

DACC NEWS BULLETIN

NO. 1

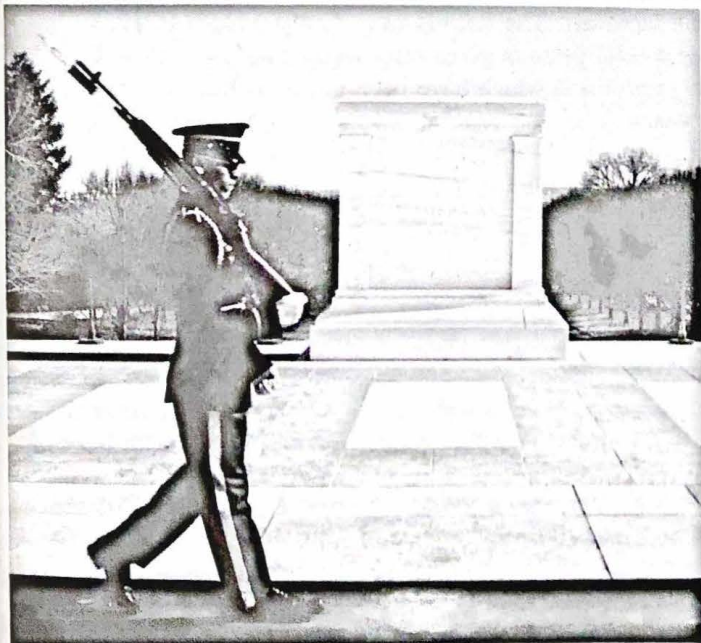
March 1995

THANK YOU AMERICA

This May it is fifty years ago that World War II came to an end. It also marks the end of five years of Nazi occupation of Denmark. Without the strength of our American and British allies, the postwar history of Denmark would have been quite different!

Danes, who during the war years listened, habitually, to the forbidden BBC-news, will never forget when the commentator on the evening of May 4th 1945 announced "All German forces in Holland, Northern Germany, Schlesvig-Holstein, and Denmark will unconditionally surrender to Allied Forces at 8 am on May 5th". The black-out curtains were torn down and candles were lit in windows throughout the country.

May 5th, the first day of liberation, was a tremendous relief, and happiness was reflected on everybody's face. Many stores all over the country were closed with signs in the window saying "Closed because of joy!"



The Tomb of the unknown Soldier at Arlington Cemetery. Inscription reads "Here Rests in Honored Glory an American Soldier Known but to God".

The Danes wish to say "Thank you America", and this will be commemorated with a ceremony at the Arlington National Cemetery in Washington on Wednesday May 10th at 10 am. Present will be US Secretary of Defence William Perry, former American ambassadors to Denmark, a contingent of Danish Freedom Fighter Veterans, H.R.H. Prince Joachim, the Danish Minister of Defence and other invited guests. A small grove of Danish oak trees will be planted and a stone selected from the beach at Snekkersten, located North of Copenhagen, will carry a plaque commemorating the American participation in the liberation of Denmark. The fishing village of Snekkersten was where many Freedom Fighters and others escaped to Sweden, who welcomed their Danish neighbors with open arms - a wonderful gesture of true friendship.

On Thursday May 11, a plaque will be unveiled at the Danish Embassy honoring Denmark's WWII Ambassador to Washington, H.E. Henrik Kauffman.

Friday May 12, the fifty years anniversary and **Thanks to America** will be celebrated at the Pierre Hotel in New York with a formal dinner-dance, sponsored by the Danish American Chamber of Commerce and the Danish American Society. H.R.H. Prince Joachim and many distinguished representatives from the USA and Denmark will be present.

In honor of the visiting Danish Freedom Fighter Veterans, together with the O.S.S. (Offices of Strategic Services) Veterans, and other guests a reception will be held on Tuesday, May 16, in the Ship Model Room of the New York Yacht Club. This event will be sponsored by the Danish-American Chamber of Commerce and the Danish-American Society. In Denmark events celebrating the liberation will take place all over the country.

