

DACC NEWS BULLETIN

DACC NO. 2

June, 1998

"YES"

As everyone probably already knows, the Danes voted yes for the Amsterdam Treaty at the referendum on May 28, 1998.

1,648,543 (55.1%) voted yes and 1,341,055 (44.9%) voted no.

BM

Danish Entrepreneurship Thrives in Silicon Valley

Touchwave Inc. is an American company based on Danish ideas and backed by Danish capital. The entrepreneur, Samir Lehaff, his Bridge Ventures Fund II company, and 300 Danish investors are building the company in Palo Alto, hoping to sell it in 3-5 years. They decided to go straight to the US market because of the greater potential here. The high-tech company makes so-called Webswitches, an advanced switchboard product based on Internet Protocol on the Internet that integrates telephony and data. Samir Lehaff is known for founding companies like e-commerce software company The Vision Factory and the photographic companies Phase One and ScanView.

VH

SAS to Open a Daily Non-Stop Service Between Chicago and Stockholm

Scandinavian Airlines is to open a new, daily non-stop service between Chicago and Stockholm, the capital of Sweden, in October this year. At the same time SAS will change the timetable of its present daily Chicago-Copenhagen service. Scandinavia-bound passengers will thus have a choice between an afternoon departure to Stockholm or an evening departure to Copenhagen.

Press Release

Heinesen Optimistic about Tele-Merger

The entry of another US telecommunications company into Tele Danmark's circle of owners will not change anything for the company's customers or employees, says Chairman of the Board, Knud Heinesen. The proposed merger between SBC Communications and Tele Danmark's main stockholder Ameritech has been a cause for concern for many, but according to Knud Heinesen the company strategy will remain the same. There is also much to gain from the close co-operation with the Americans such as access to new markets and technology. However, analysts find it worrisome that Tele Danmark after several months has still been unable to attract a new CEO to replace Hans Würtzen – one reason presumably being lack of autonomy in the company, which to a great extent will be run from the US. Analysts are also concerned that SBC will concentrate its efforts on taking over more US telecommunications companies rather than investing further resources in Europe. Ameritech, in the meantime, has put pressure on the Danish government to make it drop proposed legislation to take away Tele Danmark's monopoly. If that happens, important strategic decisions regarding the Danish company will be removed from the country and made elsewhere, says Tele Danmark in a response to the government's proposal.

VH

New MembersIndividual:

Mr. Steen Staudal
Dassault Falcon Jet Corp.
200 Riser Road
Little Ferry, NJ 07643

ASG USA

301 Edgewater Place
Wakefield, MA 01880

Hagstromer and Quiberg, Inc.
230 Park Avenue, Ste. 860
New York, Ny 10169

Corporate:

Mr. Ole Jensen
PBI/Dansensor A/S
Rønnedevej 18
DK-4100 Ringsted, Denmark

Closed for the Summer

Please note that the DACC Office will be closed from June 8-September 11, 1998

E-Mail

You can now e-mail the Danish Chamber of Commerce. Our e-mail address is:
daccny@interport.net.

Stamford Denmark Friendship Race

One of the major Sail Races on the East Coast is the Denmark race on Long Island Sound, the formal name of which is "Stamford Denmark Friendship Race", to be sailed on Sunday, September 29, for the thirty-third year.

Started in 1966 as part of a Danish commercial and cultural promotion, the main travelling trophies are The Queen of Denmark Cup, The H.R.H. Prince Henrik Cup, The SAS Royal Viking Cup, The Aquavit Trophy, Den Danske Bank Cup, The Royal Copenhagen Trophy, The Novo Tankard and the Carlsberg Skaal Bowl. You are invited to race you own yacht or aboard a friend's yacht by contacting the race committee at telephone No. 203-327-1111 or fax No. 203-348-4257.

