

DACC NEWS BULLETIN

DACC NO. 3

OCTOBER 1997

Business Spans the Sound

Danes have traditionally sought commerce around the globe. Why not focus a bit more in their own back yard? Perhaps the planned bridge/tunnel connections between Copenhagen and Malmo will serve as timely catalysts. In any case, an ambitious two year program, to be known as Øresund Business Integration, recently was jointly launched by the Danish and South Swedish Chambers of Commerce. Its purpose is to fine tune commercial development in the region, one that will attract foreign investment as well. An ultimate goal is to define the Øresund as a dynamic industrial/business region in northern Europe.

The Øresund program is financially supported by the Inter Region Fund of the EU Commission, Business Development Council of Denmark, The County Council of Skåne (Sweden) and Copenhagen Capacity. Danish Business Chamber, Copenhagen/EN

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

DANISH AMERICAN CHAMBER OF COMMERCE

Welcome to New Member:
Bernstein, Pinchuk & Kaminsky
CPA's
7 Penn Plaza, Suite 830
New York, NY 10001-3900

Hold the Date

- DACC is planning a seminar on investments in Denmark followed by a reception. This event will take place on Tuesday, November 18, 1997. Invitations for this event will be in the mail later.
- DACC's annual Christmas luncheon is scheduled to take place on Friday, December 5, 1997.

EACC Events During the Second Half of 1997

International Business Reception
EACC Member Chambers and the New York City Partnership and Chamber of Commerce, Inc. at Lincoln Center for the Performing Arts.
Thursday, October 9, 5:30-8:00 pm.

The Deregulation of the European Telecommunications Markets

EACC seminar, awaiting final confirmation date, tentatively scheduled for November 4, 5:30-8:00 pm.

"How One-Stop Certification Works in Europe: What you Need to Know about the CE Mark"

EACC breakfast seminar, Wednesday November 19, 8:00-10:00 am.

- if you are interested in receiving an invitation for any of the above mentioned EACC events, please contact the DACC Secretariat.

Danish Tuition

Private tuition in the Danish language offered by qualified teacher with experience in both oral and written Danish. Please contact Elsebeth Kolstrup, tel: (212) 545-9214.

New Ambassador to the UN
On August 1, 1997, Ambassador Jørgen Rud Hansen Bøjer took up his position as Denmark's Permanent Representative to the United Nations.

Ambassador Bøjer received his Law Degree from the University of Copenhagen in 1967 and subsequently started his career as Secretary in the Ministry of Foreign Affairs, Copenhagen. During the following years, Mr. Bøjer took up a variety of posts such as Head of Section in the Ministry of Foreign Affairs, Secretary of Embassy at the Danish Embassy in Prague, and Counsellor at the Danish Embassy in Washington DC. In 1987 Mr. Bøjer was appointed Denmark's Ambassador to Egypt, and from 1993 to 1997 he served as Denmark's Ambassador to Austria.

Mr. Bøjer is married to Lone Bøjer and has two daughters.

Benny Kimberg

It is with great sadness that we inform you of the passing of Ambassador Benny Kimberg on June 8, 1997. Ambassador Kimberg served as Denmark's Permanent Representative to the United Nations from August 1995 until his passing. He will be greatly missed.

PUBLISHER:

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

Hanne Hochheim, Executive Director
Telephone: 212-980-6240

Editors:

Vibeke Hjortlund, 212-260-3753
Hans Hvitved, 212-223-4545
Paul P. Hoi, 201-418-8709
Benthe Montalvo, 212-223-4545
Erik Norup, 212-752-3448

The New Copenhagen Region

Ørestad is the modern Copenhagen of the future and when completed it will comprise 3.1 million square meters of housing, office space, shopping facilities and cultural institutions.

It is expected that Ørestad will attract one third of new office space in the Copenhagen region before year 2030 - approx. DKK one billion in overall property investments per year.

