

For Six Month Period Ending JANUARY 31, 1992

(Insert date)

Name of Registrant **BERMAN/GODEK  
COMMUNICATIONS, INC.**

Registration No. **4394**

Business Address of Registrant **160 EAST 56th STREET  
NEW YORK, NY 10022**

**I-REGISTRANT**

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address                      Yes       No
- (2) Citizenship                              Yes       No
- (3) Occupation                              Yes       No

(b) If an organization:

- (1) Name                                      Yes       No
- (2) Ownership or control                  Yes       No
- (3) Branch offices                          Yes       No

2. Explain fully all changes, if any, indicated in item 1. **SHARES OF STOCK SOLD ENTIRELY TO  
CHRISTINE GODEK, SOLE SHAREHOLDER**

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?      Yes       No

If yes, furnish the following information:

Name	Position
MARK BERMAN	VICE PRESIDENT

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 Date Connection Ended  
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 D.O.J. CRIMINAL DIVISION  
 INTERNAL SECURITY SECTION

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?  
Yes  No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
ROBERT J. HONG	CONSULTANT	8-31-91
BARBARA L. MICALE	CONSULTANT	11-30-91

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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## II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No

If yes, furnish the following information:

*Name of foreign principal*

*Date of Termination*

- 
9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

- 
10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

LAVRIDS MIKAELSEN, MINISTER  
DANISH EMBASSY

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## III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes  No

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHED ACTIVITIES REPORTS

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<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).  
A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

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<sup>2</sup>The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV--FINANCIAL INFORMATION

14. (a) RECEIPTS--MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHMENTS

\_\_\_\_\_  
Total

(b) RECEIPTS--THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).  
<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes       No

(2) transmitted monies to any such foreign principal?      Yes       No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Total

**15. (b) DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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**(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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**V—POLITICAL PROPAGANDA**

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches

Other (specify) NOT APPLICABLE N/A

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) N/A

21. What language was used in this political propaganda: N/A

- English
- Other (specify)

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes  No  N/A

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes  No  N/A

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes  No  N/A

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following: N/A

- Exhibit A<sup>6</sup> Yes  No
- Exhibit B<sup>7</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represent during this six month period? Yes  No

If yes, have you filed an amendment to these exhibits? N/A Yes  No

If no, please attach the required amendment.

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes  No  N/A

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes  No  N/A

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

(Type or print name under each signature)

*Christine Godek*

CHRISTINE GODEK

Subscribed and sworn to before me at 950 3rd Ave NY NY 10022

this 31<sup>ST</sup> day of JULY, 1992

JAMES T. QUINN  
Notary Public, State of New York  
No. 52-8470500  
Qualified in Suffolk County  
Commission Expires Oct. 31, 1992

*James T. Quinn*  
(Signature of notary or other officer)

<sup>8</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE  
REGISTRATION UNIT  
CRIMINAL DIVISION  
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes \_\_\_\_\_ or No X \_\_\_\_\_

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes X \_\_\_\_\_ or No \_\_\_\_\_

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

*Christine Godek*

\_\_\_\_\_  
Signature

*7/31/82*

\_\_\_\_\_  
Date

CHRISTINE GODEK

\_\_\_\_\_  
Please type or print name of signatory on the line above

PRESIDENT BERMAN/GODEK  
Title

DOJ CRIMINAL DIVISION  
INTERNAL SECURITY SECTION

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III-ACTIVITIES  
QUESTION 11

During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9 and 10 of this statement?

(period ending 1/31/91)

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D.O.J. CRIMINAL DIVISION  
INTERNAL SECURITY SECTION

August 16, 1991

To: Laurids Mikaelson  
Grith Becker

From: Mark Berman and Chris Godek

Subject: Activities Report--July-August

The following outlines public relations activities for Denmark during July and August:

- . Berman/Godek team met with Grith Becker in New York for a wide-ranging public relations update and to discuss viable case history possibilities for Denmark. As a result of that meeting, we wrote five letters to Danish companies with questions we need answered in order to write stories. Letters were faxed to: Kim Ostrup, IBM Danmark A/S; C.S. Krishnaswamy, CRI; Ole Lehrmann Madsen, Mjoiner Informatics Aps; Heron Kleis, Volund Miljoteknik A/S, and Peter Landropk, Cryptomathic.
- . Wrote four-page "Doing Business in Denmark" newsletter and handled all production, including layout, design and copyediting. Printed labels and distributed newsletters and labels to consular offices for distribution.
- . Prior to publication, Mark Berman met with Grith Becker in Washington, D.C. finalize copy for newsletter and discuss logistics.
- . Arranged a telephone interview for Lars Burchward, traffic manager of Samson Transport, with Karen Thuermer of Global Trade magazine. She is writing a story for the October issue about intra Europe cargo distribution -- how cargo is being transported and how things will change in 1992. This interview resulted from our ongoing contact with the magazine resulting from our press relations program.
- . Wrote a letter on JBL International's use of Samson Transport to handle its European distribution and sent to consumer electronics trade publications to try to arrange interviews:

Nancy Klosek  
Audio Video International

Bruce Apar  
Video Business

Kay Blumenthal  
Audio

Paul Gluckman  
Audio Week

- Also sent pitch letter and Samson Transport/JBL story to several transportation publications:

Lou Ann Bell  
Traffic World

Ann Hagen  
WWS/Worldwide Shipping

Toby Gooley  
Traffic Management

- Continued to follow up with publications we sent Samson Transport/JBL story to last month. Several, including World Trade Magazine, Marketscan Europe, and Air Transport World, are still interested in the story but will not commit to a publication date yet.
- Sent requested information on Danmont card to Al Doyle, a freelance writer who contributes articles to several publications, including Coins.
- Wrote press release on Danmont card to distribute to general business, travel trade, etc. We have mailed the story and will follow up with individual publications.
- Contacted Helge Stapel, National Sales Manager at Kompan, Inc., a manufacturer of play equipment, to get more information on their recent U.S. acquisition. To date, have received no response to our calls, but we will continue to try.
- Continuing to follow up on all of the press contacts we described in our June activities report. Following up on B/S Joy, Danish Crown-Wenbo and distribution stories. We expect the fall to produce some results.

- . Working with Kim Olstrup of IBM to pursue story possibilities on banking, flexible workforce, etc.
- . Dinner Meeting in London with Grant Perry of CNN's World Business about stories on Denmark in particular, the Danmont card

September 30, 1991

To: Laurids Mikaelson  
From: Mark Berman/Chris Godek  
Subject: Activities Report  
Mid-August/September

- Followed up with Karen Thuermer at Global Trade Magazine. She interviewed Lars Burchward at Samson Transport for an article on intra European cargo distribution -- how cargo is being distributed now and how it will change in 1992. Article will appear in the October issue. She requested a black and white photograph of Mr. Burchward which he said he would send on to her directly.
- Distributed the latest issue of Doing Business in Denmark to 213 business reporters and editors across the United States.
- Met in London with Grant Perry, business news anchor of Cable News Network, in an effort to create interest in some Danish business stories. When we meet with you next, we should explore possible topics for "visual" stories suitable for television.
- Developed focused pitch letters from information in Denmark Review regarding Danish companies' (SAS, ISS and Hotel/Net A/S) innovations in customer service and sent to a group of editors:

Bernard Wysocki  
Wall Street Journal

Bill Wolman  
Business Week

Tom Stewart  
Fortune

Ed McDowell  
New York Times

Beth Enslow  
Across The Board

Peter Goldman  
Boardroom Reports

We are following up with these and hope that some of the innovations cited will wind up in a story.

Created a similar for hotel/airline/travel industry, citing innovations at SAS and Hotel/Net A/S, and sent to the following editors:

Bill Gillette  
Hotel & Motel Management

Fran Martin  
Hotels

Joseph Delmont  
Hospitality Management

Margaret Caro  
Lodging

Linda Ball  
Tour & Travel News

Joel Abels  
Travel Trade

Peter Mason  
Travel Trade

Ed Sullivan  
TravelAge Europe

Isae Wada  
Travel Weekly

Louise Hartmann  
Travel News

Bob Selwitz  
Hotel/Motel Management

Wrote pitch letter from information in Denmark Review regarding efforts by Danish toy manufacturers to focus more attention than ever on cleanliness, safety and environmental concerns and sent to the following editors:

Dianna Rampay  
Environmental Management

Arthur Kranish  
Environment Report

Grant Farrier  
Environmental Business Journal

Michael Delane  
Greenpeace

Elissa Wolfson  
E Magazine

Mr. Joseph Pereira  
The Wall Street Journal

Maria Ramos  
The Toy Book

Jaine Schmidt Wyatt  
Product Safety News

Frank Reysen  
Playthings

Bob Seligman  
Toy & Hobby World

Contacted head of public relations for Lego U.S., David Lafrennie, to see if we can help arrange an interview for the president of the company, Peter Eio, when he speaks in Washington at the Danish American Chamber of Commerce. We sent him the article that appeared on Lego in the current issue of Denmark Review, and he is trying to find out if Mr. Eio would like some publicity that we might be able to arrange. The problem is, most toy industry publications are not in the D.C. area.

