

# DACC NEWS BULLETIN

NO. 1

MARCH 1994

## Danish Art in New York

The long awaited exhibition "THE GOLDEN AGE OF DANISH PAINTING" opened at the Metropolitan Museum of Art on February 10th, 1994.

The exhibition consists of 125 paintings representing the period 1780 - 1850, when Copenhagen flourished as one of the major artistic centers of Europe. Sixteen painters are featured with an emphasis on the works of CHRISTOFFER WILHELM ECKERSBERG and CHRISTEN KØBKE.

The opening night was a "Royal Affair" in more sense than one. H.R.H. Crown Prince Frederik of Denmark opened the exhibition and spoke about the importance of turning the tides, of this being the first major exhibition of art to travel from Denmark to the United States.

H.E. the Danish Minister for Culture, Jytte Hilden, spoke about the importance of the "Golden Age" and said, among other things "The way we Danes perceive our country and our nature has been founded by these Golden Age painters".

On February 11th, H.R.H. Crown Prince Frederik and H.E. Jytte Hilden were again present at the opening of a Danish art exhibition, "MODERN DANISH PAINTERS" at Paulina Rieloff Gallery, 200 Lexington Avenue, where Claus Carstensen, Berit Jensen and Lise Malinovski are exhibiting their paintings through March '94.



H.R.H. Crown Prince Frederik at the opening of the exhibition  
Photo by: M. Mayers/AT Agenzia

The Crown Prince opened the exhibition and spoke of the importance of strengthening the cultural ties between the two countries.

On February 12th, another exhibition of contemporary Danish art opened, this time in Soho at 420 West Broadway, where "SIX DANISH CONTEMPORARY ARTISTS", Jens Birkemose, Anita Jørgensen, Per Kirkeby, Michael Kvium, Balder Olrik and Elizabeth Toubro will be on view through March 26th.

A true festival of Danish art.  
AR

## LEGO Exhibit

LEGO has created a science exhibit and starting this month it will travel to science museums across the United States and Canada.

The exhibit, titled Invention Adventure, challenges children to invent solutions to problems with the use of LEGO and DUPLO blocks. In one area the visitor is challenged to make a building with DUPLO blocks and test the structure on a vibrating table simulating an earth quake. In another area the visitor is a race car designer, creating a car with LEGO TECHNIC parts and then racing it down a ramp.

The LEGO Invention Adventure can be experienced in New York's Liberty Science Center from July 1 to September 30, 1994.

NS

## Danish Promotion Film Wins Gold

The Danish export promotion film "Imagine Denmark" received a gold medal at the New York Festival, one of the leading film festivals for industry.

"The film is viewed as being very different and unique, and winning the gold medal means that more Danish firms now dare use the film", Hans Henriksen from Danish Industries predicted.

The film has received mixed reviews in the Danish press, but has been well received by foreign critics and won a gold medal last year at an industry festival in Paris.

BM

DANISH AMERICAN CHAMBER OF COMMERCE

## Welcome To Our New Members

Mr. Phillip A. Pagal  
Dana college  
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Blair, Nebraska 68008  
-Oldest college in America founded by Danish Pioneers

Mr. Randall A. Gilliland  
Caljan Telescopic Loading Systems, Inc.  
6 Lockwood Drive  
Hampton, VA 23661  
-Manufactures telescopic conveyors - subsidiary of Caljan  
A/S, Aarhus, Denmark

Mr. Hans J. Niebergall  
European Specialties, Inc.  
1133 Broadway, Ste. 1027  
New York, NY 10010  
-Import/export food and non-food products

Mr. Torgny Gunnarson  
Svenska Handelsbanken  
599 Lexington Avenue, 38th floor  
New York, NY 10022  
-Banking

Ms. Mia Boetius  
188 6th Avenue  
New York, NY 10013

## 1994 Dues

Please remember to pay the the 1994 membership dues, if you have not already done so.