In the evening of the 4th, H.M. Queen Ingrid and H.R.H. Crown Prince Frederik will be present at the traditional candle light ceremony in the Memorial Park at Ryvangen. Friday morning May 5, H.M. Queen Margrethe and H.R.H. Prince Henrik will place a wreath at the monument at Ryvang Memorial Park. That same day Copenhagen's Raadhuspladsen (Town Hall Square) will be the major site for commemorating the liberation. From adjacent side streets the Freedom Fighter Veterans, accompanied by military bands and citizens, will converge on the square. Two minutes of silence will be observed exactly at 12 noon. The highlight of the ceremony will be a speech by Queen Margrethe expressing Denmark's

DANISH AMERICAN CHAMBER OF COMMERCE

grateful appreciation for the combined efforts and sacrifices by the Allied Forces and the underground activities of the Freedom Fighters which lead to the liberation. A number of distinguished guests from Denmark and Allied countries will be present. The day will end with a torchlight procession to Tivoli where a special program is planned. Festive fireworks at midnight will conclude the liberation observance.

Celebrations will also take place in Great Britain. The major event, on May 5th, will feature H.R.H. Princess Benedikte unveiling a plaque at the Danish St. Clements Church in London. It will honor the Royal Air Force men who served or lost their lives over Denmark.

To commemorate the liberation of Bornholm in the Baltic Sea by Soviet forces, a contingent from the Russian army will visit the island.

Although it wasn't enacted into law until April 1948, we think it is at this time appropriate also to say "Thank you America" for the Marshall Aid which was created by then Secretary of State George C. Marshall for Europe's recovery. Denmark received an invaluable post-war start from the Marshall Plan.

EN

New Contributors to DACC Newsletter

We would like to welcome Vibeke Hjortlund of Børsen and Jan Lund of Jyllandsposten, New York, as new contributors to our Newsletter. Good luck!

BM

SAS Back in Chicago

Scandinavian Airlines (SAS) will be back in Chicago as of March 26, 1995, with its own non-stop Copenhagen service. This is after a three year code-sharing agreement with Austrian Airlines.

SAS began its Chicago operation back in 1964 to serve American-Scandinavians in the Midwest. This area also is now a prime market for traffic to the Baltic States and Eastern Europe via the SAS Copenhagen Baltic hub.

Late Connections

The late SAS flight from Newark to Copenhagen known as flight SK 914 will be reinstated beginning Thursday June 1, 1995. Days of operation will be Tuesdays, Thursdays, Saturdays and Sundays.

Times of departure have not yet been announced but are expected to be approximately 11 pm from Newark; and about 6:30 pm from Copenhagen. Flight SK 913 will have the same operation days as mentioned above. Should be a winner for the airline!

Wish to Own a Castle?

Has it always been your dream to own your own castle? Vedholm Slot, West of Faaborg on the island of Funen has been renovated and converted into condominiums for ownership by corporations or individuals. If you want to own a whole castle or just a condominium, please call the DACC Secretariat at 212-980-6240. WVJ

Hopes Up for Danish Design

Two Danish design companies were introduced to the New York International Gift Fair in February, making their debut together by exhibiting in a booth obtained with the assistance of the Consulate General of Denmark in New York. Both Folle, owned by Folmer Kjeld Christensen, and Unique Interiuer Design, owned by Klaus Kastbjerg, feel that the United States is a significant, albeit difficult, market to approach. Both came out as optimists and with a decision to return to the next fair in August. Companies such as Stelton and Danish Steel House were also found exhibiting at the gift fair, expressing hope that the market, which for several years has been difficult, is about to turn around.

The Industrial Design Prize

Last month Vola, a manufacturer of faucets and sanitary fittings, was awarded the Danish Design Council's Classic ID Prize for its unique faucets designed by Prof. Architect Arne Jacobsen. The faucets were first produced in 1968. This special prize is given only for distinguished Danish design products which have been in production at least for 25 years.

VH

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ECCO USA Voted Company of the Year

"We don't want to be the biggest, but we want to be the best", says Mr. Paul Grimble, President of ECCO USA. ECCO may turn out to just this after the Danish shoe manufacturer (in only its fourth year in the United States) was named "Company of the Year" by the trade magazine "Footwear News".

"Quality instead of volume" could be another way to explain the success of this once tiny factory based in Bredebro in Western Jutland close to the German border. In a competitive market where price and marketing are the common battlefields, ECCO has held to quality and exclusiveness to create a stronghold in the States.

