

Monthly newsletter of the Danish-American Chamber of Commerce, New York.

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DANISH-AMERICAN CHAMBER OF COMMERCE

NEWSLETTER

May 2019



Dear Member,

As we proudly mentioned in our last newsletter, Carlsberg just recently decided to join us as at the sustaining member level. We are all intimately - perhaps too intimately - familiar with Carlsberg and its product line from back home. It is rumored that our chairman toured the brewery in Valby no fewer than 15 times in his youth.

We have always wondered why this perennial favorite in Denmark - the old illustrious *grand dame* of beer and currently one of the world's largest breweries - has such a relatively limited

THIS MONTH

- NEW SUSTAINING MEMBER
- UPCOMING EVENTS
- A WORD TO OUR MEMBERS

UPCOMING EVENTS

Stambord - co-hosted with DABGO

Wednesday, June 5, 2019

6:00-9:00 PM

more Carlsberg wherever we imbibe. To that end, they have adopted what they call a big-city approach with which they are purposefully targeting very select market segments. They have a clear strategy in place and want to expand U.S. consumer awareness and exposure to Carlsberg as a brand and company. In 2019, they'll launch new packaging, which will highlight Carlsberg origin as a Danish pilsner. For now, let's give them a hand and welcome the wonderful people of Carlsberg, charge our vessels, and propose a toast to them at our upcoming Whitsun Luncheon.

Whitsun Luncheon

Friday, June 7, 2019

12:00-3:30 PM

Pitch&Mix Sports Tech

In collaboration with EACC

Wednesday, June 19, 2019

6:30-9:00 PM

And now that we're on the topic. As we announced earlier this month, we are delighted to welcome Jesper Friis, CEO at Ole & Steen - Lagkagehuset, to be our Guest of Honor at our Whitsun Luncheon.

We hope that you will join us and welcome Mr. Friis to our Chamber and enjoy a delicious lunch at Aquavit in Midtown. If you haven't signed up yet, we recommend you do so very soon.

[REGISTER HERE FOR THE WHITSUN LUNCHEON](#)



The next Pitch & Mix event will take place on June 19 at BelCham's location and the theme this time will be SportsTech. If so inclined, come down to check out the Danish company [SHAPE-NYC](#), which will showcase its business at this event. Please contact us for more informations about this event.

In the evening of May 23, the rain stopped, the skies cleared and we all had a great evening with our friends from the other European Chambers at the Boathouse in Central Park. Tons of interesting networking, delicious food and great wines.

Best regards,

DACC Secretariat

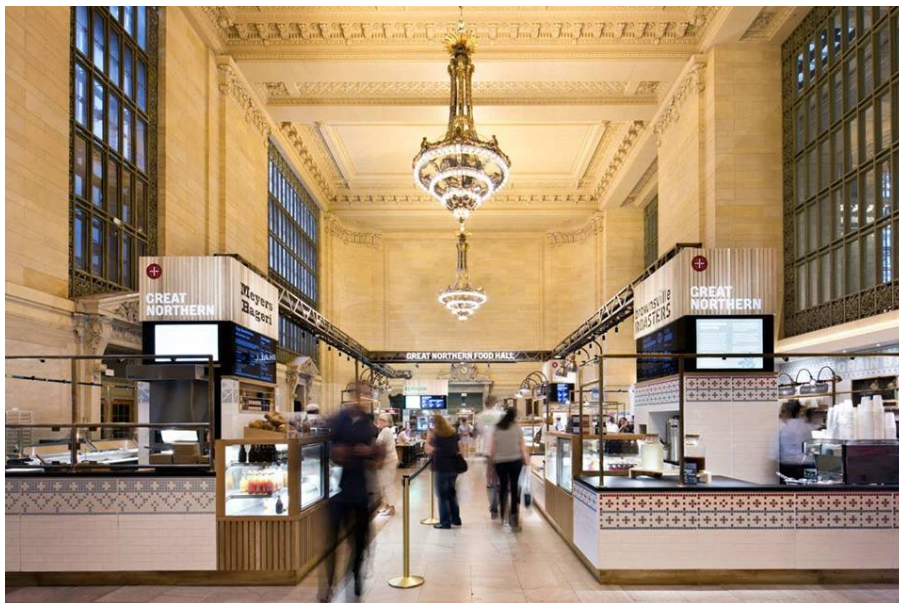


UPCOMING EVENTS

STAMBORD **June 5, 2019** **6:00-9:00 PM**

Join us at the bar/dining area in the rear as usual.

No registration necessary.



Whitsun Luncheon - "Pinsefrokost"

12:00-3:30 PM

Sign up for delicious Whitsun Luncheon together with friends, customers, and acquaintances.



[REGISTER HERE](#)

Pitch & Mix Sports Tech

June 19, 2019

6:30-9:00 PM

More information to follow.

If you want to be involved, please email [us](#).



A WORD TO OUR MEMBERS

A warm welcome to all our new members. We hope you will explore the benefits of your [membership](#) and networking opportunities. Please share with us any ideas, events or anything else you think might be of interest to your fellow members.

If you wish to co-host events, share articles in DACC's monthly newsletter, or advertise on the DACC website - we'll be happy to help out. For assistance or questions or comments about your membership or benefits, please feel free to contact us at daccny@daccny.com. Not yet a member? Why not join? Visit our [website](#) and contact us if you have any questions.

A SPECIAL THANKS TO OUR SUSTAINING MEMBERS!



Not a DACC Member Yet?

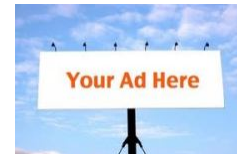
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