Contacted Henning Jensen of Dancoin Ltd. regarding more information on the Danmont card since CNN - Europe expressed interest in covering the new currency breakthrough. Have learned that the card will not be tested until September of 1992. Subsequently we will postpone our publicity efforts on this topic.

Have attempted a number of times to contact Henrik Slipsager at ISS to discuss the possibility of working with him on a bylined "how-to" or "tips" article on cleaning up indoor environmental problems in office buildings for Environment Today as well as general interest business publications such as Boardroom Reports. He has been traveling and to date, have been unable to reach him, and will try again next week. This idea was sparked by the article in Denmark Review.

October 31, 1991

To: Laurids Mikaelson  
From: Mark Berman  
Subject: Activities Report/October

- Lars Burchwardt, traffic manager for the Los Angeles office of Samson Transport Co. is quoted in an article on intra-European trade in the October issue of Global Trade magazine. This is a result of an interview we arranged for him with the editor several months ago. In the article "New Ways for an Old World," Denmark is portrayed in a very favorable light.
- Visited Washington on October 2 to attend Danish American Chamber of Commerce luncheon and meet with you and Grith to discuss a variety of topics.
- As a result of that meeting, we:

Wrote and designed a full-page ad for Business Week's Mid-Atlantic issue of November 25.

Got price quotes and subsequently, your approval, for ads in several regional newspapers: Norfolk Star-Ledger, Baltimore Sun, Richmond News Leader, Roanoke Times and World News. These ads will be smaller versions of the Business Week ad and will be run between now and the end of the year.

Started working with Mette Horiyck on story ideas she is gleaning from the Danish business press. The stories we are pursuing:

The newly appointed woman president of GN Danavox in Minnesota, possibly the only female executive in the hearing aid business in the United States

A hotel being built by the Danish company, Development Management Consultants, for the Winter Olympics (for hotel trade publications)

Sparke Craft A/S, a company in northern

Jutland, which can make dry wood flexible enough for bends and bows in 45 seconds

Dansk Fire Eater, a small Danish company that invented inergen, an environmentally safe fire extinguishing material that will be used in place of halon :

A report by International Brokers Estimate System says corporate profits in Denmark are expected to increase 47 per cent within the next year, compared to 17 per cent in the world as a whole

Villa Vision, a house of the future, using all kinds of new experimental glass, that will be open in Taastrup in 1993

A new replacement for asbestos called Varmex, manufactured by DS Sikkerhedsudstyr

Nordisk Wavin, Denmark's biggest plastics producer, has cut 70 per cent of the garbage generated through recycling

Saebj Fiskeindustri, the world's most technologically advanced and biggest manufacturer of canned mackerel, now headed by the owner's daughter

We have started contacting these companies with Grith's help in locating them, and we will report on our progress

After numerous unsuccessful attempts to contact Henrik Slipsager at ISS by telephone, we sent him a fax outlining our purpose, requesting that he contact us regarding the possibility of a bylined "how-to" or "tips" article on cleaning up indoor environmental problems in office buildings for the publication, Environment Today. The marketing director of the company has contacted us and is sending us some material that will help us pursue this possibility.

To: Laurids Mikaelson  
Grith Becker

From: Chris Godek

Date: March 21, 1992

Subject: Activities Report--November 1, 1991-February 29, 1992

November -- ads appeared in Business Week and other U.S. publications

December -- met with you in DC to introduce Bob Davis and go over next newsletter

met with John Schoen, chief news editor for CNBC to review material previously sent for possible inclusion in CNBC's international news items

January -- wrote and revised newsletter

spoke with Bob Bowman of World Trade and sent him material on logistics

met with Peter Sturtevant, VP News, CNBC/FNN to go over possible story ideas to be produced at the CNBC London Bureau

February -- sent newsletter to media nationwide

contacted Greg Palkot of European Journal, Germany and sent him material on Denmark. European Journal is a weekly half hour news magazine that airs on 230 Public Broadcasting Stations and on the Learning Channel cable network.

contacted Peter Morello, correspondent for the European Journal, who covers Scandanavia and also speaks Danish fairly well, about specific story deas to be shot in Denmark. Both Morello and Palkot are anxious to work out the details and logistics to produce three to five stories in Denmark. More background and story ideas have been Federal Expressed to them.

contacted Grant Perry, CNN World Business, London and sent him material on Denmark. We will follow up after the European Journal details are worked out.

contacted Jim Breagy of the National Council for Urban Economic Development (CUED). They publish a bi-monthly newsletter entitled Economic Development Abroad. CUED is the premier economic development organization in the U.S., and uses Economic Development Abroad as a vehicle to report on public and private sector efforts in areas such as technology, infrastructure, environment, tourism, business attraction and retention etc. After many phone calls and faxes he agreed to let us write a story for use in the newsletter. The story is on voice recognition technology and will be bylined by Grith Becker in their upcoming March issue.

To: Grith Becker

From: Chris Godek

Date: December 6, 1991

Subj: Meeting - December 4, 1991

It was a pleasure to see you and Laurids on Wednesday. Bob and I enjoyed your company and the luncheon very much. The following represents what we agreed to include in the next newsletter.

The stories will be shorter and there will be more stories than in the previous issue. As a result, the paper will be more lively and informative on a broader range of issues.

The lead story will be on the Technovision exhibit scheduled for May. Laurids has sent us some information on this which we are now reviewing.

We will do an economic story that references the recent positive stories in the Wall Street Journal, Financial Times, and Herald Tribune. We will include the chart from page three of the current Update from the Chamber of Commerce. We will add an additional line to the chart on bond yields if Laurids can get the figures for 1990. (We have 1991 and 1992 bond yields in the newsletter draft sent from Copenhagen)

Another story will be on asbestos and I will contact the person you gave me to follow up on this.

Another story will be on using herbs and medication derived from plants instead of antibiotics in animal feed. We will contact Mette for more information on this.

We will also use a story on mobile dairies sent to the Soviet Union. Mette will probably be needed to translate additional information from this story as well.

We may do a story on the 35 light weight trains sold to Baltimore by Scandia if the story is ready for publication. Laurids will check this out.

We will combine the stories on freon and halon that Mette suggested into an environmental story on the ozone layer. Again, we will ask Mette for further information on this.

We will include a story, that will become a regular feature of the newsletter on new business ventures in Denmark. We will work from the list sent by Niels.

We will also use the list of conferences and some of the reports sent by Niels as news items.

We will also review the two stories left out of the last newsletter to see if they are appropriate for the new issue.

The new issue will be dated February. And, as we all agreed, we will not use the Japan story suggested as a lead by Copenhagen.

Also, the newsletter will not be done as a return mailer but instead will have all the return addresses listed separately on the back page, taking up as little space as possible.

I think that covers everything for the moment. We'll be talking to you next week to follow up on this newsletter and other matters.

TO: Kim Ostrup  
IBM Danmark A/S

FROM: Barbara Micale

DATE: August 7, 1991

RE: Promoting Denmark

Last autumn you met with Chris Godek while she was in Denmark gathering information to be used in public relations efforts for the government of Denmark. Berman/Godek Communications, Inc. is continuing to work in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and to place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We would like to include IBM Danmark as an example of successful innovation and enterprise. Your cooperation would ensure positive publicity for IBM Danmark at no cost to you. Of course, anything we write would be submitted for your approval prior to its being released for publication.

In working with Chris, we saw the opportunity for several stories related to IBM Danmark. In order to develop the stories for possible publication, we need additional information. Because of your busy schedule, I thought it might be helpful for you to have a list of questions to review. Then I will call you to discuss the answers or you may fax written responses to me.

1. In the copy of the speech you gave Chris, you (or the speaker) mentioned a special arrangement with the Danish postal system and Danish customs that allows IBM to ship its software and publications faster and more efficiently than if you had to go through normal channels. Can you describe the system in greater detail and also comment on how the system differs from those used by IBM in other European countries and the U.S.?
2. You and Chris discussed the fact that IBM Danmark was experimenting with transmitting huge amounts of software to clients over telephone lines. You mentioned that testing of

TO: Laurids Mikaelson  
FROM: Mark Berman  
DATE: August 1, 1990  
RE: Clarification of "Supplements"

In answer to your memo regarding clarification of a "supplement," perhaps a better terminology would have been "special issues." What you are referring to, I think, is an advertorial, where you are required to pay for an article.

