

DANISH AMERICAN CHAMBER OF COMMERCE NEW YORK

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NEWSLETTER



No. 4

SEPTEMBER 1982

"SCANDINAVIA TODAY"/"DENMARK PRESENTS" NEARS LAUNCH

September will be packed with activities as a range of cultural events mark the beginning of the "Scandinavia Today"/"Denmark presents" program that will run through December of 1983. A number of cultural and commercial events are scheduled in various cities throughout the U.S. starting with the official New York opening of "Scandinavia Today" on Monday, September 13th. Iceland's President Vigdis Finnbogadottir will deliver the keynote address for the official opening at the Alice Tully Hall at the Lincoln Center. At the Cooper-Hewitt Museum the Nordic Design exhibit "Scandinavian Modern: 1880 - 1980" will be opened by H.R.H. Crown Prince Harald of Norway, and at the "National Academy of Design" the exhibition "Poetry and Ecology in Scandinavian Printmaking" will be opened by H.R.H. Prince Bertil of Sweden. As the final event on D-day, H.M. the Queen of Denmark will open the "Art Now" exhibition at the Guggenheim Museum featuring contemporary Scandinavian art and two national exhibits showing works by the Danish painter Asger Jorn and Sweden's Oeyvind Fahlstroem.

Meanwhile, during that same day, H.R.H. the Prince of Denmark will be the guest of honor at a luncheon hosted by the Danish Agricultural Council at the World Trade Center. From there the Prince will proceed to a reception at the American Stock Exchange to commemorate the initial trading on the AMEX of ISS-International Service System Inc. stock, the new name of ISS-International Service System A/S' US subsidiary, Prudential Building Maintenance Corp. Later in the afternoon, at the Cooper Union School, H.R.H. will open the exhibition "Design: The Problem Comes First" arranged by the Federation of Danish Industries and the Danish Design Council. The exhibit features the designer story behind 26 Danish industrial design products.

On Tuesday, September 14th, H.M. the Queen of Denmark will officially open the presentation "Six Danish Artists of Today" during a reception at the Royal Copenhagen Porcelain/George Jensen Silversmithy store on Madison Avenue, in which the artists take part surrounded by their own works of art and craft in this most appropriate setting.

The Prince of Denmark's Export Award will be presented to Mr. Robert W. Darwin of Scandinavian Design/Scandinavian Gallery by H.R.H. the Prince, on Tuesday September 14th during a press reception at Tavern on the Green.

In addition to their New York visit, H.M. the Queen and H.R.H. the Prince will be travelling to Washington, D.C. and Minneapolis to attend and inaugurate a series of "Scandinavia Today"/"Denmark Presents" cultural and commercial programs in those cities.

Inspired by the year-long official promotion, many companies and retail stores are eagerly boosting their own promotion for Danish products, notably furniture stores scattered along the Eastern Seaboard. Wim & Karen Scandinavian Furniture, in New York City, will on September 14th host a reception for U.S. and Danish reporters, interior designers and key people within the furniture industry. Department stores such as Garfinckel's in Washington, D.C., and Dayton's in Minneapolis will, through campaigns during the fall season, gear their promotions towards articles imported from Scandinavia. Danish foods and beverages will likewise be on prominent display at a variety of delicatessen and specialty stores that cater to a gourmet clientele. In Minneapolis a special "Denmark Food Festival" will be the highlight.

The "DENMARK PRESENTS" display material offered free of charge through the Danish Consulate General has met with an overwhelming response from the trade perceiving the stylish red/white banners, signs and posters as an effective, attractive way to highlight Danish products. Chamber members wishing to order this display material may contact the Consulate for order forms.



Finally, the Public Broadcasting System will be airing a gala concert by the Minneapolis Symphony Orchestra, including performances by Victor Borge, Birgit Nielson, Liv Ulman and other prominent Scandinavian artists. The program will be aired as part of PBS' Great Performances series, and can be seen throughout the NY area on Channel 13, on Monday, September 13th at 8 p.m.