WVJ

EACC Seminar

On Tuesday, June 16, the European-American Chamber of Commerce in the United States, Inc. invites you to a seminar and discussion on "Approching the New Euro: The Inside Track" at the German American Chamber of Commerce Conference Center, 40 West 57th Street, 31st floor, New York. For registration (fee \$45) please contact the EACC at 212-315-2196.
HaH

Jens Rommerdahl

A well-known and respected Dane in the NY/NJ area, Jens Rommerdahl, passed away on June 5th.

Jens worked his way up the ranks of the NY/NJ Port Authority, and when he retired in 1994 he was General Manager for the Port Authority of NY/NJ with responsibility for the Red Hook container terminal and Manhattan passenger terminals. – He will be missed.

EN

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Changing of the Tourist Guard

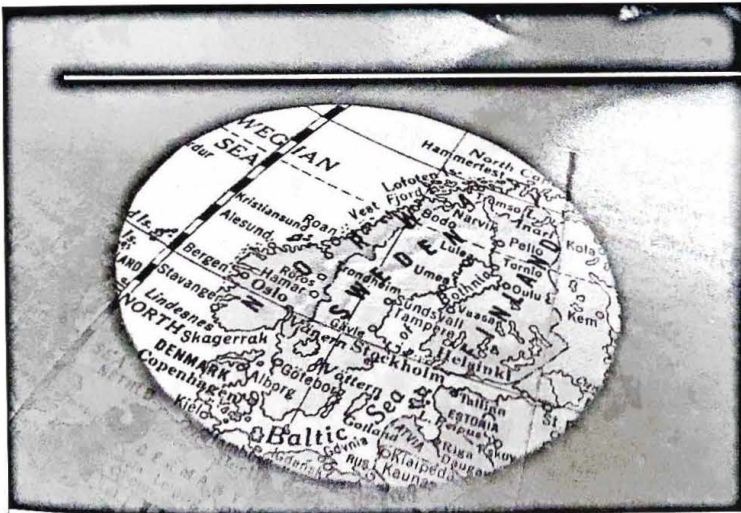
A new face will represent Denmark in the US as Head of the Danish Tourist Board from July 1st. Dorthe Hansen takes over the reins from Jarl Boye-Møller who after almost a decade in New York will head the Danish Tourist Board in Southern Europe, covering France, Italy and Spain from a base in Paris. Dorthe Hansen has been rising steadily in the ranks at the Danish Tourist Board's New York office since her arrival six years ago. The past two years she was elected Rising Star of the Year by the prestigious Travel Agent Magazine. As she takes control of the New York operation she will enjoy the benefit of a three year budget for marketing and developing of tourism to Denmark, which the government has just approved in recognition of the importance of the tourist industry which creates annual revenues of 43 billion DKK and 80,000 jobs in Denmark. Business tourism, cruises, branding, co-op marketing with US companies, and ways to exploit the Internet are some of the areas that have her attention.

VH

The Force is with Lego

Danish toy maker Lego has clinched an exclusive deal with Lucas Licensing Ltd. to make "Star Wars" construction sets and figurines worldwide. The multi-year agreement, which marks the first property licensed by the Lego Group, gives the company the right to produce and sell toys based on the three new Star Wars movies as well as the original Star Wars trilogy. Lego president and CEO Kjeld Kirk Christiansen says the agreement is a major step for the Lego Group worldwide, bringing together two very powerful brands that will entertain and inspire children around the globe. According to people familiar with the deal, Lego expects to gain 1 billion dollars in sales from Star Wars products over the next eight or nine years making the line one of the company's biggest. On top of that, Lego also gets a leg up on its competitor Hasbro, which last October paid for an "exclusive" licensing arrangement for Star Wars toys.

VH



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Californian Bio-Tech to Denmark
Structural BioInformatics, SBI, has decided to establish a subsidiary in Copenhagen. The Danish company will be named SBI/AT (Advanced Technology) and function as the California-based bio technology company's European headquarters. The core brainpower of the subsidiary will be the cousins Henrik and Jakob Bohr, who are descendants of Nobel prize winner Niels Bohr, both professors at DTU together with professor Søren Brunak. SBI was referred to the Danish researchers by Copenhagen Capacity that also linked the company with co-investors Dansk Udviklingsfinansiering and Dansk Kapitalanlæg. The joint Danish-American investment is 40 mio. DKK. SBI's CEO Edward Maggio says that the research of the Bohr cousins and Brunak combined with the location and perceived neutrality of Denmark made it the perfect choice for its European headquarters.

