

DACC NEWS BULLETIN

NO. 2

JUNE 1995

WWII 50th Anniversary Remembered

On May 10 Arlington Cemetery in Washington, DC, was the site of a special dedication ceremony commemorating the efforts of the US Air Force in the liberation of Denmark 50 years ago.

On this symbolic and historic occasion of saying "Thanks to America", H.R.H. Prince Joachim headed a group of Danish government and military dignitaries along with 70 Freedom Fighter Veterans. Also participating in the ceremony were nine members of the Royal Danish Guard, a US honor guard, and the USA Air Force band.

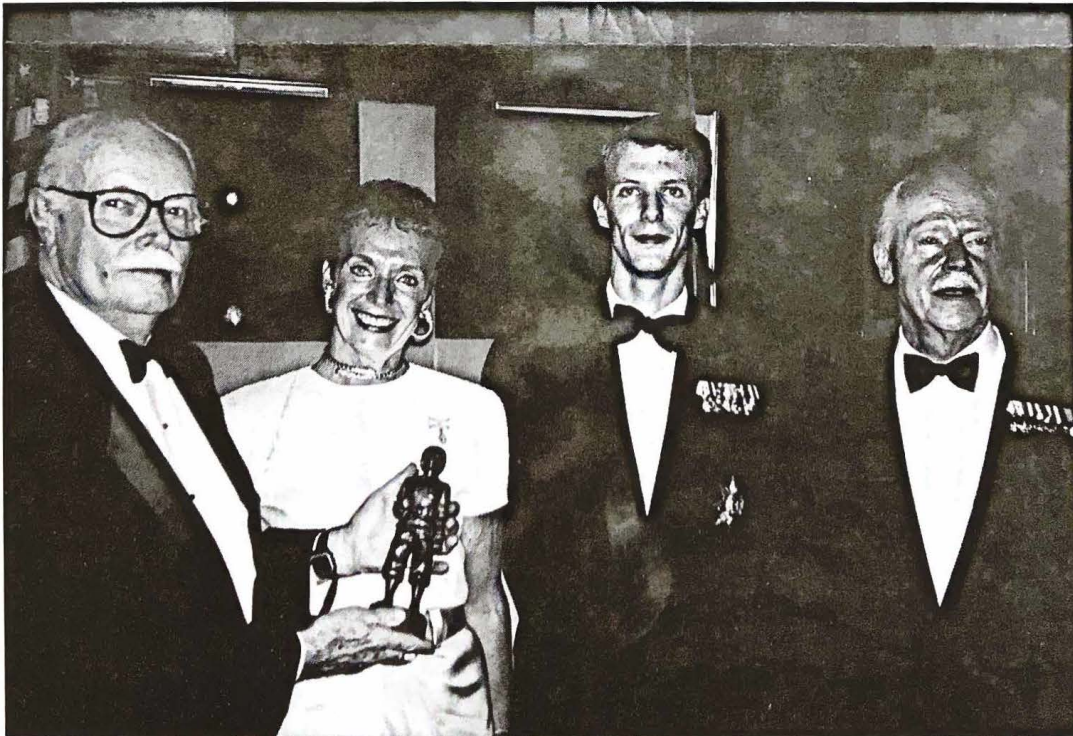
The Prince unveiled a memorial stone, taken from the coast near Kronborg Castle, and now resting among a trio of young

Danish oak trees. Set in the ground in front of the stone are 135 cobblestones representing the number of US airmen known to have lost their lives in missions over Denmark.

US Secretary of Defense William Perry concluded the ceremony with a touching speech in which he expressed America's appreciation for this symbolic "Thanks to America".

May 12th, the week of celebration continued with a Dinner Dance held by the Danish American Society and Danish American Chamber of Commerce at the New York Yacht Club. Honored guests for the festive evening were H.R.H. Prince Joachim and Geoffrey Montgomery Jones, President of the Veterans of O.S.S.

EN



From left: Mr. Geoffrey Montgomery Jones, President of the Veterans of O.S.S., Neel Halpern, President of Danish American Society, H.R.H. Prince Joachim, and Werner Valeur-Jensen, President of Danish American Chamber of Commerce.

DANISH AMERICAN CHAMBER OF COMMERCE

Nils J. Flo

Nils J. Flo, long active in DACC and member of the Board, died on April 21 at New York Hospital. He was 49.

Friend and colleague to a wide circle of Scandinavians and Americans, Mr. Flo was Director of Public Relations for Scandinavian Airlines. Prior to joining SAS in 1983 as Manager of their News Information Bureau, he had been Convention and Travel Incentive Manager for the Danish Tourist Board.