We are speaking strictly of non-paid editorial opportunities. Under no circumstances will we pay for editorial space in a publication. With that point clarified, we will pursue opportunities in the special issues listed and get back to you as soon as possible to determine if there is a way that Denmark can be included.

August 6, 1991

Ms. Lou Ann Bell  
Associate Editor  
Traffic World  
741 National Press Building  
Washington, DC 20045

Dear Lou Ann:

We last spoke earlier this year when you wrote an article about how Penske and Southern Steam utilize the IBM AS/400. In our current work for the country of Denmark, we have found another transportation story that you may well be interested in.

As Eastern Europe becomes more accessible, the actual center of Europe will begin to shift eastward, making countries like France, Spain, the U.K., the Netherlands and Belgium less desirable as strategic distribution centers. Denmark, because it is central to all of Europe -- and able to provide prime transportation access by land, air and water -- is in an excellent position to attract U.S. companies, like JBL International, a subsidiary of Harman International Industries, Inc., the maker of high fidelity audio and video consumer products. For a number of years, JBL has relied on Samson Transport, Denmark's largest freight forwarder, as its exclusive link to European markets.

A few more facts which you may or may not know about Denmark: (1) it is the only Scandinavian country represented in the European Community and has been preparing for the changes that 1992 will bring; (2) the majority of the Danish workforce speaks fluent English, and (3) Denmark has the most liberal customs regulations in the world. A special registration system allows merchandise to enter Denmark and be delivered within the country, or to leave for other European destinations, within hours. In other European countries and the United States, customs procedures take at least two or three days.

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page two

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Grund has also been impressed with the Danish work ethic. He says that on more than one occasion Samson personnel worked late, with no additional compensation, to make sure that a shipment of JBL products was delivered on time.

Other consumer electronics companies might be interested in knowing the advantages that Denmark offers to help evaluate their own European distribution network and readiness for 1992.

I have enclosed a backgrounder and would be happy to provide any additional information or arrange any interviews for you with Grund at JBL or spokespeople for Denmark and Samson. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

page two

who serve a two-year apprenticeship where they have the opportunity to do many different kinds of jobs and learn the business from the loading dock on up. In addition, the new recruits are given periodic training sessions in such subjects as transportation law so that they will have a theoretical as well as a practical understanding of the transportation industry.

I have enclosed a backgrounder. If you would be interested in developing a story about Denmark and Samson Transport, we would be happy to provide any additional information and arrange interviews for you with the appropriate people. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

August 6, 1991

Mr. Bruce Apar  
Video Business  
825 7th Avenue  
New York, NY 10019-1707

Dear Bruce:

It's been quite a long time since we've been in touch; my clients have been out of the realm of consumer electronics. However, in my current work for the country of Denmark, I have come upon a story that you may well be interested in -- how JBL International relies on Samson Transport, Denmark's largest freight forwarder, as its exclusive link to European markets.

Fred Grund, vice president of finance and administration for JBL International, located in California, explains, "We needed to find a facility for storage and distribution of our products, and Samson meets our needs at a competitive price."

As Eastern Europe becomes more accessible, the actual center of Europe will begin to shift eastward, making countries like France, Spain, the U.K., the Netherlands and Belgium less desirable as strategic distribution centers. Denmark, because it is central to all of Europe -- and able to provide prime transportation access by land, air and water -- is in an excellent position to attract U.S. companies like JBL.

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August 6, 1991

Ms. Kay Blumenthal, Managing Editor  
Audio  
1633 Broadway -- 41st Floor  
New York, NY 10019

Dear Ms. Blumenthal:

In working for the country of Denmark, I have come upon a story that you may well be interested in -- how JBL International relies on Samson Transport, Denmark's largest freight forwarder, as its exclusive link to European markets.

Fred Grund, vice president of finance and administration for JBL International, located in California, explains, "We needed to find a facility for storage and distribution of our products, and Samson meets our needs at a competitive price."

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every aspect of providing transportation services, from air freight to import/export. The company hires college graduates who serve a two-year apprenticeship where they have the opportunity to do many different kinds of jobs and learn the business from the loading dock on up. In addition, the new recruits are given periodic training sessions in such subjects as transportation law so that they will have a theoretical as well as a practical understanding of the transportation industry.

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I have enclosed a backgrounder and would be happy to provide any additional information or arrange any interviews for you with Grund at JBL or spokespeople for Denmark and Samson. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

TO: C.S. Krishnaswamy  
CRI

FROM: Barbara Micale

DATE: August 7, 1991

RE: Promoting Denmark

Last autumn you met with Chris Godek while she was in Denmark gathering information to be used in public relations efforts for the government of Denmark. Berman/Godek Communications, Inc. is continuing to work in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and to place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We would like to include CRI as an example of successful innovation and enterprise. Your cooperation would ensure positive publicity for CRI at no cost to you. Of course, anything we write would be submitted for your approval prior to its being released for publication.

In working with Chris, we saw the opportunity for several stories related to CRI, in order to develop these stories for possible publication, we need additional information. Because of your busy schedule, I thought it might be helpful for you to have a list of questions to review. Then I will call you to discuss the answers, or you may fax written responses to me.

1. What distinguishes CRI from U.S. computer consultants? How is CRI similar to its U.S. counterparts? Who are some of CRI's competitors in Europe and the U.S.? What new products or services is CRI offering since your meeting with Chris last year?
2. Can you provide more detailed information on the joint venture with IBM Danmark to develop a language translation support system? How is the project progressing? What milestones have been reached? What are the implications for the EC?

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3. What kind of services is CRI providing to the various organizations of the EEC? How is CRI working to move the European Community toward its goals for 1992?
4. In your discussion with Chris, the subject of Imaging Concepts, Inc. in California was raised. From the text of your conversation, it appears that ICI is owned 50/50 by the Danes and the Americans. It was also pointed out that, in 1985, ICI developed a system for computerizing hospital patients' charts and other paper work. Have there been improvements to the system since 1985? Has there been renewed interest in the system as it focuses on the cost benefits of computerizing paper flow?

I will call you soon to discuss your responses or, if you prefer, you may fax your reply to me at (212) 688-1583.

Many thanks, in advance, for your cooperation.

the system was going on in Copenhagen. Is this a new concept for IBM? Is it being tested anywhere else in the world? Does this process eliminate the need to load new software at the customer's site? How has KTAS been involved?

3. danNet, which is owned by IBM and KTAS, has been working with Cryptomathic A/S to develop the world's first home banking system. How is the project going? What are the advantages of home banking? What are the implications for EC 92? For the U.S.? Is there a similar service in Europe or the U.S.?
4. In your discussion, it was brought out that IBM Danmark and CRI are involved in a joint venture. Is this the language translation support system? Can you provide more detailed information on the nature of the project and its application? What is the connection to the EC? Are there any newsworthy developments to report?
5. You briefly mentioned that IBM Danmark uses students and housewives on a part-time basis because they are motivated and highly skilled. Americans are very eager to learn about alternate work styles. Can you supply the name of the person in charge of IBM Danmark's Human Resources Department to discuss the practice? Does that person have an American counterpart who would be willing to comment? Can you talk further about ways in which the Danes develop their human resources?
6. Your discussion with Chris brought out the opinion that the Danish stock market uses an up-to-date computer system which functions much better than the New York Stock Exchange's old-fashioned system. Can you elaborate on what the differences are and how the performance of the Danish system is superior to New York's?

I will call you soon to discuss your responses or, if you prefer, you may fax me at (212) 688-1583.

Many thanks, in advance, for your cooperation.

TO: Peter Landropk  
Cryptomathic

FROM: Barbara Micale

DATE: August 7, 1991

RE: Promoting Denmark

Last autumn Erik Jantzen of Forskerpark Aarhus A/S and Ole Lehrmann Madsen of Mjoiner Informatics ApS met with Chris Godek while she was in Denmark gathering information to be used in public relations efforts for the government of Denmark. They suggested we contact you for further information.

Berman/Godek Communications, Inc. is continuing to work in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and to place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We would like to include Cryptomathic as an example of successful innovation and enterprise. Your cooperation would ensure positive publicity for Cryptomathic at no cost to you. Of course, anything we write would be submitted to you for approval prior to its being released for publication.

In working with Chris, we saw the opportunity for several stories related to Cryptomathic. In order to develop the stories for possible publication, we need additional information. Because of your busy schedule, I thought it might be helpful for you to have a list of questions to review. Then I will call you to discuss the answers, or you may fax written responses.

1. We'd like to learn more about your work with danNet on the world's first home banking system. What milestones has the project reached? When will it be ready for implementation? Who will benefit from home banking? To whom will the service be marketed? When? What implications does home banking have for EC 92, if any?
2. Apart from the home banking project, what industrial uses are made of encryption and decryption? Are there any that

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are unique to Denmark?