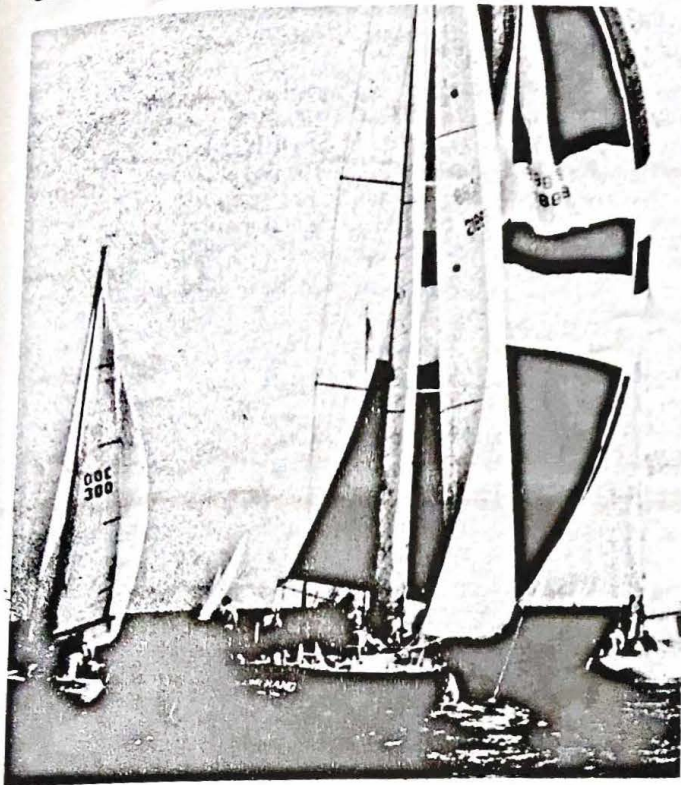
DENMARK RACE

The seventeenth annual Stamford-Denmark Friendship Sail Race, the largest sail race in the eastern United States, is scheduled in the Scandinavia Today opening week, and His Royal Highness Prince Henrik will be racing on an American yacht on Sunday, September 12, 1982.

The race started in 1966 during a Danish Commercial Promotion week, and the names of several traveling trophies recall this background: The SAS Royal Viking Cup, The Royal Copenhagen Trophy, The Aalborg Akvavit Trophy, the Tuborg Skaal Bowl and for-keeps trophies by Bing and Grøndahl. The Queen of Denmark Cup is sponsored by Carmen-Clairol, and the Prince of Denmark Trophy by Peter F. Heering A/S.

Chamber members who wish to enter their yachts, or friend's yachts, in the race which is sailed on a triangular course on Long Island Sound starting at mid-sound buoy 32-A, may request an entry form from the Race Committee at (212) 933-3969 before September 3, 1982.

Prince Henrik will be racing on this 65 ft. sloop, "Boomerang".



CHAMBER'S DINNER DANCE FEATURED IN "COURIER DIPLOMATIQUE"

The annual Dinner Dance at the Waldorf Astoria Hotel on March 26, 1982 received coverage in the prestigious magazine "Courier Diplomatique". Reprinted below are the 2 pages from the magazine.

THE NEW YORK SCENE
Neel Halpern

Right:

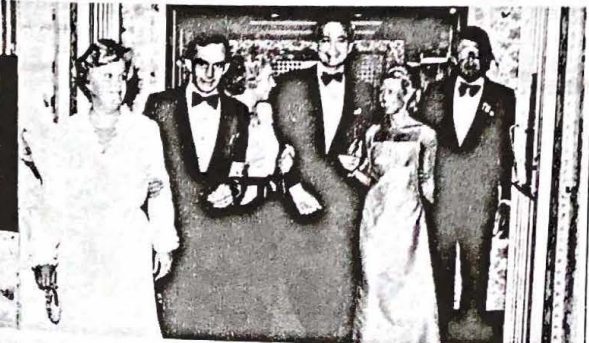
Edmund Lichtenhagen
(Chairman of Danish Chamber of Commerce), Mrs. Warren Johnson, Ambassador John L. Loeb, Sr. and Mrs. William Thune-Andersen (General of Denmark)

Below left:

Mr. Hans Kristian, President of SAS Airline, Mr. Edward Lichtenhagen

Below right:

Werner Valeur-Jensen, President of Danish Chamber of Commerce and Mrs. Thune-Andersen



The Danish Chamber of Commerce in New York celebrated its 51st year with a gala dinner at the Waldorf Astoria Hotel on March 26, 1982.

