

DANISH AMERICAN CHAMBER OF COMMERCE NEW YORK

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NEWSLETTER

No. 1

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DACC ANNUAL GALA DINNER DANCE

The Annual Gala Dinner Dance will take place at the Waldorf Astoria on Friday, February 14, 1986. Since it is Valentine's Day our guest of honor will be the Statue of Liberty, and the evening will, as always, be studied with dignitaries and former honorees. Invitations will be in the mail shortly, so please reserve the evening.

DANISH TALL SHIP TO OPSAIL 1986

After a long battle in which the Danish Embassy in Washington, the Danish Consulate General in New York, as well as the OpSail organization participated, it was finally decided that the sail-training ship "Danmark" will after all be in the procession of tall ships which on July 4, 1986, will salute the Statue of Liberty at her reinauguration after the comprehensive restorations. A letter from the President of the United States to the Danish Prime Minister seems to have had the decisive impact.

A number of Danish organizations - among these DACC - and companies have agreed to become members of a Danish National Committee, which will assist OpSail in preparing arrangements for the cadets of the Danish ship during the festivities in New York.

The committee, which will have its first meeting in January, will be chaired by the Danish Consul General in New York, Mr. Villads Villadsen.

JHS

GREENLAND PHOTOS

The well-known Danish photographer Marianne Engberg will exhibit her latest photographs, "Greenland 1985: Pinhole Photographs", in New York City.

The opening reception is on Tuesday, February 4, and the exhibition will continue through March 1 at the Bertha Urdang Gallery, 23 E. 74th Street, New York City.

January/February 1986

COBRA BOOKS AND GRAPHICS TO BE SHOWN IN NEW YORK

The Danish artists included in the so-called COBRA group possibly contributed more than anyone else in putting Denmark on the world map as far as pictorial art from this century is concerned.

Some of their works will be shown in New York from March 27 through April 26, 1986, at City Gallery, 2 Columbus Circle, which is operated by the Department of Cultural Affairs of New York City.

Franklin Furnace - who claims to be America's largest publicly funded archive of contemporary published artwork - is behind this first comprehensive exhibition of COBRA art in the U.S. The title of the exhibition is "Books and graphics of the COBRA artists".

The exhibition of the artwork, loaned by major American and European museums as well as a number of private collections, will be supplemented by poetry readings featuring Danish artists and writers.

The 10-year old non-profit corporation Franklin Furnace has received a major grant for the exhibition from the National Endowment for the Arts, but is looking for additional contributions for the catalogue, publicity, installation and materials. It might be of specific interest that Franklin Furnace is looking for additional donations to secure the translation into English of Carl-Henning Petersen's and Ejler Bille's poems, illustrated by their own graphics. Also sought are sponsors for the English dubbing of the film on Asger Jorn, which so far only exists in French and Norwegian versions. Both the books and the film would contribute significantly in stressing the Danish involvement in the COBRA movement. Anyone who might contemplate a donation - major or minor - to this worthy purpose are most welcome to contact Jacquelyn L. Schiffman, Director of Development, Franklin Furnace Archive, 112 Franklin Street, New York, NY 10013. Phone: (212) 925-4671.

JHS

NEW PRESIDENT OF DANISH AMERICAN SOCIETY

At the Annual Meeting of the Danish American Society on December 15, 1985, Jørgen Kolding of Denmark Cheese Association was elected as the new President.

DANES THE MOST SATISFIED PEOPLE IN THE WORLD?

A few months ago an international survey put Denmark on top of the list of nations as far as satisfied inhabitants are concerned. That inspired NBC's morning TV-show "Today" to do a story on "a typical Danish family".

The Danish Information Office asked the International Press Center in Copenhagen to put the producer in touch with "People to People", who found a suitable family with one son and two daughters living at Greve Strand, about 12 miles south of Copenhagen.

The result of three full days' work was presented on "Today" on November 19th (short introduction) and 20th (about 5 min.). It was quite charming although not exciting, and it certainly will not go down in history.

JHS

FROM THE BUSINESS PRACTICE COMMITTEE

On December 3, 1985, a Business Practice Committee meeting was held to review the Committee's work in 1985. The meeting was attended by the members of the Committee and Mr. Lennard Rambusch, President of DACC.

