

DANISH AMERICAN CHAMBER OF COMMERCE NEW YORK

825 Third Avenue, 32nd Floor
New York, NY 10022-7519

NEWSLETTER



No. 6

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NEW YEARS GREETINGS FROM THE CHAIRMAN

Dear D.A.C.C. Member:

On behalf of the Board, I would like to thank each of you for your support and encouragement during this past year. It has been a year of steady growth and considerable activity for the Chamber. The newsletter now has a circulation of about 1,200. Its timely and informative content has received many positive comments from around the country. The Business Practices Committee remains vigilant to address trade issues which might affect Danish firms. The Program Committee has seen to it that we have first class meetings and the Finance and Membership Committees have performed their duties effectively. My special thanks to the Chairpersons and members of each of these committees.

As of December 1, 1984, our Secretariat moved to 825 Third Avenue, 32nd floor (phone no. 212-980-6240) and is now located with the Royal Danish Consulate General. We appreciate the good cooperation we have with the Consulate General and are grateful that we have been afforded the privilege of sharing their premises.

And now, as we look forward to 1985, we extend to all our members, their families, and companies, our very best wishes for a merry Christmas and a happy, healthy and prosperous New Year.

Sincerely,
Lennard K. Rambusch
Chairman, D.A.C.C., New York

NEW DATE SET FOR WANAMAKER PROMOTION

As mentioned in Newsletter No. 5/1984, John Wanamaker in Philadelphia will mount a major Scandinavian Fair in the fall of 1985. The dates for that promotion have recently been changed so as not to coincide with other Scandinavian cultural activities in the area, and are now set for September 27 through October 14, 1985.

December 1984

NEW MINISTER

Stability has come to Brooklyn Heights, in particular to the Danish Seamen's Church. For the past 18 months the Church was without a steady minister due to the illness of Rev. Mogens Lind. Help came from Rev. Kaj Ross Hansen who came to New York for three months this summer to conduct services in the Church, and also from the assistant, Bent Overgaard, who several times conducted layman's services.

With the arrival of the new minister, Henrik Fossing, the "old routine" has been reinstated. There is now a minister who can conduct baptisms, confirmations, weddings, funerals etc.

Rev. Fossing and his wife Bodil, who is a mathematics teacher, have now settled down in the brownstone that houses the Church in Brooklyn. Their children are comfortable in their schools and have found friends.

The Fossing family has spent time for the Church in Rotterdam, Holland; Hull, England; and the Faroe Islands. We look forward to having them here in New York for the next four years.

Rev. Fossing, who is a member of the DACC, welcomes everyone to the Church on Sundays at 11 am and Wednesday evenings at 8 pm.

EP

"BØRSEN" HAS NEW CORRESPONDENT IN NEW YORK

"Børsen", the commercial Danish newspaper, has not had a permanent representative in the U.S. for some time but has now appointed Mr. Carsten Steno Hansen as their U.S. correspondent based in New York.

Mr. Steno Hansen, who is 33 years old, studied at the College of Journalism in Aarhus. Before joining "Børsen", where his field is business and consumer affairs, he worked for the newspapers "Lolland-Falsters Folketidende", "Bornholms Tidende" and "Berlingske Tidende".

The new correspondent will take up residence in New York in early January, 1985. His office location will be:

ISS International Service System, Inc.
360 Lexington Avenue, 14th Floor
New York, NY 10017
Phone: (212) 916-9700

John Høst Schmidt

CHRISTMAS IN DENMARK

On December 16, 1984, at 4 pm EST, the Satellite Broadcast Network (SBN) will transmit a live Christmas show directly from Denmark via satellite.

The show will be hosted by the American broadcaster Chris Marshall and the Danish comedian Jesper Klein.

The program will begin with a parade in Copenhagen and a message to the American people from the Mayor of Copenhagen, Egon Wiedekamp. As part of the program the number one pop star in Denmark, Nana, will sing the hit song "Buster".

The program will include a brief visit to H.C. Andersen's home town and the 500 year old church St. Knuds Kirke, also in Odense. Then back to Copenhagen and a live report from the Pedestrian Street, "Strøget".

The show will conclude with a look at the old-world Danish Christmas traditions and traditional Christmas foods.

The entire program, including commercials, will last one hour and will be repeated on December 24 at 12 noon on the Modern Satellite Network Station (MSN) which transmits on transponder 22 in the greater New York area.