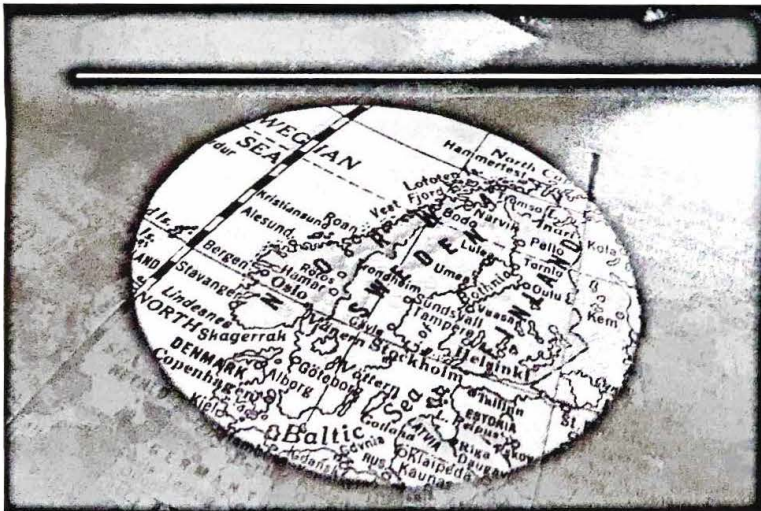
Ørestad consists of six separate districts divided by recreational areas. The development of Ørestad takes place in three stages:

- Ørestad City and the University District are the first areas to be developed. Extensive building activities are expected already by year 2000.

- By year 2015 Ørestad City and the University District will be completed while construction is taking shape in the districts of West Amager, Bella Center and Ørestad South.
- By year 2030 all districts, including Sundby, will be built-up. Ørestad will be fully established as the new Copenhagen centre in the Baltic region.

If you need further information please contact Leif Wasserman, Consulate General of Denmark, tel: 212-223-4545.

LW



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.

Danish Aid And Trade Pavillion

At the Aid and Trade show in Madison Square Garden on September 11 and 12 Denmark had the biggest and most impressive pavillion. The exhibition features companies that want to reach the buyers of the largest UN organizations and NGO's. The UN purchases for approximately \$4 billion worth of goods worldwide, and in 1996 Denmark was the 10th largest supplier (country) to the UN. The strong showing at this exhibit should help Denmark maintain and further improve this position. The Danish pavillion featured a variety of products such as Hydrema's mine sweepers and the world's smallest satellite telephone by Thrane & Thrane. Grundfos presented water pumps operated by solar energy while Vestfrost exhibited specially designed medicine refrigerators, which maintain a certain temperature in areas with frequent electrical black-outs. Danish Camp Supply (DCS) has already established a position with the UN



Vagn Fausing & Jørgen Riis of Shipco

regarding catering to the UN peace-keeping forces. Johs. Gram-Hansen is also a major supplier to UNDP's projects in the developing countries.

A brand new field hospital developed in cooperation with the Danish Army Material Command was presented for the first time by Ludvigsen & Hermann & DSC. Finally, Shipco Transport is making a serious effort at penetrating the UN market by participating for the first time at the Aid and Trade Show. All companies expressed great satisfaction with their participation in the show. At a reception held at Consul General Hans Grunnet's residence many important contacts were made by the Danish companies.

MPG

Denmark's Exports

On a world wide basis Danish exports picked up 6.6% in the first half of 1997. Well supported by a strengthening dollar, the increase to the US was 11.6%. To Europe a 7.7% increase was divided among Germany: 2.4%, Sweden: 18% and France: 9%. Danish exports to Asia were down 4%, but (after 17.5% in 1996) up 15.2% to Central and Eastern Europe including SNG. HH

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

No airline beats **ICELANDAIR's** **Two-for-One*** SAGA Business Class!

*Imagine! Pay one business class fare to Copenhagen and get **two** tickets!*

Now, is that a great Frequent Flyer Program or what?



You will enjoy these SAGA Business Class benefits:

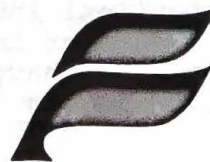
- Your companion flies FREE in SAGA Business Class on the same trip! If preferred, the complimentary ticket can be used for later travel in Economy Class.
- Chauffeured limousine transportation within a 50-mile radius to and from airports in: New York (JFK), Boston or Baltimore/Washington (BWI).
- Specially designated SAGA Business Class check-in counters and private lounges in all U.S. and European airports served by **ICELANDAIR**.
- Incomparable SAGA Business Class on-board service combining warm Icelandic hospitality and outstanding Icelandic cuisine.