The Business Practice Committee is available to respond to inquiries from members of the DACC and direct them to the proper authorities. The Committee has also responded to a number of situations involving Denmark and U.S. commercial affairs, and on several occasions this has been coordinated with the Danish Consulate General.

NORDIC THEATRE LEADERS IN THE U.S.

The Council of Nordic Theatre leaders decided to hold their 1985 annual conference in combination with a study tour to Washington and New York.

About 50 members of the organization from Denmark, Norway, and Sweden participated in the event December 2 - 9, while Finland and Iceland just managed to be represented with 2 and 1 participant respectively.

The New York part of the conference was opened at the Lincoln Center. The programme, prepared by the Secretary General of the organization, attorney Arthur Ilfeldt, in cooperation with the American Chapter of the International Theatre Institute, the League of New York Theaters and Producers, and the Danish Information Office, included meetings with important theatre leaders and visits to a number of theatres and actors' schools in New York and Newhaven, Connecticut.

In addition the theatre leaders of the Danish group, which comprised such names as Lone Bastholm, Det kongelige Teater, Knud Poulsen, Det ny Teater, Preben Harris, Folketeatret, Kaspar Rostrup, Gladsaxe Teater, Inger Rauff, Boldhusteatret, Jørgen Blaksted og Francesco Christofoli, Den jydsk Opera, and Lone Hertz, National Theatre School, attended numerous performances from The Metropolitan through Broadway, off Broadway and off-off Broadway.

A concluding luncheon reception in the American Scandinavian Foundation's house at 73rd Street was hosted by the five Nordic information offices.

JHS

PALLE NIELSEN EXHIBIT AT ASF GALLERY

The Danish artist Palle Nielsen presently exhibits his drawings, linoleum cuts, etchings and woodcuts at the ASF Gallery, 127 E. 73rd Street, New York City. The exhibit is open January 7 through February 7, 1986.

NEW SECRETARY AT SECRETARIAT

On November 12, 1985, Mrs. Anne-Marie Simonsen replaced Mrs. Kirsten Lund at the Secretariat.

OFFICE AND WAREHOUSE SPACE AVAILABLE

Labotek A/S, Denmark, (manufacturers of equipment for material handling in the plastic industry) has recently set up a subsidiary in New York, and is now looking for a partner to share the office and warehouse building in Briarcliff Manor.

The building is located one hour north of New York City on Route 9A, and is easily accessible by truck. Up to 500 sq.ft. office and 1200 sq.ft. warehouse space is available at favorable rates from 1/1/86.

For further information please call Labotek, Inc. at (914) 941-1201.

ANNUAL CHRISTMAS LUNCHEON

The DACC Christmas Luncheon which was celebrated at the University Club on December 12, 1985, recorded another great success with an attendance of more than 200 members and guests.

As always all our Christmas traditions were respected including the singing of Christmas carols simultaneously in American and Danish. Mr. Christian Castenskiold delivered an eloquent speech recollecting Christmas traditions from his childhood whereas the speeches by Mr. Werner Valeur-Jensen and Consul General Villads Villadsen were delivered in their usual eloquent and funny style.

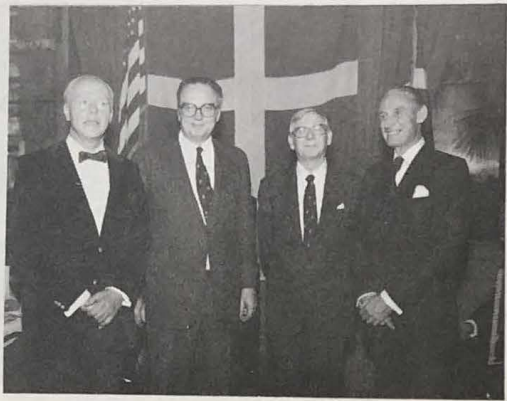
Last but not least the generous "care" packages were distributed, and the Board of Directors wishes to thank the contributors of the packages as follows:

- Dak Foods, Inc. (butter cookies and mussel cocktails), Royal Copenhagen, Inc. (candles), M.H. Greenebaum, Inc. (Crown ham), Majesty, Inc. (Danish picnic ham), Tholstrup Cheese (Blue Castello), Denmark Cheese Association (Cream Havarti), Dandy Confectionary (Stimoroll), Advantage Food Corp. (Parmesan Cheese), Peter F. Heering A/S (Utu Liqueur), Plumrose USA (Bacon), Lego Systems, Inc. (Lego blocks), In-Wear/Matinique (shopping bags).