3. Can you explain the emergence of public key cryptography and how it is being used in Denmark, Europe and the U.S.?
4. In the U.S., the government restricts the export of encryption techniques. How does Denmark's government view export of encryption techniques? How does the government control or limit the export, if at all? What are the implications of irresponsible nations gaining access to encryption and decryption technology?

I will call you soon to discuss your responses or, if you prefer, you may fax them to me at (212) 688-1583.

Many thanks, in advance, for your cooperation.

TO: Heron Kleis  
Volund Miljoteknik A/S

FROM: Barbara Micale

DATE: August 7, 1991

RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and to place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We would like to include Volund as an example of successful innovation and enterprise. Your cooperation would ensure positive publicity for Volund at no cost to you. Of course, anything we write for publication would be submitted for your approval prior to its being released for publication.

Will you kindly assist us in identifying Volund spokesmen who could address the following subjects:

1. New technologies being pioneered by Volund.
2. Strategies to ensure environmental integrity in the waste management process.
3. Success stories of waste management solutions in Denmark.
4. Examples of cooperation between Denmark and the U.S. in managing waste in an environmentally safe way.

I will call you soon or you may fax your reply to me at (212) 688-1583.

Many thanks, in advance, for your cooperation.

August 14, 1991

Ms. Toby Gooley  
Managing Editor  
Traffic Management  
275 Washington Street  
Newton, MA 02158-1611

Dear Ms. Gooley:

As Eastern Europe becomes more accessible, the actual center of Europe will begin to shift eastward, making countries like France, Spain, the U.K., the Netherlands and Belgium less desirable as strategic distribution centers. Denmark, because it is central to all of Europe -- and able to provide prime transportation access by land, air and water -- is in an excellent position to attract U.S. companies, like JBL International, a subsidiary of Harman International Industries, Inc., the maker of high fidelity audio and video consumer products. For a number of years, JBL has relied on Samson Transport, Denmark's largest freight forwarder, as its exclusive link to European markets.

A few more facts which you may or may not know about Denmark: (1) it is the only Scandinavian country represented in the European Community and has been preparing for the changes that 1992 will bring; (2) the majority of the Danish workforce speaks fluent English, and (3) Denmark has the most liberal customs regulations in the world. A special registration system allows merchandise to enter Denmark and be delivered within the country, or to leave for other European destinations, within hours. In other European countries and the United States, customs procedures take at least two or three days.

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page two

as a practical understanding of the transportation industry.

I have enclosed a backgrounder. If you would be interested in developing a story about Denmark and Samson Transport, we would be happy to provide any additional information and arrange interviews for you with the appropriate people. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

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Traffic Management  
275 Washington Street  
Newton, MA 02158-1611

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Best regards,

Barbara L. Micale

August 14, 1991

Ms. Ann Hagen  
Editor  
World Wide Shipping  
77 Moehring Drive  
Blauvelt, NY 10913-2093

Dear Ann:

We last spoke earlier this year when you wrote an article about how Penske and Southern Steam utilize the IBM AS/400. In our current work for the country of Denmark, we have found another transportation story that you may well be interested in.

As Eastern Europe becomes more accessible, the actual center of Europe will begin to shift eastward, making countries like France, Spain, the U.K., the Netherlands and Belgium less desirable as strategic distribution centers. Denmark, because it is central to all of Europe -- and able to provide prime transportation access by land, air and water -- is in an excellent position to attract U.S. companies, like JBL International, a subsidiary of Harman International Industries, Inc., the maker of high fidelity audio and video consumer products. For a number of years, JBL has relied on Samson Transport, Denmark's largest freight forwarder, as its exclusive link to European markets.

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I have enclosed a backgrounder. If you would be interested in developing a story about Denmark and Samson Transport, we would be happy to provide any additional information and arrange interviews for you with the appropriate people. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

August 30, 1991

Mr. Ed McDowell  
New York Times  
229 W. 43rd Street  
New York, N.Y. 10036

Dear Mr. McDowell:

I was talking to Claudia Deutsch yesterday and told her about some customer service enhancements that are featured in the government of Denmark's quarterly business magazine, *Denmark Review*. She thought that one of the examples cited might be of particular interest to you since you cover consumer travel, and so I am passing along the information.

According to the magazine, Scandinavian Airlines System (SAS) has developed enough customer services to fill six pages with small print, according to the magazine. Chief among the services SAS provides is "total flexibility" in booking and rebooking for business travelers as well as such innovations as:

- . Storage at the departure airport of "cold-temperature clothing" when the traveler is off to a hot climate.
- . Luggage forwarding on arrival from the airport directly to the hotel so the traveler can head for business meetings unencumbered by baggage.
- . Hotel Business Service Centers with secretarial services, fax and copy machines, as well as personal computers.
- . Flight check ins directly at the departure hotel, providing business travelers greater flexibility and more time for meetings.
- . Luggage forwarding from the hotel directly to the flight.

If these types of service innovations are of interest to you, I will be happy to help arrange interviews with the appropriate executives at SAS and provide you with additional information.

You might also like to know that in addition to working with the Government of Denmark, my firm is the public relations representative for the Hotel Association of New York City. So if you are ever in need of information on New York City Hotels or would like to meet the head of the association, Joe Spinnato, please let me know.

Please let me know if I can be helpful.

Sincerely,

Mark Berman

August 30 & September 17, 1991 customer service letter sent to:

8/30/91

Tom Stewart  
Fortune

Bernard Wysocki  
Wall Street Journal

Bill Wolman  
Business Week

Bill Gillette  
Hotel & Motel Management

Joseph Delmont  
Hospitality Management

Fran Martin  
Hotels

Joel Abels  
Travel Trade

Linda Ball  
Tour Travel News

Margaret Caro  
Lodging

Peter Mason  
Travel Trade

Ed Sullivan  
TravelAge Europe

Isae Wada  
Travel Weekly

Louise Hartmann  
Travel News

August 30, 1991

Mr. Bill Wolman  
Business Week  
1221 Avenue of the Americas  
New York, N.Y. 10020

Dear Bill:

With so much attention being focused on customer service, a number of Danish companies have made some significant breakthroughs in service that I think will interest somebody at Business Week. The service innovations cover a broad spectrum of industries--from air travel to industrial cleaning, according to the latest issue of Denmark Review, a quarterly publication of the Royal Danish Ministry of Foreign Affairs. I am enclosing the latest issue and hope you would be kind enough to pass it on to the most appropriate person on your staff.

Among the examples cited:

Scandinavian Airlines System (SAS) has developed enough customer services to fill six pages with small print, according to the magazine. Chief among the services SAS provides is "total flexibility" in booking and rebooking for business travelers as well as such innovations as:

Storage at the departure airport of "cold-climate clothing" when the traveler is off to a hot climate.

Luggage forwarding on arrival from the airport directly to the hotel so the traveler can head for business meetings unencumbered by baggage.

Hotel Business Service Centers with secretarial services, fax and copy machines, as well as personal computers.

Flight check ins directly at the departure hotel, providing business travelers greater flexibility and more time for meetings.

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ISS Service International Service System, a \$1.5 billion company and Denmark's largest employer. With cleaning services becoming increasingly sophisticated, the company recently introduced an environmental cleaning service in the United States, which aims to fix ventilation problems in high-rise office buildings. Sven Ipsen, managing director of ISS Scandinavia, points out that many air conditioning and ventilation systems accumulate dust and debris for years, sending dirty air throughout a building. To combat the problem, ISS diagnoses such problems, tests the purity of the air being circulated and develops a strategy for cleaning up the problem and preventing a recurrence of foul air.

Hotel-Net A/S, a venture comprising five Danish furniture and interior fitting companies and a major architectural firm that provides one-stop shopping for furnishing hotels. Once the architectural firm develops an overall concept for the hotel, including furniture, textiles, lighting, fixed wall units and toilet and washing units, the other companies in the venture provide the materials. "We are able to provide everything required to furnish the interior of a hotel, including restaurants, common areas, kitchen and bathrooms, and the concept is equally relevant for care homes, congress centers and similar projects," says Peter Hojlund, board chairman of the new venture.

If these types of service innovations are of interest to you, I will be happy to help arrange interviews with the appropriate Danish business executives and provide any additional information necessary.

I will follow up with you next week.

Thanks for your interest.

