



APRIL 2004

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Dear DUCC member

Welcome to the April issue of Red letter. By the time you receive this we will have held our AGM and I thought I would take this opportunity to summarise my review of the DUCC's business for the last 12 months.

"The Chamber has maintained its focus during the year, keeping costs down and improving services to all our members who are involved in trade and business between the United Kingdom and Denmark.

During this period the Chamber was reorganised and repositioned in order to create a platform which should deliver more value for our members.

Five Committees were set up to take responsibility for:

PR & Communication, Finance, Membership, DNA and Events.

Over the last year we continued to strengthen our cooperation with other Nordic Chambers and hosted 4 joint events. We organised the London Stock Exchange event with CNBC which was attended by 300 people. We hope to continue the fruitful cooperation during the coming year.

In order to promote the Chamber regionally and support Danish companies outside London the yearly event was held in Manchester in cooperation with the Danish Trade Commission.

In total we held 19 events during 2003 attended by more than 1500 individuals.

Once again invaluable support has been received from our loyal members, both corporate and individuals, our Platinum Patrons and other corporate Patrons for which we are most grateful.

Finally, we would like to honour the services of our honorary member Lone Vagn-Jensen who was instrumental in the initial setting up of the Danish-UK Chamber of Commerce as its first leader. Sadly Lone Vagn-Jensen passed away on 6th September 2003.

We are all richer for having known this genuinely beautiful and bright lady."

The DUCC is in very good shape and I look forward to a year of very positive developments, and helping all of our members gain even more from their association with us.

Yours sincerely

Per Troen

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2 New DUCC Corporate Members

We are delighted to welcome two new corporate members to the chamber

ADAM TRANSPORT CO.

The logo for ADAM Transport Co. features the word "ADAM" in a bold, white, sans-serif font with a black outline, set against a red rectangular background.

Adam
Kanalholmen 31-33, DK 2650, Denmark
Contact: Ms Lise Clausen
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Web: www.adam.dk

ApS is one of Denmark's oldest and largest moving companies.

ADAM has existed for 120 years, is FAIM certified and a member of DMF and FIDI. High quality moves and storage is thereby guaranteed. We have wide experience of moving household goods to and from the UK.

Contact us on +45 70 105 100, e-mail salg@adam.dk and get a quotation free of charge.



CONTINENTAL RESEARCH

The logo for Continental Research features the words "continental research" in a lowercase, serif font, with a blue background and white text. A small "# 10" is visible in the bottom right corner of the logo.

Continental Research
132-140 Goswell Road, London EC1V 7DY
Contact: Anna Westgren
Tel: 0207 490 9102
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Web: www.continentalresearch.com

Continental Research is a full service market research company. The company began trading in 1989 and has a turnover in excess of £5 million.

The full range of research services are offered - quantitative and qualitative, ad-hoc and continuous, consumer and business, and domestic and international. The company now employs over 30 full-time staff and is IQCS (Interviewer Quality Control Scheme) approved.

At its offices, the company operates its own 100-line telephone unit equipped with CATI (Computer Assisted Telephone Interviewing) facilities. The company's face-to-face division, Euro Fieldwork, has a UK field force of over 1000 trained interviewers. For locally conducted international fieldwork, approved suppliers are used. In-house statistical capabilities provide market modelling facilities.



Guest speaker interview: Sir Michael Pakenham

Security in Europe - an expert view

The DUCC is honoured to have Sir Michael Pakenham as their guest speaker at the members' lunch on 26th May. After an outstanding career in the Foreign Service, he retired in November 2003 as British Ambassador to Poland. In addition to 12 years in Whitehall, including 5 years working directly to the Prime Minister's Office, key postings included Washington, Paris and Brussels; and he has been Ambassador in Warsaw and Luxembourg.

His wide knowledge of European and world affairs, combined with a 3 year period as Chairman, Joint Intelligence Committee, Head of Overseas & Defence Secretariat and Intelligence Co-ordinator; on secondment to the Cabinet Office make him a very expert and very knowledgeable speaker on his chosen subject.

Red Letter spoke to Sir Michael to get a brief flavour of what he will be saying on the 26th.

RL: The EU has just enlarged. Are you in favour of this, and is it good for UK business?

SMP: I am definitely in favour of enlargement, and having worked in Poland and other parts of Europe I am convinced that we will gain from this move by having new skills, resources and a wider market place. This has got to be good news for business as it resents many new opportunities for trade and partnership on many fronts. We can help these new emerging economies and expand our own interest in the process. We now have a much more stable Europe that is growing in prosperity and this bodes well as more countries will be looking to maintain a secure political situation.