The Board of Directors also extends their thanks to the staff at Bing & Grøndahl for their help in coordinating the "care" packages, and a special thank you to the following people for preparing the packages: Mrs. Lillian Hess, Mrs. Anna Hansen, Mrs. Kate Kristiansen, Mr. Carsten Schmidt, Mr. Henning Søderlund, Mr. Ebbe Johansen, Mr. Lennard Rambusch, and Mr. Poul Steffensen.

On the following pages are some photographs from the festive luncheon.





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THE DANISH ECONOMY (KJØBENHAVNS HANDELSBANK)

Denmark is experiencing a more vigorous economic expansion than the rest of Western Europe. Investment growth is comparatively strong and longer-lasting with the result that employment is increasing at a faster rate - despite a persistently large number of new entries to the Danish labor market.

At the same time, consumption in Denmark is growing somewhat faster than the average for other Western European countries.

However, there are limits to how large a burst of domestic activity the Danes can tolerate because of the strains this places on the balance of payments, which has been in perpetual deficit on current account since way back in 1963. Henceforth, increased economic activity and its corollary, higher employment, must in the main be achieved by winning larger market shares, which must in turn be achieved by continuing to improve the international competitiveness of Danish industry.

The Government has engineered an incomes policy which has been geared to do just this (wage increases will be held at 2 pct. in 1985 and 1.5 pct. in 1986, although the private sector is expected to overshoot).

As regards monetary policy, this has been revamped with a view to minimizing the gap between Danish and international interest rates, the object being to alleviate the competitive distortions inherent in an excessively high Danish interest level. All that remains for the Government to do is to find the right measure of fiscal restraint to fit the altered circumstances.

Early in December, the Government placed curbs on public-sector building and construction, raised energy taxes, limited the availability of mortgage credit, and induced the central bank to pressure the banking sector into cutting back on consumer lending.

This tightening of economic policy means a cut in domestic demand of 8 billion D.kr. in 1986, or 1.2 pct. of gross domestic product, representing a reduction of about 3 billion in private sector demand and about 5 billion in public sector demand.

The Government avoided a direct attack on consumer spending through, say, an increase in value added tax, probably out of fear of provoking industrial unrest and increasing wage drift.

It remains the aim of the Government to eliminate the deficit on the balance of payments by the end of 1988. The Prime Minister is on record as saying that "this adjustment (the December package) ought to be all that is needed", but "if it turns out that our forecasts do not hold, we'll try again".

The Government expects a deficit on the current account of 23 billion D.kr. in 1985 and 16 billion in 1986. If the deficit is to be eliminated on schedule, it is vain to pretend that the December package is anything more than the first phase in a fiscal-policy overhaul. So during 1986 the Government is likely to institute measures with a more direct influence on the balance of payments.

Here, it is important not to forget the recent changes to Denmark's monetary policy.

By deciding, as it has, to maintain a fixed exchange rate and relax restrictions on foreign capital movements, the Government has ensured that the interest level in Denmark is going to follow the trend in West Germany more closely; this is because the Danish currency is effectively tied to the D-mark through membership of the EMS. The freedom to follow an independent interest policy has, in the past, allowed Denmark to choose high interest rates, in preference to firm incomes and fiscal policies, as a way of curbing activity. In unwinding foreign-exchange controls, the Government has severely curtailed this option.

This leaves the Government with fiscal policy and incomes policy as the sole means of steering Denmark's domestic economy on a course that will promote the cause of balance-of-payments equilibrium.

"FURNITURE FROM DENMARK"

From August 1, 1986, the annual furniture fair in Herning, "Furniture from Denmark", will admit foreign exhibitors. Until now the fair has been open to Danish furniture manufacturers only.

The fair is organized by Foreningen Dansk Møbelindustri. By admitting foreign exhibitors, the fair will try to appeal more to the international customers who have until now found the fair too domestically oriented.

