

# DACC NEWS BULLETIN

NO. 3

OCTOBER 1995

## Distinguished Honor

More than 30 years' invaluable contribution to Danish agricultural exports to the United States is the reason why the Danish National Association, Dansk Arbejde, has awarded its diploma and Prince Henrik's Medal of Honor to Director Søren Svenningsen, Majesty Inc., USA.

From his office in Cranford, New Jersey, Søren Svenningsen has presided over a brand name strategy for many years - which has given "Danish" a special meaning in the USA. Today, Majesty has achieved a market share of 5% while selling at a premium compared to American and imported processed meat products.



Consul General Hans Grunnet presenting Diploma to Mr. Søren Svenningsen of Majesty

## Danish Participation at US Food Shows

After an absence of more than 10 years the Danish Agricultural Marketing Board (DAMB) believes that the time is right, once again, to participate in US Food shows with a joint Danish pavilion.

Thus the Board is inviting Danish firms interested in taking part in the Winter Fancy Food Show from January 21-23, 1996, San Francisco and the Boston Seafood Show March 12-14. For further information, please contact: Mr. Jorgen Kolding, Export Advisor, Consulate General of Denmark, 885 Second Avenue, New York, NY 10017, tel: 212-223-4545, fax: 212-754-1904.  
JK

## Congratulations

The Norwegian-American Chamber of Commerce was founded in 1915 "to promote trade and good will and to foster business, financial professional interests between Norway and the United States of America, to advance the common purposes of its members, and to facilitate contacts among its members". With these objectives in place the N.A.C.C. certainly has succeeded. At the celebration of the 80th anniversary this fall we say "TIL LYKKE" and wish them good speed for the next 80 years.

EN

## New Magazine for Scandinavians

In April 1996 a new magazine called "Vinland" will be launched in the United States. The magazine will be an editorial mail order catalog and will be issued bi-annually to initially 30,000 Scandinavians living in the United States. It will feature inspirational stories that presents the dilemmas, benefits, and consequences of a Scandinavian multi national lifestyle, as well as a complete overview of the many products and services available for ex-patriots living in the States. The magazine will also offer its readers the best of the best of exclusive Scandinavian products. For further information please contact: Ms. Trine Dyrlev, 25 West 23rd Street, New York, NY 10010, tel/fax: 212-929-7943.

BM

## American Mail Order Companies Meet With Potential Danish Suppliers

On September 6th and 7th, 1995, representatives from the American mail order catalogue companies Lillian Vernon Corp., Hammacher Schlemmer, and Plow & Hearth Inc. met with more than fifty potential Danish suppliers at the Confederation of Danish Industries in Copenhagen. The Danish Consulate General in Chicago and New York had hand-picked the three companies as having the greatest potential for Danish suppliers.

Commercial Counsellor Henrik Petersen from the Consulate General in New York - who has been involved throughout the whole process - was present at the meetings.

HP

# DANISH AMERICAN CHAMBER OF COMMERCE

### New Members

Ms. Michele Bojen  
Leman USA, Inc.  
80 King Spring Road  
Windsor Locks, CT 06906  
Danish freight forwarding company - ocean and air freight shipment.

Ms. Karen Hagerty  
Rollins Hudig Hall  
2 World Trade Center, 105th fl.  
New York, NY 10048

DACC Office Hours:  
Monday to Friday 9 am to 1 pm.

### Ambassador Benny Kimberg Appointed New Permanent Representative to the United Nations

On August 1, 1995, Ambassador Benny Kimberg took up his position as Denmark's Permanent Representative to the United Nations.

Fresh out of Law School, Copenhagen University, Ambassador Kimberg joined the Danish Ministry of Foreign Affairs in 1964.

Having formerly served as First Secretary at the Permanent Danish Mission to the United Nations and as Minister Counsellor at the Danish Embassy in Washington, Ambassador Kimberg is quite familiar with the United States.

Benny Kimberg's first assignment as Ambassador was to Japan from 1984 to 1986.

Ambassador Kimberg was State Secretary for Foreign Political Affairs 1986-91 and is arriving from Paris, where he was Denmark's Ambassador from 1991 to 1995.