VH

Superfos Acquires Road Construction Company

Superfos has acquired the road construction company Gator Asphalt based in Sarasota, Florida, as of June 1998.

Gator Asphalt is engaged in asphalt production and surfacing. Its annual production volume is 400,000 tons. The company employs 110 people and reports an annual turnover of approx. \$25 mio.

BM

Kompan Hopeful Despite US Problems

Severe problems in the US market seem to be subsiding for Kompan. The Danish maker of playground equipment still had problems in 1997 when 7 mio. Dollars needed to be infused into the US subsidiary to replenish its capital, and the situation was one of too low profit margins and too high costs. But following a re-organization and a shift in product focus Kompan is expecting major improvements in the US in 1998. So far, two US managers have been ousted because of the difficulties. First Troels Engholm in March of 1997, and most recently Henning Braginsky who only got 7 months in the corner office. His replacement

is David Morgan who for three years has been in charge of the regional sales company Kompan Northeast, Inc.

VH

Lundbeck in US Alliance

The Danish pharmaceutical company Lundbeck has entered into a long-term strategic alliance with one of its US partners, Forest Laboratories. The agreement includes development and marketing of new medicine for Alzheimers and anxiety attacks plus an improved version of Lundbeck's most successful product, the anti-depressant Cipramil. Forest has invested more than 200 mio. DKK in the project.

Lundbeck has had major problems in the US with its Serdolect schizophrenia drug, and lost its Japanese partner with whom it was to develop that product in the US, but the Cipramil success compensates for that and is expected to boost Lundbeck's revenues by 20-25 pct. in 1998.

VH

"HCA" Award of Honor

Early April, in the Great Hall of medieval Nyborg Castle, Denmark, The Hans Christian Andersen Storytelling Center of New York was awarded with the H.C. Andersen Award of Honor, 1998.

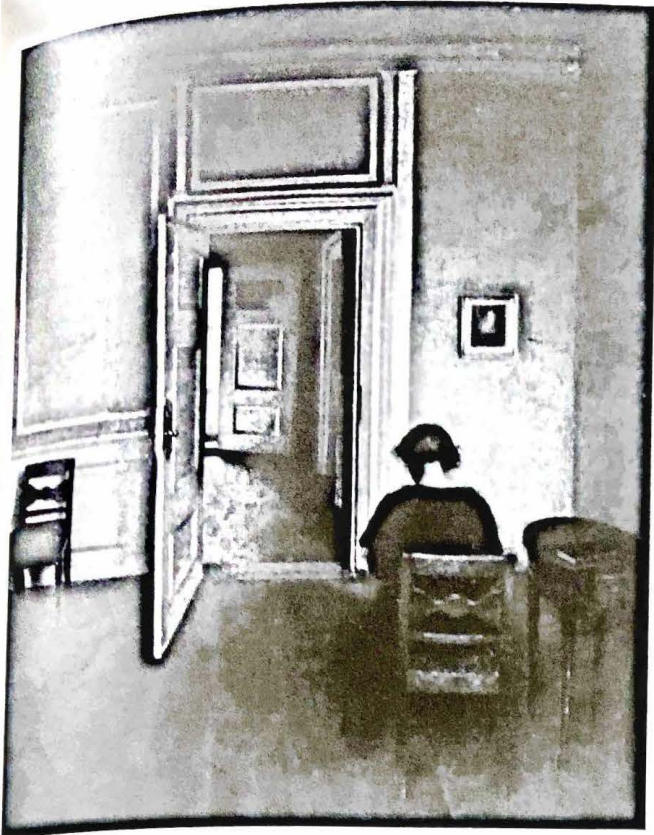
The H.C. Andersen Storytelling Center was presented with the award for promoting H.C. Andersen through 41 years of storytelling in front of his statue in Central Park.