The guest of honor for this year was the American ambassador to Denmark, Mr. John Loeb, Jr. Also present as honorary guest was the Consul General of Denmark, Mr. William Thune-Andersen and his charming wife Gitte. The evening started with a lovely cocktail party at the Starlite Room sponsored by Den Danske Bank.

Seen among the guests were Mr. and Mrs. John Loeb, Sr., Mr. John Heistein — President of Scandinavian Air System, North America, and Mrs. Heistein, Mr. Steen Lovschal — Director

Danish Tourist Office, New York, and Mrs. Lovschal, Mr. John Liedberg — President of Royal Copenhagen Porcelain, Madison Avenue, NY, Mr. Paul Stielsen — President Bing & Grøndahl,

North America, Mr. Edward Lichtenhagen — Chairman of the Danish Chamber of Commerce, Mr. Michael Halpern — President of Lancaster Colony Corporation, Mary Wilkins, Mr. Steven Martindale — Washington attorney, and Mr. S. Rama Krishna — President of Courier Diplomatique.

Presiding over the dinner was Mr. Werner Valeur-Jensen, President of the Chamber. A toast was proposed to the Danish Queen followed by a toast to President Reagan.



Above left: (Left to right) Mrs. Birgit Lichtenhagen, wife of the Director of the Danish Tourist Office, and Mrs. Steen Lovschal.

Above: Amb. John Loeb, Jr., and Mrs. Thune-Andersen.

Left: Mr. & Mrs. Elyse Friedman.

Below left: Mary Wilkins.

Below right: (Standing) Mr. & Mrs. John L. Loeb, Sr. (Seated at Ambassador Loeb)



NEXT CHAMBER MEETING

The Danish American Chamber of Commerce has accepted an invitation to hold a meeting on Monday, September 27, 1982 on board the 35,000 ton MS Scandinavia, berthed in New York harbor. This ship takes 1,600 passengers, with their automobiles, and belongs to Scandinavian World Cruises, a wholly-owned subsidiary of Denmark's DFDS (United Steamship Lines). See DACC Newsletters No. 1 and 3 for more details on this new shipping line. This will be a joint meeting of the Scandinavian chambers. Members will receive the usual invitations in the mail directly.

JOINT DANISH-SWEDISH EXHIBIT SCHEDULED FOR U.S. BOAT SHOWS

Twenty-six Danish and Swedish companies have teamed up to present a group exhibit of boats and products at three major boat shows.

A wide range of boats and products from these two maritime nations will be displayed at the International Marine Trades Exhibit and Conference in Chicago Sept. 30 - Oct. 3, the Southern California Sailboat Show in Long Beach Oct. 22 - 31 and the Miami International Boat Show Feb. 17 - 23, 1983.

A majority of the 26 companies will be entering the U.S. market for the first time, hoping to attract importers, distributors and sales agents. The Danish participants include:

- Scanpilot (instrumentation)
- LM Glasfiber (motor sailers)
- Coronet (power boats and motor yachts)
- Bianca (ocean going cruisers/racers)
- Hempels (sailing wear)
- Viking (safety equipment)

Products for commercial use include electronic navigation and steering systems, pumps and water pressure systems, propellers, stoves and heaters, safety equipment and solid state, thermoelectric coolers and refrigerators.

Boats include sailing dinghies, trimarans, motorboats and motor-sailers, sailboats and fishing boats.

The exhibits are being coordinated by the Trade Office of the Consulate General of Denmark in New York and by the Swedish Trade Office in New York.

INTERCONTINENTAL HOTELS AND SCANTICON INTERNATIONAL IN JOINT VENTURE TO DEVELOP AND OPERATE EXECUTIVE CONFERENCE CENTERS THROUGHOUT THE WORLD

Intercontinental Hotels Corporation and Scanticon International, Inc. have formed Scanticon Corporation, a joint venture to develop and operate Executive Conference Centers in the US and throughout the world, is the new company 80 % owned by Intercontinental Hotels Corporation and 20 % by Jorgen Roed, the founder and owner of

Scanticon International. Mr. Roed was named President and Chief Executive Officer and a Director of Scanticon Corporation. He will retain his position as President and Chief Executive Officer of Scanticon International, a firm specializing in developing and managing Conference Centers and Hotels. Scanticon International operates Scanticon-Princeton, a \$40 million, 300 room Executive Conference Center and Hotel, which opened last September, and will continue to be operated by Scanticon International independently of the new company.