Best regards,

Mark Berman

September 17, 1991

Ms. Fran Martin  
Hotels  
1350 Touhy Avenue  
P.O. Box 5080  
Des Plaines, IL 60017-5080

Dear Ms. Martin:

With so much attention being focused on customer service, a number of Danish companies have made some significant breakthroughs in service in a wide range of industries, according to the latest issue of Denmark Review, a quarterly publication of the Royal Danish Ministry of Foreign Affairs. I thought you might be interested in two innovations in the travel and tourism industry:

Scandinavian Airlines System (SAS) has developed enough customer services to fill six pages with small print, according to the magazine. Chief among the services SAS provides is "total flexibility" in booking and rebooking for business travelers as well as such innovations as:

Storage at the departure airport of "cold-climate clothing" when the traveler is off to a hot climate.

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If these types of innovations are of interest to you, I will be happy to help arrange interviews with the appropriate Danish business executives and provide you with additional information. I can be reached at (212) 832-8858.

You may also reprint the enclosed information from Denmark Review. We only request that you appropriately credit the source.

Best regards,

Barbara L. Micale

SEPTEMBER 10, 1991 LETTER RE: NATURAL MATERIALS WAS SENT TO:

JOSEPH PEREIRA  
WALL STREET JOURNAL

MARIA RAMOS  
THE TOY BOOK

FRANK REYSEN  
PLAYTHINGS

BOB SELIGMAN  
TOY & HOBBY WORLD

JAINE SCHMIDT WYATT  
PRODUCT SAFETY NEWS

September 10, 1991

Mr. Joseph Pereira  
The Wall Street Journal  
10 Post Office Square  
Suite 715  
Boston, MA 02109

Dear Mr. Pereira:

From the increased use of natural materials in creating new products to the elimination of PVC (polyvinyl chloride) in the manufacturing process, Danish toy manufacturers are becoming a lot "greener" as they focus more attention than ever on cleanliness, safety and environmental concerns, according to the latest issue of Denmark Review. The quarterly magazine is published by the Royal Danish Ministry of Foreign Affairs.

Starting with LEGO, the best-known brand name of any Danish company, on down to smaller companies that manufacture vividly colorful playground sets, sand buckets and picture books, many toy manufacturers have joined the country's efforts to go "green."

In 1989, for example, LEGO scrapped millions of dollars worth of materials and created a "Green Wave" program, which entails the use of cleaner technologies, reduces the use of solvents, reduces waste and recycles waste. Since the end of 1990, the company has mandated that all waste not recycled within the LEGO organization be registered when it leaves a LEGO plant and delivered to an environmentally approved recipient.

At Kompan, a company that designs brightly colored outdoor play furniture and equipment, more than 90 per cent of the material used in the design of the products is wood. The company stresses its preference for wood as a renewable resource, a good material and one that decomposes within a reasonable period once its useful life is over.

Plasto Bambola, a company that manufactures a variety of toys, including sand buckets, shovels, trucks, tugboats,

airplanes and helicopters, has eliminated the use of PVC, replacing it with other materials of high quality and durability, according to Pal Ramberg, the company's sales manager. "We have never attempted to compete on price, and prefer to emphasize quality....," Ramberg said. Bambola's 400 products are manufactured in accordance with the safety standards implemented by the European Community.

Another company, Uniset, manufactures games that enable children to create pictures without the mess that scissors, paste, ink and crayons leave behind. The game works so that vinyl pieces are removed from one sheet of paper and mounted onto a game board with a coloring book type of scene.

If you are interested in writing about some of the environmental breakthroughs in Denmark's toy industry, I will be happy to help arrange interviews with appropriate players and provide you with additional information. This could turn out to be a very interesting story for your readers.

I will call you soon to see if this might be possible.

Best regards,

Barbara L. Micale

September 13, 1991

Mr. Bob Selwitz  
320 Central Park West  
New York, N.Y. 10025

Dear Bob:

To follow up our conversation, I thought that with so much attention being focused on customer service, the following information might appeal to you. Several Danish companies have made some significant breakthroughs in service, ranging from air travel to one-stop shopping for fitting an entire hotel. The information is contained in the latest issue of Denmark Review, a quarterly publication of the Royal Danish Ministry of Foreign Affairs.

Among the examples cited that are most relevant to your areas of interest:

- Scandinavian Airlines System (SAS) has developed enough customer services to fill six pages with small print, according to the magazine. Chief among the services SAS provides is "total flexibility" in booking and rebooking for business travelers as well as such innovations as:

- Storage at the departure airport of "cold-climate clothing" when the traveler is off to a hot climate.

- Luggage forwarding on arrival from the airport directly to the hotel so the traveler can head for business meetings unencumbered by baggage.

- Hotel Business Service Centers with secretarial services, fax and copy machines, as well as personal computers.

- Flight check ins directly at the departure hotel, providing business travelers greater flexibility and more time for meetings.

- Luggage forwarding from the hotel directly to the flight.

Hotel-Net A/S, a venture comprising five Danish furniture and interior fitting companies and a major architectural firm that provides one-stop shopping for furnishing hotels. Once the architectural firm develops an overall concept for the hotel, including furniture, textiles, lighting, fixed wall units and toilet and washing units, the other companies in the venture provide the materials. "We are able to provide everything required to furnish the interior of a hotel, including restaurants, common areas, kitchen and bathrooms, and the concept is equally relevant for care homes, congress centers and similar projects," says Peter Hojlund, board chairman of the new venture.

If these types of service innovations are of interest to you, I will be happy to help arrange interviews with the appropriate Danish business executives and provide you with additional information. I am enclosing the articles in which this information appeared.

Please let me know if I can be helpful.

Thanks for your interest.

Best regards,

Mark Berman

TO: Henning N. Jensen  
Managing Director  
Dancoin Ltd.

FROM: Barbara Micale  
Phone: 212 - 832-8858  
Fax: 212 - 688-1583

DATE: September 24, 1991

RE: Danmont Card Test in Naestved

You may recall our conversation sometime ago, and your subsequent discussion with Chris Godek, regarding possible publicity for the Danmont card. We understand from Grith Becker at the Danish Embassy that the card is now -- or soon to be -- tested in Naestved.

An international television network has expressed initial interest in the card. We would like to get back to them to explore the idea further. However, we need to know:

- 1) when did the test start or when will it start?
- 2) how long will the test last?
- 3) do you have any photos of people using the card?
- 4) would it be possible for a TV crew to film -- and get reaction from -- people using the card?

I am also sending you a short piece which we wrote from The Danish Review. We would greatly appreciate it if you could change or add any pertinent information.

Many thanks, in advance, for your cooperation.

September 24, 1991

Ms. Beth Enslow  
Across The Board  
845 Third Avenue  
New York, NY 10022

Dear Ms. Enslow:

With so much attention being focused on customer service, a number of Danish companies have made some significant breakthroughs in service that I think will interest you. The service innovations cover a broad spectrum of industries--from air travel to industrial cleaning, according to the latest issue of Denmark Review, a quarterly publication of the Royal Danish Ministry of Foreign Affairs.

Among the examples cited:

ISS Service International Service System, a \$1.5 billion company and Denmark's largest employer. With cleaning services becoming increasingly sophisticated, the company recently introduced an environmental cleaning service in the United States, which aims to fix ventilation problems in high-rise office buildings. Sven Ipsen, managing director of ISS Scandinavia, points out that many air conditioning and ventilation systems accumulate dust and debris for years, sending dirty air throughout a building. To combat the problem, ISS diagnoses such problems, tests the purity of the air being circulated and develops a strategy for cleaning up the problem and preventing a recurrence of foul air.

Hotel-Net A/S, a venture comprising five Danish furniture and interior fitting companies and a major architectural firm that provides one-stop shopping for furnishing hotels. Once the architectural firm develops an overall concept for the hotel, including furniture, textiles, lighting, fixed wall units and toilet and washing units, the other companies in the venture provide the materials. "We are able to provide everything required to furnish the interior of a hotel,

including restaurants, common areas, kitchen and bathrooms, and the concept is equally relevant for care homes, congress centers and similar projects," says Peter Hojlund, board chairman of the new venture.

Scandinavian Airlines System (SAS) has developed enough customer services to fill six pages with small print, according to the magazine. Chief among the services SAS provides is "total flexibility" in booking and rebooking for business travelers as well as such innovations as:

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Luggage forwarding on arrival from the airport directly to the hotel so the traveler can head for business meetings unencumbered by baggage.

Hotel Business Service Centers with secretarial services, fax and copy machines, as well as personal computers.

Flight check ins directly at the departure hotel, providing business travelers greater flexibility and more time for meetings.

Luggage forwarding from the hotel directly to the flight.

