

DACC NEWS BULLETIN

JUNE 2003

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Reconstruction in Iraq

On May 8, the DACCNY co-hosted along with the other Nordic Chambers and the American Scandinavian Foundation at Scandinavia House a panel discussion between the Nordic UN Ambassadors and the U.S. Deputy Ambassador to the UN on "Reconstruction in Iraq and the post-war roles of the UN, the U.S. and the Nordic countries". Panelists were Ambassador Ellen Margrethe Løj of Denmark, Ambassador Marjatta Rasi of Finland, Ambassador Thorstein Ingolfsson of Iceland, Ambassador Ole Peter Kolby of Norway, Ambassador Pierre Schori of Sweden and Ambassador James B. Cunningham of the United States. The moderator was M. Ishaq Nadiri, Professor of Economics at New York University.

continues on page 4

Lego Targets American Kids

The Danish toy manufacturer Lego has launched its most ambitious marketing effort ever and intends to focus on the US.

continues on page 3

Health Insurance

As a small business owner I am of course concerned about overheads and general costs. My spending concerns also extend to my family. In my quest to find the best set-up for my family's health insurance I came across the Danish provider Europaeiske.

continues page 6

Visa Waiver Program

On page 2 please read corrections to this article which was published in our April 2003 issue.

DACC News Bulletin goes electronic!!!

This will be the last printed issue of DACC NB. The next issue will be completely electronic and available for our readers on our website: www.daccny.org Please send us your e-mail address if we do not already have it and we will send a reminder when the next "issue" is available on the site. Check out the website - and we would like your feedback.

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www.pol.dk/weekly
Jyllands Posten www.jp.dk

Summer Schedule

The DACCNY Secretariat will be closed during the summer from June 27 through September 8. During this period, the Secretariat's telephone and the DACCNY webpage will be monitored for messages.
-FORTSAT GOD SOMMER-

Visa Waiver Program

This is a corrected version of the April 2003 article. At present Danish tourists can stay in the US for 90 days without a visa, but starting October 1, 2003, all tourists must carry a passport that is machine readable to enter the USA unless you have a valid US visa/or green card.

This means that Danes with passports dated before 1997 need a new passport which currently costs \$121.00.

In the newer passports the page which has a picture of the passport holder is laminated in plastic and has numbers and the name written with machine readable characters. In the older passports the picture is stabled to the page and personal information is written by hand. If you do not have a machine readable passport by October 1, 2003, you can risk being denied entry into the USA.

Maternity Leave

On May 4, our Secretary General, Jeanette Hemstad, celebrated the 58th anniversary of Denmark's liberation by giving birth to a 9 pound healthy baby boy. We are pleased to report that mother, son and proud father, David, are all doing fine and that Jeanette now feels thoroughly liberated. Else Matthews will be manning the Secretariat while Jeanette is on maternity leave.

Webpage

Our new webpage is up and running. Please check it out: www.daccny.com. Any comments, critiques and suggestions for improvement are very welcome. We need a webpage committee that can actively work on keeping the webpage current and lively. Volunteers are welcome to contact Danelagen@aol.com.

Please take notice of.....

The DACC e-mail address jh@daccny is no longer valid. Instead please use daccny@aol.com. Thank you.
DACC

Lego continued

The American market accounts for a third of Lego's turnover, but the company's market share is a paltry three percent - way behind giants such as Hasbro and Mattel.

In 2001 the company announced the intention to double US sales within two to five years but that goal is now abandoned.

"We still think we can double our turnover in the US, but for a few years the market has been weaker than anticipated. So we add a couple of years to the plan. Five to seven years is more realistic", vice president Poul G. Schou from Lego Americas tells the Danish financial newspaper Børsen.

Nevertheless Lego managed to increase American sales by five per cent last year at a time when the overall toy market fell by one per cent.