STF

## New Staff Members at Consulate General of Denmark

New Head of Commercial Department, Mr. Hans Hvitved, Commercial Counsellor and Deputy Consul General, will take up his new position at the Consulate General on March 15, 1994.

Mr. Hvitved holds a degree in economics, and during his career with the Foreign Ministry of Denmark he has been posted in Bagdad, Hong Kong, Paris, and Seoul. He will be accompanied by his wife Malene and son.

HP

Following the successful conclusion of the GATT negotiations, the Danish Dairy Board decided to close its office in Washington DC. Mr. Jørgen Kolding has now taken up a position as export advisor (agriculture) at the Consulate General of Denmark in New York, where he will continue to handle the interests of the Danish Dairy Board in the United States and Canada.

HP

## Ole Nielsen Returns to M.H. Greenebaum, Inc.

It was recently announced that Mr. Ole Nielsen has returned as President, CEO, and Director of M.H. Greenebaum, Inc. M.H. Greenebaum, Inc. founded in 1894, celebrates its 100th anniversary this year. Mr. Nielsen's broad experience in the industry will help launch an expanded sales program.

Press Release

## Mark Your Calendar

Danish American Society in co-operation with DACC is again celebrating "The Man of the Year" event with a dinner dance on Friday, April 29th at Waldorf Astoria's Starlight Roof. Reserve the date. More exciting details will follow in the mail.

EN

## ASF's Training Program - Danish Trainees in the US

The American-Scandinavian Foundation seeks firms interested in offering paid internships to dynamic young Danes who want practical training in such fields as engineering, business, law, etc. ASF's training program enables Danish students and young professionals between the ages of 21 and 30 to train and earn income in the United States, through its Exchange Visitor (J Visa) Program. For futher information please contact: Exchange Division, ASF, 725 Park Avenue, New York, NY 10021. Tel: (212) 879-9779.

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Please note our new address:

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New York, NY 10017

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## New Tax for Danes Working in the USA

Danes who receive their salary from Denmark will now have to pay a tax of five percent of their salary to the Danish state, even if they have lived in the USA for years and are paying full taxes in this country. And the so-called bruttoskat (gross tax) will go up within the next three years to eight percent of every earned krone. The gross tax will not only be deducted from salaries earned from Danish employers but also from pensions paid by the Danish state to retirees in the USA.

However, Danes stationed in Pakistan, Morocco, Yugoslavia, Quebec and Western Europe are exempted from the new gross tax.

It seems strange that gross tax has to be paid by Danes in the USA as Denmark has entered into a tax treaty with the American tax authorities, which states that there will be no double taxation between the two countries. The Danish Government, however, states that it is really not a "tax" but a labor market due (arbejds-markedsbidrag). Unfortunately for the Danes concerned, the IRS does not allow a deduction for labor market dues, which means that the Danes affected by this new regulation will pay a considerable higher "bruttoskat" than their colleagues in Denmark.

The only way to avoid paying the "bruttoskat" is to be employed by an American subsidiary of a Danish company in the USA, as it is outside of Danish fiscal jurisdiction.  
NS

## Fuller Gets Big Contract

FLS Industries' American subsidiary, Fuller Company together with the Korean company Halla Engineering have won a contract to construct a cement factory in the Saudi Arabian city of Bisha. The contract is for approx. USD 336 million of which Fuller's part is USD 70 million.

The contract is the result of a long co-operation between the Danish and the Korean companies, which started in the eighties. At that time Fuller delivered two production lines with a daily production capacity of 6000 tons cement to Hallas Korean cement factory.

At this time, Fuller is also in negotiations with the Korean company about expanding their factory.

According to Mr. Ib Jacobsen, CEO, Fuller expects to be involved with Halla in a series of joint ventures in Southeast Asia over the coming years.