The Ambassador is Commander of the Dannebrog.  
HH

### New P.R. Director - SAS

As of September 1, 1995, Anders Bjorck has been appointed Head of Scandinavian Airlines News Information Service and Public Relations Department for North America. His prior position was Managing Director for the Swedish Travel and Tourism Council. Before that Mr. Anders Bjorck served SAS in various capacities, including: General Manager for Southern Europe based in Italy; Director of South West USA district in Los Angeles.  
Press Release

### DACC Programs

The Program Committee is hard at work! Although the October event is in place, we still need details for the November meeting.

What is firm is the DACC traditional Christmas luncheon scheduled for Friday, December 8, at New York University Club, Fifth Avenue and West 54th Street.  
EN

### NY Chamber of Commerce Program

DACC members may be interested in the New York Chamber of Commerce and Industry's upcoming program: Employment Issues for Foreign Companies Doing Business in the United States. This will take place on Thursday, October 19, 1995, from 9 am to 4:30 pm in New York City. USD 290 for Chamber members, USD 370 for non-members. For further information please contact: New York Chamber of Commerce & Industry, One Battery Park Plaza, New York, NY 10004-1491, tel: 212-493-7512.  
STF

### The American-Scandinavian Foundation Announces Awards for 1996/1997

USD 488,000 will be offered to outstanding American and Scandinavian scholars and professionals by the American-Scandinavian Foundation in its 1996/1997 award program. Fellowships of up to USD 15,000 are intended to support a year-long stay, and priority is given to students at the dissertation level who need to spend time at foreign academic institutions. Grants ranging from USD 1,000 to USD 3,000 will also be available. For further information please contact: The American-Scandinavian Foundation, Exchange Division, 725 Park Avenue, New York, NY 10021, tel: 212-879-9779, fax: 212-249-3444.

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## Lyketoft Meets US Investors

September Treasury Secretary Mogens Lyketoft spoke to a crowd of analysts from several major international investment banks at a seminar on Nordic bonds and equities sponsored by Unibank Securities Inc. In his sales pitch to the national investors Mr. Lyketoft outlined the state of the Danish economy and the government's fiscal policy. He advised that the budget deficit will be eliminated by 1997 and the foreign debt will be history by the year 2000. The real growth rate is expected to be approx. 3 pct. up to the year 2000, inflation will remain within the target area of 2-3 pct., and the structural unemployment will be reduced from present 9-10 pct. to approx. 7 pct. within the next five years, said Mogens Lyketoft. He called the high risk premium on Danish bonds unfair, and noted that already next year Denmark will comply with criteria set by the EU Maastricht treaty. The audience was generally positive about the Danish economy and thus Danish securities. They were, however, concerned about the situation on the labor market with the apparent threat of a shortage of skilled labor, and also about the Danish exceptions to the European Monetary Union.

I

## Novo Nordisk Sells License

Novo Nordisk has signed a licensing agreement with the global biotechnology company Amgen and the Japanese company Kirin. They have acquired the global rights to sell worldwide market the drug thrombopoietin (TPO) developed by Novo Nordisk, which is expected to be an important

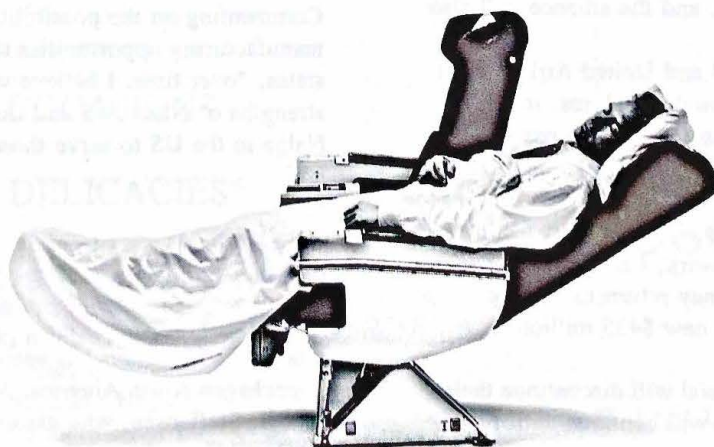
element in the treatment of cancer patients undergoing chemotherapy. American analysts estimate that in a few years the TPO market will grow to an annual turnover of 500-700 million dollars. Novo Nordisk receives a lump sum plus royalties of future sales. Novo Nordisk Research Director, Bruce Carter, said the Amgen/Kirin deal is part of Novo Nordisk's strategy of concentrating the company's resources on the core areas diabetes, gynecological hormone products and human growth hormones. As for TPO, Novo Nordisk's US competitor Genentech has developed a similar drug, and the parties are expected to go to battle over the patent rights.