Leif Wassermann

NEW MEMBER

We welcome our new member to the DACC:

CORPORATE

Mr. Guy E.C. Maitland
LIBERIAN SERVICES, INC.
548 Fifth Avenue
New York, NY 10036
(212) 997-0150

Ship registration and mortgage recordation.

POSITIONS WANTED

Resident Dane in New York City is looking for position. Experience: legal secretary in Denmark for five years.

Please contact Susan Walther Rasmussen at (212) 614-0341.

Resident Dane in New York City is looking for position as Expense Analyst. Previous experience includes 4 years of experience in this field as well as a variety of administrative duties.

For resume please contact the DACC.

FIVE-A-SIDE

The 13th annual Five-A-Side tournament, which recently took place, was as usual a great success. 23 men's and 8 women's teams representing Danish companies and organizations participated Danish year, and about 350 people afterwards joined in a delicious luncheon and exciting Bingo games with fantastic prizes at the Danish Athletic Club.

The men's tournament was won by a group of Danish computer engineers working for IBM who called themselves the "Chippendanes". Despite the name they played well enough to beat Maersk and take home the turkeys and trophies, which once again were donated by Joseph Krentzel.

For the tenth year in a row the women from Royal Copenhagen took home the first prize by beating Privatbanken. The team from the Danish Seamen's church won - again - the prizes for the best dressed team. The girls had dressed up as "Tubor bottles".

Erik Johansen, Glyngøre, did a marvellous job at scheduling the games in the field along with Leif Clemens Pedersen, who initiated this event back in 1972. Many people volunteered their help to make this affair a successful one. More than \$3,000 was raised from the Bingo and sales of beer, soda, hot dogs and Gløgg on the field. Max Bruhn from Scancraft Design deserves a big hand for his efforts in making everything click.

EP

NEW TELEPHONE NO. FOR DANISH CONSULATE GENERAL, NY

The new telephone number of the Consulate General of Denmark, New York, is:

(212) 223-4545

Public access hours have been changed to 10 am - pm. Please make a note of this.

BUSINESS OPPORTUNITIES

The following Danish manufacturers are looking for importers/agents in the U.S.:

CANDLES, 401/34/06, EC

SMOKING PIPES, 401/98/11.b:6, EC

CHRISTMAS ORNAMENTS, 401/97/05, EC

KNITTING YARNS, 401/55/01-09:2, EC

For further information, please contact Even Claussen at the Danish Consulate General, (212) 223-4545.

The Danish economy is still high-gearred. And with the publishing of the latest macroeconomic ratios, one might be induced to think that the Government has lost control of the economy. The Government has had to revise its balance of payments estimate from time to time; where the first estimates estimate a deficit of D.kr. 8 bn., the Government has now revised its estimate to a deficit of D.kr. 16 or 17 bn. But with the latest balance of trade figures, which contrary to all expectation showed a deficit of D.kr. 1.5 bn. for October, it is probably only the keenest of optimists who believe that the Government's latest estimate will hold.

The reason for the steadily growing deficit is, however, to a large extent due to a number of temporary factors.

Firstly, there has been a tremendous increase in industrial investments. It is thus expected that the aggregate investments of industry will increase by approx. 40% in 1984, and since approx. 80% of the investments in materials are imported goods, this will inevitably cause a strain on the balance of payments.

The result of these investments has also been long in coming; but the latest figures for the industrial order and turnover indexes show a marked increase compared to 1983. The orders of industry for September have thus risen 25% compared to September, 1983. The volume of export orders has grown by 24% and the volume of domestic orders has gone up 26%. These figures thus indicate that there will soon be an improvement of the balance of trade and consequently also of the balance of payments.

Secondly, the population's expectations of a future higher disposable real income has led to an increase in private consumption. Although economists have unanimously predicted that consumption would go down, the latest retail sales figures show that the consumption of especially clothing and durables is still increasing.

Thirdly, the soaring dollar has brought about a considerable increase in interest payments on Denmark's foreign debt, which amounts to D.kr. 200 bn. A strengthening of the dollar of a mere 10% will in and of itself mean a deterioration of the balance of payments of approx. D.kr. 2.5 bn.

The Government's policy of a fixed krone rate means that the financing of the deficit on current accounts has been relatively painless. The total foreign exchange reserves have risen steadily throughout 1984 and were as high as D.kr. 48 bn. at the end of October. Foreign investors' considerable interest in especially Danish medium-term bonds has contributed to this accumulation of foreign exchange reserves.