Scanticon Corporation will be a subsidiary of Intercontinental Hotels and will be headquartered in Princeton, New Jersey. Plans call for the development of 10-15 Conference Centers in the next 10 years. Each will be an Executive Conference Center, similar in concept to Scanticon-Princeton: a deluxe meeting facility with meeting rooms as the nucleus, complimented by first class hotel accommodations, restaurants and recreational facilities.

The Conference Centers are equipped with the most advanced audio-visual communications technology. A staff of highly qualified technical and service personnel are on-hand to operate the equipment and assist conference groups.

Intercontinental Hotels Corporation includes 107 hotels in 50 countries. It is part of Grand Metropolitan, one of the largest companies in the United Kingdom with total annual sales in excess of \$6 billion.

P.S.:

A long-time associate with Plumrose and a good friend of many DACC members Mr. Niels R. Olsen has been appointed Vice President Sales of Scanticon International Corporation as of September 1st, 1982.

THE DANISH ECONOMY (DEN DANSKE PROVINSBANK)

It has been a very hot summer in Denmark in more than one way.

The temperatures have been reaching the upper eighties, and the arguments in the economic and political discussions have been heating up.

The background for the intensified debate is the outlook for a further deterioration in the economic situation in Denmark. It is now recognized among a number of Danish political leaders that the situation is very severe, and not even a strong economic recovery in the Western world will solve the economic disequilibrium problems Denmark is facing.

The balance of payments is expected to show a deficit of Dkr. 16 - 18 billions for 1982 against Dkr. 13 billion in 1981. A major part of the deficit is a result of the increased interest payments on the foreign debt. A substantial part of the foreign debt is denominated in dollars, and the combination of high interest rates in the United States and increasing international value of the dollar is imposing problems for the balance of payments.

It has been a goal for the economic policy to strengthen the ability to compete in the foreign markets. The strengthening has been carried out through a number of devaluations of the Danish krone, and further, the Government has tried to keep down the increase in salaries. Members of the Government have observed that the population in Denmark must expect a further decline in the standard of living over the coming two years. This reminder to the parties in the upcoming negotiations of salaries for the period from March 1983 to March 1985 is a clear indication that any increases in salaries exceeding the expected inflation will be met with tax increases to counterbalance the increased purchasing power.

A number of municipalities have announced that the tax rate for 1983 is going to increase considerably. The largest increase announced so far is five per cent. The recent publication of the expected deficit on the public budgets for 1983 might indicate that the Government will be forced to increase federal taxes even further than anticipated. The expected deficit is published as Dkr. 74 billions but among prominent economists it is feared that the deficit might reach Dkr. 90 billions. The financing of a deficit of this magnitude makes it almost impossible to believe that the interest rates in Denmark will decrease in the period ahead, despite the tendency to decreasing interest rates in the U.S. and other countries.

As indicated above, the situation in Denmark is very severe and it is becoming more and more evident that what is needed is a joint effort by a majority group in Folketinget.

SCANFORM GALLERY

Scanform, a new Soho gallery specializing in Scandinavian design and decorative arts, opens its doors to the public on Tuesday, September 6, 1982. By featuring Twentieth Century decorative arts from Denmark, Iceland, Finland, Norway and Sweden, owner Eduardo Garrido hopes to familiarize his audience with "Scandinavian design".

In addition to a wide ranging permanent collection of rare objects, objects de vertu, and industrial design pieces, individual artists will display their works for three week periods. Featured Danish artists include Thorvald Bindesboll, Kahler Ipsen, Kaare Klint, and Johan Rohde. Alumina and Holmegaard will be among the Danish factories whose works will be displayed in Scanform Gallery.

All areas of decorative design, ranging from jewelry and ceramics to glass, textiles, and furniture are to appear. The presentations will encompass not only the design classics of yesterday but will also focus on modern works fresh from artists' studios and current industrial design.

