

DACC NEWS BULLETIN

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HIGHTECH SCANDINAVIA

Scandinavia is the most wired region in the world. With cellular phone penetration ranging from 43% to 65% and Internet access quickly surpassing 50%, the region represents an attractive market for advanced Internet, information technology and high-tech industries. The Danish American hightech business consulting firm Proximity will, at the Internet World Conference, October 4-8, 1999, at Jacob Javits Center, host a special session entitled "HIGHTECH".

"We want to raise awareness in the U.S. about the advanced state of the Internet, information technology and telecommunication throughout Scandinavia. This is an effective platform for some of our leading thinkers, experts and entrepreneurs to share their views," said Gitte Pedersen, president of Proximity. "We will take a look at the future of information technology in a society that is quite possibly the most computer literate market in the world, a place where everyone has the proper background to use it for business, education and entertainment". The Scandinavian region is enjoying a particularly robust economy and provides a wealth of opportunities for American companies looking to expand into Europe and the Baltic regions. A number of U.S. companies have already successfully established themselves in Scandinavia including Razorfish, DoubleClick, Jupiter, IBM, Hewlett Packard, Microsoft and many others.

GF

A.P. Moller Takes Over Sea-Land

The Danish shipping line A. P. Moeller (Maersk) has acquired the largest US line, Sea-Land, at 800 million dollars. The deal makes Maersk Line the world's largest shipping company with 250 ships and 500,000 containers globally, double the size of most competitors. The deal is expected to clear the obligatory US and EU antitrust review by the fourth quarter of this year. The two companies entered a vessel sharing agreement in 1991 and have been co-operating closely ever since. But according to officials close to the deal, the current co-operation had exhausted its potential for rationalization and efficiency gains. Therefore, an acquisition was the next logical step, and rumors of a takeover have been circulating for years in the shipping industry.

Sea-Land's parent company, CSX - one of the largest intermodal transportation companies in the US - will now focus on its core business, i.e. railroads. Maersk's takeover of Sea-Land is the latest in a series of consolidations in the shipping industry which has seen at least 14 mergers or acquisitions in the last two years. The takeover will likely spark a new round of consolidations as competitors scramble to meet the challenges from the new giant company.

EK

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New Passport and Visa Hours

As of October 1, 1999, the public hours in the Consular Section of the Danish Consulate are:
9:30 am - 2 pm, Monday - Friday.

Hassle Free Trip to Airport

Most people in New York know somebody from out of town who ended up paying 70 dollars or more for the trip from the airport to Manhattan. Although the city's taxi and limousine services in recent years have become much better than their reputation, people still get ripped off regularly. Now, a Dane promises a hassle free trip to and from the airport. Earlier this year, 33-year-old Kristian Mortensen started offering limousine transportation operated either by himself or drivers he knows and trust.

A ride from Manhattan to JFK or Newark is 60 dollars - tips, tolls and every other imaginable charge included. In what may be described as a sign of confidence, the Danish Consulate General made his company - named goVIP.com - the official limousine service of the Danish Wave - the Danish 1 million dollar cultural promotion in New York in September - October (see article in this publication).

Mortensen can be reached via his website www.goVIP.com or by phone (877) GOVIP44.

Henry Greenebaum Has Passed Away

Honorary member of the Danish American Chamber of Commerce in New York, Henry Greenebaum, a mainstay of the Chamber for many years, passed away this Summer.

A biography on Henry will be published in our next issue.

Leif Wasserman Has Passed Away

It was with deep sorrow that we received the message that Leif Wasserman had passed away after a long illness.

Leif was a very well respected colleague and a dear friend to all of us. He was very committed to his work and maintained a strong network in both American and Danish industry. In his more than 20 years of service he made a substantial contribution to Danish commercial interests in the United States of America. Being one of the longest serving members of our staff, he embodied the life, the memory and the history of the Consulate.

Leif is leaving a wife and two daughters behind and our thoughts are with them. Let's all pay tribute to his memory.

