

DANISH AMERICAN CHAMBER OF COMMERCE NEW YORK

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NEWSLETTER

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VALEUR-JENSEN ADDRESSES AMERICAN CLUB, COPENHAGEN

On Thursday, April 15th at the Scandinavia Hotel, Copenhagen, D.A.C.C. President Werner Valeur-Jensen addressed an audience of about 120 which included Prince Henrik, U.S. Ambassador John Loeb, and General Knud Jorgensen, Commander and Chief of the Danish Armed Forces. The occasion was the monthly meeting of the American Club.

Ambassador Loeb, Honorary President of the American Club, opened the meeting with a special greeting to Prince Henrik noting that it was the first time a member of the Royal Family attended a meeting of the Club. Ambassador Loeb spoke of the important role played in the Danish-American trade by the American Club, Copenhagen, and the D.A.C.C. New York and fondly recalled his attendance as guest of honor at the D.A.C.C.'s annual dinner dance this past March.

In his introductory remarks, American Club President Mike Braca stressed the interest of his membership in forming closer connections with the D.A.C.C., New York, as well as other Danish American Chambers of Commerce in the U.S.

Valeur-Jensen explained the history, organization and activities of D.A.C.C., New York its role in Danish American trade, its non-political nature, and its relationship with other organizations such as the Danish American Society, the Danish American Friendship Race, the Rebild National Park Society, the American-Scandinavian Foundation, and other Danish American Chambers of Commerce in the U.S. He also spoke briefly on the subject of Scandinavia Today. Needless to say, Valeur-Jensen's presentation, while conveying a serious message which expressed the strong desire of the D.A.C.C. New York to cooperate with the American Club, was interspersed with humorous remarks including some of this well-worn jokes as well as some new stories. The meeting was covered by the Danish press.

After the luncheon meeting, President Braca, as well as other Board members of the American Club, asked our Chamber to provide a list of contacts which Danish businessmen, interested in the U.S. market, might use in planning their approach to the U.S. The D.A.C.C.'s Business Practices Committee is following up on this request.

It was also agreed that D.A.C.C. New York would advise the Secretary of the American Club of its scheduled luncheon meetings so that American Club members traveling in the U.S. could attend. In turn, the American Club invited D.A.C.C. members who might be in Copenhagen to attend their luncheons, the schedule of which will be listed in future newsletters.

D.A.C.C. ANNUAL MEETING

The highlights of the D.A.C.C.'s annual meeting held at the New York Yacht Club on April 27th included a financial report by Finance Chairman Karsten Hess showing the Chamber's net worth as \$54,000, and reports from all other committee chairmen. Elections returned incumbent Directors Essemann, Frandsen, Lichtenhagen, Norup, and Rambusch. Ingeborg Larsen, Vice President of Den Danske Bank and American Scandinavian Banking Corporation, was elected to fill the vacancy created by Kristian Holst's departure.

At a Board meeting immediately following the membership meeting, the following officers were elected to a one-year term:

| | | |
|--|---|----------------------|
| Chairman | - | Ed Lichtenhagen |
| President Trade Council Division | - | Henry Greenebaum |
| President Luncheon Club Division | - | Werner Valeur-Jensen |
| Vice President Trade Council Division | - | Torben Huges-Jensen |
| Vice President Luncheon Club Division | - | Ingeborg Larsen |
| Secretary | - | Lennard Rambusch |
| Treasurer | - | Karsten Hess |

EXPORT PROMOTION DISCUSSED AT CHAMBER LUNCH - APRIL 27, 1982 (DAN LARSEN)

The Chairman of the Board of Export Promotion Denmark, Mr. P.K. Lau-Jensen, who is also President of the Danish Agricultural Marketing Board, was very critical of the trends in Danish export promotion. He stated in his speech that certain top level ministry officials and politicians for two or three years now have been flexing their muscles to get into practical export promotion - without coordination with business.

The strongest response from the business community came during the preparations of "Scandinavia Today", when it was learned that even the Ministry of Cultural Affairs was trying to get a piece of the action. Even worse, Mr. Lau-Jensen said, they were using concepts discarded by the business community more than ten years ago as useless.

The structure of Danish export promotion was created during the years 1975-1976. A central organ is the Committee of Appropriations (Bevillingsudvalget) which is a part of the Danish Trade Fund (Danmarks Erhvervsfond). The Committee of Appropriations has a majority interest from the business community's four leading interest groups. The public has three seats and the chairman is appointed by the public after the recommendations of business.