VH

## Outstanding Danish Growth

The Danish economic growth will again this year outpace that of the leading industrial countries. That is the conclusion of a comparative study by the US industrial organization The Conference Board. Even though Danish GNP growth is expected to slow from last year's 4.4 pct. to 3.5 pct. this year and 2.8 pct. next year, the positive trend is seen to continue. The 1995 expected growth of 3.5 pct. in Denmark compares to 2.9 pct. in the United States, 1.8 pct. in Japan, 2.4 pct. in Germany, 2.6 pct. in Great Britain, and 2.9 pct. in France, according to the Conference Board study.

VH



# SAS Euro Sleeper prepares you overnight for business overseas.

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**SAS Changing Partnership in the USA**

From January 1st 1996 SAS will join an alliance with United Airlines and discontinue the company's 6 year old relationship with Continental Airlines.

The deal follows the alliance between SAS and the German airline Lufthansa. United Airlines already cooperates with Lufthansa in the United States, and the alliance will also include Thai Airways.

The co-operation between SAS and United Airlines will include code-share flights, through check-ins, improved connection scheduling, and mutual access to passenger lounges. The two carriers plan to incorporate their frequent flier programs. United will evaluate other opportunities for cooperation - such as cargo and shared airport facilities. SAS will continue to fly to Newark, Chicago, and Seattle. In a broader perspective SAS may return to Kennedy Airport in 1998, when a brand new \$435 million terminal will be completed.

Even though SAS and Continental will discontinue their alliance, the bonus relationship will continue until further notice.

JL

**Victory to Kompan**

The Danish manufacturer of playground equipment, Kompan, has won an important victory in a New York Federal court over an American company that has been making and selling cheap copies of Kompan's products. Kompan won protection of its "trade dress", as the Florida-

based company Park Structures was indicted and barred from manufacturing, advertising, and selling the Kompan copies in all of the United States. Kompan President, Jeffrey L. Olson, said the victory was very important to Kompan because it will create precedence and by doing so will place a protective bubble around Kompan's image and products in the future. The court case was the first of its kind for Kompan which has been established in the United States for 10 years and has been successful on the North American market. Kompan plans to take Park Structures to court in Canada.

VH

**American Medical Device Manufacturer buys Nunc A/S, Denmark**

Sybron International, the parent company of Nalge Co., a large U.S. manufacturer of disposable and reusable plastic laboratory products based in Rochester, NY, has bought Nunc A/S of Roskilde, Denmark.

Ken Yontz, Chairman of Sybron International, says that Nunc A/S, which also makes disposable plastic laboratory products for biotechnology, medical research and diagnostics, is an excellent fit for Sybron's group of laboratory companies, and a company that nicely compliments Nalge Co., which serves different scientific research needs.

Speaking on behalf of Nunc, Inc., Verner Andersen, President, says that the group's management is very pleased with the prospect of working closely together with Nalge, a company that has a well-defined strategy and strong commitment to the laboratory products market.

Commenting on the possibility of Nunc A/S offering manufacturing opportunities to Nalge, CFO Dennis Brown states, "over time, I believe we will use the manufacturing strengths of Nunc A/S and the manufacturing strengths of Nalge in the US to serve those respective markets.

LW

**New President - Royal Copenhagen North America**

Ana Maria McGinnis has been appointed President of Royal Copenhagen North America. Ms. McGinnis takes over from Paul B. Steffensen, who assumed new responsibilities for the Royal Copenhagen Group including sales development in South America, licensing and direct marketing. The management change took place this August. Ms. McGinnis, who has an MBA from Harvard, comes to Royal Copenhagen from WestPoint Stevens where she was Vice President for Business and Product Management.