NS

## Tuborg returns to the USA

The Danish Tuborg beer is now being reintroduced in the USA. This happens five years after Australian Bonds took over the Heileman breweries and forced Tuborg, after 40 years, to temporarily withdraw its beer from the American market. Tuborg has now established its own subsidiary in

White Plains under the leadership of Paul Jensen. The sales will be channeled through a number of independent distributors, completely separated from the marketing of Carlsberg which is under Anheuser Busch.

When Tuborg left the American market in 1989, the beer was brewed on license at the Wisconsin-based Heileman breweries. The reason Tuborg waited five years to return was a desire to change the image from a locally brewed beer to an imported beer.

The marketing of Tuborg has already begun in New York, and plans are to gradually include other major American cities.

## Danfoss' Discovery May Add 1000 New Jobs

After three years of research and an investment of a million kr. Danfoss of Als, Denmark has developed a new method whereby hydraulic oil is substituted with regular tap water. Danfoss anticipates that within a few years the water-based hydraulic will increase sales from 500 million kr. to 1.5 billion kr. per year. The production will take place on Als and will add approx. 1000 new jobs.

Using water instead of oil will make it much more effective and safe to use hydraulic tools in the food and pharmaceutical industries for example, where even the tiniest leakage of oil can be catastrophic. It will also be effective in the automobile and mining industries, and all other industries operating with open fire.

HP

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## Danish Cabinet

During 1993 there were some changes in the Danish cabinet, and below is an updated list:

Mr. Poul Nyrup Rasmussen, Prime Minister  
Ms. Mimi Jacobsen, Minister for Industry and Minister for Business Policy Coordination  
Ms. Marianne Jelved, Minister for Economic Affairs  
Mr. Jann Sjurson, Minister for Energy  
Mr. Mogens Lykketoft, Minister for Finance  
Mr. Niels Helveg Petersen, Minister for Foreign Affairs  
Mr. Bjoern Westh, Minister for Agriculture and Minister for Fisheries  
Mr. Svend Auken, Minister for the Environment  
Mr. Helge Mortensen, Minister for Communications and Tourism  
Mr. Ole Vig Jensen, Minister for Education  
Mr. Flemming Kofod-Svendsen, Minister for Housing and Building, Minister for Nordic Cooperation and Baltic Sea Questions  
Ms. Helle Degn, Minister for Development Cooperation  
Ms. Birte Weiss, Minister for the Interior  
Ms. Jytte Andersen, Minister for Labour  
Mr. Ole Stavad, Minister for Taxation  
Mr. Hans Haekkerup, Minister for Defence  
Ms. Jytte Hilden, Minister for Culture  
Mr. Torben Lund, Minister for Health  
Mr. Jan Troejborg, Minister for Transport  
Mr. Erling Olsen, Minister for Justice  
Ms. Yvonne Herloev Andersen, Minister for Social Affairs  
Mr. A. O. Andersen, Minister for Ecclesiastical Affairs and Minister for Research and Technology

## What an Order

In a strong international competition the Frederikshavn shipyard Danyard won late last year an order for seven special ships i.e. tankers for transportation of chemicals. This order was a relief not only for the shipyard but also for Frederikshavn, because the yard's order book was literally empty, and the unemployment would have been a burden for the town.

The ship owner is the Norwegian Stolt Parcel Tankers with a London based headquarters, and an office in Greenwich, Connecticut. It is a highly technical specialty to build ships for chemical which also are environmentally safe. Danyard excels in this technology.

EN

## News From SAS

After a search in the three Scandinavian countries, SAS Board of Directors has appointed Jan Stenberg President and CEO of the SAS Group effective April 1, 1994.

Jan Stenberg, 54, is currently Executive Vice President of Sweden's L.M. Ericsson telecommunications group, and a member of the company's corporate executive committee. He holds a law degree from Stockholm University. Stenberg has a broad background in Scandinavian and international business and negotiations.

He is replacing the interim President and CEO Jan Reinaas.  
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