SAGA Business Class service also available from Orlando, Ft. Lauderdale, Halifax and Minneapolis/St. Paul (starting April 1998).

**Arrive Relaxed
and Refreshed!**
Ask about our optional
**Take-A-Break in
Awesome Iceland**

Call your Travel Agent or (800) 757-SAGA

Business
SagaClass
ICELANDAIR



* Passenger must be a member of ICELANDAIR's Frequent Flyer Program at time of travel. Passenger may join at the airport prior to departure.

Scholarship Awarded

Copenhagen University student Stefan Vakker is this year's recipient of Flemming and Judy Heilmann's scholarship for post graduate studies in economics at Cornell University, Ithaca, NY. During the 1997/98 academic year Mr. Vakker will focus on micro-economics and corporate finance, emphasizing on the American free market system. Mr. Vakker was awarded the scholarship at a ceremony at the American embassy, Copenhagen, earlier this summer. The objectives of the Heilmann endowment are based on promotion of Danish American relations by exposure of outstanding young Danes to the American free market system, freedom of choice, and the sense of personal responsibility. Applications for the scholarship are submitted to Professor Niels Thygesen of Copenhagen Economic Institute.

FH/EN

Ecco Takes Great Strides Ahead

Danish shoe company Ecco has struck gold in the US, going from nothing to a profit of 30 mio. DKK on the American market over a period of just four years. In the same period revenues have accelerated from 76 mio. DKK in 1993 to almost 400 mio. DKK out of total 1997 revenue of 1,8 billion DKK. Ecco expects to continue its stride ahead next year and increase both profits and revenue considerably. Ecco likes the US market because the price of shoes is 10-20 pct. higher. Ecco focuses on the luxury niche in the US and that shows on the bottom line.

VH

Unibank Ups Marketing in the US

Unibank Securities, the American subsidiary of Unibank Investment Management, has begun actively marketing its investment management services to institutional investors in the US. The demand for international investment managers in this particular area is growing, as US

investors continue to diversify internationally, says Henrik Bank, President of Unibank Securities. The Danish bank uses its solid track record as its foremost selling point in the campaign aimed at corporate and public retirement funds, foundations, insurance companies etc. Nevertheless, Henrik Bank emphasizes that this market is a very difficult one which it will take a long time to penetrate.

VH

Toy Giant Sues Danish Pop Group

The popular Danish band Aqua and its record company MCI has been slapped with a law suit by the US toy maker Mattel and risk having to pay millions of dollars in damages. The reason is Aqua's hit record "Barbie Girl" that has been one of the most frequently played songs on American radio stations this summer. Mattel feels that Aqua has stepped on its famous Barbie doll's toes, and broken the so-called trade mark dilution act that was passed in the US a couple of years ago. Mattel has said that the company will claim an amount equal to what Aqua's record company has made from using the trade mark, and that might amount to as much as \$15 mio.

VH

Maersk Line Continues Growth in the US

A.P. Møller's Maersk Line intends to strengthen its position on the American west coast. The shipping company plans to invest several million kroner over the next two years in its container harbor in Long Beach near Los Angeles. The investment is necessary in order to keep up with increasing transport volume between the US and the Far East, and for the company to hold its own in the ever fiercer competition. Right now Maersk is negotiating with Long Beach authorities to take over the competing Chinese company Cosco's spot in the harbor.

VH

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

Internet: E-mail: tor@jensenworldtravel.com
Home page: <http://www.jensenworldtravel.com>

Tor D. Jensen, CTC
President

Carol Anderson Dorjath
General Manager

Official sponsor of the annual Danish North American Soccer Tournament:
JENSEN WORLD TRAVEL DAN/AM/CAN Cup
Scottsdale/Phoenix Arizona 9-12 Oct.

Call Kristine or Trine for travel arrangements and registration at Jensen World Travel
co-sponsors: SAS, Edward Jones Investments, American Financial Advisors, IBF,
Carlsberg Breweries and more.... We need your support, therefore.....
Others who wish to be a co-sponsor please call John Larsen 1 602 922 0290

Special offers For family / Friends in Scandinavia visiting you!

