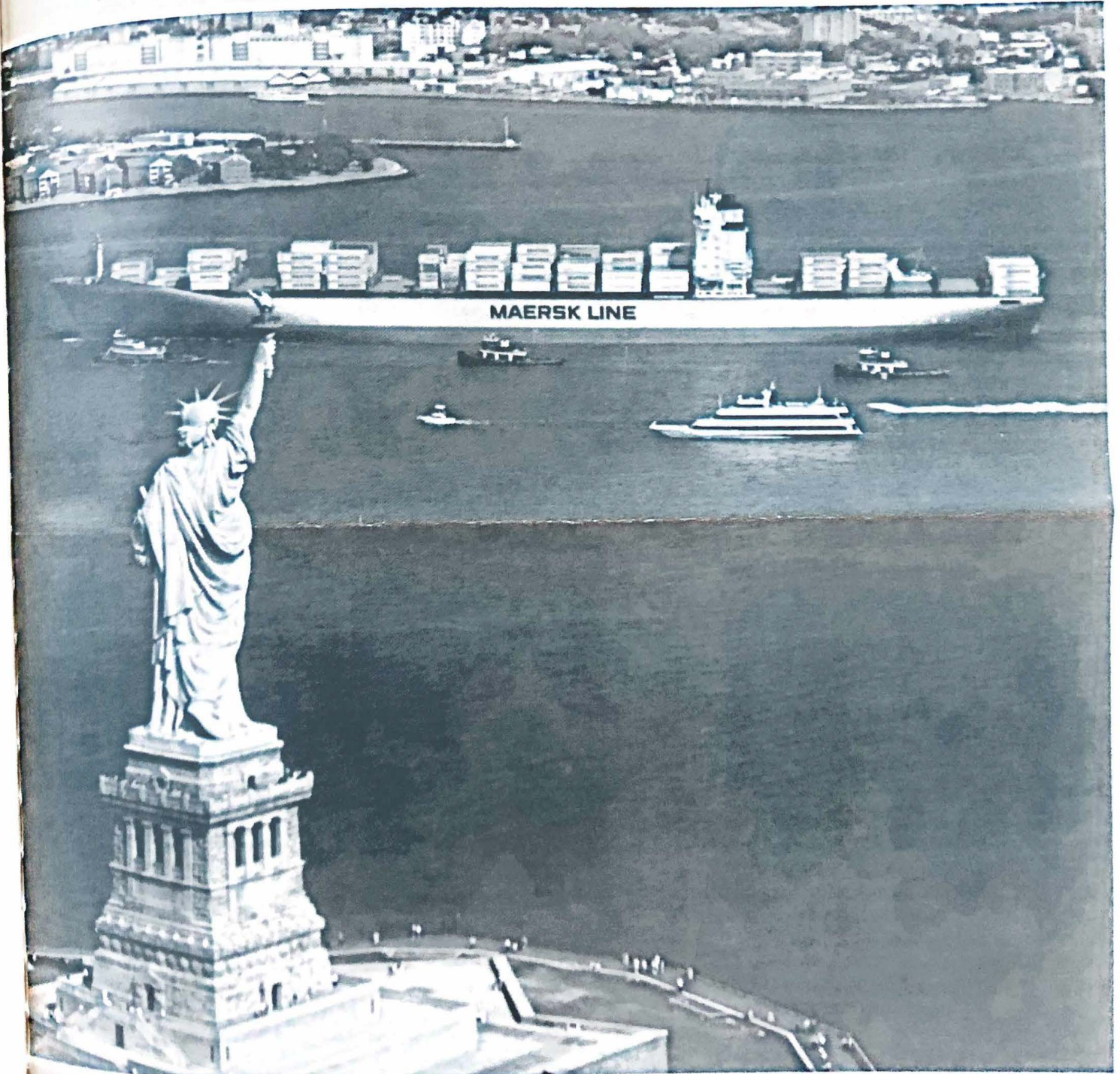


DACC NEWS BULLETIN

DACC NO. 3

October 1998



Regina Maersk entering New York harbor, see story on page 3

DANISH AMERICAN CHAMBER OF COMMERCE

New Staff at the Royal Danish Consulate General

-Commercial Counsellor

As of September 1, 1998, Mrs. Anne H. Steffensen has taken up the position as Commercial Counsellor and Deputy Consul General. Anne Steffensen has several years of business experience, including three years at the Danish Embassy in London. Before taking up her position in New York, she spent three years at the Secretariat for Trade in the Ministry of Foreign Affairs in Copenhagen. Mrs. Steffensen will mainly concentrate her duties on exports of Danish furniture to the United States. She is joined by her husband and three children.