The substantial difference in interest rates of e.g. approx. 6% between German and Danish bond interest rates is expected to hold the attention, provided there are no dramatic changes in the dollar rate which may threaten the stability of the EMS cooperation, or provided the difference in interest rates between Denmark and other countries is not narrowed. There are several indications of a lower interest level in Denmark. First of all, Denmark's relatively modest size internationally seen and also the large foreign debt mean that

Denmark cannot set the domestic interest rate free of the foreign interest rates, of which especially the U.S. and the West German rates dominate. A fall in international interest rates will thus also mean a lower interest rate in Denmark.

The fact that the Danish Central Bank believes in a lower interest rate can be seen from the introduction of the new Government loans at a variable rate of interest (V loans). The domestic national debt of approx. D.kr. 300 bn. means that in 1984 alone the State must pay interest of approx. D.kr. 44 bn., and according to the budget proposal as much as D.kr. 53 bn. in 1985. The debt and the interest payments thus illustrate how much the Government finances depend on the ruling interest level. The interest payments of the State are thus increased by approx. D.kr. 3 bn. a year if the interest rate in Denmark goes up 1 percentage point.

The introduction of V loans indicates that the State wants to avoid being stuck for too long with a high average payment of interest on the large national debt - when the interest rate is otherwise going down.

By fixing the nominal interest rate paid on the bonds every three months pari passu with the interest rate on an average of short-term Government loans, the Danish V loans will form a kind of counterpart to the Floating Rate Notes known from abroad. The price of the V loans will be comparatively stable, almost at par, which means that the nominal interest printed on the papers will largely correspond to the actual yield.

When the entire actual yield is interest and when there is no capital gain as opposed to other short-term Government bonds these bonds are not very attractive to ordinary private investors liable to pay tax on interest but not on capital gains. This circumstance then makes the papers tempting to tax-exempt or low-taxed investors, such as local authorities and foundations. The variable interest will also be attractive to investors with a temporary liquidity surplus, whereby the V loans will largely rival the special contract deposits made with the financial institutions, which currently constitute approx. 30% of their total deposits.

Whether the new papers will be a success or not will eventually depend on the expectations of the future interest level. Positive expectations of a fall in the rate of interest will encourage the purchase of long-term bonds at a fixed interest rate, whereas clear expectations of the contrary will make the contract deposit account - or the V loans - a reasonable investment. Owing to the fine price stability of the V loans, and thus their high liquidity ratio, these will typically be preferred by those who are uncertain about the future interest level.

If the labor market comes out of the forthcoming collective bargaining with wage increases of less than 4% and if at the same time the Government adheres to its policy of restoring the economy, there should be a basis in 1985 for a substantial reduction of the deficits on the balance of payments and the Government finances. With a continued fixed krone policy and a moderate inflation together with a favorable development abroad, there seems to be good reasons for an optimistic view of the development of interest rates in 1985.

DANISH DEMONSTRATION HOUSE

Last month an agreement was signed between Brookhaven International Laboratories/U.S. Department of Energy and the Danish Ministry of Housing regarding Danish participation in the International Housing Village to be completed in the next few years on Brookhaven National Laboratories' land in Uptown, NY, on Long Island.

Brookhaven has invited several countries each to erect an innovative version of a 1,500 sq. ft. energy- and material-efficient affordable home. The first demonstration house will be erected by Denmark, followed by approx. 8-10 other countries. BNL and the Danish Building Research Institute will monitor the Danish House over a 3-year period to find out how and why it is so energy-efficient.

The Danish Minister of Housing will officially open the Danish House in May 1985, which event will be the first in a series that will include seminars and exhibits in the U.S.

The house, which will be built by Hosby International, is a traditional shop fabricated L-shaped single family house of approx. 1,530 sq. ft. with a gable roof (38 degree pitch). The ceiling and roof elements are designed for possible subsequent utilization of the second story as a living area. Another characteristic feature of this model is the glassed-in patio.

The house will be well insulated thus giving it a very low heat loss. The house will be fabricated in Denmark, transported to the U.S. in containers, and erected by a Danish crew in approx. 3 weeks.

Shop fabricated houses often use more expensive materials, are of better quality, and are less expensive to build than conventional U.S. homes at a similar price fabricated entirely on site.

