

DACC NEWS BULLETIN

NO. 1

MARCH 1996

Crown Prince Frederik in Boston

Crown Prince Frederik of Denmark was back in the US - "my second home", as he stated - in February. The Crown Prince was in Boston where the Boston Ballet performed the Danish classic "Tales of the Arabian Nights" choreographed by August Bournonville. The event was a benefit performance for the Crown Prince Frederik Fund at Harvard University where the Prince studied in 1992-1993.

Even though it was a whirlwind visit Crown Prince Frederik took the time to visit old friends and professors at Harvard University. Among others he met with University President Neil L. Rudenstine, the Dean of the Political Science Faculty Joseph Nye and Professor Marvin Kalb. Joseph Nye is also Assistant Secretary of Defence and Marvin Kalb is well-known for his long career as a CBS and NBC reporter.

PH

Copenhagen Cultural Capital

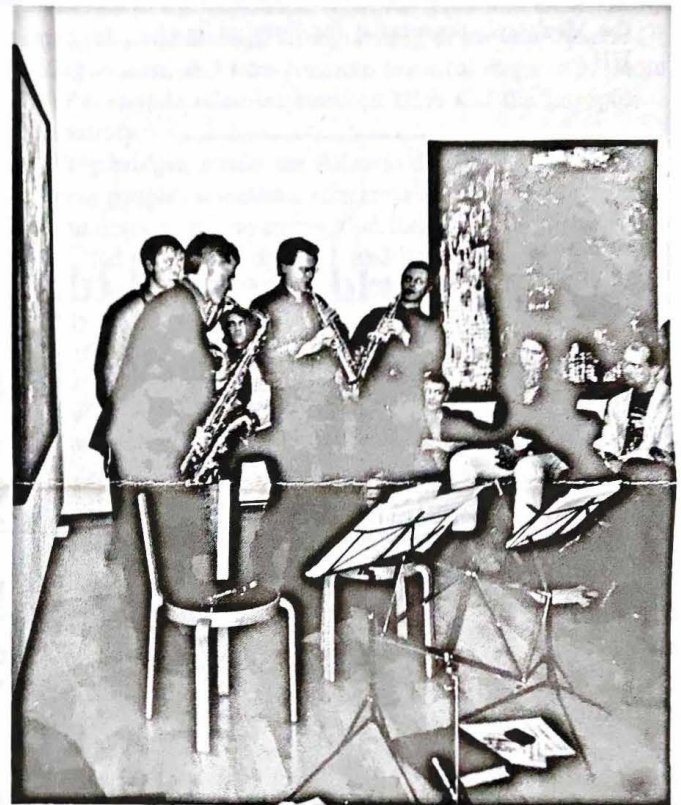
This year Copenhagen plays host to a cultural calendar of more than 400 events celebrating artists from around the world and home-grown talents like Hans Christian Andersen, as the Danish city serves as Europe's official 1996 Cultural Capital. For information and a calendar of events please contact: Danish Tourist Board, 655 Third Avenue, 18th floor, New York, NY 10017; (212) 949-2333.

Danish Study Leads to Wine Boom in the USA

"I love the Danes", the owner of the liquor store said and smiled. And here is why:

In the news program "60 Minutes" November 5, 1995, journalist Morley Safer reported on a Danish study. The study concluded that three to five glasses of red wine per day lowered the risk of heart disease. 20 million Americans watched "60 Minutes" that night and in the weeks following the program the sale of red wine in the US increased 26.3% to an all-time high. But the United States is still a long way from the major league of wine consumers: in 1994 every American consumed 9.4 liters of red wine. The Danes consumed 26 liters per capita and the French 63,5 liters.

PH



Danish Contemporary Art Gallery

In its two years of existence, the Danish Contemporary Art Gallery in Soho, New York, has managed to "place itself on the map" and be acknowledged as a reputable gallery. The fact that the contract for the gallery just has been extended for another three years is good news for the gallery - and good news for the Danish-American colony in the greater New York area. The gallery's spaciousness lends itself well to cultural events, like the poetry reading last fall and the very successful concert by the New Danish Saxophone Quartet last month. Future plans for the gallery include several cultural events like poetry readings and concerts.

