

Canada-Denmark Chamber of Commerce

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Business assistance

According to its Executive Director Knud Westergaard, the Chamber offers a whole host of services to its members. "We know Denmark very well, and besides it's a small country," he adds with a smile. "Therefore, we are very good at putting people in contact with each other."

Such contacts are increasing steadily, he reminds, as shown by the upsurge in bilateral trade in the last few years. "As a matter of fact," says Westergaard, "for the first time in as long as I can remember, the trade balance between our two countries is now in Canada's favour enhanced by the sales of Challenger and Dash 8 jet airplanes to Denmark."

Canadian exports to Denmark in 1999 increased nearly 47% over 1998. Due to the close proximity, there is also a developing trade with Greenland, with Canadian companies being involved in mining development and many consumer items being purchased from Canada.

"In addition," he says, "there is a strong list of Canadian-Danish joint ventures coming up, one activity that our Chamber is very good at."

Some of the services offered by the DCCC include commercial assistance to source goods and services or to find distributors/representatives. The DCCC can also provide information on local conditions, as well as facts, data and assistance to market surveys and business issues.

Another service is assistance in organizing meetings, promotions and products seminars, or business delegations visits. The Chamber also schedules participation in import/export trade matchmaking shows for the membership.

Other membership benefits

"Membership in the DCCC brings

much value-added," reminds Westergaard, "since our chamber is in contact with the other Danish Chambers of Commerce in North America and with the Danish Chamber of Commerce in Copenhagen. We are also a member of the European Union Chamber of Commerce in Toronto (EUCOCIT), which incorporates all European Union Chambers."

DCCC members, who enjoy a number of discounts — such as airlines and hotel — may be offered courtesy use of the facilities of these chambers.

"So join the DCCC and take advantage of its services," he suggests, "Be part of the Danish-Canadian business community and have your business concerns voiced through the Chamber and its close to 100 member companies."

Meetings, conferences, seminars

The DCCC offers regular luncheon meetings featuring prominent business and government speakers from Canada and Denmark. As an example, last month's luncheon meeting featured Canada's Ambassador to Denmark, Mary Simon, as guest speaker. "Her speech was very well received," recalls Westergaard, "and featured prominently the expanding trade relations between our two countries."

In the course of the year, joint meetings are arranged with the EUCOCIT in Toronto. "Participation in these activities," says Westergaard, "brings the added benefit of contact with fellow business people in the Danish-Canadian and European business community. In addition, we have an important social calendar as the DCCC offers an opportunity for the Danish-Canadian business community to get together on formal as well as informal occasions, acting

as host for visiting dignitaries and trade groups."

The Chamber's newsletter, *Memorandum*, covers different aspects of Danish-Canadian trade and commerce, membership news and activities, as well as other information of interest.

Located in Toronto, the DCCC and its board of directors is headed by chairman Jorgen Mouridsen, President of Danfoss Inc., Mississauga. Canada's former ambassador to Denmark, Brian E. Baker, of IGRG, Ottawa, is also on the board.

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