

# DACC NEWS BULLETIN

NO. 2

MAY/JUNE 1994

## Danish Constitution Day

The celebration of Danish Constitution Day, **GRUNDLOVSDAG**, will be held at the Danish Home for the Aged, Croton-on-Hudson, New York. The festivities will take place on Sunday, June 5th - the actual date of the Constitution Day in Denmark.

Danish opera singer of international renown, Aage Haugland, will perform accompanied by pianist Poul Rosenbaum. This year's keynote speaker is Consul General Leif Donde. The official program starts at 1:30 pm, preceded by an open air service at 10:00 am by Pastor Torben Poulsen, of the Danish Seamen's Church, and a concert by the North Jersey Wind Orchestra.

For further information please call Consulate General of Denmark. Tel (212) 223-4545

## DACC/DAS 1994 Dinner Dance

The 1994 Dinner Dance was as magnificent as ever. The event was held on Friday, April 29, at the beautiful Starlight Roof at the Waldorf Astoria. This year's guest of honor was the renowned Danish film director Bille August, whose movie "The House of Spirits" recently opened in the USA. The atmosphere was very festive and so were the beautiful flower arrangements which adorned every table. Everybody enjoyed themselves to the great music of the Peter Duchin Orchestra. It sure was exciting to be part of this special event. Our thanks to the Presidents of DACC and DAS for making this such a perfect evening.

BM



From left to right:  
Werner Valeur-  
Jensen, DACC President,  
Man of the Year,  
Bille August, and  
Neel Halpern, D.A.S.  
President

Photo by: Anita & Steve  
Shevett

## Dane is New World Champ

At a contest in Green Bay, WI, Jens P. Jensen of MD Foods Amba, Hogelund Mejeri, Vojens, Denmark, was declared winner of the 1994 World Championship Cheese Contest with an entry of Danish Blue cheese that scored 99.156 in the Championship judging round.

This marks the second consecutive World Championship Cheese Contest captured by a Danish Blue cheese. The 1992 contest winner was Ole Brander of Kirkeby Mejeri-Klover Maelk, Stenstrup, Denmark.

Later at an auction in La Crosse, WI, this year's cheese winners were auctioned off, and the Danish World Champ was sold for 112.50 dollars per pound (a total of 2,305 dollars) which was the highest bid for any of the cheeses at the auction. The auction was held in connection with the "International Cheese Technology Exposition.

JK

## Danish Gallery in New York

In co-operation with seven Danish art galleries the Ministry of Culture in Copenhagen have signed a two year lease to exhibit works of Danish artists at 420 West Broadway in New York. In the same building is also the world known gallery owner Leo Castelli who over the years has promoted many American artists.

EN

## DACC - Summer Hours

For the month of July the office will be open as follows:  
Wednesdays July 6, 13, and 20 at 9:30am - 1:30pm.  
The office is closed from July 21 to September 6, 1994,  
when normal hours will resume.

## Welcome to DACC New Members:

Mr. Christian E. Nielsen  
74 Trinity Place, Ste. 1205  
New York, NY 10006  
Management consultants working to establish business ties  
between USA and Danish firms.

Mr. Bo Nicolaisen  
10 West Way  
Old Greenwich, CT 06870  
Banking.

## News About Danish Subsidiaries in the US

The TUBORG brewery has established an American  
subsidiary at the following address:  
Tuborg Importers, Inc., 20 Haarlem Avenue, White Plains,  
NY 10603  
Poul Jensen, President, Tel: (914) 949-9222, Fax: (914)  
949-9327

ECCO Shoes' American subsidiary has changed address fra  
MA to NH. The new address is:  
ECCO USA, Inc., 7 Industrial Way, Salem, NH 03079,  
Paul S. Grimble, President, Tel: (603) 898-1431, Fax:  
(603) 898-4763

NOVO NORDISK of North America in New York has  
appointed Henrik Aagaard as the new president. Mr.  
Aagaard succeeds Harry Penner.  
SB

## Tax Seminar - Doing business in "The New Europe"

June 15, 1994 at the Park Meridian Hotel, European-  
American Chamber of Commerce will present a tax focused  
seminar on doing business in "The New Europe".  
Representing the Danish-American Chamber of Commerce  
will be Bruce Garrison, a tax partner at Haight, Gardner,  
Poor & Havens. Mr. Garrison will be speaking on "Tax  
Strategies for U.S. Exporters".  
LKR

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Wind Orchestra.