Colleagues at the Royal Danish Consulate
General, NY

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Hold the Dates:

Thursday, October 21, 1999, 5:30-7:30 PM
 Danish American Chamber of Commerce and Danish American Society will co-host a reception for the new Consul General, Ambassador Michael Metz Morch. The reception will take place in the late afternoon at the Royal Danish Consulate General, NY. Information and details will be sent to our members in the beginning of October.

Monday, October 25, 1999, 8-9:30 PM
 Danish American Chamber of Commerce and Invest in Denmark will co-host a breakfast meeting at New York Athletic Club. Ms. Pia Gjellerup, the Danish Minister for Industry and Trade, will speak about the reasons for Denmark becoming even more attractive for international companies. Among other things, Denmark's physical infrastructure is at its prime after billions of dollars have been invested in highways, bridges, high-speed trains, airports, and other facilities in the 1990's. For further information please contact Gunnar From at 212-705-4952.

Monday, November 8th, 1999
 DACC November luncheon, New York Athletic Club. Speaker will be Peter Eio, President of Lego, USA. Invitations will follow shortly.


Friday, December 3, 1999
 DACC Christmas luncheon will take place at the Harvard Club. Invitations will follow.

Gala Concert at Lincoln Center
 For the first time in its history, the Carl Nielsen International Violin Competition will leave its traditional home in Odense, Denmark, and relocate to New York City as part of the Danish Wave '99 festivities.

The competition will culminate in a final gala concert in Lincoln Center's Alice Tully Hall on November 1st, 1999, in the presence of Her Majesty, Queen Margrethe II of Denmark. Odense Symphony Orchestra will perform and the prizes will be presented to the winners of the competition at the end of the concert. DACC has concert tickets available for its members at \$10 per ticket. Please contact the DACC's secretariat, tel: 212-980-6240.

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Scandinavian Airlines

 STAR ALLIANCE

Superfos "Sold" to American Company

The American Company Ashland announced Wednesday, September 29, 1999, that it has come to an agreement on a price with the chairmanship of Superfos. What does that mean? Ashland agreed to increase the offer to the shareholders of Superfos to DKK 160 per share provided Superfos' Board of Directors recommends the shareholders accept the offer when it is presented to them. The Superfos chairmanship will recommend to its Board that they endorse the offer to shareholders. "We believe this will clear the way for the acquisition to occur", said Mr. Charles F. Pitts, Sr. Vice President of Ashland and President of APAC, its road construction division.

However, Superfos' decision to sell to Ashland has caused turmoil in the Danish organization. Peter Højland, Managing Director, and Superfos' management team have strongly disagreed on the terms of the sale and at a meeting with the Board of Directors it was decided to fire Peter Højland. Under the terms of his contract he will receive 15 million DKK – three years salary.

BM

Axel Salto Exhibition in New York

Antik, 104 Franklin Street, a gallery in TriBeCa specializing in Scandinavian decorative arts of the 20th century, announces its first show this fall. The exhibition will feature ceramics by Axel Salto, a renowned Danish artist who worked at Royal Copenhagen Porcelain from 1931 – 1961, creating a sculptural stoneware inspired by nature and mythology which was considered well ahead of its time. Salto's wildly imaginative ceramics were acclaimed during his lifetime, earning awards at exhibitions in Paris and Milan. The show affords an opportunity to view and purchase rarely seen works, highly sought after in today's market, presented beside original drawings as well as classics from the Danish modern movement in furniture.

The exhibition, entitled "Forces of Nature", is being presented in collaboration with Naja Salto, Axel Salto's daughter and an artist in her own right, and Jørgen Dalgård, an established dealer and expert on Danish porcelain in Copenhagen. The show runs from October 28 through November 18, with a reception October 27 to be opened by Deputy Consul General, Anne Steffensen of the Danish Consulate and attended by Naja Salto.

For more information please call 212-343-0471.
Press Release