

DACC NEWS BULLETIN

NO. 4

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Gold Medals to Danish Tourist Board

The Danish Tourist Board has received two gold medals for its marketing of Danish tourism in the USA.

The honors are awarded by Hospitality Sales and Marketing Association International, which is an organization for the American service industry. The honors were awarded in the two categories advertising magazine/consumer and consumer brochures. One medal was given for a special tourist brochure targeting the American market with a picture of the Christianshavn canal on the front page. The other gold medal was given for an advertising campaign spanning a row of color advertisements in American travel and lifestyle magazines under the title "European by Origin, Danish by Design".

NS

LEGO Park in California

LEGO is planning to build an amusement park in the Southern California town of Carlsbad. The park will be the first outside of Europe and will feature thousands of miniature buildings and other creations made of the famous LEGO building bricks. The new park will be about the same size as Legoland in Jutland. LEGO plans to invest approx. 100 million dollars in its coming attraction, which is expected to open its doors to the public in 1999. According to Peter Ambeck-Madsen, Chief Information Officer, LEGO, the company is considering yet another LEGO Park in America in the future.

The LEGO Park in Carlsbad is expected to accommodate around 1.8 million visitors a year and will create around 700 jobs.

California Governor Pete Wilson warmly welcomed LEGO's decision to build the park in his State.

NS

The Maastricht Treaty

November 1, 1993, was the first official day of the European Union as the Maastricht Treaty went into effect. As a result Denmark has decided to change the name from EF (Europæiske Fælleskaber) to EU (European Union). As of this day all official papers and publications as well as all major newspapers now use the term EU instead of EF.

NH

A Taste of Denmark

Two Danish companies, Schulstad, Inc. and Taffel Foods, Inc., were recently represented at the Hotel/Motel & Restaurant Show in New York City's Javits Center by the American Company Ethnic Product Consortium. The trade show, held annually, brought together over 65,000 buyers and retailers with product manufacturers and distributors, representing a diverse line of food products and restaurant equipment. Schulstad presented three of its finest lines of Danish frozen Ready-to-Bake pastries, and Taffel Foods presented its crispy onion toppings.

"The response to the pastries and onion toppings was staggering. People just couldn't get enough samples of the pastries which were baked on the spot, as well as the onion toppings. Even several members of the US government sampled the products and expressed their desire to have it placed in various US military installations. It is quite conceivable that one day soon, Schulstad's pastries and Taffel Foods' onion toppings will be served in the White House," said Nathan Senior, President of Ethnic Product Consortium.

Ethnic Product Consortium, located in Hamden, CT, is a sales, marketing and distribution company that distributes specialty food products throughout the United States as well as St. Croix in the US Virgin Islands. For further information please call: 203-562-8511.

EPC

The ALCAZAR Project Stranded

The negotiations between four European airlines SAS, KLM, Swiss Air and Austrian Airlines have collapsed. The four companies have terminated their talks with no result. According to a joint statement, one of the major obstacles was the choice between Delta and Northwest Airlines as the future American partner. Danish press reports that SAS will now look for other options for establishing strategic alliances with airlines in Europe.

NH

DANISH AMERICAN CHAMBER OF COMMERCE

New Members:

Christian Brix-Hansen
Brix Design, Inc.
201 East 86th Street, Suite 25F
New York, NY 10028
Manufacturers, imports and distributes Danish kitchen
gadgets, incl. the jarkey.

Seeking Position

Multi-skilled American with three years Danish work
experience seeks marketing or consulting position. Strong
marketing, computer, and organizational skills. Completed
Master of Political Science with concentrations in
international relations and economics. Speaks Danish and
holds permanent Danish work and residence permit. Call
Chris Fitch for resume: (518) 458-9364.

New Address for Consulate and DACC

At the end of January 1994 the Consulate General of
Denmark and DACC in New York will be moving to a new
location. The new address is: 1 Dag Hammarskjold Plaza,
885 Second Avenue, 18th floor, New York, NY 10017.
Until further notice the telephone and fax numbers will
remain the same.
BM

New Employee at Consulate in New York

The Consulate General of Denmark in New York would like
to introduce our new staff member Michael Lynenskjold,
who took up his position as Commercial Assistant on
October 15, 1993.

Michael Lynenskjold has previously been employed by
Carlsberg International A/S in New York and by A/S Tetra
Pak in Denmark.

Mr. Lynenskjold is scheduled to work at the Consulate
General for a period of 2-3 years.

BM

Trainees

An increasing number of young Danish students have
contacted the Consulate General regarding trainee
opportunities in the United States.

At the Consulate we have a trainee on a regular basis and
our experience with these young Danish people has been
extremely good.

Should any of the Chambers' members also wish to take in
a trainee, please let us know.