For further information please call Consulate General of  
Denmark. Tel (212) 223-4545

## The Training Ship "DANMARK"

The government training ship "DANMARK" will visit the  
East Coast this fall.

The Tall Ship will arrive in Baltimore on September 2 and  
work her way up the East Coast to Boston. It will harbour  
in New York at the South Street Seaport from September 13  
-17. "DANMARK" always receives a lot of publicity and  
very positive attention whenever she visits the U.S. The  
ship cooperated with the U.S. Coast Guard during World  
War II and trained 5000 American naval Coast Guard  
cadets.

BH

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## Procurement from Denmark in 1993 by UNDP/OPS

United Nations Development Project, Office for Project Services reached a record high of USD 10.2 million in 1993 compared with USD 7.7 million in 1992 and USD 6.1 million in 1991. However, this is still less than 5% of the total procurement.

Contracts, i.e. consulting services, were USD 1.3 million, and products such as books, fittings, iron materials, vaccines, furniture, measuring equipment, etc. amounted to USD 8.9 million.

HP

## International Furniture Fair in High Point, NC

At the furniture fair in High Point, NC, in April this year approx. 10 Danish furniture manufacturers such as Jesper Furniture, Gangsoe Furniture, Skovby Furniture, etc. were represented. The High Point show is the largest furniture fair in the world, covering almost 1 million square meters. The mood among the Danish exhibitors was somewhat optimistic this year, as the American market for home furnishings has improved since 1993. The import of furniture to the United States grew considerably last year and it is anticipated that the positive import trend will continue.

In spite of the optimistic news the fair was visited by less people than usual, however, the Danish exhibitors were very satisfied with the many contacts they established at the show.

The next International Home Furnishings Market will take place October 20-28, 1994.

BM

## Novo Nordisk Expands Heavily in the USA

Novo Nordisk has just opened a 120 million dollar expansion of its enzyme factory in North Carolina. The investment is the biggest single investment ever made by the Danish company. The factory will produce and distribute industrial enzymes for use in products such as detergents, beverages, textiles, baking, starch, fruit juices, and paper. Even before this expansion Novo Nordisk was the world's leading producer of industrial enzymes, which represent a natural alternative to industrial chemicals. More than 40 enzymes are manufactured and marketed worldwide by the company's bio-industrial group that had revenues of 3.3 billion DKK last year.

NS

## Superfos Buys US Company

Superfos has bought the American road construction company Western Mobile of Kansas for approx. nine million dollars. The Danish company plans to buy more US firms within the road building business in the future. Today Superfos is the seventh largest company within road construction in the USA, with American revenues of more than 200 million dollars last year. All American activities are concentrated in Florida, Alabama, Georgia, Oklahoma, and Kansas.

The newly bought company, Western Mobile of Kansas, produces 300,000 tons of asphalt and other raw materials for road building per year. Last year the company had a turn-over of about 14 million dollars.

NS

# Running late? Catch the late flight to Copenhagen.

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**SAS**

SCANDINAVIAN AIRLINES

## Green Cotton Products Introduced at QVC Shopping Show

On April 22, 1994, also known as Earth Day, Mr. Leif Norgaard of Novotex appeared for an hour's show at the famous QVC shopping channel where he helped introduce and sell his company's "Green Cotton" clothes line.

Novotex, located in Ikast, Denmark, is the producer of Green Cotton fabrics, and is known for the environmentally sound procedures that are used to produce the fabrics. Great efforts have been put forth both by Novotex and Skjern Trikotage Farveri, which dyes the textiles, to make both the products and the working environment as safe and free of pollutants as possible.