DANISH AMERICAN CHAMBER OF COMMERCE

Consulate General of Denmark - New Commercial Attaché

As of February 1, 1996, Commercial Attaché Mads Peter Gede succeeded Henrik Petersen in the Trade Department with special responsibility for consumer goods and trade relations with the United Nations. Mr. Gede has a degree in international marketing. Prior to his position as Head of Section in the Ministry for Foreign Affairs in 1994, Mr. Gede was Regional Export Director in a leading Danish food processing company.

After 4 years with the Consulate General Henrik Petersen has been called back to Copenhagen, where he now serves the Ministry's Secretariat for Foreign Trade.

HH

Jensen World Travel, Ltd.

1137 Central Ave., Suite 6
Wilmette, IL 60091

1 847 256 5550
1 847 256 5563 fax
1 800 T-JENSEN

Ter D. Jensen, CTC
President

Carol Anderson Dorjath
General Manager

In Los Angeles you may call: Grothe Jensen 1 310 676 1974
In Houston: Mette Miller Spiers 1 713 859 3140
In Seattle: Anne Branson Timmel 1 206 883 3962

Special offers For family and Friends in Scandinavia
visiting you in the States.

Lower round trip airfares to main points in Scandinavia
expected to be announced at anytime call us for latest update.

Cruise The Greek Isles, 7 days/6nights Aboard the MS Viking Star,
with Kurt and Gretchen Johnson, depart 6 May, 1996!!
A motor yacht taking maximum 30 passengers, including air,
two nights in Athens, one in Copenhagen, full board on cruise,
tours and transfers, \$3840.00

We are looking for a Dane in New York to
work as resident sales manager for our company!
Travel agency experience preferred.

AFRICA SAFARIS from \$3575.00 — EASTERN & ORIENT EXPRESS Tour from \$ 4200.00
Including 12 Days/10 nights, full board on Safari or on board train.

Specialists in ASIA: Bhutan, Cambodia, CHINA, Hongkong, India, Indonesia, Japan,
Korea, Laos, Malaysia, Myanmar, Nepal, The Philippines, Sri Lanka, Taiwan, Vanuatu, Vietnam.

Welcome New Members

Mr. Peter Rasmussen
Credit Lyonnais
1301 Avenue of the Americas
New York, NY 10019-60022
-Financial institution

Mr. Peter Vranum
O'Connor, Reddy & Seeler, PC
250 Park Avenue
New York, NY 10177
- Attorney at Law

Mr. Mogens Juul Petersen
Poten & Partners
885 Third Avenue
New York, NY 10022
-Shipbroker and consultant

Mrs. Dorthe S.Hoeg
289 Mt. Hope Avenue
Dover, NJ 07801
-Production and research scientist

Secretary/Receptionist

MD Foods USA, U.S. subsidiary of Denmark's leading cheese maker, seeks a full time secretary/receptionist. Small, friendly office in Springfield, NJ. Individual must be comfortable with many different duties. Good English speaking and writing skills and computer knowledge required. For more information, pls. call 201-467-9888.

Welcome to Poul Høi of Berlingske Tidende, New York

who has joined the Newsletter's editorial committee.

PUBLISHER:

Danish-American Chamber of Commerce
One Dag Hammarskjold Plaza
885 Second Avenue, 18th floor
New York, NY 10017

Susanne Toyberg-Frandzen, Executive Director
Telephone: 212-980-6240

Editors:
Vibeke Hjortlund, 212-260-3753
Hans Hvitved, 212-223-4545
Jan Lund, 212-297-1775
Benthe Montalvo, 212-223-4545
Erik Norup, 212-752-3448

Copyright by the editors. All rights reserved. Written permission required for reproduction in any form.

Danish Businessman Donates Scholarship

The Danish entrepreneur Flemming Heilmann has donated \$250,000 to a scholarship fund that will enable a Danish graduate student to study American market economy at Cornell University either for a semester or a full year every year.