The price for the Danish quality shoes starts at \$110 (women's) and \$140 (men's), and even at these prices sales have doubled in 1994. 1995 sales are expected to surpass \$35 million, and ECCO is expanding into several new states and looks forward to reaching all of the US in 1996.

ECCO's strategy in the US has been to develop distribution through retailers who are eager to listen to and serve their customers' needs. ECCO believes that with the number of unique features for which its shoes are famous, more time should be taken both to explain the benefits and fit its customers properly. This criteria led to retailing through a select list of department stores and special shoe retailers including Nordstroms, Barney's, and Bloomingdales.

The company, whose founder Karl Toosbuy received its award at Hotel Parker Meredien in New York, is located in a modern 25,000 square foot facility in Salem, NH.

JL

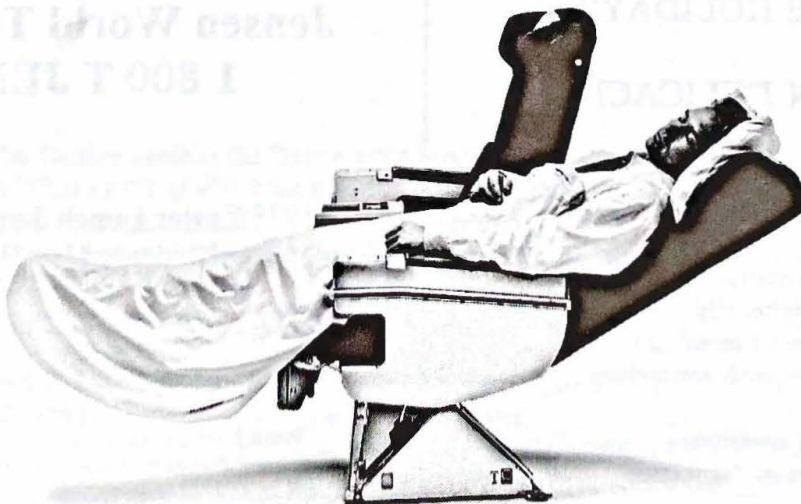
Grundfos Turns 50

Grundfos, one of the world's leading manufacturers of pumps, will celebrate its 50th anniversary in May. The company, which was founded in 1945 by Poul Due Jensen, and run by his son Niels Due Jensen since 1977, has been growing steadily over the years. It now has an annual turnover of almost a billion dollars, and employs 8800 in 47 subsidiaries in 29 different countries. Expansion continues, although lately Danish headquarters in Bjerringbro have been experiencing bottleneck problems and find it difficult to get qualified workers for the plant. The American subsidiary is run by Jerry E. Cook, son of its founder Einar Cook, who befriended Poul Due Jensen when he was tracing his Danish heritage back in the 1960's. Grundfos Pumps Inc. in Clovis, CA expects its annual growth of 12-15% to continue this year and - with an eye on the development of the NAFTA free trade agreement - has just opened an office in Argentina to cover the South American market.

Coloplast Takes over US Company

Coloplast, the Danish producer of medico-technical supplies, has taken over the Minnesota-based Sween Corp. for 78,5 million DKK. The American company with 161 employees produces skin care products for hospitals, nursing homes and home care. The last financial year showed that Sween Corp. had a turnover of 22.4 million dollars and profits of 5.4 million dollars. Coloplast will finance the takeover by a stock offering of 10 million DKK of B-shares.

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SAS Euro Sleeper prepares you overnight for business overseas.

Sometimes the best way to prepare for a business meeting overseas is to get a good night's sleep. That's why, SAS offers the fully reclining, Euro Sleeper seat in EuroClass.

For a business class fare supplement you may reserve this "bed in the sky" and arrive at your next meeting destination refreshed and ready to take care of business.

The Euro Sleeper seats are limited, so make your reservation early. Call your travel agent or SAS at 800-221-2350.

SAS
SCANDINAVIAN AIRLINES

Streamlining ISS Inc.