Scanform Gallery, at 100 Thompson Street, New York City, is open six days a week, Tuesday through Saturday, 11:00 a.m. to 6:00 p.m., and Sunday 1:00 p.m. to 5:00 p.m.

FROM THE GROVES OF ACADEMY TO THE HEIGHTS OF FASHION - THE DANISH SCHOOLBAG

Familiar to generations of Danish schoolchildren, the Danish schoolbag has become a hot fashion accessory here in the US, reports John Reynolds, whose Yeoman Group imports the capacious canvas shoulder bags into the US.

Practical and sturdy, the bags are proving to be favourites of travellers, shoppers, sightseers, picnickers, photographers - and even some students. They have been seen gracing the shoulders of a dazzling assortment of BPs - that's Beautiful People - who have selected schoolbags in squashy green, cinnamon brown, smokey black, jade green and bright blue. The bags are sold through selected fine stores nationally, including The Schcolate Soup, 249 E. 77th St., NYC.

SCANDINAVIA ON SALE is the way SAS announces their new off-season Winter GIT (Group Inclusive Tour) packages. Individual travellers can book into departures which have been set up every week from October '82 through April '83. This would also provide an ideal way to take a group of your firm's sales people or distributors to Denmark. As an example, round trip air fare New York-Copenhagen, 6 nights at the Hotel Scandinavia including breakfast, local tips and taxes, costs as little as \$550 per person sharing twin-bedded room. Other packages, including fly/drive, start as low as \$495. Contact SAS or your travel agent for full details.

DENMARK HAS THIRD HIGHEST TAX RATE IN THE WORLD

A study of income tax in Western Europe and U.S.A. has found that French, Swiss and American taxes are the lowest, while Swedish, Portugese and Danish taxes are the highest.

Management Center Europe, a business research concern, surveyed income taxes in 18 countries and found that a married couple in Denmark with 2 children and earning \$100,000.- is left with \$37,000.- after taxes and social security. In France a couple would be left with \$64,000.-, in U.S.A. and Switzerland with \$63,000.- and in Spain with \$62,000.-.

Sweden has the steepest tax rate of all income levels, with a couple earning \$100,000.- ending up with only \$24,000.-. In Portugal such taxpayers are left with \$31,000.- and in Belgium with \$42,000.-.

SOURCE: The Wall Street Journal - August 12, 1982.

CHAIRMAN'S NOTES

With the arrival of this newsletter, I hope you have had a relaxing and enjoyable summer. As the Chamber's 1982/83 season begins, we look forward to more growth in membership, an improved set of services available to members and an exciting series of meetings.

Late last spring, we established the following set of committee chairpersons:

INGEBORG LARSEN - MEMBERSHIP
(212) 371-1090

LEN RAMBUSCH - PROGRAM
(212) 344-6800

HENRY GREENEBAUM - BUSINESS PRACTICES
(914) 725-2407

KARSTEN HESS - FINANCE
(201) 467-3560

FLEMMING SODERLUND - NEWSLETTER
(203) 655-7483

They very much welcome your ideas and suggestions. Our secretary, MRS. BITTEN FRANDBEN, is back after a vacation, with office hours 9:00 A.M. - 1:00 P.M. MONDAY - FRIDAY.

I look forward to seeing you at our functions during this coming season.

EDWARD W. LICHTENHAGEN

NEW MEMBERS

We welcome the following new members of DACC:

CORPORATE MEMBERS

Alan W. Bell
Manning, Selvage & Lee, Inc.
New York, NY

Michael Stone
Dandy Confectionery (North America) Inc.
White Plains, NY

Ingolf O. Granaas
Sea-Land (Denmark) Transport
Menlo Park, NJ

Knud B. Gotterup
Garden State Marketing Inc.
Little Silver, NJ

INDIVIDUAL COMMERCIAL MEMBERS

Paul Boel
The Boel Company
Southfield, MI

Peter L. Hesselund Jensen
Cardillo & Corbett
New York, NY

H. Noyes Spelman
GreenFair Products
Fairfield, CT

FROM THE PROGRAM COMMITTEE

The program committee is trying to make a list of clubs where DACC members are members, so that the chamber can make use of those facilities on appropriate occasions.