Unlike the U.S. Denmark has mass produced, carefully constructed energy efficient homes that average citizens can afford. BNL and the Danish Housing Industry think that the International Housing Village would introduce U.S. home builders and buyers to new housing designs, materials and construction methods. The Village may stimulate interest and help create a demand for the suppliers of affordable energy efficient homes.

BNL hopes the U.S. housing industry will benefit from their introduction to the foreign architects, engineers and builders and incorporate the positive features of the International Village homes in their construction, and partnerships between U.S. and foreign housing corporations could be formed to facilitate the technology transfer.

Ebbe Johansen

SETTING UP IN EUROPE: WHY NOT DENMARK?

The Danish Government has decided to actively pursue foreign investments. In the spring of 1985 a special effort will be initiated with special emphasis on the U.S., Japan and Sweden. The Consulate General in New York is expected to be the coordinating point in this country, said Commercial Counselor Carsten Schmidt.

Denmark's official attitude to direct foreign investments has been at best lukewarm until now.

The Federation of Industries has been directly hostile to the thought of investment promotion although much of the Danish industrial base is owned by foreign interests.

The breakthrough came in September when Minister for Industry Ib Stetter constituted a working group with the Ministry of Foreign Affairs as a member. The purpose is to decide how to promote Denmark and especially how to attract new technology in this manner. Information material will be developed.

In terms of direct foreign investments Denmark is in a way underdeveloped. Of the \$80 billion invested by the U.S. in Western Europe in 1980 only one billion went to Denmark. Major competitors like Holland and Belgium attracted 8 and 7 billions respectively. England got 28 billion and West Germany 15.

While the organizations and the Government have been dormant, small communities have been active. Most notable is the city of Kolding which has a representative in California. The aggressive promotion of Kolding has been a major factor in waking up the top leadership in Denmark.

The Chief of business promotion in Kolding, Erling Winther, wants a national system to attract direct foreign investments. He and colleagues from other communities presented Ib Stetter with a joint report in June, 1984. According to this report a national organization needs 7-10 employees and representatives in the U.S., Japan and Sweden. The budget should be \$300,000 the first few years, growing to \$1 - 1.5 million down the line.

The work will be divided between the distribution of promotional material and personal follow-ups by representatives of the organization. The potential clients will be identified through advertising and personal initiatives targeted to specific industries. With the help of the efficient Danish bureaucracy interested parties should be given special information very rapidly. Visits to Denmark will be a natural part of the promotion.

DL

NEW NORDIC LOGO

Nordic Council - the main organization of the five Nordic countries - has a new logo: a swan with an eightfold wing, symbolizing the five Nordic countries and the three areas with home rule represented in the organization, Faroe Islands, Greenland and Aland Islands. One might hope for a better destiny than in 1972 when a graphic symbol depicting five triangles pointing downwards was given "feet" by a cartoonist at the daily given "Politiken" - which made it resemble glasses for aquavit. "Skål, Norden", people said - and that was the end of that symbol.

John Høst Schmidt



DENMARK LEADING SUPPLIER OF TABLE CHEESE TO THE US

According to figures recently released by the U.S. Department of Commerce for the period January - September 1984 Denmark was the 2nd largest supplier of cheese to the U.S. exporting 12,606 tons. As can be seen from the statistics below New Zealand was the overall leading exporting country, however, mainly supplying industrial type cheeses. Our partners in the EEC, West Germany, France and Italy have all been able to increase their exports whereas the Emmenthal supplying countries, Finland, Austria and Norway, have seen reductions.

Country/tons	Jan-Sep 84	Jan-Sep 83	Diff. in %
Total	96,005	78,212	+ 22.7
1) New Zealand	15,686	10,984	+ 42.8
2) Denmark	12,606	12,749	- 1.1
3) West Germany	8,611	7,539	+ 14.2
4) France	8,596	7,433	+ 15.6
5) Italy	7,599	5,423	+ 40.1
6) Finland	7,030	7,515	- 6.5
7) Austria	5,331	5,439	- 2.0
8) Norway	4,455	4,991	- 10.7
9) Holland	4,317	4,370	- 1.2
10) Switzerland	4,455	3,726	+ 19.6

Imported cheese accounts for approx. 6% of the U.S. cheese consumption. The Danish share of the import market stands at 13%, and 28% of all cheese imported from the EEC have Denmark as country of origin. Particularly the EEC market share is quite impressive and far bigger than our size and milk production within the European Common Market would otherwise entitle us to.