RL: Will enlargement pose any challenges for security?

SMP: Obviously opening up more borders can pose certain risks, but I believe that these countries have planned for this situation and are now working more closely across Europe to ensure greater security. Also, some of the new countries are from the former Eastern Bloc area so by embracing them we can enjoy greater security than before.

RL: The media often portrays the world as an increasingly risky place in terms of threats to our security. Do you think this is true?

SMP: I think we need to look at these media reports in an historical context. Yes, there are terrorist threats and they are real, but in many ways we are living in a safer world compared to the immediate post World War 2 period of the cold war and the threat of nuclear conflict. Also, intelligence systems have grown to meet the new world order. But I can't give too much away before the 26th May.

4 Five minute focus on a DUCC member

Danesoft

**Danesoft – a company that’s hard to beat on web marketing software**

Although a relatively new company Danesoft is already making quite an impact with its proven range of web based marketing software. As UK distributors of the world renowned WPS Content Management System of web site and business portal management and administration, Danesoft is aiming to expand dramatically over the next few years. With more and more organisations seeking help with their electronic marketing and administration the company is looking to fill a growing need in the market place. Red Letter spoke to Danesoft’s managing director Christian Ingerslev about the company and his links with the DUCC.

RL: How long have you been in the UK and what brought you here?

CI: I have been in the UK for about 10 years and I came here originally to take my MBA at the London Business School. After finishing my MBA I spent several years in the financial services market in London, working for companies such as Fidelity Investments and American Express.

RL: How did you come to be involved in a web content management company?

CI: My background is in sales and marketing, and I was impressed with the WPS Content Management System as it makes it simple for non technical people to handle their web sites and business portals?

RL: Danesoft also offers a survey system. Please tell us more?

CI: More and more organisations are using surveys as a means of monitoring what their customers, staff or stakeholders are thinking about them and their products and services. Our product allows for a huge variety of surveys to be conducted, including paper based, email, telephone based and voice capture, at prices that represent excellent value for money, for example as little as £1000.00. Our system is used by education authorities, HR

departments and marketing teams so its very versatile.

RL: How long have you been involved with the DUCC and what benefit do you derive from it?

CI: I have been involved with the DUCC for several years, and I have also a member of the Danish Club so I am involved in the UK based Danish community. During my career I have worked for the Danish government and hence had dealings with the UK based embassy staff. I enjoy attending DUCC events and meeting other members in a leisure setting, and hopefully this sometimes leads to business opportunities for both of us. I am also a member of the DUCC PR and marketing committee, which is why I am always encouraging other people to join the chamber and enjoy the benefits.

6 Business outlook

Recovery gathers strength, but risks persist



The British Chambers of Commerce has released the results of its Q1 2004 Quarterly Economic Survey, the largest and most representative independent business survey of its kind in the UK.

Britain's economy continued to gain momentum in Q1 2004, after a strong improvement during Q4 2003. Many key indicators were at their highest since 1999, and in some cases since 1997. The manufacturing sector consolidated the gains made in Q4, with improvements in particular in the home and export markets and employment expectations, despite a fall in investment intentions. Service companies remained buoyant, although their export sales were soft. Confidence remains strong in both sectors. However, official output figures highlight the threat to the patchy manufacturing recovery. Rapid rises in interest rates, higher taxes and damaging regulations still pose dangers for wealth creating-businesses.

David Frost, Director General of the British Chambers of Commerce, said, "This quarter's results are encouraging, especially for the manufacturing sector. There are realistic prospects that Britain's recovery, which remains considerably stronger than in the Euro area, will continue to gather momentum. I am particularly pleased to see high confidence levels, as well as high levels of employment. However, this welcome progress should be treated with caution. Recent manufacturing setbacks highlight threats to this fledgling recovery. And although overall economic growth is expected to be above trend this year, public sector spending and recruitment continue to play a disproportionate role in this growth."

David Kern, Economic Adviser to the British Chambers of Commerce, said, "We appreciate that the MPC will have to raise interest rates if the recovery accelerates. But we urge them to maintain a cautious stance, taking fully into account the problems facing the manufacturing sector and the strength of sterling. House prices and consumer debt are problems. But CPI inflation is well below the official 2% target. Moreover, household

consumption growth has actually slowed, from 3.1% in 2001 and 3.4% in 2002 to 2.5% in 2003; annual growth in Q4 2003 was only 2.5%.”