EN

## Same Terminal

Starting early next year SAS will combine their services at Newark Airport in Terminal B, where business class passengers will get a Euro Class lounge of their own. United, SAS's new partner, uses terminal A, and Continental operates from terminal C, which means SAS passengers transferring to or from other US destinations at Newark will continue to have good connecting flights.  
EN

## New Season - Danish Contemporary Art Gallery, NY

The Danish Contemporary Art (DCA) gallery on West Broadway opened the new season with a combined exposition by the artists Elizabeth Toubro and Morten Straede. The exposition called "Metageometries" will continue until October 14th and marks the beginning of DCA's second year in the heart of Soho. Later this year it will be decided whether the contract will be renewed. But after a successful first year it is expected that DCA will continue as a US platform for Danish contemporary art. The program for this season is:

Oct. 20 - Nov. 11:	Michael Kvium
Dec. 2 - Jan. 20:	Lise Malinovsky
Jan. 1 - March 2:	Doris Bloom/Thomas Bang
March 9 - April 13:	Maja Lisa Engelhardt
April 20 - May 25:	Martin Andersen/Stig Brøgger
June 1 - July 12:	Finn Reinbothe

JL

## Gift Show at the Consulate General in New York

On August 14, 1995, the Consulate General of Denmark in New York arranged a presentation of Danish giftware and Danish designed products. 12 companies participated in the exhibition and the products varied from Christmas decorations and mobiles to beautifully designed tabletop products.

The guests were greeted by jazz and classical music flowing from the elegantly designed B&O stereo set. All the music was performed by Danish artists. After the guests had walked through the exhibition it was time to feast on the usual Danish delicacies which were served buffet style. The buffet was a big hit with both the Danish exhibitors and the many American visitors.

The event was held in connection with the major trendsetting New York Gift Show at the Jacob Javits Center, where Denmark had a small but impressive pavillion shared by several Danish companies who exhibited giftware, jewelry, etc. All agreed that the exhibition at the Consulate, which focused exclusively on Danish products, was a great success, and the plan is to follow-up with a similar show/reception again in August 1996.

bm

## Christmas Bazar

The Danish Seamen's Church, 102 Willow Street, Brooklyn, holds its annual Christmas bazar on November 18, from 11 am - 5 pm. For further information please call 718-875-0042.