Mr. Lau-Jensen explained that there was between eight and ten million kroners put aside for promotion during the period of "Scandinavia Today" - more than to other similar

undertakings, for example in France. The first appropriations have been approved by the committee and more will be coming very soon. He showed a red/white logo for the Danish activities in department stores with the slogan "Denmark Presents". There is also a crown.

The organization P.K. Lau-Jensen represents, Export Promotion Denmark, consists of members from industry and commerce. It serves as advisor and coordinator for export activities. It's funds come from the Committee of Appropriations of the Trade Fund.

SQUIBB/NOVO JOINT VENTURE (PAINE WEBBER MITCHELL HUTCHINS INC.)

Novo Industri, the Danish manufacturer of insulin and industrial enzymes, announced in March, 1982 a rather dramatic, though predictable, change in marketing strategy for its insulin products in the United States. It has decided to relinquish sales control of all insulins to Squibb, including its premium, high purity Monocomponent insulins, a product by far superior to anything currently sold in the U.S. A joint venture was formed with Squibb (officially active on May 1, 1982), separating the duties as follows:

- * Manufacturing - Novo Industri, Denmark.
- * Sales - Squibb, U.S.
- * Regulatory affairs and marketing - Squibb/Novo, the newly formed company.

The new company gives Squibb/Novo approximately nine to twelve months lead time to establish Monocomponent insulins in the United States market before they are challenged by Eli Lilly with human insulin made in bacteria. With Squibb's 800 plus sales force at Squibb/Novo's disposal, Monocomponent insulins could capture 2-3% of the market before the end of 1982. Eli Lilly's share of the estimated \$180 million 1982 U.S. insulin market could shrink from 87% in 1980 to 84% by the end of 1982, based on Squibb's increased sales efforts.

CHEWING GUM FOR THE RICH (N.Y. TIMES 4/23/82)

Imagine a Danish company with enough nerve to export chewing gum to the home of Wrigley's, Adams and Beech-Nut.

Marketing is a funny business. And anything goes if you've got an angle. In the case of Dandy Chewing Gum of Denmark, the angle is the same one that La Belle France used with Perrier: snob appeal.

The direction was decided upon after two years of consumer research in this country, according to Michael A. Stone, president of Dandy Confectionary (North America) and a Procter & Gamble alumnus, who discussed the matter yesterday at his ad agency, Anesh, Viseltear, Gumbinner.

The advertising campaign begins on Sunday in the New York market for Stimorol, the Dandy brand selected from among its popular line of products because it has a flavor that is truly different from indigenous gums.

"There's no way we can or want to compete with Wrigley's or Warner-Lambert - not with the usual flavors", said Paul S. Gumbinner, president of the agency. "This gum does deliver", Mr. Stone added. "It performs. It is a superlative breath freshener, that's why three-quarters of the people buy it. And it has a longer-lasting flavor than other gum, is softer than the others, stays fresher longer."

"But if we advertise it that way, we become Wrigley's," Mr. Gumbinner injected.

So, the snob route was chosen, not that the marketer really wants to restrict the gum to the upper classes. There's no money in that for a mass-oriented packaged goods company. No, the idea is to put a premium of about a nickel or dime on the product just to maintain the cachet introduced by the advertising.

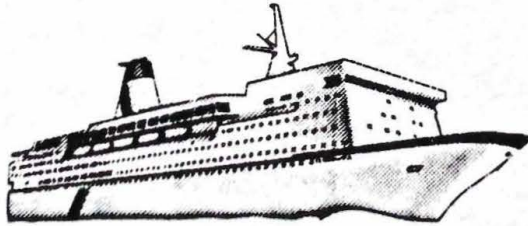
The American package is all silver ("rich and adult-oriented", Mr. Stone said) with the exception of a very thin red and green stripe (shades of Mr. Gucci).

The television advertising begins Monday and for it the agency has created two 10-second commercials, forsaking length of message in the quest for frequency.

"We've just translated the print to TV," said Jack Anesh, chairman and creative director. With the exception of some three weeks in August, the advertising will continue through the end of the year, with spending at the national rate of \$6 million, which should come to \$600,000 if the New York market is indeed 10 percent of the national one.