SPECIAL Sale Fares to: Scandinavia!

From: Westcoast \$ 699.00

From: Midwest \$ 550.00

From: Eastcoast \$ 500.00

Pegasus Fall/Winter Scandinavian Adventures:

Copenhagen, Oslo, Stockholm and Helsinki!

Weekend packages star at \$439.00!!

All fares are mid week fares min stay required. Call for rules and restriction.
Packages Available from Chicago and New York gateways - add-on fare extra- only using SAS.

Julefrokost in Copenhagen from \$699.00,

depending on length of stay and departure city. Departure 4 Dec return 9 Dec. 1997

1998 Cruise departures - we handle ALL Lines!

Special JWT departures on:

M/V Kristina Baltic Cruise from Helsinki 08 Aug. 1998

QE2 - North Atlantic, Caribbean, Thanksgiving Trans Canal cruise.

**Royal Viking Sun - 8 departures North Cape, Baltic, Mediterranean,
Orient and The South Pacific.**

15 Day African Safari/Tour to Kenya \$4600.00
12 day Eastern and Orient Express Tour \$4700.00

New Rules - Danish Passports

In the future Danish citizens have to personally appear at a Danish government office to renew their passport. Until recently it was possible to renew a passport by mail but for security reasons it is now required that the individual applicants appear in person. In the USA passports can be obtained at any of the following Danish government offices: Embassy, Washington DC, Consulates General in Chicago, Los Angeles, New York and any of the 37 Consulates located around the country.

For further information please contact the Consulate General of Denmark, New York, tel: (212) 223-4545.

DT

Denmark Stamford Friendship Sail Race

On September 14, 1997 - a beautiful, sunny day with fair wind - the Stamford Yacht Club hosted the annual Denmark Stamford Friendship Sail Race with more than 200 participating sailing boats.

The Queen of Denmark's Cup was won by "Blue Yankee" skippered by Robert Towse, Staff Commodore at Stamford Yacht Club, with guest skipper Mogens Brinks, Commodore of K.D.Y. (Royal Danish Yacht Club).

Other winners, to mention a few: The SAS Royal Viking Cup was won by "Sirena" by Stephen Loeb of New York Yacht Club, "Intimidation" with Wm. McDonoughy from Cedar Point Yacht Club, Connecticut, at the helm took home Den Danske Bank's Crown Trophy.

Next year's sail race is schedule for Sunday, September 20, 1998.

EN

New Aircraft

SAS Commuter, a production company of the SAS organization which conducts air transportation in Scandinavia and Northern Europe, has ordered 15 Dash 8-460 turbo prop aircrafts.

The Dash aircraft will seat 72 passengers in a two class configuration for international traffic, and 76 passengers in a

The manufacturer is Toronto based Bombardier Regional Aircraft Division. Delivery will take place between July 1999 and December 2000.

Press Release/EN

"5-a-Side" Tournament 1997

The yearly Soccer Tournament for Danish companies was held Saturday, September 27, in Port Newark. The 26th anniversary of this tradition was dominated by teams from the shipping industry. Twenty male and eight female teams competed for almost six hours. The ladies' final was won by Tholstrup Cheese over Maersk while Shipco Transport was defeated by Armada Shipping in the men's final.

The tournament was sponsored by Shipco Transport, DanTransport, Cheminova, B&W MAN, Lego, SAS, Jysk Linen, and Kelsen cookies. MPG

CLARK
TRAVEL

CORPORATE TRAVEL ARRANGEMENTS
WITH THE PERSONAL TOUCH

191 WESTFIELD AVENUE
CLARK, NJ 07066
(908) 382-4900

3616 ROUTE 22 WEST
WHITEHOUSE, NJ 08888
(908) 534-4433

TOLL-FREE (800) 464-8747
FAX (908) 382-3525

TOLL-FREE (888) 434-6697
FAX (908) 534-1477

WE ALSO ARRANGE GREAT VACATIONS

** SPECIAL FARES TO DENMARK **