Dennis Spina, the new CEO of ISS Inc. who took over from Henrik Slipsager in November, has been very busy restructuring the company. He has eliminated a whole layer of middle management and redirected the sales focus from the field level to the corporate level. Mr. Spina estimates that the number of corporate staff will be cut by as many as 75-100 people. "I have taken the strongest and given them more responsibility, and I think they will feel good about that. I want an organization that is lean and fair". He feels that ISS can do much better and be more efficient, and he is convinced that the trend toward further outsourcing in both the public and private sector will greatly increase business opportunities for the company. Encouraged by its large number of corporate customers in the United States, ISS has recently established itself in Mexico City.

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Danish Banks Expand in the US

Unibank is in the process of establishing a broker company, Unibank Securities, Inc., in connection with its New York branch. In light of the increasing internationalization of financial markets and a growing trend for American investors to look abroad, Unibank has great expectations for its new venture, which is seen as an important part of the bank's trade and investment strategy. The company will employ 14 people and be run by Henrik Bak, who is

moving to New York from Unibank in Copenhagen. Also, Den danske Bank is planning to expand and strengthen its securities operations in New York, keeping to its book's framework rather than incorporating as a separate securities company.

Downturn for Lego in the US

After 21 years of non-stop growth in the US market, the prominent toymaker Lego saw sales drop last year for the first time since the company established itself in the United States in 1973.

Retail sales are down 2-3% due to fierce competition for construction toys, with many new companies entering this market which has been booming over the last two years, according to Peter Eio, CEO of Lego Systems, Inc. Despite the dip, he considers 1994 a pretty good year and notes that Lego held its own after five years of rather aggressive annual growth of 10-15%. This year Lego prices will be unchanged and 50% of the Lego sets will be completely new introductions. Peter Eio expects a shake-up of its competitors, and Lego's sales to rise 5-10%. At the Toy Fair in New York in February, Lego received the Vendor of the Year reward from Toys R Us for the fifth consecutive year. In addition, Lego has just opened a sales office in Mexico City.

VH

CELEBRATE THE HOLIDAYS WITH "SCANDINAVIAN DELICACIES"

We sell a wide assortment (many homemade) of Scandinavian specialties such as: "flæskesteg, hamburgerryg, ænder, flæsk, medisterpølse, frikadeller, leverpostej, rullepølse, sprængt kam, sky og krydderfedt, sylte, sild i lange baner, røget ål, rejer og meget mere". For the sweet tooth we sell: "wienerbrød, marmelade, konfekt, chokolade, etc."

We cater and deliver to all occasions - big or small! Please contact us for further information:

Scandia Deli
46 N. Sussex St., Dover, NJ 07801
Tel: 201-361-7890, Fax: 201-361-0626

HAPPY EASTER!

Jensen World Travel, Ltd. 1 800 T JENSEN

1995 Easter Lunch Tour to Copenhagen

Special weekend From 23 Mar to 26Mar.
(special extention available)

Total package will cost: From New York \$480.00

Tour includes ticket, 2 nights hotel accom.

The Easter Lunch.

Book Early, Limited seating, tours will be sold out!
Participation expected from Seattle, Chicago and New York

Everyone is welcome!

\$50.00 Deposit required to secure your seat.

We use such famous places as Husmann's Vinstue,
The famous Slukefter Jazz Club in Tivoll, Kanal Kafeen as venues
for our programs, subject to number of participants!

Special from - AVIS in Denmark

Trade Shows in Denmark 1995

- March 14-16 Arbejderbeskyttelseudstyr (Workers Protection Products) Odense
- March 22-24 Scandinavian Cleaning Show, Odense
- March 23-25 Scandefa (Dental Show), Copenhagen
- March 23-26 Transport, Herning
- March 24-26 Kiosk, Service Business, Fredericia
- April 2-4 Media & Marketing, Herning
- April 2-4 ScanShop, Herning
- April 19-21 SYMA, Herning
- April 2-5 PSO, industrial surface treatment, environment, Fredericia
- April 16-30 Scandinavian Furniture Fair, Copenhagen
- May 16-18 Eurohospital & Rehab, Copenhagen
- June 7-10 World Fishing, Copenhagen
- Aug. 12-15 Int. Fashion Fair, Copenhagen
- Aug. 18-21 Danish Lighting Fair, Herning
- Aug. 18-21 Texpo, Herning
- Aug. 18-21 Formland Gift Fair, Herning
- Sept. 6-10 Office & Data Show, Fredericia
- Sept. 12-16 Trade Fair for Industry, Herning
- Sept. 12-15 Scanlab, Copenhagen
- Oct. 5-8 Auto Technique, Copenhagen
- Oct./Nov. Multimedia Trade Show for Audio and Video Equipment
- Nov. 14-17 Medical/Doctor Trade Show, Copenhagen

For further information please call the DACC Secretariat,
tel: 212-980-6240.