The products are sold in the USA through Novotex' American agent, Balance, which imports the ready made clothes line directly from the Danish company. The clothes are then distributed through various high scale clothing stores. The highlight of the co-operation between Novotex and Balance was the introduction at the QVC show on Earth Day. According to Mrs. Sylvia Goodman of Balance the sales at the show were very good and some of the styles even sold out.

On May 9, 1994, Novotex received the EU environmental Prize.

For more information about where to purchase Green Cotton products, please call Balance at (212) 944 0414.  
BM

## Danish News on INTER NET

It is now possible to get the latest news from Denmark Monday through Friday via the Inter Net system.

The Inter Net system is a worldwide database network to which personal computers can be connected via a telephone line and a service provider.

The Danish news are edited by Leif E. Andersen, who has the Inter-net address: leander@login.dkuug.dk and can be retrieved via DENet's gopher service or by subscribing to "dansklisten", which has the Inter-net address: dansk-request@sysadmin.com.

The news are personally chosen and edited and can be distributed freely. The news sources are listed and are assumed responsible for the truthfulness of the news.

JH

## Pension Plan for Danes in the USA

PFA Pension, Luxembourg S.A. was established in May 1992, and one of the reasons was to extend PFA's offer of a pension plan etc. for Danish expatriates.

At present PFA handles pension plans amounting to approx. 80 million DKK for over one thousand individuals residing in more than 15 countries incl. USA. For further information please contact the DACC Secretariat.

BM

## US After GATT: Increased Food Export Possibilities

Danish Exports of agricultural products to the United States reached 1,9 billion kroner (293 million dollars) last year, corresponding to a 17% increase in value over 1992, which was due mostly to additional sales of meat and dairy products. The immediate outlook for Danish exports of pork products looks good and Denmark should be able to hold on to the gains obtained in 1994.

The GATT results will begin to be felt in 1995 as the US quotas for cheese and butter imports will be increased by 31,000 tons and 5,000 tons respectively over the next six years. Of the additional cheese quota the EU will be allocated 5,500 tons and the butter increase will be global. Tariffs for other agricultural products will be gradually reduced, but EU subsidies will also have to be reduced. In the end it can be anticipated, however, that Denmark will have slightly increased export possibilities for its food products to the United States after the implementation of the GATT rules.

JK

## Tele Danmark Takes NYSE with Storm

The privatized national telecommunications company, Tele Danmark, turned into the most heavily traded stock on the New York Stock Exchange on its first day on the "big board". Seven million shares of Tele Danmark changed hands in New York on its first day on the stock exchange. The privatization of Tele Danmark and the following simultaneous introduction of the shares on the stock exchanges in New York, London, and Copenhagen brought in 19.3 billion DKK to the company.

Tele Danmark is the second Danish company on the New York Stock Exchange and will now be followed by the introduction of the Danish cleaning giant ISS. The Danish producer of insulin and industrial enzymes, Novo Nordisk, has been on the New York Stock Exchange since the beginning of the 80's.

NS

## Danish Exatec Sold to American Company

Exatec, Denmark's largest distributor of semi-conductors and semi-conductor components, was sold to the American company Arrow Electronics. Last year the company earned 8.1 million DKK out of total revenues of 203 million DKK. Arrow Electronics is a large distributor of electronics with 4600 employees and revenues last year of 2,5 billion dollars.

NS

## Exhibitions and Fairs in Denmark, 1994

- Aug. 12-15 Formland, Herning, trade show for giftware, tabletop, etc.
- Aug. 12-15 Danish Lighting Fair, Herning
- Aug. 14-17 Copenhagen International Fashion Fair III, Bella Center
- Aug. 31-Sept. 4 Scandinavian Furniture Fair 94 Herning
- Sept. 9-11 KONPA, Herning, trade show for books, papers, office supplies
- Sept. 13-17 The Building Trade Fair, Herning
- Oct. 25-28 DANITEK, Bella Center, trade show for industrial automation, electronics, etc.

For further information please contact our Secretariat.