EN

National Danish Pavillion back at the Fancy Food Show

For the first time in 12 years Denmark will again participate in the Summer Fancy Food Show at the Jacob Javits Center in New York with a National Pavillion. Danish food exports to the US reached almost \$300 mio. last year and is expected to increase even further in 1998. 11 Danish food companies are presenting their products in the pavillion which will be located in the international section of the exhibition..

Jørgen Kolding



World Cup '98

The World Cup '98 takes place in France starting June 10 and ending July 12. The Danish American Society is arranging four days when Danes and Americans can meet and watch four (so far) games directly. The place is "Boomers" at 349 Amsterdam Avenue (76th Street), NYC. The sports bar will be closed to others. There are two big screens and 22 additional TV monitors. Included in the price is lunch and free beer for four hours.

The price is:

\$40 per game for members

\$50 per game for non-members

\$149 for all four games for members

\$180 for all four games for non-members

Program:

6/12 DK-Saudi Arabia (10:30 am-2:30 pm)

6/18 DK-South Africa (10:30 am-2:30 pm)

6/24 DK-France (9:30 am-1:30 pm)

6/28 Denmark in 2nd round (time to be announced)

For further information please call Kim

Qvistoff at 914-935-9151 or


www.qvistoffk@aol.com for e/mail

HaH

Hammershøj Exhibit at Guggenheim
The Solomon R. Guggenheim Museum will be the sole United States venue to present Vilhelm Hammershøj (1864-1916): *Danish Painter of Solitude and Light*. This international loan exhibition, on view from June 19 to September 7, 1998, is jointly organized by Ordrupgaard, Copenhagen, and the Musée d'Orsay, Paris, and presents approximately 60 of the artist's most important paintings, lent by museums and private collections in Scandinavia, Germany, France, England, and the United States. Vilhelm Hammershøj was born in 1864, one year after Edvard Munch, his better-known Norwegian contemporary. Although he established a name throughout Europe during his lifetime, Hammershøj's international reputation waned after his death in 1916 at the age of 51. This rediscovery of his work outside Denmark was declared by art critics to be comparable in importance to the rediscovery of both Vermeer and Georges de la Tour.

Novo Nordisk is the major sponsor of this exhibition with significant support provided by the Danish Ministry of Culture. Further information about the exhibition is available on the Danish Consulate General's website: www.denmark.org (Mermaid Lounge).





Danish Cultural Activities

1998

- June 6 - Sept. 26
11:00 am THE HANS CHRISTIAN ANDERSEN STORY-TELLING COMMITTEE continues its annual summer storytelling series at the HANS CHRISTIAN ANDERSEN STATUE in Central Park, near Fifth Avenue at 72nd Street, NYC. *For further info. please call (212) 341 - 7133.*
- June 14 & 28
July 5 & 19
9:00 pm Danish composer SONIA JACOBSEN and her band MOSAIC ORCHESTRA will be appearing at IZZY BAR, 166 First Avenue (at 10th Street), NYC. Information re. shows: (212) 228 - 0444.
- June 18 - July 23 Danish artist Niels Bonde with a multi-media installation "Through a Lens Darkly" at RARE, 435 West 14th Street, NYC. (212) 645 - 5591.
- June 19 - Sept. 7 Danish painter VILHELM HAMMERSHØI (1864 - 1916) exhibits at GUGGENHEIM MUSEUM, Fifth Avenue at 89th Street, NYC. (212) 423 - 3500.
- June 27 - July 25 SUMMER EXHIBITION - a group show of Danish artists at DCA GALLERY, 525 West 22nd Street, NYC. (212) 255 - 5511. *Opening reception on Saturday June 27, 6 - 8 pm.*
- Sept. 12 - Oct. 17 Danish artist ERIK A. FRANDBEN shows his work at DCA GALLERY, 525 West 22nd Street, NYC. (212) 255 - 5511. *Opening reception on Saturday September 12, 6 - 8 pm.*

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