The value of the Danish cheese exports during the period January - September 1984 amounted to D.kr. 351.1 mill. compared to D.kr. 329.8 mill. for the same period last year, corresponding to an increase of 6.5%. The most popular Danish cheese types sold to the U.S. are Havarti 60%, Danablu and other blue mold cheeses, Fontina and Svenbo.

The importation of cheese to the U.S. is subject to import quota regulations - with the exception of the so-called "soft ripened" types (Brie and Camembert) which are only produced in small quantities in the U.S. The import licences are issued by the U.S. Department of Agriculture to a small number of importers. The total import quota for the EEC stands at 43,500 tons, and the importer/license holder can choose from which of the 10 member countries he wants to buy. The quota is now 100% utilized, and the competition is growing among the EEC countries where particularly West Germany and France seek to obtain a larger market share. The financial support from Brussels to the individual EEC member countries is based on their milk production within the community, and both West Germany and France produce almost 8 times more milk than Denmark and consequently have larger funds available.

The U.S. per capita cheese consumption has reached approx. 20 lbs. and is growing rapidly, and will soon reach the Danish consumption level of 22 lbs. per person. The import quota will most likely not be enlarged in the foreseeable future, and the competition will therefore grow even more since the U.S. is a highly profitable market due to the strong dollar.

Jørgen Kolding, Denmark Cheese Association.

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Return this coupon, with your check or credit card information before Dec. 17th for bonus bottle of champagne.

OK, BREAK OUT THE BUBBLY!

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PARTY GOODS FROM DENMARK

In a field not often recognized Denmark has the largest manufacturing company in the world. Svendborg Kotillonfabrik manufactures paper party goods and markets its products all over the world.

The company employs some 85 in the factory and another 200 working in their homes. Although the manufacturing process is very labor intensive, the company has not been tempted to have their products manufactured in the Far East but prefer the cozy environment in Svendborg. They have a very good relationship with their employees and introduced a favorable profit sharing scheme several years ago.

Sales have developed rapidly with a yearly growth of 20-30% in the last five years. This year the company expects sales to reach D.kr. 35 mill., an increase of 32% compared to 1983. This is particularly due to the heavy increase of the dollar rate. The company exports 99.5% of total production through 40-50 agents worldwide, and the U.S. is by far the largest market. For example Svendborg Kotillonfabrik was the main supplier of hats, rosettes and festoons for the recent presidential election.

As a result of the recent success and increased sales the company is in the process of expanding its production capacity. The new plant will be more than 7,000 sq. meters, which is more than twice the size of the old manufacturing facilities.

The family venture is owned and run by Kirsten and Arthur Tapping. Mr. Tapping is in charge of operations while Mrs. Tapping and a staff of five is in charge of product development and sales. Product development is an important function in a very competitive market, and the company's objective is to develop at least 100 new products every year.

Besides party goods the company also manufactures advertising items and p.o.p. materials in paper, e.g. Canada Greys for Molson Beer. The goose received first prize in an advertising competition in New York. Considerable orders have also been placed for the Chinese New Year.

The sole U.S. importer and distributor is Amscan, Inc. in Harrison, NY. Amscan started out buying only from Svendborg Kotillonfabrik but today distributes products from a large variety of companies. In 1984 they bought almost \$3 million worth of products from the Danish company, up from \$2 mill. last year. Amscan has reps and showrooms all over the States as well as warehouses on the East and West coasts. There is no capital commitment on either side, and Mr. Svenningsen from Amscan describes the relations between the companies as perfect.

Both Mr. Tapping and Mr. Svenningsen see the future as prosperous, especially because in the USA, as opposed to Denmark, there is a year-round use for party goods. The Americans love to party.

Even Claussen

ACCENTA BY BANG & OLUFSEN BOWS IN AMERICA

Bang & Olufsen, the internationally famous Danish manufacturer of electronic stereo systems, has entered the furnishings market as well. "Accenta" names the innovative modular wall system which they have first introduced to the contract furnishings market in America. This new operation is being administered by Expo Competence/Bang & Olufsen of America, Inc. based in Mt. Prospect, IL.