-Technology Attaché

Niels Bach has been appointed new Technology Attaché from September 1, 1998. He has a background in the IT Industry in Denmark, where he held a position as business development manager in Dan Net, a data communications company. He has also worked within the area of marketing and product development. Niels Bach replaces Jørgen Frits Hansen, who returned to Denmark in July.

-Regional Manager for Invest in Denmark in New York

Mr. Gunner From is responsible for co-ordinating investment promotion activities in North America. Invest in Denmark is responsible for the national investment promotion initiative. The aim is to attract direct investments to Denmark in the form of green field projects, joint ventures and strategic alliances between foreign and Danish companies. Promotion activities include trade shows, advertising and PR-activities, and various forms of direct marketing to selected industries. Check out www.investindk.com for more information about Invest in Denmark and what Denmark has to offer investors.

A New Knight

H.M. Queen Margrethe has bestowed Mr. Flemming Heilmann with the Order of The Knight of Dannebrog in recognition of his involvement in the Danish community in South Africa as well as in the United States for more than thirty years.

We congratulate Flemming Heilmann with this well deserved honor.

"Danmarksbogen" on the Internet

The official handbook of Denmark is now on the Internet both in Danish and English. The volume is equivalent to 600 book pages. The book is published by the Ministry of Foreign Affairs and the Danish National Encyclopedia. You can find the book at www.um.dk/danmark/denmark

Hold the Date

The DACC Christmas luncheon will take place on Friday, December 11, 1998, at the Harvard Club.

Invitation will follow as usual.

HH

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
Fax: 212-754-1904
E-mail: DACCNY@interport.net

Editors:

Erik Norup, 212-752-3448
Hans Hvitved, 212-223-4545
Vibeke Hjortlund, 212-678-1666
Benthe Montalvo, 212-223-4545

Copyright by the editors All rights reserved

Maersk

When Maersk Line earlier this year sent their newest and largest container ship "Regina Maersk" on a presentation voyage to ports in Europe, Asia and America there was a "deeper" meaning with these visits, particularly to the East coast harbors of the USA, and especially the Port of New York. "Regina Maersk" is one of a series of "super container ships" and she can, fully loaded, carry 6,000 TEU (twenty-foot equivalent units), including space and power for 700 refrigerated containers, making her one of the world's largest refrigerated vessels. A 12 cylinder diesel engine produces 74,600 horsepower enabling the ship to move at a speed of 25 knots. Furthermore, the length is 1,043 feet. The beam of 137 feet is equivalent to 17 containers across. Its draft is 47,5 feet, an extremely important measure.

She was here also to send a message to the Port Authority of New York and New

Jersey, that if the Authority wants to keep New York as one of the world's largest ports some dredging and expansion of the ship channels must take place sooner rather than later in order to meet the new "super container ships" draft requirements. A digital meter indicated that, in certain areas of the NY port, there was less than 10 feet of water between the ship's keel and the harbor bottom.

Maersk is already coming out with the next mammoth size container ship, one termed type S, which can carry 10% more containers than the "Regina Maersk" type ships. One wonders how much water is needed between keel and harbor bottom.

As a major international business and financial center, New York City authorities have good reason to see that harbor conditions keep pace with developments in shipping equipment or risk losing shipping trade to other ports.

EN



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.

Export Promotion of Danish Railway Suppliers.

The Consulate General of Denmark has, in co-operation with The Federation of Danish Industry, conducted a series of meetings with the four major freight railways (Union Pacific, Burlington Northern Santa Fe, CSX Transportation, Norfolk Southern) and Amtrak to promote Danish suppliers of railway equipment. The idea is to encourage the railways to visit Denmark and meet with the Danish companies over there.

