Denmark. Both owners were present at the opening.

COMPUTERS (BØRSEN)

ITT's Danish Subsidiary, Standard Telephone Kirk, has offered to inject 20 million into ailing computer makers Regnecentralen. The offer, which includes management technology agreements, has the backing of the Regnecentralen board and is expected to be approved at the company's annual meeting on August 31.

Regnecentralen is well off for computer specialists, but seemingly, short of quality management. And it can use the 20 million kr carrot held out by the Horsens's firm.

Mr. Knud Jacobsen of Standard Electric Kirk, believes that if production costs can be cut, ITT's sales organization can open up more markets for Regnecentralen's products, especially its highly-acclaimed telephone information system. Mr. Jacobsen considers that his firm's strength in hardware will be matched by Regnecentralen's software expertise.

AMBASSADOR OTTO R. BORCH 60 YEARS

On September 1, 1981, Denmark's Ambassador to the United States, Otto R. Borch, celebrated his 60 year birthday.

The Chamber sent a telegram of greetings on the occasion.

CHARLES L. HANSEN 90 YEARS

Charles L. Hansen, long-time honorary member of the Danish Luncheon Club of New York, celebrated his 90 year birthday on September 20, 1981. The Chamber sent greetings to him in Copenhagen.

IN MEMORY

With sadness, we announce that long time members of the Luncheon Club, Knud Ibsen, Otto Plume, and Frederik Sidenius, passed away during the summer.

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FROM THE MEMBERSHIP COMMITTEE - - - "HEARTY WELCOME" TO:

CORPORATE MEMBERS

- Scanticon International Inc., by Joergen Roed  
KVK USA Inc., by Kenneth G. Flynn  
Transamerican Steamship Corporation, by Vagn Fausing  
Samson Transport (USA) Inc., by Carsten Petersen  
Cameco Inc., by Mogens Agesen  
Triton-Mark Advertising Inc., by Olle Sundberg

COMING EVENTS

- October 13: D.A.C.C. Luncheon Meeting. Mr. R. M. Braca of Haldor Topsoe A/S is the speaker. Call the Secretariate if you have not received your announcement. Also, take note that the location is the Cornell Club.
- October 24: Five-a-Side Tournament
- November 6: Danish American Society's "Man of the Year" Gala Dinner Dance will be held at the Helmsley Palace Hotel. Cocktails in the "Drawing Room" dinner dance in the "Versailles Ballroom". Mr. Edward H. Michaelsen, Vice Chairman of the Phelps Dodge Corporation, will be honored. Mr. Michaelsen is a Trustee of the American-Scandinavian Foundation and Chairman of the Board of the Martha Graham Dance Company. Entertainment will be performed by members of the Martha Graham Dance Company. Tickets are \$75.00 each. For further information, contact Mr. Brian Lorenz, President of the Danish American Society. Telephone: (212) 697-4400.

POSITION WANTED

Danish Citizen holding degree in Liberal Arts (B.A.) with concentration in business (Temple University) and degree from Handelshøjskolen, Denmark seeks position within import/export. Preferably Philadelphia, Washington, D.C., or North East areas. Holds permanent visa.

Extensive international business background in shipping, import/export documentation, distribution, sales coordination, and liaison. Worked in England, France, Spain and the U.S.

Fluent in Scandinavian languages, English, Spanish, French, German. Will travel.

For further information, please call Lars E. Benkert (212) 597-5101.

Danish Citizen holding senior position in the international division of a U.S. bank and with an extensive experience in foreign trade and banking seeks position in the Eastern part of the U.S.

Holds MBA from Copenhagen School of Business Administration (1956) and has served in several Danish companies and as Danish Trade Officer until 1969, when he was employed in Midwest U.S. bank.

For further information, please call (212) 697-5101.