During recent years the fair in Herning has invited editors from leading U.S. furniture magazines to visit the fair. However, a limited but increasing number of buyers have visited Herning. The American furniture buyers have until now focused on the May International Furniture Fair in the Bella Center, Copenhagen.

The 1986 Herning fair will take place August 21-24.

CS

NEW DISTRIBUTOR FOR CARLSBERG BEER IN THE USA

On August 31, 1985, Carlsberg-Tuborg and Anheuser-Busch signed the contract for Anheuser-Busch to distribute Carlsberg beer in the U.S.

This should boost the sales of Carlsberg beer considerably, as Anheuser-Busch is the largest beer manufacturer in the U.S., brewing 7.5 billion liters a year. Also, Carlsberg beer is the only foreign beer distributed through the already well-established marketing and distribution net of Anheuser-Busch.

NORDTANK A/S GETS D.KR. 375 MILLION ORDER IN CALIFORNIA

The Danish wind mill manufacturer Nordtank A/S recently succeeded in obtaining an order for D.kr. 375 million. The windmills were delivered to California in late 1985.

Several Danish as well as a major German wind mill manufacturer competed for the bid.

Børsen

IMPORTS FROM DENMARK

In 1985 the import from Denmark is expected to reach \$2 billion, which means that the value has more than tripled since 1981. USA now covers 10 pct. of Danish exports which makes it the fourth largest importer. The U.S. market is of vital importance to many individual Danish companies such as manufacturers of wind mills, butter cookies and furniture.

Many Danish subsidiaries were established in the U.S. during 1985. The decisions to set up in the States were primarily based on a wish to gain stronger control of the marketing efforts. Only few investments were made in production facilities.

Important Product Groups

Meat products

Fresh and canned meats continued to be the most important product group. Imports of Danish pork is expected to reach about \$400 million in 1985, which means a 20% increase compared to 1984. The increase is partly due to the new market opportunities that opened up in 1983, when the restrictions on exports of fresh meat were lifted as Denmark was declared free from foot-and-mouth disease.

Cheese

The market for Danish cheese is limited by the U.S. quota system. In spite of an approx. 10% decrease in quantity, Denmark succeeded in exporting \$50 million worth of cheese to the U.S. market. This was done in strong competition with other EEC countries with whom Denmark shares the quota. There is no indication that the market conditions should change in 1986.

Butter Cookies

The value of imported Danish butter cookies is expected to reach \$60 million in 1985, an increase of approx. 50% compared to 1984.

The fierce competition among Danish manufacturers has forced prices down. A lower dollar rate should make the cookie business vulnerable due to the small profit margins when competing with domestic manufacturers. However, Danish butter cookies are considered a specialty which may make it possible to pass on price increases, caused by the lower dollar rate, to the consumers.

Fish

Danish fish products had a satisfactory year in USA in 1985. The export value reached \$75 million, an increase of 12% compared to 1984. An increase in exports is not expected in 1986 due to a reduction in catches landed by the Danish fishing fleet, which operates under an EEC agreement.

Furniture

An increasing part of Danish furniture is exported to the USA and now covers 34% of the Danish furniture export. Almost 25% of all furniture manufactured in Denmark is sold on the U.S. market. In 1984 furniture exports to the U.S. increased by 64%. A 20% increase is expected for 1985 giving a total value of \$230 million. The lower dollar rate is expected to influence the Danish furniture export negatively, leaving only few chances of a continued high growth rate.

Wind mills

In 1985 about 3,000 Danish wind mills were sold in California, representing a value of approx. \$200

million. The Danish market share in the U.S. is approx. 35%. Reduced tax credits and lower oil prices are expected to reduce investments in wind power, but even so the U.S. market is expected to remain an important market for Danish wind mill manufacturers.

Environmental Protection and Energy

After several years of intensive marketing efforts Danish manufacturers within the environmental and energy sector are finally beginning to see positive results of their investments.

Treatment of waste, household as well as industrial, is an area where Danish-American joint ventures are in a strong position, and they expect to secure large contracts during the next 2-3 years.

Construction

Ever more Danish building components are exported to the U.S., and in 1985 the first major attempts were made to export complete pre-fab houses.

During the summer and fall of 1985 several thousand Americans visited the Danish model house at Brookhaven National Laboratory, which was inaugurated by the Danish Minister of Housing in May. The response from the press, contractors and private investors has shown that Danish products have a lot to offer the U.S. market.