Mr. Kern continued: “In the face of swelling Budget deficits, it is vital to avoid tax increases on business. By demonstrating firmness in containing the upsurge in borrowing, the Chancellor will make it easier for the MPC to limit interest rate increases.”

EU Enlargement will plug skills gaps, say UK bosses



Workers from the new EU member states can make an important contribution to the UK economy, according to a survey being carried out by the Institute of Directors.

Around 60 per cent of IoD members are set to report that workers from the 10 accession states could help to plug skills gaps in Britain. While a similar number will say they would consider recruiting these workers for their own companies.

The interim figures were released to coincide with the IoD’s Annual Convention, being held at the Albert Hall in London on Wednesday 28th April. The Convention, themed Britain Competing in the Modern World, will hear from politicians and business personalities on the challenges and opportunities the global marketplace presents.

Just under one third of IoD members currently do business with the 10 new EU members. The Czech Republic and Poland are the most popular trading partners.

Commenting on the survey findings, the IoD’s Parliamentary and European Adviser, James Walsh, said:

“IoD members are gearing up for the challenges of enlargement. They recognise that workers from the new member states offer the strong work ethic and skills that we need to maintain Britain’s economic success.”

The survey is also likely to show that the business community does not share the confidence of some politicians that adding new member states will make it more difficult for the EU to agree new regulations. Two-thirds of respondents think



enlargement will increase business regulation.

James Walsh said:

“The notion that enlargement will make for a ‘wider, not deeper’ EU is being proved false. With enlargement now a done deal, the EU is still planning new burdens on business, not least through the new European Constitution. The IoD will keep battling to keep Europe in business.”

CBI to quiz government on impact of identity cards



The CBI has recognised the potential benefits of identity cards, but called for more information on the impact on businesses.

Responding to the government’s draft Bill, John Cridland, CBI Deputy Director-General, said:

“Identity cards could help reduce illegal working by enabling UK employers to verify the identification of would-be employees more swiftly and with greater certainty.

“But more practical detail is needed on how much the scheme could cost firms, what role the government plans for employers and how the massive IT project supporting the proposed identity card system will be maintained.

“Employers cannot be expected to become ‘ID enforcers’. Business will want the government to produce a card that is easy to check, difficult to forge and acceptable to the general public.”

BT presses broadband accelerator



UK to have near universal broadband coverage by summer 2005

BT has announced plans to speed up the delivery of broadband services to rural communities. These plans will make the UK a world leader for broadband availability.

BT is to systematically rollout ADSL broadband to a further 1,128 exchanges by no later than summer 2005. This will help bring broadband to exchanges serving 99.6 per cent of UK homes and businesses.

The new approach replaces the broadband registration trigger scheme that has helped BT

match investment to demand since July 2002.

Alison Ritchie, BT chief broadband officer, said: “BT has continued to innovate in order to drive broadband as an enabler for tomorrow’s society and to deliver a truly Broadband Britain.

“The broadband registration scheme has been a powerful tool for us to match investment to demand and its fantastic success, with the support of local campaigners, has set the way for other countries to follow.

“Now, as we move into more and more rural areas and we have a clearer picture of growing demand, there are real benefits to be gained through a planned roll out. This means we can deliver broadband to far more people in a shorter timeframe.

“Together with our plans to extend the reach of broadband from a local exchange, this takes us significantly closer to universal availability.”

The rollout programme will be announced in detail by the end of June and will help BT bring forward some published broadband switch-on dates.

10 **Some dates for your 2004 diary**

29th April

Annual General Meeting and Dinner
Guest Speaker: Mr Klavs Holm, Minister,
Royal Danish Embassy
Time: 18.00

19th May

MD Network
Host: Mr Erik Ovesen,
Royal Danish Embassy

26th May

“Security in Europe”
Guest Speaker: Sir Michael Pakenham
Time: 12.30 for 13.00

25th June

13.00 DUCC Annual Summer Lunch
Venue: TBA
Time: 12.30 for 13.00

II Danish UK Chamber of Commerce - council and committees

The Danish UK Chamber of Commerce is run by members for members.

Listed below are the names of the main board council and committees that run the DUC's affairs and decide on policy, events and future plans.

If you have a specific query about any aspect of the DUC's activities which cannot be answered by the DUC secretariat, please contact the appropriate person, as detailed below:

DUC Council

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If any member would like to play a more active role in the DUC's affairs by joining one of the committees please email us at: info@ducc.co.uk to register your interest.