DANISH SHIPPING LINE ENTERS THE U.S. PASSENGER MARKET

When the Danish owned "Scandinavia" goes into service this October 2 in New York, she will become at 37,000 tons the largest passenger liner to sail year-round from this harbor in more than ten years. She is one of three ships in the fleet of Scandinavian World Cruises, a wholly-owned subsidiary of DFDS of Copenhagen. All three ships in the fleet will carry both passengers and cars -- with cars going free! "Scandinavia" will shuttle between New York and Grand Bahama Island every six days, carrying up to 1,600 passengers and 400 cars. At Grand Bahama, passengers may decide to linger on a Bahamian holiday, or transfer to either "Scandinavian Sun" or to "Scandinavian Sea" for Florida. "Sun" goes to Miami and "Sea" to Port Canaveral, for central and northern Florida. DFDS is investing upwards of \$100 million in "Scandinavia", believing that North America at last is ready for the car ferry concept that is so popular in Europe.



THE TALL SHIP "DANMARK"

"Danmark" again this year visited the U.S. East Coast on her winter cruise. The first port of call was Philadelphia April 22-27. From there, the course was north to Perth Amboy, N.J., to honor Captain Kurt Carlsen of the Flying Enterprise. Last port of call was New Haven, Conn. and on May 11th, "Danmark" left the U.S. waters and is expected back in Denmark the first week of June.

On May 9th, D.A.C.C. President Henry Greenebaum hosted a barbeque for 40 of the cadets and several officers of the "Danmark".

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

CORPORATE MEMBERS

Hanne Jensen--Scandinavian Design

Vagn Hansen--Valhal, Inc.

Kenneth K. Fisher--Fisher & Fisher, Esqs.

INDIVIDUAL COMMERCIAL MEMBERS

Marianne Rask--Nordic Imports, Inc.

Søren Pedersen--Nordic Imports, Inc.

CHAMBER NOTES

On Friday, May 7th, D.A.C.C. member Gordon W. Paulsen, a senior partner in the law firm of Haight, Gardner, Poor & Havens, was elected President of the Maritime Law Association of the United States. The Maritime Law Association, with a nationwide membership of over 3,000 lawyers, judges, law professors and lay members, prominent in maritime matters, works to advance reforms in the maritime law and acts with foreign law associations and intergovernmental bodies to bring about harmony in shipping laws, regulations, treaties, and practices.

Paulsen has served for many years, both at the state and national levels, as Chairman of legal and shipping industry committees dealing with the navigation laws. In 1981, he was awarded the Distinguished Public Service Medal by the U.S. Coast Guard for his work in connection with ratification by the United States of the Convention on the International Regulations for Preventing Collisions at Sea.

HAPPY 50th BIRTHDAY TO PAUL STEFFENSEN

Paul B. Steffensen, President of Bing & Grøndahl, Elmsford, N.Y., celebrated his 50th birthday on May 20, 1982.

Mr. Steffensen is well known in the Danish American business and social circles. He has been a director of both DATCO and Danish Luncheon Club, President of Danish American Society and is a director of Rebild Park Society. For his many unselfish activities to further Danish American relations, he received the Order of the Knighthood of Dannebrog.

We all congratulate Paul Steffensen on his birthday.

ROGER ANDERSON APPOINTED GENERAL MANAGER PRIVATBANKEN

The former Managing Director of Chase Manhattan Bank in Copenhagen Mr. Roger Anderson, has been appointed Senior Vice President and General Manager of Privatbanken, New York.

ASSISTING A DANISH FIRM TO ESTABLISH IN THE UNITED STATES is the title of an article written by our Director, Lennard Rambusch. A reprint of the article is enclosed for all corporate members.

ADVERTISING OF OUR CHAMBER MEMBERS FIRMS is welcome in the newsletter at a reasonable rate. Please contact one of the newsletter editors listed on the front page.

REMINDER FOR LUNCHEON MEETINGS

We need to advise the location at which we hold our luncheon meetings of the number of people attending by NOON THE DAY PRIOR TO OUR MEETING. We, therefore, encourage you to send in your reservations slip and check as soon as you receive it. If you need to cancel, and if you phone the D.A.C.C. office by noon the day before a luncheon, a full refund will be made to you. We will greatly appreciate all members' cooperation in this matter.