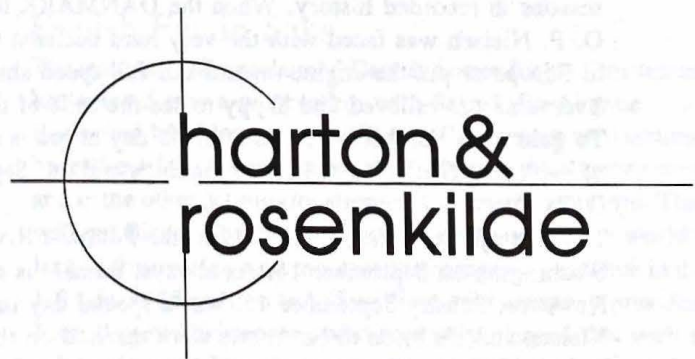
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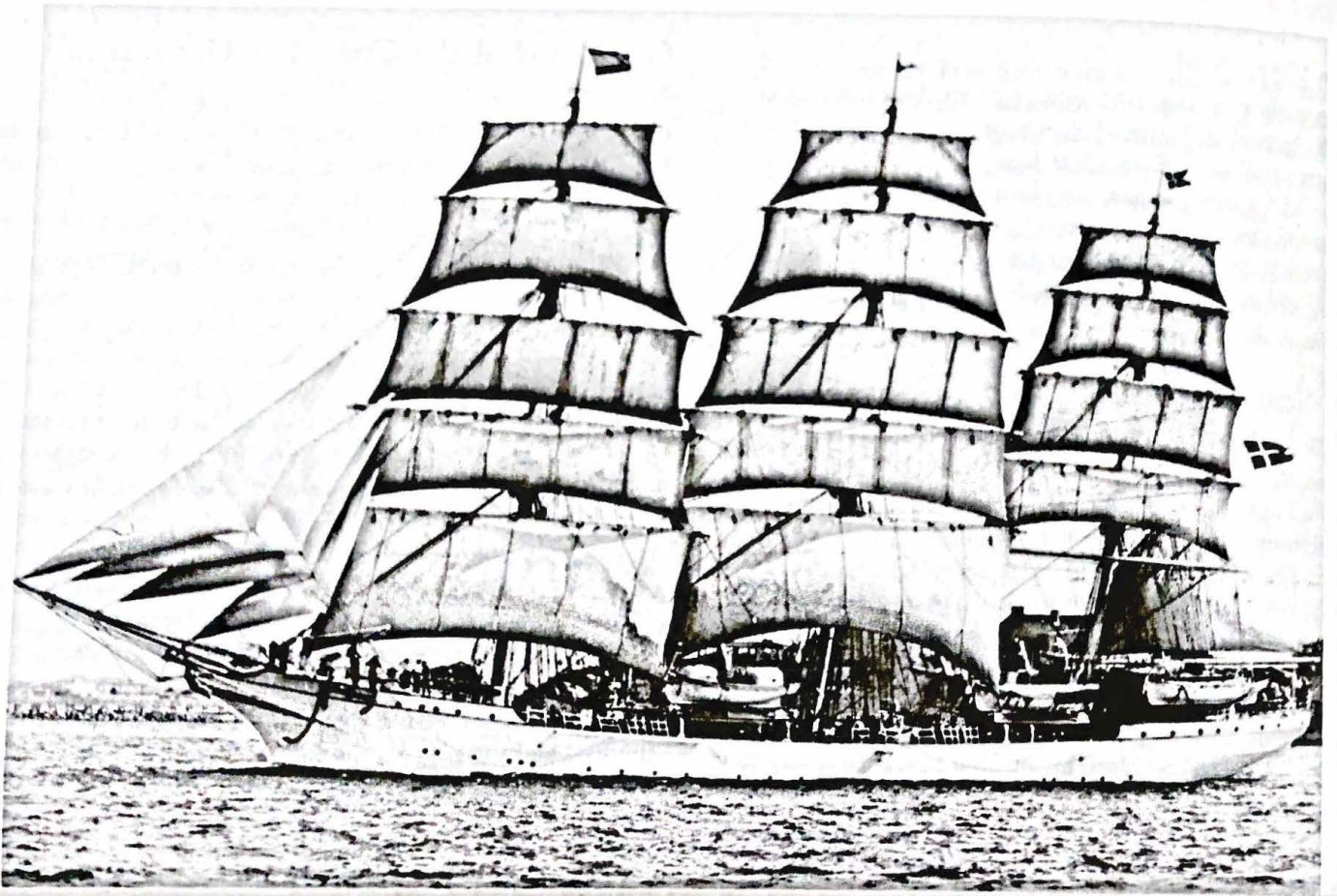
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## The Tall Ship DANMARK Visits the U.S.

The Tall Ship DANMARK arrived in Norfolk on September 8, 1995, and tied up at the Nauticus Pier. The arrival was a day earlier than scheduled due to one of the most active hurricane seasons in recorded history. When the DANMARK found itself surrounded by 4 strong hurricanes, Captain O. P. Nielsen was faced with the very hard decision whether he should turn the ship around and head back to Europe or put the engine on and sail full speed ahead and hopefully avoid being hit by a hurricane. Everyone was relieved and happy to see the sails of the DANMARK approaching Norfolk.

To gain ones "land legs" again after 36 day at sea is always a great experience. The cadets enjoyed 5 days of exploring Norfolk and its surroundings and on September 12 the DANMARK set sails for Washington, D.C.

The ride up the Chesapeake Bay and the Potomac River was beautiful and the DANMARK arrived in Washington on September 14. As always, numerous activities took place on board the DANMARK. However, Sunday September 16, was a special day in the history of the ship. Quatermester Lars Bjarne Nielsen and his bride to be Anette were married on the open deck of the DANMARK. Reverend Torben Poulsen from the Danish Seamen's Church in New York performed the wedding during a service on board. According to the Captain it was the first time in the ship's 63 year old history that it set the stage for a wedding.

From Washington off to Philadelphia where the DANMARK arrived on September 20. In both Norfolk as well as Washington and Philadelphia Captain O. P. Nielsen hosted a number of activities to promote Danish American Trade. Thanks to the generosity of Maersk Inc. the cadettes were able to - in all three cities - enjoy such activities as: a visit to the Kennedy Center, to see the musical "Hello Dolly", and a full day's visit to Bush Gardens, just to mention a few. The DANMARK left Philadelphia on September 24 and began its long journey back to Denmark with just one more stop at the Azores.

BH