Flemming Heilmann, who was born in Malaysia to Danish parents from the Horsens area, has been a US citizen since 1983. He has made a career for himself in the packaging industry - 8 years as President and CEO of Continental Can Company and in more recent years as an entrepreneur salvaging neglected and run-down companies. It is proceeds from his latest purchase and resale, Brockway Standard Inc., that have been invested in the Flemming and Judy Heilmann Scholarship Fund. The purpose is to further Danish-American relations and give Danes a firsthand knowledge of the American free market and entrepreneur economy.

VH

EU Trademark Takes Effect

To secure their intellectual property protection companies may now file for a single Community Trademark (CT) for products and services marketed in the EU.

Once registered with the EU Trademark Office in Alicante, Spain, a CT will be subject to uniform rules in all EU territory, including scope and duration of protection (10 years, renewable for 10-year periods).

The Transatlantic Agenda

At the US-EU summit held in Madrid on December 3, 1995, President Clinton, the President for the European Council, Felipe Gonzales, and the President for the European Commission, Jacques Santer, signed the new Trans Atlantic Agenda with four major goals such as: Contribute to the expansion of world trade and closer economic relations through strengthening of the multilateral trading system, and take concrete practical steps to promote closer economic relations between USA and the European Community.

Building bridges across the Atlantic through working with business people, scientists, educators and others to improve communication, and to ensure that future generations remain committed to developing a full and equal partnership. A Joint Action Plan is attached to the agenda specifying priority actions between now and the next summit including support to the World Trade Organisation, and a successful conclusion of a Multilateral Agreement on Investment.

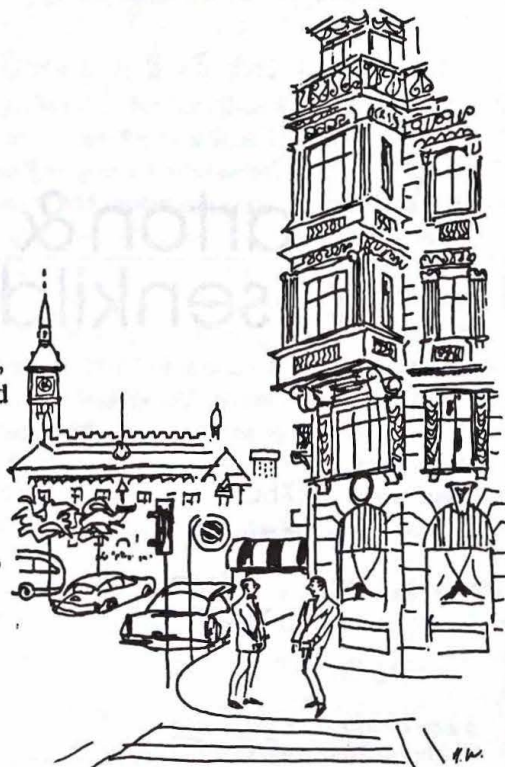
HH

Enjoy Danish tradition on the best corner in Copenhagen.

In the center of Copenhagen, within steps of City Hall, the Tivoli Gardens, marvelous shopping, convenient transportation and more, the beautiful Hotel Alexandra extends a warm welcome.

Facilities include 63 charming rooms, each with private bath, telephone, TV and a seemingly endless array of amenities. You find yourself surrounded in storied Danish elegance, from the classic architecture and furnishings to the breakfast restaurant that offers a tantalizing choice of homemade Danish specialties. And in every aspect, the service is characterized by a uniquely relaxed style.

The Hotel Alexandra. Your invitation to the finest Danish hotel tradition, on the best corner in Copenhagen. And when you make your reservation, be sure to mention that you saw this ad in this publication; you'll be rewarded with a 10% rate discount and a room upgrade. How's that for Danish hospitality?



The finest in Danish hotel tradition

H.C. Andersens Blvd. 8 • DK 1553 Copenhagen V • Tel +45 33 14 22 00 • Fax +45 33 14 02 84

A Hotel in Copenhagen

Alexandra, the hotel, is located at H.C. Andersens Boulevard 8, just where this thoroughfare becomes Copenhagen's Town Hall Square.