If these types of service innovations are of interest to you, I will be happy to help arrange interviews with the appropriate Danish business executives and provide you with additional information. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

September 24, 1991

Mr. Peter Goldman  
Boardroom Reports  
330 West 42nd Street  
New York, NY 10036

Dear Mr. Goldman:

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Best regards,

Barbara L. Micale

September 24, 1991

Ms. Dianna Rampay  
Environmental Management  
255 Detroit Street  
Suite #200  
Denver, CO 80206

Dear Ms. Rampay:

From the increased use of natural materials in creating new products to the elimination of PVC (polyvinyl chloride) in the manufacturing process, Danish toy manufacturers are becoming a lot "greener" as they focus more attention than ever on cleanliness, safety and environmental concerns, according to the latest issue of Denmark Review. The quarterly magazine is published by the Royal Danish Ministry of Foreign Affairs.

Starting with LEGO, the best-known brand name of any Danish company, on down to smaller companies that manufacture vividly colorful playground sets, sand buckets and picture books, many toy manufacturers have joined the country's efforts to go "green."

In 1989, for example, LEGO scrapped millions of dollars worth of materials and created a "Green Wave" program, which entails the use of cleaner technologies, reduces the use of solvents, reduces waste and recycles waste. Since the end of 1990, the company has mandated that all waste not recycled within the LEGO organization be registered when it leaves a LEGO plant and delivered to an environmentally approved recipient.

At Kompan, a company that designs brightly colored outdoor play furniture and equipment, more than 90 per cent of the material used in the design of the products is wood. The company stresses its preference for wood as a renewable resource, a good material and one that decomposes within a reasonable period once its useful life is over.

Plasto Bambola, a company that manufactures a variety of toys, including sand buckets, shovels, trucks, tugboats, airplanes and helicopters, has eliminated the use of PVC, replacing it with other materials of high quality and durability, according to Pal Ramberg, the company's sales manager. "We have

never attempted to compete on price, and prefer to emphasize quality...", Ramberg said. Bambola's 400 products are manufactured in accordance with the safety standards implemented by the European Community..

Another company, Uniset, manufactures games that enable children to create pictures without the mess that scissors, paste, ink and crayons leave behind. The game works so that vinyl pieces are removed from one sheet of paper and mounted onto a game board with a coloring book type of scene.

If you are interested in writing about some of the environmental breakthroughs in Denmark's toy industry, I will be happy to help arrange interviews with appropriate players and provide you with additional information. This could turn out to be a very interesting story for your readers. I can be reached at (212) 832-8858.

Best regards,

Barbara L. Micale

September 24, 1991

Mr. Arthur Kranish  
Editor  
Environment Report  
National Press Building  
Washington, D.C. 20045

Dear Mr. Kranish:

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I will call you soon to see if this might be possible.

Best regards,

Barbara L. Micale

September 24, 1991

Mr. Grant Farrier  
Editor  
Environmental Business Journal  
P.O. Box 371769  
San Diego, CA 92103

Dear Mr. Farrier:

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Best regards,

Barbara L. Micale

September 24, 1991

Mr. Michael Delane  
Greenpeace  
1436 U Street, NW  
Washington, D.C. 20009

Dear Mr. Delane:

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Best regards,

Barbara L. Micale

September 24, 1991

Ms. Elissa Wolfson  
Managing Editor  
E Magazine  
P.O. Box 5098  
Westport, CT 06881

Dear Ms. Wolfson:

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Best regards,

Barbara L. Micale

TO: Henrik Slipsager  
FROM: Barbara Micale  
DATE: October 23, 1991  
RE: Publicity

I have been trying to reach you by telephone with no success, so I have decided to send you this fax.

We have been working with the Danish Embassy to create some publicity for Denmark and its technological advances. The fact that ISS International Service System is Denmark's largest employer and has recently introduced an environmental cleaning service in the United States, which aims to fix ventilation problems in high-rise office buildings, is something we think would be of interest to both environmental and building management trade publications.

We have a good working relationship with one environmental publication in particular which would be interested in a bylined article if we could offer "tips" to its readers. I am also sending samples of the type of article I am referring to.

We think you'll agree that an article of this type would be of value both to your company and to Denmark.

I would greatly appreciate it if you could give me a call so that we could discuss this idea in greater detail.

Many thanks for your cooperation.

TO: Mr. E. Normark Sorensen  
Nordisk Wavin A/S

FROM: Mark Berman/Barbara Micale

DATE: October 25, 1991

RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and the technological advances of Danish companies, and place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We feel that Nordisk Wavin A/S would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for Nordisk Wavin at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company?
2. How long have you been committed to recycling?
3. What recycling process did you initiate during the past two years that you have been about to cut by as much as 70 percent the amount of garbage generated?
4. Can you estimate in weight how much this 70 percent represents?
4. Is the recycling process that you utilize also available in the United States?

5. How much money have you been able to save each year by cutting the amount of garbage you produce by 70 percent?

6. We understand that Nordisk Wavin also takes responsibility for recycling PVC from its customers? When was this program initiated? Can you explain how this is done and how many customers participate in this program?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. Anders Grandt  
GN Danavox as

FROM: Mark Berman/Barbara Micale

DATE: October 25, 1991

RE: Promoting Denmark

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We feel that GN Danavox would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for GN Danavox at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company?
2. Is there anything unique about the hearing aids you manufacture in terms of technology, size, etc?
3. Can you provide information on your acquisition of Hearing Technology Inc., in Minneapolis, Minnesota? Has there been any U.S. publicity, nationally or locally, on this acquisition?
4. We understand that Marty Ormsby, the newly appointed president of the company, is unique in an industry that is dominated by male executives? Can you provide background as to her experience, how long she has been with GN Danavox, etc?

5. Is there any particular reason why the hearing aid industry has been dominated by male executives?
6. We have been told that GN Danavox's goal is to aggressively target the American market, making hearing aids for bad hearing as acceptable as glasses for bad eyesight. How do you plan to achieve this goal?
7. Is there any evidence that Danes and Americans have different attitudes when it comes to hearing aids? If so, how are you addressing those differences?
8. Are any of your hearing aids being manufactured in the United States now that you have acquired Hearing Technology Inc.?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. C. Vanggaard  
Saeby Fiske-Industri A/S

FROM: Mark Berman/Barbara Micale

DATE: October 29, 1991

RE: Promoting Denmark

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We feel that Saeby Fiske-Industri A/S would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for Saeby-Fiske at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company?
2. How much mackerel do you can each year?
3. Where is it shipped/distributed?
4. Who are your major competitors around the world?
5. Where is the mackerel caught? Briefly describe the process from the time the mackerel is caught to the point when it is shipped.
6. What technological advances do you use for this process that

distinguish you from your competitors?

7. We understand that you will be retiring and your daughter will succeed you as president. Can you tell us when she will assume that responsibility and provide some biographical information about her and her experience with the company?

8. Is it unusual for a woman to take over a family-owned business in Denmark?

9. Are any other family members employed at Saeby-Fiske?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: President  
Sparke Craft Traeindustri A/S

FROM: Mark Berman/Barbara Micale

DATE: October 29, 1991

RE: Promoting Denmark

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We feel that Sparke Craft Traeindustri A/S would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for your company at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company?
2. We understand you have invented a way to make dry wood flexible enough for bends and bow-ties in just 45 seconds. Please explain.
3. How does this compare with the "old" process?
4. Is your new process being used now? If so, where?
5. Do you plan to introduce this process in the United States? If so, when?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. C. Vanggaard  
Saeby Fiske-Industri A/S

FROM: Mark Berman/Barbara Micale

DATE: October 29, 1991

RE: Promoting Denmark

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9. Are any other family members employed at Saeby-Fiske?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. Svend E. Laursen  
Dansk Teknologisk Institut Gregersensve

FROM: Mark Berman/Barbara Micale

DATE: October 30, 1991

RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and the technological advances of Danish companies, and place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We feel that Villa Vision would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for your company at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. Could you please send us some information about Villa Vision, the house of the future? Also, could you please advise of any publicity on this project that you might have already received. You may contact us by fax at 212/832-8858 or by mail at 160 East 56th Street, 7th Floor, New York, NY 10022. Should you have any questions, please don't hesitate to call us at (212)832-8858.

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. Dan Chamberlin  
Lynch, Jones and Ryan

FROM: Mark Berman/Barbara Micale

DATE: November 1, 1991

RE: Promoting Denmark

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We understand that according to the Institutional Brokers Estimate System (IBES), corporate profits in Denmark will increase 47 percent in the next year, compared with only 17 percent in the world as a whole.

We would like to use this information in our promotion of Denmark and would greatly appreciate any information you could provide how this percentage was arrived at and why Denmark is so far ahead of the rest of the world.

You may fax written responses back to us at 212/688-1583 or send information to us at 160 East 56th Street, NY, NY 10022. If you have any questions, please don't hesitate to call us at (212) 832-8858.