## "Green Card" Replacement Program

The INS is proceeding with its program to replace Alien Registration Receipt Cards (green cards) issued before 1978 that carry the form number I-151. INS will replace these old cards with form I-551, a more sophisticated, counterfeit-resistant document that includes the fingerprint and signature as well as the card holder's photograph, name and biographical data.

The INS rule established the expiration date of September 20, 1994, for the old form I-551 and designates form I-551 as the exclusive "green card" for the use of all Lawful Permanent Resident aliens in the United States. Note that cards issued after 1978 (form I-551) do not need to be replaced.

## POLARICA - New Scandinavian Food Store

Mr. Al Nyaseh, President of Polarica, informs that they have recently opened a new Scandinavian gourmet store at 73 Hudson Street, tel: 406-0401. The store has many Scandinavian specialties such as elk, hare, roedeer, caviar, smoked eel, smoked reindeer, etc. and he invites all interested readers to stop by and visit the store.

## Denmark Review

DACC members that do not already receive the business magazine "Denmark Review" are welcome to contact the Consulate General of Denmark, tel: 212-223-4545, and ask to be put on the mailing list. "Denmark Review" is published quarterly by the Royal Ministry of Foreign Affairs, Denmark.

BM

## LEGO Opens Permanent Attraction in Disney World

LEGO will open opening a permanent attraction at the Disney owned Epcot Center in Florida. The attraction "LEGO DACTA Classroom of the Future" will be part of a large new exhibition called "Innovations", which will open to the public on July 1, 1994. "Innovations" will also host exhibitions from IBM, Apple Computer, GE, AT&T, SEGA and other well known companies.

"Classroom of the Future" will occupy 500 square feet and contain four attractions. One of the attractions will allow children to build LEGO constructions on a computer screen and get a print-out of their work.

LEGO is also involved in discussions about the possibility of building a Danish pavilion at Epcot Center. The partners in this future project are Tivoli, The Danish Tourist Board and Landbrugsrådet (Assoc. of Agriculture). If the project is ever realized it will give Denmark great exposure as the Epcot Center is visited by 10 million tourists a year.

NS

## JENSEN WORLD TRAVEL

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DANISH CULTURAL ACTIVITIES 1994.

May &  
June

Danish artist KIRSTEN VIBE PHILIPPIDES exhibits her watercolors at Unibank Gallery, 20 West 55th Street, NYC. Tel: (212) 265 - 8643.

May 10 -  
Sept. 5

The LEGO Invention Adventure exhibit at the Liberty Science Center, 251 Phillip Street, Jersey City, NJ. For info. call: (201) 200 - 1000.

May 25  
12:00 noon

NEW YORK SCANDIA SYMPHONY with Danish conductor Dorrit Matson and Danish mezzo soprano Kirsten Møller in noonday concert at Trinity Church, St. Paul's Chapel, 74 Trinity Place, NYC. World premiere of song by Jan Maegård. For info. call: (212) 586 - 6700.

June 4 -  
Sept. 24  
11:00 AM

THE HANS CHRISTIAN ANDERSEN STORYTELLING COMMITTEE continues its annual summer storytelling series every Saturday at the Hans Christian Andersen Statue in Central Park, Fifth Avenue at 72nd Street, NYC. For info: (212) 341 - 7133.

June 5

Danish CONSTITUTION DAY Festivities at the Danish Home for the Aged, Croton-on-Hudson, NY. Danish opera singer Aage Haugland will perform, accompanied by Danish pianist Paul Rosenbaum. For information call (914) 271 - 3052.

June 7 -  
July 29

Danish editorial cartoonist from the daily newspaper "Information", Mr. PER MARQUARD OTZEN, will show his works at the Foreign Press Center, 110 East 59th Street, 2nd floor, NYC. Tel: (212) 826 - 4721. Opening reception on June 7th at 5:00 pm.

Sept. 2 - 9

Training ship DANMARK calls on Baltimore.

Sept. 13 - 17

Training ship DANMARK calls on New York.

Sept. 18

Stamford-Denmark Friendship Race. For information call: (203) 327 - 1111.

Sept. 21 - 28

Training ship DANMARK calls on Boston.