Electronics

USA is Denmark's largest customer for electronics, and in 1985 the export value reached \$150 million. Professional equipment and components represent 60% of the value. Hearing aids, radio, Hi-fi and other equipment for private use cover 20% of the exports.

The growth of electronic exports is expected to continue in 1986 thanks to the high quality and wide range of the Danish products.

Forecast for 1986

Continued growth of Danish exports to the USA will be strongly influenced by the development of the dollar rate and the growth of the U.S. economy. A condition that the dollar/kroner relations do not change dramatically and that the U.S. GNP will increase by about 3%, Danish exports are estimated to increase about 15% in 1986.

CS

NEW GENERAL MANAGER FOR KJØBENHAVNS HANDELSBANK, LOS ANGELES

Senior Manager, Peter Schmaltz-Jørgensen, Copenhagen Handelsbank, has been appointed Senior Vice President and General Manager of the bank's Los Angeles branch as of February 1, 1986.

This branch, which was established in 1984, is responsible for the western part of the U.S.A., Mexico, and the western part of Canada.

Schmaltz-Jørgensen replaces Thomas Bjerregaard who, when he returns to Copenhagen, will take over the position as Head of International Banking Relations, the position that was vacated by Peter Schmaltz-Jørgensen.

Press Release

NEW BOOKS

This column is an experiment coinciding with New Year. The idea is to draw attention to some new books published in Denmark, which might be of interest to those of our readers able to read Danish. The column does not pretend to be comprehensive. First of all, it will only deal with nonfiction such as politics, economy, history, social affairs, cultural affairs, and science. Secondly, it will always be based on the personal judgement of the individual selecting which books should be mentioned. Nevertheless, the editors of the Newsletter are very interested in reactions from our readers. Should this innovation be continued, or are your needs in this particular field covered elsewhere?

Erik Ninn-Hansen: Fra Christmas til Baunsgaard, Schønbergs Forlag, D.kr. 198.
The Minister of Justice in the present Danish coalition government is also the nestor of the "Folketing", the Danish Parliament. In this book he presents his personal evaluation of the political development in Denmark from the death of Christmas Møller in 1948 until the so-called VKR-government in 1968-71. The book is said to be a "vote of confidence" to the parliamentary system and a "love letter" to Christiansborg Palace -home of the Danish Parliament for more than a century.

Poul Zerlang: Dansk litterær opslagsbog, Gads Forlag, D.kr. 378.
A handbook (encyclopedia) on Danish literature.

Sixteen Research Reports by the Niels Bohr Fellows of the Royal Danish Academy of Sciences and Letters published on the occasion of the centenary of Niels Bohr.
Part One: Ten Papers in the exact Sciences and Geology (matematisk-fysiske meddelelser, vol. 41), D.kr. 488.
Part Two: Six Papers in the Biological Sciences (Biologiske skrifter, vol. 25), D.kr. 244.

Hanne Engberg: Historien om Chr. Kold, Gyldendal, D.kr. 175.
A biography of the man who, together with Grundtvig, had the greatest impact on establishing two Danish innovations in the educational system: independent schools (friskoler) and the Folk High School.

Danske Folkeeventyr 1-2, Forlaget Rosinante, D.kr. 165 pr. volume.
A collection of Danish folk tales. Not only the fairy tales of Hans Christian Andersen survive. So do innumerable folk tales, whose "authors" in many cases are completely unknown.

Preben Lund: Dramaer i Danmarks historie år 400-1984, 2 volumes. Gjellerup & Gad, D.kr. 98 pr. volume.
The book highlights especially dramatic events in the history of Denmark for more than 1500 years.

Johs. Møllehave: H.C. Andersens salt, Lindhardt & Ringhof, D.kr. 168 (198 hard cover).
The popular pastor and essayist describes the role of humour in the fairy tales of H.C. Andersen.

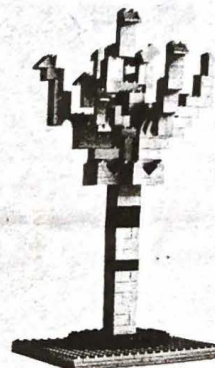
Hanne Westergaard: H.C. Andersens blomster, 2. ed., D.kr. 78.
A description of a less well-known gift of H.C. Andersen: arranging flowers. Beautifully illustrated.