New Members:

Ms. Benedikte Stampe
79 Roton Avenue
Rowayton, CT 06853

Ms. Lene Skou-Moynihan
Port Authority of New York & New Jersey
One World Trade Center, 54th fl.
New York, NY 10048
-Trade policy analyst.

Office Space for Rent

Newly furnished office (1,100 sq. ft.) currently occupied by Danish company, immediately available on competitive terms. Close to Metro North Station and with three private parking spaces.

For further information please contact: 212-223-4545,
ext. 4947

BM



Cultural Events

- March 18 - DCA Gallery exhibits the Danish artist MAJA LISA
- April 15 ENGELHARDT at 420 West Broadway, NYC. Tel: (212) 334 - 3331.
- March 30 - Danish artist OLE HAMANN exhibits his recent paintings at the offices of the Consulate General of Denmark and the Danish Mission to the United Nations, 885 Second Avenue, 18th floor, tel: 212-223-4545.
- April 13 "THE POWER OF CONSCIENCE: The Danish Resistance and Rescue of the Jews" will be shown at the Museum of Modern Art, 11 West 53rd Street, NYC. Tel: (212) 708 - 9500. Produced and directed by Danish-American filmmaker ALEXANDRA MOLTKE ISLES in cooperation with Danmarks Radio. At 3 & 6 PM.
- April 19 DANISH AMERICAN SOCIETY celebrates the QUEENS BIRTHDAY with a reception at Consulate General of Denmark. For further information please call (212) 980 - 6240.
- May 3 The Danish State Ensemble THE NEW JUNGLE ORCHESTRA with PIERRE DØRGE is performing at The Alternative Museum, 594 Broadway, NYC. Tel: (212) 966 - 4444.

THE CONSULATE GENERAL OF DENMARK'S BUSINESS ACTIVITY LIST

| <u>MONTH</u> | <u>DATE</u> | <u>ACTIVITY</u> |
|--------------|-------------|---|
| MAR | 13-16 | Chicago: National Manufacturing Week |
| | 14-16 | Boston Seafood Show |
| | | Washington DC: EU-Meeting |
| | 20 | New York: International Kids Fashion Show |
| | 28-30 | New York: Interphex Pharmaceutical Industry Conference |
| | | Boston: Investment promotion, Biotechnology |
| | | Sector Report - Butter Cookies |
| APR | 12 | Atlanta: Investment promotion |
| | | Washington DC: EU-Meeting |
| | 18-19 | Boston: EDDA Show |
| | 11-13 | New York: Network World Show |
| | 20-21 | Toronto: Regional Trade Meeting |
| | 23-26 | San Juan, PR: Danish participation in Food Show |
| | 24-28 | <u>Denmark</u> : Scandinavian Furniture Fair |
| APR/MAJ | 27-5 | High Point, NC: International Home Furnishings Market |
| MAJ | | Washington: EU-Meeting |
| | 2 | New York: Premium Incentive Show |
| | 7-10 | Chicago: Food Marketing Institute Show |
| | 9-11 | New England Environmental Expo |
| | T | New Orleans, LA: Supercom |
| | 16-18 | Boston, MA: Sensors Expo Boston |
| | 22 | New York Stationary Show |
| | 22-25 | Atlanta, GA: Comdex Spring |
| | T | Springfield, MA: Easttech 95 |
| | | Sector Report - Food Service |
| | | <u>Denmark</u> : Investment promotion |
| | 15-19 | <u>Denmark</u> : UN-Seminar and consultation with Danish businesses |
| MAJ/JUN | 22-2 | <u>Denmark</u> : Consultation with Danish businesses |

For further information regarding the above list, please contact:
 The Consulate General of Denmark, New York.
 Tel.: (212) 223-4545, ext. 4952

T = Tentativt