The delegation was well received, and the railways were very interested in the products presented. About 200 companies in Denmark produce railway equipment. Only 20 of them were presented this time. Among those were AD Tranz (IC3 train), Semco (toilets for trains), Micro Technic (level crossing equipment), Mærsk Container, and LM Glasfiber. Some of the railways were more prone to buy internationally than others, but in general the railways were interested in extending their supplier base. Two of the companies had it as their strategy to expand global sourcing and stated that the timing for this promotion was perfect. The meetings in Denmark are scheduled to take place late in November of 1998 or in the beginning of 1999. Hopefully, it will mark the beginning of a fruitful relationship between Danish suppliers of railway equipment and American railways.

LH

LEGO Celebrates 25 Years in the USA

It is hard to imagine that many families with children in the US are not aware of Lego building blocks/toys. In the 25 years since LEGO SYSTEMS was started in Brookfield, CT – its parent company LEGO Group started selling here in 1961 – the unique product has sales of \$300 million here. The LEGO Group has set its sights on becoming the strongest brand in the world for families with children by the year 2005.

EN

CLARK TRAVEL

CORPORATE TRAVEL ARRANGEMENTS
WITH A PERSONAL TOUCH

191 Westfield Avenue
Clark, NJ 07066
732-382-4900

3582 Route 22 West
Whitehouse, NJ 08854
908-534-4433

Toll Free: 800-464-8747

Toll Free: 888-434-6699

Fax: 732-382-3525

Fax: 908-534-6071

WE ALSO ARRANGE GREAT VACATIONS

Special Fares to Denmark

New Look for SAS Staff

From head to toe, SAS staff will be sporting new uniforms as of Spring 1999 – getting a head start on the millennium. Thanks to the collaboration of three noted Scandinavian fashion designers current dark blue uniforms are being replaced by a coordinated simple but elegant wardrobe in clear blue and sand. Included will be accessories designed to meet the many conditions encountered on land and in the air around the globe.

EN

Tele Danmark Expands

On September 23, 1998, Tele Danmark announced an extensive expansion of the transatlantic cable capacity for telecommunications (telephone and internet) between Denmark and USA/New York. For more detailed information you can find Tele Danmark's press release (in Danish) on the Tele Danmark homepage (www.teledanmark.dk).

HH

Blue Yankee Sails to Overall Victory

Fair winds and sunny skies provided the perfect setting for the 33rd Annual Stamford Denmark Friendship Race, which took place on September 20th.

The Queen of Denmark Cup, the most coveted trophy of the race, was awarded to overall IMS winner Blue Yankee, owned by SYC Staff Commodore Robert Towse. He co-skipped Blue Yankee with Royal Danish Yacht Club Staff Commodore Mogens Brinks.

Zoom, a Henderson 30 owned by Douglas Fisher of the Sarasota Sailing Squadron, claimed the Prince Henrik Trophy for the best overall performance in the PHRF division.

After the race hundreds of captains and crew members gathered at Stamford Yacht Club for a nautical social celebration, Danish refreshments of Carlsberg and Akvavit, and award of trophies.
WVJ

Christmas

Start your Christmas preparations on November 21 by visiting the DANISH CHRISTMAS BAZAAR at the Danish Seamen's Church, 102 Willow St., Brooklyn, NY from 11am – 5 pm.

Thanks to Scandinavia Honors

Founders

On the occasion of its 35th anniversary and over 2,000 scholarships and grants later – primarily for study in the US – Thanks to Scandinavia has chosen to honor its founders: renowned entertainer Victor Borge and attorney/philanthropist Richard Netter. The organization was established as a vehicle for Jewish America to thank the countries of Denmark, Finland, Norway and Sweden for their efforts in saving thousands of Jewish lives during World War II. Mr. Netter accepted the honors for both founders at separate ceremonies held last month in Oslo, Stockholm, Helsinki, and Copenhagen.

"The Celebration" in New York

The young Danish director Thomas Vinterberg's film "The Celebration" was shown at the 36th New York Film Festival on September 25 to October 11 at Lincoln Center. It premiered at Quad Cinema and Lincoln Plaza on October 9th. "The Celebration" was awarded the prestigious Jury's Prize at this year's Cannes Film Festival, and has since received many fine reviews for its very well-acted intimidating story.