COMING EVENTS

The Hans Christian Andersen Story Telling Center in Central Park commenced its season May 29, 1982. Diane Wolkstein told "Little Ida's Flowers". Stories will be told every Saturday at 11 a.m. at the Story Telling Center, west side of Conservatory Pond opposite 74th Street. The most convenient place to enter the Park is at 5th Avenue and 72nd Street.

On September 11th, noted Danish actress Hanne Uldal will tell a HCA story in Danish as part of the Story Telling Center's tribute to "Scandinavia Today".

GRUNDLOVSDAG AT CROTON

The annual Grundlovsdag festivities will be held at the Danish Home for the Aged, Croton-on-Hudson on Sunday, June 6th. The festivities will begin at lunchtime where lunch and refreshments can be bought at the picnic grounds. The afternoon's entertainment will again this year be Ove Verner Hansen, Royal Danish Opera singer and Inga Hulgaard.

Former U.S. Ambassador to Denmark, Warren D. Manshel and George Jacobsen, President of the Danish Brotherhood are the main speakers.

THE ROYAL DANES AT THE MET

The Royal Danish Ballet will be dancing at the Metropolitan Opera House June 15-26. The repertoire will, of course, include some Bournonville programs, but also choreography by i.a. Glenn Tetley can be seen.

The ballet begins its U.S. tour at the Kennedy Center, Washington, D.C. June 1-14.

For details, see ads in New York Times.

NEXT CHAMBER MEETING

Our meetings have, this year, been held late in each month. Late in June, summer will be upon us, and our next meeting, therefore, scheduled for September.

The Board of Directors extend best wishes for a glorious summer for us all.

POSITIONS WANTED

British Citizen (age 27) who speaks and writes Danish fluently and holds a B.A. degree in modern languages and translation from Aarhus School of Business Administration, looks for a permanent position. Besides extensive qualifications in interpretation and translation, a good general office work background.

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

Energetic Young Danish Man, age 21, seeking employment. Has work permit and is resident in U.S. Danish commercial education (Niels Brock). Please contact Poul Essemann (212) 697-5101 for further information.

BUSINESS OPPORTUNITIES

Danish Manufacturer of trophies looking for importer/distributor/agent, 401/44/27-28.2 JJ.

Danish manufacturer of locks for shopping carts looking for agent, 401/83/01.1 JJ.

Danish manufacturers of planning boards looking for importers/agents, 401/48/18.1 JJ.

Danish manufacturer of table top products looking for importers/distributors, 401/48/21 JJ.

Danish exporter of antique furniture looking for importers, 401/99/06.1 JJ.

Danish manufacturer of baby products, toys etc. looking for agents/importers. Especially interested in the drugstore trade, 401/39/01-07 JJ.

Danish manufacturer of butter cookies looking for importers, 401/19/07-08, JJ.

Danish manufacturer of porcelain figures and figurines looking for importer, 401/69/13 JJ.

Danish manufacturers of toys looking for importers, 401/98/06 JJ.

Danish manufacturers of games looking for importers/wholesalers, 401/97/04 JJ.

Danish manufacturers of juice and lemonade looking for importers, 401/22/1-2 JJ.

Danish exporter of original litographs looking for importers, 401/99/1-3.1 JJ.

Danish exporters of soaps and shampoos for the gift trade looking for importers, 401/34/01 JJ.

Danish exporter of brass lamps looking for importers, 401/81.00.1 JJ.

Danish manufacturer of an advanced line of chalkboards looking for importer/agents, 401/98/06.1 MJ.

Danish manufacturer of aerial work platforms looking for importer/agent, 401/84/22.4 MJ.

Danish manufacturer of multi fuel boilers looking for importer, 401/84/01.1 MJ.