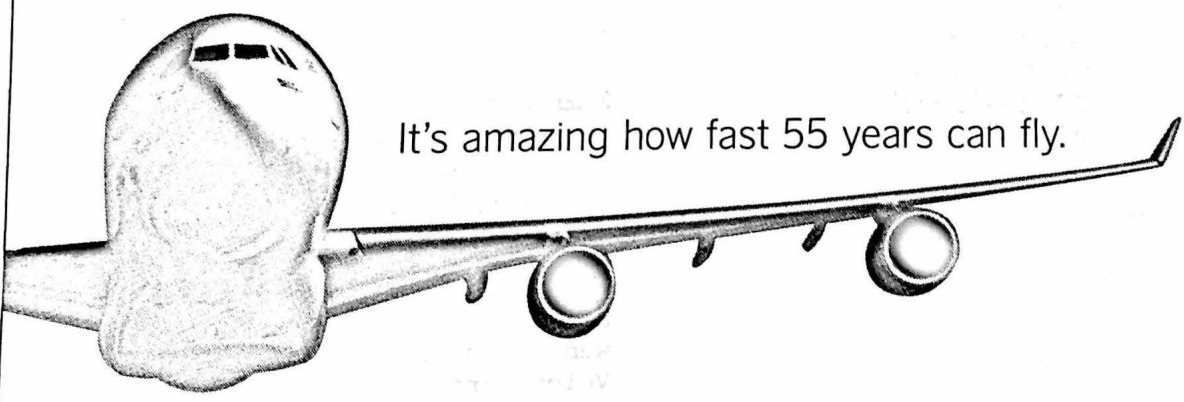
The Toy Industry Association expects this year to be more or less the same as 2002, so if Lego is to advance in the US market it will have to grab market share rather than rely on the market increasing.

Business Week names seller of Danish anti-depressants "most succesful" firm

Forest Laboratories Inc. markets a number of pharmaceutical products in the US, but the anti-depressants Celexa and Cipralex manufactured by Danish company Lundbeck account for 75 per cent of turnover.

The New York based company's results so impressed the influential magazine Business Week that it named Forest Laboratories Inc. the "most succesful" company of the year among the S&P 500.

continues page 4



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continued from page 3

Last year's sales increased by 39 per cent, and shares rose 25,3 per cent in value. At the same time the company avoided increasing its debt load.

The US is the world's largest market for anti-depressants and Forest Laboratories now intends to expand its offerings further. "We add yet another area in 2004 - combatting nervousness", vice president for investor relations Chuck Triano tells the Danish newspaper Berlingske Tidende. According to Triano the company already has 22 per cent of the 11 bio. dollars US market for anti-depressants.

US-Based Global Transport Delivers Results for DSV

The troubled Danish transport company DSV seems to be getting back on track. The latest figures show the land-based transport section to still be the largest with 108 mio. Danish kroner in profits.

But the US-based global division for air and sea transport is a major contributor. It manages to generate almost half of of the land-section's profits - 41 mio. Danish kroner - on the basis of just a third of its turnover. Originally DSV's global air and sea division concentrated on trade between the US and Denmark. Then step by step the company expanded to Scandinavia, the rest of Europe and now also Asia.

Jørgen Møller, who heads the US division, expects the near future to show more growth in air transport than sea-based transport. But there are no plans for further expansion geographically.

"We can still grow market share in our existing markets", Møller tells Berlingske Tidende, the Danish newspaper.

That does not mean the company is standing still. The autumn will likely see the opening of a new office in Ohio.

continued from front page (Iraq)

The discussion addressed the complex issues facing the international community in post-war Iraq. The Victor Borge Auditorium was filled to capacity and the fact that there was a waiting list, indicated that there is a significant interest in the local Scandinavian community in the situation in Iraq. During the lively discussion and the question and answer session that followed, the audience had the opportunity to hear the viewpoints of the United States and also to note the surprisingly divergent views of the respective Nordic countries. Much of the discussion continued at the following reception in Volvo Hall in Scandinavia House.



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Networking events:

DACC has started a regular networking event that takes place approximately every 6th week. The events are free and not only limited to DACC members. We are hosting these events to get new members as well as expanding the existing network. We encourage members and participants to bring people with relations to Denmark. We would also love to see more Americans there - so please bring them and spread the word. We have an e-mail list we send out with information for the next event. The events are at different places each time. Here are some quick notes from the last couple of events:

Fuel event - Feb. 25th

Our 3rd "new style" networking event took place on "Fuel" in Greenwich Village where we had tremendous attendance with an estimated 60-70 people. The location was perfect for our forum with the generosity of Carlsberg - serving \$3 Carlsberg's. Fuel even had a band with a Danish musician playing - making it an even more DACC friendly event.

