



DACC NEWS BULLETIN

DACC NO. 1

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September 11

September 11, 2001 changed us all. On that awful day, something unknown and evil reached out to kill us. Even if we did not lose loved ones, we all lost that feeling of security that a society at peace provides. We are different now, and our lives will never again be the same.

Any attempt to find a meaning in that day, will only trivialize the catastrophe. In fact, there is no meaning. The attack was as pointless as an earthquake, and served no purpose but to murder.

If any meaning is to be found, it is to be found in those shining acts of courage shown by so many during those terrible hours. Those acts showed another side of humanity and give us hope.

Something else that gives us hope, is the way that this country has acted, from President Bush on down, to prevent any reaction against the Moslem community in America. While the U.S. government was still trying to deal with the aftershocks of the attack, it gave highest priority to ensuring that no blame be attached to that community, and cracked down hard whenever Moslems were attacked. That is how a truly great country acts.

It will be a difficult time for the nation, but while the human losses were irreparable, the U.S. will very quickly shrug off the material damages and move on.

The economy may go through a rocky period, but will eventually roar back. Those who committed this obscenity will answer for it, and all that was destroyed will be rebuilt in one form or another. But nothing will quite be the way it was before September 11, 2001.

God bless America.

"Business as Usual" in New York after September 11th

In an interview with the Danish newspaper Børsen on September 19, 2001, Michael Metz Mørch, Consul General of Denmark in New York, stated that America most likely will experience a longer and more severe recession than expected before September 11. Even though Wall Street quickly recovered, many industries such as airline, tourism and insurance companies have suffered severely.

Michael Mørch advises Danish companies to continue to do business here. His outlook is "Business as usual".

Even during a recession America is still one of the largest markets in the world and short term investments are not the way to go. This is the time to show your long term commitment and not to retreat in difficult times.

Do not be afraid to visit the United States, and continue to work on your business relationships here, but try to understand the emotions and strong patriotic reactions that many Americans show at this time.

DACC Luncheon

On September 20, at the Harvard Club, Ulrik Federspiel briefed the DACCNY members on the latest news from Washington and the current status of the investigation of the attack and the massive manhunt for the terrorists still at large. Speaking candidly and off the record, the Ambassador advised the members that other attacks had possibly been planned, but averted due to the rapid response in immediately closing down all air traffic across the U.S.

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DACC DIRECTORY

The following are updates to the DACC Membership Directory. We encourage all our members to inform us of *any* changes to your entry in the DACC Membership Directory. Changes are highlighted.

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DACC luncheon continued.....

Additional tragedies therefore may well have been prevented. The Ambassador also briefed the members on the various ways in which the U.S. could be expected to respond. Although it was a somber occasion, the DACCNY is very grateful to the Ambassador for taking the time from his extremely busy schedule to travel to New York and be with us during this difficult period.

Welcome to New DACC Members

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Hold the Date:

December 14th, 2001 for the annual
DACC Christmas Luncheon at the Harvard Club
New York City.



Dear Member,

Even though this seems early we are already in preparation for the DACC Christmas luncheon which will take place on Friday, December 14 at the Harvard Club in New York City. Keeping with our very successful tradition from the last few years we are again asking our members who would like to donate their company's products and/or favors for the Christmas Raffle to get in contact with Jeanette Hemstad at the DACC Office. As we approach *THE DATE* we will get in contact with our main donors, but if you have an idea or product which we have earlier overlooked please come forward and help us make the Christmas Luncheon even more successful.

Nokia, Nordea and Visa International to Pilot
 Nokia, Nordea and Visa International have today announced that they have started a pilot program to test and verify how real life electronic commerce can be conducted by using mobile phones. The Electronic Mobile Payment Services (EMPS) project is distributing 150 specially designed mobile phones to customers in the Helsinki metropolitan area. Customers can make purchases through their mobile phones and pay using a Nordea issued plug-in size chip card which resides on a special chip card reader inside the phone. The phone has an additional reader for a chip card. Visa Electron transactions can be done by using this additional chip with WIM (Wireless Identity Module) application. The main goal for this joint initiative is to develop rugged and functional technology for mobile commerce business.
 Press release

Changes in setup of Danish export promotion offices in North America

The Danish Trade Council in November 2000 decided to streamline its North American operation. The trade offices (formerly under the Danish Ministry of Industry), the Consulates General and Embassies (under the Ministry of Foreign Affairs) have merged. In North America it has been decided to close the Trade Office in Seattle and to turn the Consulates General in Chicago and Toronto into Trade Offices. Further, the Trade Office in Vancouver has been downgraded to a satellite office under the Toronto Trade Office. The changes took place in the first half of this year.

Other changes include Germany, where the Trade Office in Hannover has been closed and the Consulate General in Frankfurt has been changed into a Trade Office. The Consulate General in Sydney has been turned into a Trade Office, and the Trade Office in Melbourne has been downgraded to a satellite office under the Trade Office in Sydney.



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