A small hotel which over the years has developed into an inviting refuge with its own personal spirit and atmosphere. Recently, it was carefully restored with the best in classic Danish furniture, design and architecture. The guest will immediately feel comfortably at home. Each of the charming rooms has a well fitted bathroom. Rooms for non-smokers are available.

A delicious homemade Danish breakfast is served in the restaurant or as room service each morning.

Hotel Alexandra ought to be admitted to the famous Michelin Hotel Guide soon!
EN

Dan Transport HQ Burned Down

Dan Transport's US headquarters in New Jersey burned down to the ground in the aftermath of the billion dollar blizzard of 1996 on the East Coast. None of the 40 employees were hurt and only a few customers' shipments were lost in the fire, said Dan Transport. Immediately after the fire the company moved into borrowed space with American partners where they continue their service on a temporary basis.

VH



- EXECUTIVE SEARCH
- RECRUITMENT
- INTERNATIONAL ASSIGNMENTS

34 G, ESPLANADEN
DK-1263 COPENHAGEN K
TELEPHONE +45 33 15 45 15
TELEFAX +45 33 15 30 40

ASSOCIATES:
GERMANY • FRANCE • U.K. • ITALY • SPAIN • PORTUGAL • SCANDINAVIA • BENELUX

Smooth Flying

As of March 4 SAS and United Airlines are offering one-stop-check-in and smooth connections in their code-share flights program. The new service connecting U.S. markets to and from Scandinavia, as well as two other intra-European markets, starts on April 10.

SAS will share United's designator code on a number of UAL's domestic flights. Initially, major U.S. markets participating in the agreement include: Newark, New York, Chicago, Denver, Dallas/Ft. Worth, Minneapolis, Los Angeles, San Francisco, Seattle, and Washington, D.C. Intra-European markets include Copenhagen, Helsinki, Oslo, and Stockholm via Amsterdam and London. In addition to one-stop-check-in service for an entire itinerary, travelers will accrue reciprocal frequent flier miles through SAS' Euro bonus and UAL's Mileage Plus programs.

SAS Press Release

Superfos Strengthens US Management

The US subsidiary Superfos Construction has grown so much that Superfos has finally decided to let it be run by top management locally rather than from the company headquarters in Vedbæk. The road construction activities in both Europe and the United States have until now been run jointly by Hans Gormsen in Vedbæk. Due to the structural changes they have split up, and Charles Owen is given charge of Superfos Construction USA, reporting directly to President and CEO Peter Højland. Charles Owen is head of Couch Inc. which together with Shears Sons Inc. is the main subsidiary of Superfos in the US. Superfos has grown fast through acquisitions and now has annual revenues of \$250 million, which is more than the European construction activities, and about one third of the entire Superfos revenues. In 1995 Superfos bought four US companies. As a result of the change of management Superfos Construction USA will also establish new headquarters in the United States. The location has yet to be decided but it will be in the South/Midwest area where Superfos has its stronghold.

VH

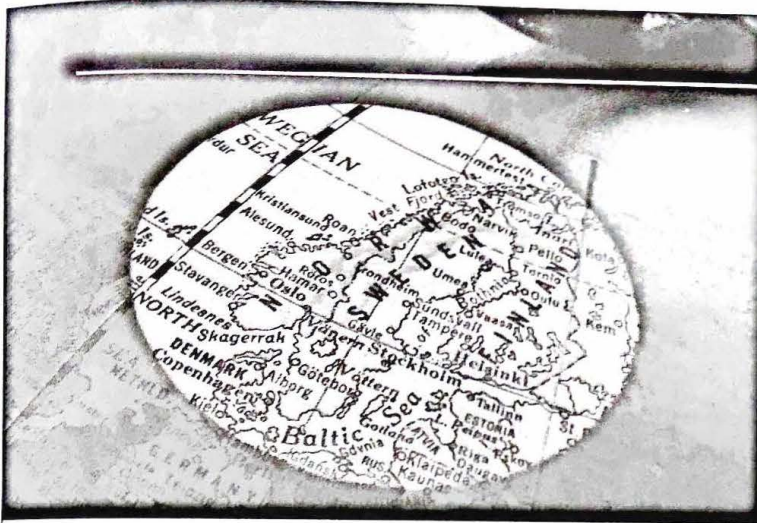
"EURO" - the European Currency in 1999.