Burial was in Aalesund, Norway, where he grew up.
EN

New Members

Mr. Lars J. Peitersen
225 Long Avenue
Hillside, NJ 07205

-Pharmaceutical raw materials, feed and food additives, trading and distribution.

Mr. Steven L. Beyer
112 Delafield Avenue
Staten Island, NY 10301-2606
-Teacher and author

Mr. Erik Johansen
Dana Imports Inc.
P.O. Box 718
Pine Brooks, NJ 07058
-Manufacturers representative - foods.

A Reminder

If you have not already paid your membership dues for 1995, please do so as soon as possible.

DACC's Summer Office Hours

The Secretariat will be closed for the Summer from Monday, July 3, to Wednesday, September 6, 1995, when the office re-opens with normal office hours 9:30 am-1:30 pm, Monday to Friday.

DACC wishes all its members a pleasant Summer!
STF

New President at Maersk Inc., USA

On March 10, 1995, Mr. Tommy Thomsen was appointed President of Maersk, Inc. in Madison, New Jersey. Mr. Thomsen started his career with A.P. Moller in 1978 and has held various managing positions within the company. Mr. Thomsen's commercial education comprises extensive special training, and he is a graduate of the Harvard University Graduate School of Business Administration.

Situation Wanted

Michael Schmidt, 36 yr. old, Danish citizen. Profound knowledge of US market place, looking to further career in the USA. 8 yr. experience in Product Management/Adv. Agency + 4 yr. in sales. HD (afsætningsøkonomi) and MBA. Have Green Card. Strong strategic, analytical, and quantitative skills. Preferred areas: marketing/product management or business development. Pls. call 508-358-4254 (Boston).

SAS and Lufthansa

SAS and Lufthansa have announced their decision to join forces in a comprehensive strategic alliance. The alliance will strengthen the competitiveness of the two airlines and contribute to the necessary restructuring of the European airline industry.

They will base their cooperation on long-term commercial and operational relationships. SAS and Lufthansa will remain fully independent and retain their identities. The ownership structure will not be affected by the cooperation. By integrating their networks, not only on the passenger side but also in the field of air cargo, the airlines believe they will attract more traffic volume. Also SAS and Lufthansa will coordinate their Frequent Flyer Programs so that passengers will be able to accrue and redeem bonuses on either airline for all flights throughout the integrated system. The cooperation will not effect SAS' North America traffic.

Press Release

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Dan Transport Goes to Dallas

Dan Transport has taken yet another step to implement its long-term strategy for the US market by opening an office in Dallas, Texas. Ole S. Iversen has been appointed Head of this office which has a staff of five. This is Dan Transport's 12th US office. The company plans a total number of 15 offices in the United States, and the last three will follow fairly soon with maybe two next year, said Jørgen Møller, President. Dan Transport had a turnover of USD 65 million last year in the United States, which is the company's largest market. The result is the best yet since the company was established here in 1980.

VH

EAC USA, Inc.

For many years the EAC has been known for its vital interests and activities in commerce and industry. They have long been respected as prime movers in such business segments as shipping, lumber, printing machinery, food, etc.

But change, a key word in business today, has come to EAC. Most of the divisions have been sold off, and EAC's presence in North America is now a core group consisting of:

*EAC Bulk Transport North America, Inc., located in Old Greenwich, CT; headed by Mr. Vagn Fausing

*EAC Timber Americas, Inc., Greensboro, NC, with Finn Grubbe in charge.

VH

NOVO Nordisk Wins Hormone Approval

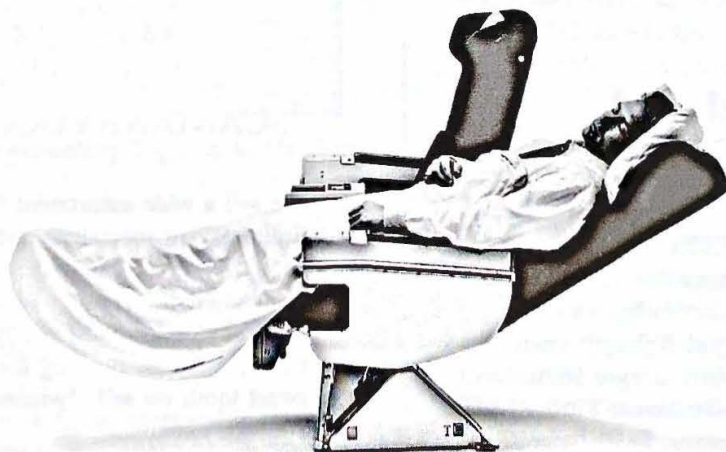
NOVO Nordisk Pharmaceutical, Inc. has finally received approval from the Food and Drug Administration to market its human growth hormone Norditropin in the United States. Norditropin is used for the long-term treatment of children with growth failure caused by inadequate secretion of their own growth hormone. About one child in 5,000 suffers from this disorder. Norditropin is one of Novo Nordisk's key products. It was introduced in 1988 and is already sold in 66 countries. In the United States, however, the competitors Eli Lilly and Genentech have enjoyed seven years of monopoly on this market due to the special Orphan Drug Law. The exclusivity ended last year, and now NOVO Nordisk is coming in, after the company has won a fierce patent-battle with Genentech. NOVO Nordisk realizes that getting a foothold in this area will be difficult, and does not expect to be able to sell Norditropin to patients already being treated, but to the new patients still to come.