"Accenta" is engineered and executed to provide many storage and display solutions in a manner that is at once architectural and decorative. It is comprised of wall mounted posts on which back panels and cantilevered shelves and storage cabinets are mounted. The space between wall and back panels houses electrical wiring and other connections for lamps and electronic equipment. The panels, shelves and cabinets are made of wood with a surface skin of aluminium. The system is available in off white or black colors, as well as blue Nextel finish.

According to Arthur Elliot of Expo Competence the "Accenta" collection evolved from its original purpose for displaying products in Bang & Olufsen dealerships to its present application in the design market.

EN

NEW ELECTRONIC DATE PROCESSING SYSTEM

The computer firm Søren T. Lyngsø has developed a new data processing system, Stella, for the automation of processes in, for example, industry, power plants, ships, and remote control of electric, gas, heat and water supply. Søren T. Lyngsø has spent more than D.kr. 20 mill on the project.

The Stella system consists of a number of computers placed where the processes are to be observed. All the computers communicate by color graphics on monitors so the process can be followed constantly. The computers are completely covered by stainless steel cabinets which are water, heat and cold proof. The system is equipped with self-testing software to locate any faults in the computer. This enables the user to perform most repairs necessary. By satellite or telephone the computers can be connected with Søren T. Lyngsø's data processing service center in Copenhagen, from where the system can be tested and the user receive instructions for repairs.

News Release

DANISH TRADE OFFICES IN THE U.S.A.

In addition to the four Consulate Generals in New York, Chicago, Houston and Los Angeles, which are the main organs for promoting commerce between Denmark and the United States, the Danish Government has set up five regional Trade Offices, as follows:

The Danish Trade Office
Suite 1707
229 Peachtree Street, N.E.
Atlanta, GA 30303
(404) 588-1588
Mr. Erik Kruse Hansen

The Danish Trade Office
Westgate Tower Building
20525 Center Ridge Road
Cleveland, OH 44116
(216) 331-0550/0773
Mr. Morten Stampe

The Danish Trade Office
Colorado Center, Suite 500
1777 South Harrison Street
Denver, CO 80210
(303) 692-9090 Mr. Christian M. Bast

The Danish Trade Office
14875 NW 77th Avenue, Suite 101
Miami Lakes, FL 33014
(305) 556-5666
Mr. Søren Storm

The Danish Trade Office
Joseph Vance Building, Suite 1414
1402 Third Avenue
Seattle, WA 98101
(206) 624-9638
Mr. Jens Juul Davidsen



Leif Erikson Day, 1984

By the President of the United States of America

A Proclamation

In the year 1000, Leif Erikson, charged by King Olav to convert the Nordic settlers in Greenland, set sail to the west. A terrible storm forced his vessel off course, and he came upon lands of which there was no previous knowledge. He found "fields of self-sown wheat" and a country rich with grapes and timber. His early explorations are a tribute to the indomitable and inquisitive spirit so characteristic of the Nordic peoples.

Leif Erikson could not have known at the time of his voyage how intermingled the fate and fortune of the Nordic peoples and the new land would become. During the nineteenth century and early part of the twentieth, millions of Erikson's descendants would join the great current of European migration to the United States. Brave pioneers from Norway, Sweden, Denmark, Finland and Iceland helped push the American frontier to the west, building communities and farms and enriching American life and culture. Others worked long and hard contributing to the great industries of the Northeast. Their accomplishments constitute a proud monument to the Nordic-American heritage and to the development of our country. Democratic ideals, an abiding faith in the value of ingenuity and hard work, and a deep belief in the sanctity of the individual are among the many values and principles we share. Because of the extensive commerce and exchange of ideas and people between the United States and the Nordic region, we have enjoyed friendship, understanding, and appreciation for each other.

To commemorate the courage of Leif Erikson and in recognition of our long and fruitful relationship with the Nordic peoples, the Congress of the United States, by joint resolution approved September 2, 1964 (78 Stat. 849, 36 U.S.C. 169c), authorized the President to proclaim October 9 in each year as Leif Erikson Day.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby designate October 9, 1984, as Leif Erikson Day, and I direct the appropriate government officials to display the flag of the United States on all government buildings that day. I also invite the people of the United States to honor Leif Erikson by holding appropriate exercises and ceremonies in suitable places throughout the land.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-first day of September, in the year of our Lord nineteen hundred and eighty-four, and of the Independence of the United States of America the two hundred and ninth.

Ronald Reagan