Despite difficulties and doubts the EU leaders at the Madrid European Council in December 1995 took important and far reaching steps to move closer to achieving full economic and monetary union (EMU) in 1999, including naming the single currency the "Euro".

The decision on which countries will participate initially will be taken as early as 1998 in accordance with the Maastricht treaty.

The EURO currency will start being circulated after January 1, 2002.

HH



SAS
SCANDINAVIAN AIRLINES

We're going further to bring Denmark closer.

Closer to you and your business. At SAS we make it easy. From the New York area, we offer daily nonstops to Copenhagen. From the Danish capital, we offer more flights to more destinations throughout Denmark — more than any other international carrier. And every time you fly our world-famous EuroClass® service, you'll get double points as a EuroBonus™ member.

Find out just how easy we can make your trip to Denmark and the rest of Scandinavia. Call your travel agent or SAS at 800-221-2350.

Easy as SAS.

©1995 Scandinavian Airlines. All rights reserved.

Phytera Plans to Join all European Activities in Denmark

The American biotech company Phytera plans to establish a research and production center in Copenhagen. Phytera has a share capital of USD 22 mio. and expects to be on the American stock exchange next year.

According to the company's Chairman, Mr. Gustav A. Christensen, the Copenhagen center plans to develop a new technique to produce medicine from plant seeds. Phytera has the world's largest plant collection and obtains its plants and seeds from botanical gardens all over the world including the Copenhagen Botanical Gardens. Mr. Christensen of Phytera is Danish but emphasizes that it is not due to his Danish roots that the company is now setting up an operation in Copenhagen. It was not until Phytera - through the Consulate General of Denmark - was contacted by the Danish investment organization "Copenhagen Capacity" that Denmark was taken into consideration.

In its Danish venture Phytera will be financially supported by Dansk Udviklingsfinansiering (Danish Development Finance). The company is considering moving all its European activities to Denmark.