Preliminary Report 1994

The highlight of the SAS Group's preliminary report for 1994 states that after four loss-making years the Group reports a pre-tax profit of 1,505 million SEK, a little over \$200 million versus a 1993 loss of 492 million SEK = approx. \$67 million.

The trend for the airline operations was positive and operating income improved. For the balance of 1995 additional growth in the international air transport market is expected. However, continued deregulation will lead to increased competition and pressure on fares.

Press Release



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

SAS
SCANDINAVIAN AIRLINES

Supply Potentials to the UN-Organizations in New York.

On May 18, 1995, a one day seminar took place in Copenhagen focusing on supply potentials to the UN-organizations in New York.

80 participating Danish businessmen were informed by the Chief of United Nations Purchase and Transport Service - responsible for procurement to the peace keeping operations - that last year's procurement amounted to nearly USD 500 mio. and the Executive Director from United Nations Office for Project Services stated that total procurement in 1994 was around 240 mio.

From the Consulate General of Denmark, New York, Henrik Petersen, Commercial Counsellor, lectured on the assistance offered to Danish companies when cultivating the UN system, i.e.:

- identification of supply potential
- registration as supplier in the relevant procurement database or -bases covering equipment or services,
- presentation of product or service as well as a general introduction of the company to the relevant procurement officers and country or field responsible officers from the organizations,
- regular visits to the organizations to follow-up and to safeguard to the persons involved the seriousness of intentions, hopefully resulting in an
- invitation to participate in call for tender or request for proposal, and hopefully finally
- receipt of contracts.

For further information please contact The Consulate of Denmark, New York, tel: 212-223-4545.

Sail Race

The annual Stamford-Denmark Friendship Race on Long Island Sound will take place on Sunday, September 24. For further information, please call 203-327-1111.

Dollar Woes Plague Danish Companies

The declining value of the dollar hurts Danish companies doing business in the United States. The CEO of Novo Nordisk, Mads Øvlisen, said at the recent annual shareholders meeting that NOVO Nordisk will have to downgrade their expectations of a 10% increase in company turnover and profits if the dollar continues at the present low level all year. The competitiveness of companies like Royal Copenhagen and Tulip International's Majesty Inc. has also been under pressure due to the drastic development on the currency markets, and several companies have had to increase their prices on the US Market.

Activity List for the Consulate General - July/August

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|-----------|---|
| July | Washington DC: EU meeting |
| | New York: Summer Fancy Food Show |
| Aug. | Washington DC: EU meeting |
| 13th | Denmark: Formland Show |
| 13-17 | New York: International Gift Show, Danish participation |
| 14th | Denmark: Copenhagen International Fashion Show |
| Aug/Sept. | Denmark: Agricultural Meeting |

Jensen World Travel, Ltd. 1-800 T JENSEN

5th Annual Special Christmas JULEFROKOST Tur and Tivoli Christmas Bazaar

Airfare, 3 nights hotel w/breakfast daily,

Christmas Lunch "Den Danske Julefrokost"

Cost from New York: \$570, from Chicago: \$620

From Seattle/Minneapolis/Detroit/St. Louis: \$750

From Los Angeles/Phoenix/Denver: \$850

PLEASE CALL US FOR OUR SPECIAL PEGASUS TOURS - COPENHAGEN WEEKEND; WINTER VACATION INCL. THREE NIGHTS IN LILLEHAMMER, 1 NIGHT I OSLO, 2 NIGHTS IN COPENHAGEN, AND MUCH MORE. 1-800-T-JENSEN.

CELEBRATE ALL OCCASIONS 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

HAVE A WONDERFUL SUMMER!