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Sparke Craft Traeindustri A/S  
FROM: Mark Berman/Barbara Micale  
DATE: November 1, 1991  
RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and the technological advances of Danish companies, and place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We feel that Sparke Craft Traeindustri A/S would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for your company at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company?
2. We understand you have invented a way to make dry wood flexible enough for bends and bow-ties in just 45 seconds. Please explain.
3. How does this compare with the "old" process?
4. Is your new process being used now? If so, where?
5. Do you plan to introduce this process in the United States? If so, when?

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Development Management Consultants (DMC)  
FROM: Mark Berman/Barbara Micale  
DATE: November 5, 1991  
RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and the technological advances of Danish companies, and place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We understand that you are designing a hotel for the 1994 Winter Olympics. We would greatly appreciate any information you could provide us on this project, especially unique features that the hotel will provide. Also, has there been any publicity about the hotel to date, either in international or U.S. publications?

Your cooperation will ensure positive publicity for DMC at no cost to you. Of course, anything we write would be submitted to you for approval before it is given to the press.

You may fax written responses back to us at 212/688-1583 or send information to us at 160 East 56th Street, NY, NY 10022. If you have any questions, please don't hesitate to call us at (212) 832-8858.

We thank you, in advance, for your cooperation and look forward to hearing from you.

TO: Mr. Rene Draeberg  
H. Draeberg's Specialfabrik A/S

FROM: Mark Berman/Barbara Micale

DATE: November 11, 1991

RE: Promoting Denmark

Berman/Godek Communications, Inc. is working in cooperation with the Danish Embassy here in the United States to write articles about the advantages of doing business with Danish companies and the technological advances of Danish companies, and place those articles in the American business press. The purpose of this public relations campaign is to attract U.S. investments in Denmark and to help Americans understand the value of doing business with Danish companies.

We understand that an increasing number of companies are finding ways to use Varmex, a Danish alternative to asbestos. We feel this would be a good example of successful innovation and enterprise. Your cooperation would ensure positive publicity for your company at no cost to you. Of course, anything we write would be submitted to you for approval prior to being released for publication.

In order to develop a story for possible publication, we need additional information. We thought it might be helpful to send you this list of questions to review. You may contact us by phone, 212/832-8858 or fax written responses back to us at 212/688-1583.

1. Could you please provide a brief history and background on the company that developed Varmex?
2. How long did it take to develop this invention? Briefly describe what it is.
3. Please explain why this is a more desirable material than asbestos.
4. How long ago was Varmex introduced? Was there much publicity surrounding its introduction?

5. What companies are currently using this material? For what kinds of products?

6. Are these companies primarily located in Denmark?

7. Are there any plans to introduce Varmex to the U.S. market?

We thank you, in advance, for your cooperation and look forward to hearing from you.

IV FINANCIAL INFORMATION  
QUESTION 14 (a)

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or on the interest of any such foreign principal, any contribution, income or money either as compensation or otherwise?

(period ending 1/31/91 )

IV FINANCIAL INFORMATION QUESTION 14 (a)

ITEMIZED RECEIPTS FROM FOREIGN PRINCIPAL - ROYAL DANISH EMBASSY  
(SEE ATTACHED COPIES)

DATE RECEIVED	MONIES RECEIVED	PURPOSE
8/09/91	\$5,000.00 July \$5,000.00 August \$ 415.05 May	FEE FEE EXPENSES
9/16/91	\$5,117.50 July \$5,000.00 September	EXPENSES FEE
10/07/91	\$1,052.63 Aug-Sept \$5,000.00 October	EXPENSES FEE
10/29/91	\$10,220.00 Nov. AD	EXPENSES
11/26/91	\$5,000.00 November \$1,376.75 October	FEE EXPENSES
12/15/91	\$5,000.00 December	FEE
1/30/91	\$5,000.00 January	FEE

---

TOTAL \$53,181.93

**BERMAN/GODEK**  
**COMMUNICATIONS INC.**

Memorandum:

To: The Government of Denmark  
From: Berman/Godek Communications  
Date: August 1, 1991

For professional services rendered for the economic development program:

August 1, 1991 to  
August 31, 1991.....\$ 5,000.00



**ROYAL DANISH EMBASSY**  
 3200 WHITEHAVEN STREET, N.W.  
 WASHINGTON, DC 20008-3683



**RIGGS**

The Riggs National Bank of Washington, DC  
 1100 Louisiana Avenue, N.W.  
 Washington, DC 20004-1070

6090

August 09 19 91

18-3/640

PAY Ten Thousand Four Hundred and Fifteen 05/100 DOLLARS \$ 10,415.05

TO  
 THE  
 ORDER  
 OF

Berman/Godek Communications  
 160 East 56th Street, 7th floor  
 New York, NY 10022.

ROYAL DANISH EMBASSY

*[Handwritten Signature]*

⑈006090⑈ Ⓞ⑆054000030⑆ 01⑈07008769⑈

DELUXE CHECK PRINTERS

ROYAL DANISH EMBASSY

DETACH AND RETAIN THIS STATEMENT  
 THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
 IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

DELUXE - FORM WVO-4 NL 2081

DATE	DESCRIPTION	AMOUNT
Aug 9, 1991	Professional Services from July 1 - August 31, 1991: 2x\$5000.00	\$ 10,000.00
	Out-of-Pocket Expenses from May 1 - May 31, 1991:	\$ 415.05
	<b>Total:</b>	<b>\$ 10,415.05</b>

2-3-DDA

**BERMAN/GODEK**  
**COMMUNICATIONS INC.**

Memorandum:

To: The Government of Denmark  
From: Berman/Godek Communications  
Date: September 1, 1991

For professional services rendered for the economic development program:

September 1, 1991 to  
September 30, 1991.....\$ 5,000.00

6/20/91 2/1

ROYAL DANISH EMBASSY

DETACH AND RETAIN THIS STATEMENT  
THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

DELUXE - FORM WVO-4 NL 2001

DATE	DESCRIPTION	AMOUNT
09-16-1991:	Out-of-Pocket Expenses 1-31 July 1991 (no date on invoice!!)	\$ 5,117.50
	Professional services Sept 1-30, 1991 (invoice date Sept 1, 91)	\$ 5,000.00
	Total	\$10,117.50

**Memorandum:**

**To: The Government of Denmark**  
**From: Berman/Godek Communications**  
**Date: October 1, 1991**

**For professional services rendered for the economic development seminars in Baltimore and Richmond:**

October 1, 1991 to  
October 31, 1991.....\$ 5,000.00

AL DANISH EMBASSY

DETACH AND RETAIN THIS STATEMENT  
THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

DELUXE - FORM WVO-4 NL 2081

DATE	DESCRIPTION	AMOUNT
10-07-91	Out-of-Pocket expenses from Aug 15 - Sept 30, 1991 invoice date Sept 30, 1991	\$ 1,052.63
	Professional Services Oct 1-31st, 1991, invoice date Oct 1, 91	\$ 5,000.00
	Total	\$ 6,052.63

3-300A

ROYAL DANISH EMBASSY

DETACH AND RETAIN THIS STATEMENT  
THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

DELUXE - FORM WVO-4 NL 2081

DATE	DESCRIPTION	AMOUNT
10-29-1991	Payment for a full-page ad in the November 25, 1991, issue of Business Week (your fax of 10-23-1991)	\$ 10,220,00

3-3 DDA

**Memorandum:**

**To:     The Government of Denmark**  
**From:   Berman/Godek Communications**  
**Date:   November 1, 1991**

**For professional services rendered for the economic development program:**

**November 1, 1991 to**  
**November 30, 1991.....\$ 5,000.00**

November 1, 1991

OUT-OF-POCKET EXPENSES

CLIENT: The Government of Denmark

BILLING DATES--FROM: October 1, 1991  
TO: October 31, 1991

Telephones: local: 10 x \$ .50.....	5.00	
long distance: 58 x \$1.00....	58.00	
subtotal.....		\$ 63.00
Miscellaneous: Fax: 48 x \$2.00.....		\$ 96.00
Wordprocessing: 47 copies x \$1.00.....		\$ 47.00
Photocopying: 43 pages x \$.25.....		\$ 10.75
Mark Berman trip to Washington for meetings with Laurids Mikaelson and Grith Becker; luncheon at Danish American Chamber of Commerce		
Trump Shuttle to D.C.....		\$ 142.00
Trump Shuttle to N.Y.....		\$ 142.00
Prime Time cab to LaGuardia.....		\$ 25.50
Cab D.C. airport to Embassy.....		\$ 16.50
Cab downtown D.C.-airport.....		\$ 11.50
Cab LaGuardia-Manhattan.....		\$ 22.50
Subtotal.....		\$ 576.75

Design, art, production and production of mechanicals  
for full-page ad in Business Week's Nov. 25  
Mid-Atlantic edition.....\$ 800.00