HH

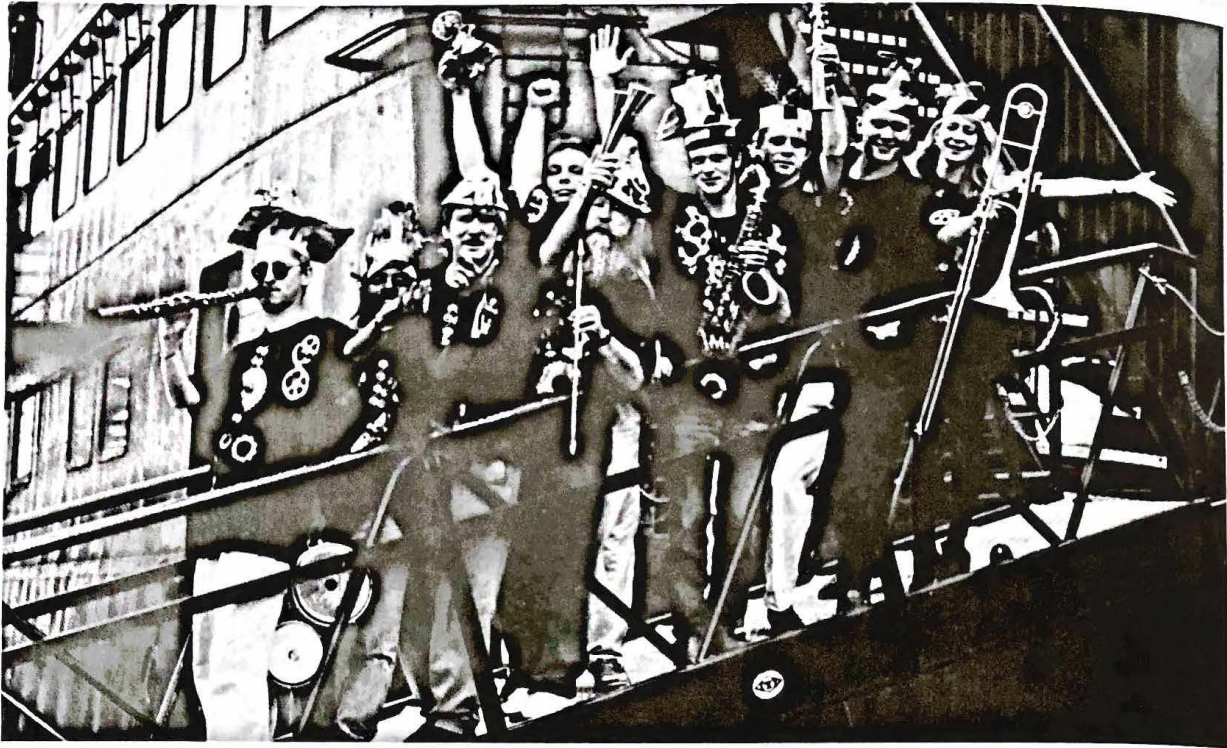
Alliance Between SAS and Lufthansa

From Århus to Munich for less than \$200 r/t. From Copenhagen to Athens for less than \$350 r/t. The fares sound very un-European. On average, airline tickets in Europe are up to 40% more expensive than in the US, but after the EU Commission in Brussels in January 1996 blessed the alliance between SAS and Lufthansa, the two airlines celebrated the alliance by lowering air fares between EU cities during the winter season.

The alliance means that 372 weekly connections between Germany and Scandinavia will be code-share flights. In the summer further code-share services to destinations in Scandinavia, France, Italy, Spain, Austria, and Portugal will be introduced, and SAS and Lufthansa will coordinate their route networks through the Copenhagen, Frankfurt, and Munich hubs.

Because of the alliance SAS will end its cooperation with Swissair and Austrian Airlines, and Lufthansa will limit its cooperation with Finnair and Transwede.

PH



THE NEW JUNGLE ORCHESTRA returns to New York where they will perform at the legendary New York jazz club *SWEET BASIL* on May 7 - 11, 1996. Don't miss this exceptional and exotic musical experience. The band's name derives from *Duke Ellington*, whose "*Jungle Band*" played at the Cotton Club in the late 1920s. The music of the Jungle orchestra is still inspired by the late Duke Ellington.

Study in Scandinavia

As an educational service to the public, the American Scandinavian Foundation has published the booklet "Study in Scandinavia 1996-1997". The publication has been generously underwritten by Scandinavian Airlines System. The booklet is distributed free of charge to all interested individuals and institutions. Please contact: The American-Scandinavian Foundation, Exchange Division, tel: (212) 879-9779.

The Queens Birthday

On April 16th at 5:30 pm the Danish American Society celebrates the Queens birthday with a reception at the offices of the Royal Danish Consulate General of Denmark and the Danish Mission to the UN. For information please call (212) 980-6240

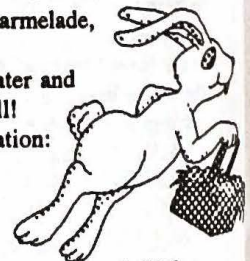
The American Scandianvian Foundation is looking for a new President. For further details please contact Egon Zehnder International, att.: Daniel Meiland at (212) 838-9199.

CELEBRATE EASTER 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."

Direct import from Demnark. We cater and deliver to all occasions - big or small! Please contact us for further information:

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



NO. 2

Princess

On March
Chamber of
Princess Be
Richard. Pr
award.

Over 200 g
impressive
danced to th
orchestra.

Mr. Jarl Fr
humorous s
presented sh
splendid eve

Novo Nord

Danske Ban

Companies,

Transport, I

A/S, The D

Internationa

BM

Danish

From Ma

Museum of

Consulate

Design - A

exhibition

"Denmark

ment Danis

the high p

United Sta

DA