NH

Novo Nordisk Boss Leaves for Small Biotech Company

The Chief of Novo Nordisk's American activities, Harry
Penner, is leaving the Danish company for the American
biotech company Neurogen. After working three years at
Novo Nordisk's headquarters in Denmark, Mr. Penner came
to New York where he was leading Novo Nordisk's
impressive and very successful expansion in North America.
An expansion in which the building of an enzyme factory in
North Carolina and the take-over of Zymogenetics in Seattle
were some of the biggest accomplishments.
Harry Penner's new work place in Branford, CT, only has
65 employees as compared to Novo Nordisk's 11,000.
NS

Niels Høyer Leaving NY

Niels Høyer, Commercial Counsellor at the Consulate
General of Denmark in New York, is leaving his post at the
end of December 1993. He will be taking up a position at
the Ministry of Foreign Affairs in Denmark as Head of
Division at the Secretariat for Foreign Trade.
He was a member of DACC Board of Directors and also
served on our newsletter committee. We thank Niels for his
expertise and enthusiasm he always brought forward in his
work for the Chamber. We wish him great success in his
new endeavor.

EN

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The Coming EU Environmental Agency Based in Denmark

The European Union's coming environmental agency will be based in Denmark. The agency is going to open next year and plans to coordinate a lot of research, development, and studies among the 12 EU members.

NS

Taffel Foods Invades California Market

Taffel Foods, a division of DANISCO Corp., is planning a market offensive directed at the Californian jam market, thus hoping to double its sales of jam in the USA to between seven and eight million dollars a year.

Taffel Foods' optimism is built on its incredible success in the states of Oregon and Washington as well as the Canadian province of British Columbia.

NS

Denmark Review

DACC members who do not already receive the quarterly magazine "Denmark Review" are welcome to contact the Consulate General of Denmark in New York, tel: 212-223-4545, if you wish to be added to the mailing list.

Denmark Review is an interesting and very informative magazine about Danish companies and products.

BM

American Market Report for Residential Furniture

The Consulate General of Denmark in New York has recently published a report on the American market for residential furniture.

Residential furniture sales finally seem to be on an upward trend, and forecasts show that in 1993 Americans will spend 8% more on furniture than last year.

The report gives an analysis of e.g.:

*The size of the furniture market and a forecast for the coming years.

*How competition on the furniture market has increased since the Far East started exporting their very competitive furniture to the USA.

*The newest trends on the market with emphasis on Home Theaters.

*The most popular kinds of wood.

Furthermore, there is a description of sales, distribution, agents, showroom sale, Scandinavian furniture stores, top 100 furniture stores, etc.

The report can be purchased at the Consulate General of Denmark at the price of US\$ 120,00.

LDM

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SAS
SCANDINAVIAN AIRLINES

Myten Moller

Maersk McKinney Moller, the CEO of the A.P. Moller Group, is the subject of a biography just published, written by Jan Cortzen, the Editor in Chief of the Danish business newspaper Borsen.

The actual book title in English is "The Moller Myth - He Makes Denmark Richer". It is a testimony to Mr. Moller's qualifications as a great industry leader, and to his stands on political issues which, in his opinion, do not serve society. On June 30, 1993, Mr. Moller retired from daily active duties in the A.P. Moller Group of Companies, however, he can still be seen in the corporate headquarters in Copenhagen as Chairman of the Board.

The book is worth reading and could be considered a Manual for Management. It is, unfortunately, not yet translated into English. It is available through Borsen's publishing division.

EN

The Golden Age of Danish Painting

New York Metropolitan Museum of Art is having a special exhibition of Danish paintings from February 13th to April 24th, 1994. The paintings are from the first half of the 19th Century representing such well known Danish painters as Abildgaard, Eckersberg, Jens Juel, Wilhelm Marstrand, Christen Koebke, and J. Thomas Lundbye just to mention a few.

EN

Scandinavian Christmas Shop

Again this year American-Scandinavian Foundation is sponsoring a charming and festive Scandinavian Christmas shop located at 1044 Madison Avenue, between 79th & 80th St., 2nd floor.

Along with a wide variety of Scandinavian Christmas ornaments, perhaps the Shop's most popular items are the edibles such as chocolates, holiday cookies, glogg, lingonberry, gravlax, etc.

As in years past, proceeds from the Christmas Shop will support ASF's educational and cultural exchange programs.

ASF

The Chamber's Christmas Luncheon

Again this year the Chamber's Christmas luncheon held at the University Club in New York was a festive beginning of the Christmas season.

Mr. Nils Flo of SAS was this year's Christmas messenger and Consul General Leif Donde also expressed some Christmas and New Year's sentiments.

EN

Plug for Success

In 1992 the company CEKAN, near Silkeborg, developed an electrical plug which can handle data- and teletransmission of up to 100 megahertz, which is more than six times the speed of any known data networks. In January 1993 CEKAN had the first prototype tested by the Danish Technological Institute.

Northern Telecom in Canada became interested in the product, resulting in an order of well over 1 million of these plugs. CEKAN expects to open a new production facility in 1994 so the capacity can be increased to 10 million plugs annually.

EN

Jacob A. Riis Settlement House

Founded in 1888 and championed by Jacob A. Riis, the noted journalist and social reformer, Riis Settlement has long provided educational, social, recreational and cultural programs and services for youth, families and senior citizens in the Queens and Long Island City area. A fund raising effort is now in progress. For more information about supporting this very good cause please call the Jacob A. Riis Settlement House on tel: 718-784-RIIS.

Press Release

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