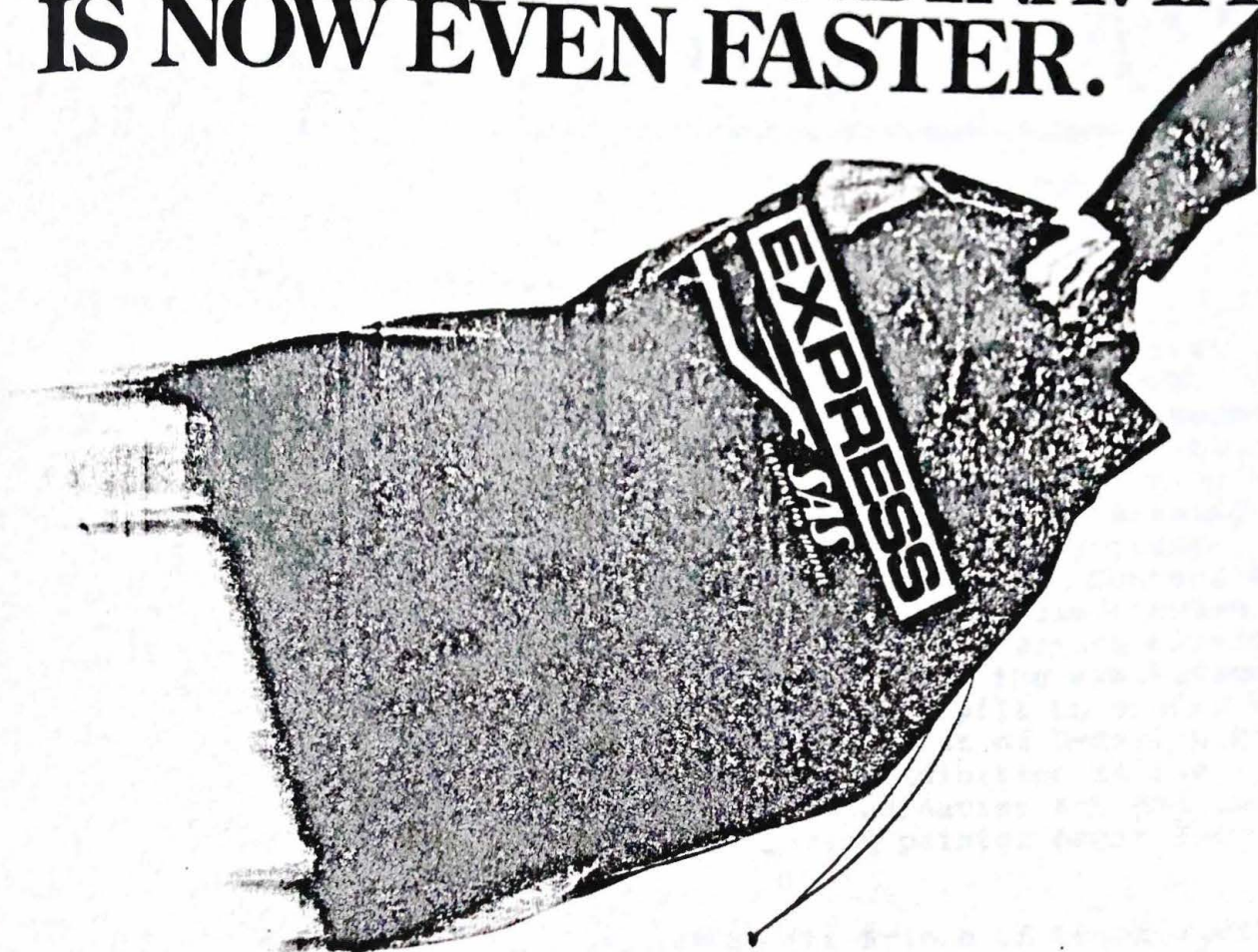
Danish manufacturer of custom made machine tools looking for manufacturers representative 401/84/43-48.3 MJ.

Danish manufacturer of high pressure cleaners looking for importer, 401/81/21.3 MJ.

Danish manufacturer of automatic duct forming machines looking for importer, 401/84/43-48.4 MJ.

Danish manufacturer of hydraulic pallet lifters looking for importer/distributor, 401/84/22.2 MJ.

THE FASTEST WAY TO GET A SMALL PACKAGE TO AND FROM SCANDINAVIA IS NOW EVEN FASTER.



SAS announces pickup service anywhere in the U.S.

Not long ago, Scandinavian Airlines inaugurated SAS Express Service, the quickest way to ship small packages up to 33 lbs. to and from Scandinavia.

But we've now found a way to make it even quicker.

We'll come pick up your parcel, no matter where you live in the U.S. And once it arrives in one of our gateway cities, we'll make sure it arrives at the city of destination by the following day.

Guaranteed.

For full details call our toll free number 800-221-3252* and ask for SAS Express.

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