Please call committee chairman Len Rambusch (212) 344-6800 if you are a member of a club having such facilities.

A SEMINAR OF SPECIAL INTEREST - "WHAT THE FOREIGN BUSINESS SHOULD EXPECT FROM ITS U.S. LAWYERS"

The New York Chamber of Commerce and Industry is sponsoring this Seminar, where you can learn how to take advantage of benefits and avoid hazards in U.S. laws concerning Immigration, Customs, Labor Relations, Employment Discrimination, Distribution, etc.

Danish American Chamber members are offered the same \$200.- rate as New York Chamber members. For more information and registration form, please contact Mrs. Frandsen at the DACC office (212) 245-0424.

The Seminar will be held on Thursday, October 28, 1982, from 9:00 a.m. to 4:30 p.m. at the Waldorf Astoria Hotel - Jade Room.

COMING EVENTS

- | | |
|-----------------|---|
| September 12 | Stamford Denmark Friendship Race,
Stamford |
| September 13-14 | Scandinavia Today and Denmark Presents
exhibits open in New York City |
| September 27 | DACC Luncheon |
| October 30 | Five-aSide soccer tournament between
Danish companies, clubs and organizations,
at Leif Ericson Field, Brooklyn |

BUSINESS OPPORTUNITIES

Manufacturer of furniture parts looking for agents/importers/
wholesalers, 44/12.2 JJ

Manufacturer of plates looking for importers/wholesalers, 69/13.2 JJ

Manufacturer of lamps looking for distributors/retailers,
85/20-21.2 JJ

Manufacturer of advertising novelties looking for importers,
39/1-7.6 JJ

Manufacturer of tri-cycles looking for importers/agents, 97/1-3.2 JJ

Danish Importer of health products looking for U.S. suppliers,
10/1-7.6 JJ

Manufacturer of baby articles looking for importers/wholesalers/
distributors, 39/1-7 JJ

Manufacturer of salami looking for importers, 16/1-3 JJ

Manufacturer of liquorice looking for importers, 17/04 JJ

Manufacturer of trophies looking for importers, 44/27-28 JJ

Manufacturer of hair accessories looking for importers, 98/12.1 JJ

Manufacturer of water beds looking for importers, 401/94/00.2 JJ

Manufacturer of toys looking for importers, 49/08.1 JJ

Danish manufacturer of disposable shoe covers and garbage bags
primarily for the hospital sector looking for distributors,
39/01-07.10 MJ

Danish-owned Sri Lanka-based manufacturer of natural rubber latex
looking for distributors, 40/14 MJ

For further information, please contact the Consulate General,
(212) 697-5101.

JJ: Jan Jacobsen

MJ: Michael Jorgensen

NEW BEER FROM DENMARK

SCANDIA GOLD is the name of a new beer being launched in New York in September in connection with the cultural promotion "SCANDINAVIA TODAY".

SCANDIA GOLD is being exported by DANISH INTERBREW LTD. A/S, a name hardly familiar to many in New York, but when we tell you that DANISH INTERBREW LTD. A/S is an associated export company of the FAXE BREWERY GROUP, you will say - ah, FAXE, of course we know.

DANISH INTERBREW LTD. A/S was established about 2 years ago with the aim of exporting beer and beverages under own brand names as well as to offer FAXE brewery know-how through transfer of licence rights, technical or over-all management contracts, and to establish turn-key brewery and soft drink plants.

SCANDIA GOLD is a premium export beer produced from the best raw materials available. The alcohol contents is 4.5 %, which puts it in the Danish classification of "GOLD BEER".

SCANDIA GOLD is a marvellous beer with a full body and an exquisite flavour - the perfect taste from SCANDINAVIA, now available in New York, but also in England, Italy, Spain, Africa, Argentina, Japan, Australia.

Try SCANDIA GOLD - at home or in your favourite bar.

SCANDIA GOLD is being imported into New York by:

TOP SHELF IMPORTING CO.
300, Jackson Avenue,
Bronx
tel. (212) 665-9223

and distributed by:

City Beverage Distribution
Corporation,
of same address.

Why don't you call
Carmine Giovino or
Gene Kelly
tel. (212) 665-9223

for more information on
stores and restaurants
stocking SCANDIA GOLD?