We saw a lot of new faces and feel the word is getting out there about the networking events. Please continue to spread the word. We also made the event last longer so even though working late - you still had a chance to stop by. We try to listen to feedback from DACC members or potential members about the events and try to incorporate as much as possible. Don't be shy. Please give us ideas or critique.

The next event was scheduled for April 15th on Thady Con's on 2nd avenue between 48 st. / 49 st.

We moved the event from downtown to Midtown this time - in our efforts to do something different each time and also hopefully see more of our members from the Midtown area.

We like to say about the events: You don't know if you will meet your next client, find your next job, meet old friends or just have fun there..... so why not stop by.

Thady Con's event - April 15th.

The event took place during and after the reception at the Consulate celebrating HM Queen Margrethe's birthday and we were fortunate enough to have several people stop by after the event. We had a total of 55-65 people there over the course of the evening. Carlsberg was again kind enough to arrange the now famous \$3 Carlsberg's.
Networking comitte.

continued from front page (Health insurance)

After extensive research, my family settled with Europaeiske Rejseforsikring for several reasons. Europaeiske is less expensive than IHI Danmark and came in at a fraction of the cost of US based carriers. Additionally, US based carriers only cover the US and in some cases just the area you live in, and do not include coast to coast coverage at all, whereas Europaeiske covers worldwide. With a premium which is significantly lower than US based carriers, my family has saved a lot of money. Although general health check ups and vaccinations are not covered with Europaeiske, children under the age of 15 are covered free under a parent. As with most US carriers, pre-existing conditions and prescriptions and treatments for these are not covered under Europaeiske Rejseforsikring.

Another benefit of Europaeiske is that you can customize your coverage to fit your needs. There are maximums on some of the coverage areas, so it's best to calculate your anticipated yearly medical visits and your out of pocket costs compared to the monthly costs and premiums associated with a US Based carrier. Then compare the savings with what you will receive through Europaeiske, not to mention the comfort of knowing you and your family are covered worldwide. Personally, for my family who travels abroad frequently with a newborn son, the savings and overall benefits are unmatched by any US carrier. Furthermore, Europaeiske Rejseforsikring has a claim office/service center here in New York City. So customers residing in the US can count on quick payment on their claims. The service center is not a sales office so you will have to contact the office in Copenhagen for help with signing up.

I recommend speaking with Mr. Thomas Middelbo who has always been prompt in returning calls and responding to my inquiries. His email is: thm@europaeiske.dk - and you are welcome to say I referred you.

You may ask why I voluntarily write an article like this if I am not paid by Europaeiske Rejseforsikring. I just wish someone had told me about Europaeiske several years ago, so I could have enjoyed the savings and worldwide coverage benefits sooner. Take it from me, there is definitely money to be saved, so do look into the Europaeiske option. And you will be supporting another Danish company to boot!

Mads Ehrhardt, Wrapgammon

Danish American Society Elects Allen I. Millman New President

On Monday February 10, 2003, Allen I. Milman, Vice President, New Business Development of Needleman Drossman Partners, was elected President of the Danish American Society, one of the nerve centers of Danish cultural activities in New York.

Mr. Milman has strong ties to the Danish and Scandinavian communities and has served the Danish community in New York for almost twenty five years. He has been a member of the Danish American Society since 1979, where he held several positions, including that of Executive Vice President.

Press Release

Stamford Denmark Friendship Race

The 38th annual Stamford Denmark Friendship Race on Long Island Sound is scheduled to take place Sunday, September 7th, starting from Midsound Bouy "32A" on a triangular course.

WVJ

Danish Design in New York

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From May 17 to 23 the Danish Consulate General, headed by Nils Robenhagen, participated in the International Contemporary Furniture Fair in New York City for the third year in a row. The idea of presenting a variety of Danish design within furniture, lighting and accessories at a large shared booth was warmly received by the visitors at the fair.

Twelve Danish companies exhibited in this year's Danish booth, of which three are already well established in the US. Other companies such as Normann Copenhagen, Engelbrecht Furnishings and Stelton have all participated earlier and expressed great content with the exhibition. "We mostly use the show to meet up and strengthen our relationship with our current customers and dealers. This year we have met up with 80% of our dealers on the East coast", Peter Husted Stelton's Export manager said after the fair.

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