Anne Lisbeth Olsen & Niels Peter Stilling: Blev. Den danske udvandring til Nordamerika, Strandbergs Forlag, D.kr. 180.
A comprehensive story of the approximately 200,000 Danish emigrants to America, based on extensive extracts of their own letters and dairies.

JHS

FIRST ANNUAL LEGO PRIZE AWARDED

The Lego Prize was founded in April, 1985, by the Lego Group, and will be awarded to a person or organization who has made an extraordinary contribution towards improving the conditions for children. The Prize consists of D.kr. 750,000 which will be awarded each year based on the recommendation of a specially appointed prize committee. Along with the prize money the recipient(s) will receive a diploma and a statuette created and built from 183 blue and black Lego components by the late Danish sculptor Gunnar Westman.



On November 18, 1985, the first Annual Lego Prize was awarded to The Khemisset School, Morocco, and The Trinity House Family Centers, Manchester, England. Both recipients are part of an international organization The Save The Child Fund. The presentation of the award was made by the President of the Lego Group, Kjeld Kirk Kristiansen, at Lego headquarters in Billund, Denmark.

Press Release

SHORT WAVES OR NO WAVES?

Denmark's Radio presently has 6 daily newscasts transmitted from various parts of the U.S. Some areas have a poor reception, however, as the short wave transmitter only has a power of 50 KW.

To remedy this Denmark's Radio plans to purchase new transmitters with a power of 500 KW each, in order to be able to service more listeners. The station would therefore like to establish the level of interest in the programs. If you listen to the programs, whether often or just once in a while, please acknowledge your interest so these programs will continue in the future. Please write to the Danish Embassy at the following address:

3200 Whitehaven St. N.W.
Washington, DC 20008-3683
Att: Counselor Uffe Himmelstrup

INVESTMENTS IN DENMARK

On January 1, 1985, the Industrial Development Board of Copenhagen was established by 20 municipalities in the Copenhagen area. The purpose is to support the industrial development in the area.

The Development Board has two main tasks: To support the already established enterprises in the area and to attract foreign investors to Copenhagen and its suburbs.

Copenhagen has a strong industry - 25 per cent of Denmark's industry is situated here. The city has 1.2 million inhabitants and the highest concentration of highly educated people within all fields.

The Development Board has already started performing its duties and Mr. J.O.B. Lassen, president of the Development Board, has already paid visits to 6 companies in the U.S.A., who have expressed an interest in setting up in Europe.

One of these companies has already established an European sales office in Copenhagen.

For further information on the Development Board, please contact

The Development Board of Copenhagen Amaliegade 9
DK-1256 Copenhagen K Denmark

CS

DIFCO WIND MILL PARK IN CALIFORNIA

Towards the end of 1985 Dansk Investeringsfond (DIFKO) established a wind mill park of 68 wind mills, manufactured by Micon, Denmark, in the San Geronio Pass, California.

The economic foundation for the wind mill park was 1,900 shares at D.kr. 50,000 each. These popular shares sold to investors in less than three days.

Berlingske Tidende

NEW MEMBER

We welcome our new member to the DACC:

INDIVIDUAL COMMERCIAL

Mr. Niels Wittus
RAIS & WITTUS, INC.
Hack Green Road
Pound Ridge, NY 10576
(914) 764-5679

Sole importer of Rais woodburning stoves and other related items.

POSITIONS AVAILABLE

Secretarial position available at the Danish Tourist Board in New York City. A thorough knowledge of Denmark as well as marketing skills required.

Please contact Lis Svenning Hansen or Tom Sodemann at (212) 949-2333.

Den Danske Bank, New York City, is presently looking for full-time receptionist. Light typing, neat appearance, polite, with pleasant telephone manner.

Please send resume to Den Danske Bank, P.O. Box 5174, New York, NY 10185. Att: Personnel Department.

POSITION WANTED

Danish Bachelor of Science graduating from the Danish Academy of Engineering in summer of 1986 is looking for position with company in the USA.

For further information, please contact the Secretariat at (212) 980-6240.

OBITUARY

On November 18, 1985, the financier Nicholas L. Deak, a member of the DACC, was slain in his office.