Total:.....\$ 1376.75



**ROYAL DANISH EMBASSY**  
 3200 WHITEHAVEN STREET, N.W.  
 WASHINGTON, DC 20008-3683



**RIGGS**

The Royal National Bank of Washington, DC  
 17 17 Columbia Station  
 Washington, DC 20014-0710

6468

November 26 91  
 19

18-3/640

PAY Six Thousand Three Hundred Seventy-six 75/100 DOLLARS \$ 6,376.75

TO  
 THE  
 ORDER  
 OF

Berman Godek/Communications  
 160 East 56th Street, 7th floor  
 New York, New York 10022

ROYAL DANISH EMBASSY

*Handwritten signature: Anne Lis...*

⑈006468⑈ ⑆⑆054000030⑆ 01⑈07008769⑈

ROYAL DANISH EMBASSY

DETACH AND RETAIN THIS STATEMENT  
 THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
 IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

DELUXE - FORM WVO-4 NL 2081

DATE	DESCRIPTION	AMOUNT
1991-11-26	<i>Notice Dat</i> Professional services November 1991 (1 Nov)	\$ 5000.00
	Out-of-Pocket Expenses October 1991 (1 Nov)	\$ 1376.75
		<hr/> \$ 6376.75

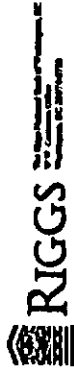
**Memorandum:**

**To: The Government of Denmark**  
**From: Berman/Godek Communications**  
**Date: December 1, 1991**

**For professional services rendered for the economic development seminars in Baltimore and Richmond:**

December 1, 1991 to  
December 31, 1991.....\$ 5,000.00

ROYAL DANISH EMBASSY  
3200 WHITEHAVEN STREET, N.W.  
WASHINGTON, DC 20008-3683



6745

18-3/50

January 30 19 92

5,000.00

DOLLARS

PAY Five Thousand 00/100

TO THE ORDER OF  
Berman/Godek Communications Inc.  
160 East 56th Street, 7th floor  
New York, NY 10022

ROYAL DANISH EMBASSY

*[Handwritten Signature]*

⑆006745⑆ ⑆05400030⑆ 0107008769⑆

DELUXE CHECK SERVICES

DETACH AND RETAIN THIS STATEMENT  
THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW.  
IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.

ROYAL DANISH EMBASSY

DELUXE - FORM WVO-4 NL 2081

DATE	DESCRIPTION	AMOUNT
1992-01-30	Professional services from Jan. 1 - Jan. 31, 1992	\$ 5,000.00

# Doing Business in Denmark

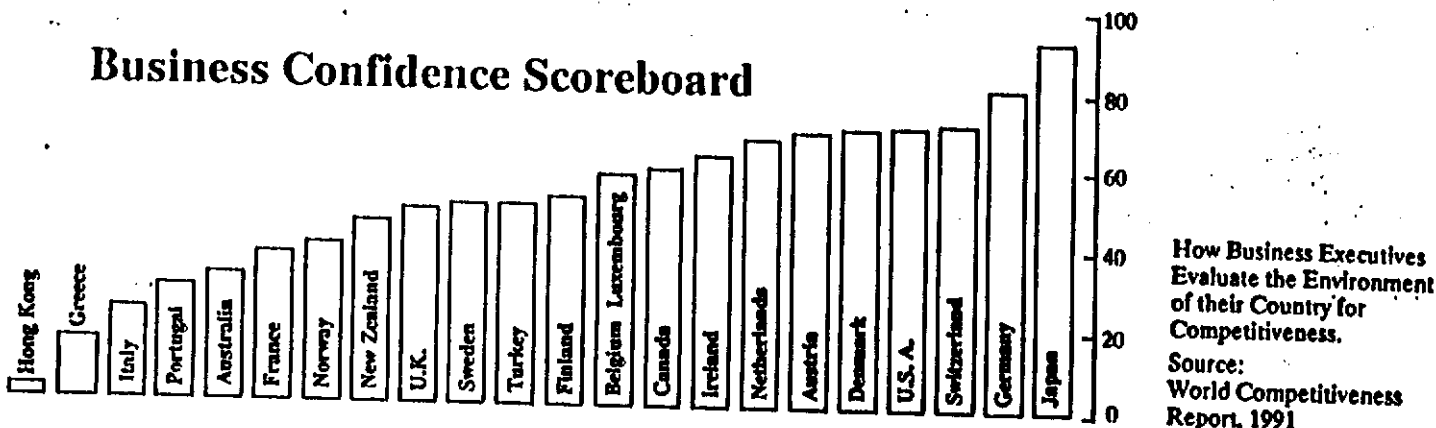
## Business Confidence Growing in Denmark

Executives are becoming increasingly bullish on doing business in Denmark, so much so that it now ranks fifth--behind Japan, Germany, Switzerland and the United States--as the country in which executives have the greatest degree of business confidence. According to the Business Confidence Scoreboard published in World Competitiveness Report 1991, Denmark has

moved up one notch in the ranking since last year among the 33 countries studied.

The report, published by the World Economic Forum and the International Institute for Management Development studied 23 industrialized countries, including OECD countries and Hungary, and 10 newly industrialized economies.

### Business Confidence Scoreboard



The Report also contains a World Competitiveness Scoreboard, which combines quantitative (factual) measurements of competitiveness drawn from official records and the qualitative results of the business confidence study. When the two studies are combined, Denmark ranks eighth overall among the countries studied, first among

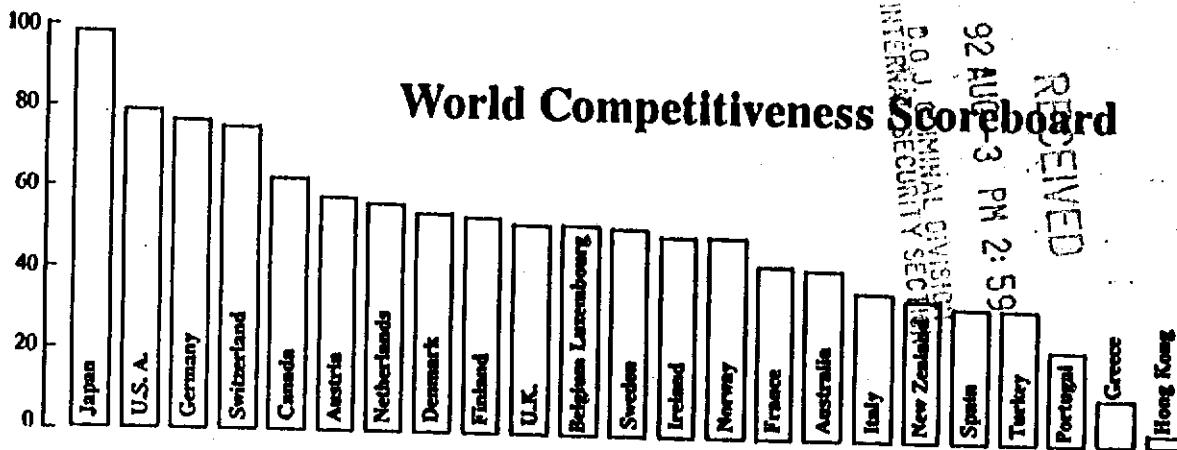
the Nordic countries and third in the EC as the country with the best environment for fostering business success.

The World Competitiveness and Business Confidence Scoreboards confirm that Denmark is among the world's most competitive economies with a very attractive business and investment climate.

### World Competitiveness Scoreboard

To what extent are Countries' Environments Conducive or Detrimental to the Domestic and Global Competitiveness of Enterprises Operating in those Countries?

Source: World Competitiveness Report, 1991



RECEIVED  
92 AUG -3 PM 2:59  
FEDERAL BUREAU OF INVESTIGATION  
INTERNATIONAL SECURITY SECTION

# Strong Trade and Payment Balances Boost Economic Outlook

Inflation Lowest in OECD

Expected improvements both in Denmark's balance of trade and balance of payments, combined with the lowest inflation rate in the OECD--2.5 per cent--make the Danish economy a competitive force to be reckoned with as business starts to focus more and more on 1992.

From all indications, Denmark's strong export performance over the past year should continue to follow its current path into 1992. The Government projects that the country's trade surplus will amount to DKK 55 billion, or \$8 billion, by year's end. That figure is approximately 6.5 per cent of Denmark's gross national product. Additionally, Denmark's exceptional export performance should lead to a substantial balance of payments surplus of approximately DKK 10 billion (\$1.5 billion), or 1.2 per cent of the country's GNP.

Another positive trend that is enhancing Denmark's competitive position is the country's cost of labor. According to calculations by the Commission of European Communities, Denmark's labor costs are below the EC average and significantly lower than the costs of labor in Japan and the United States.

The calculations for real unit labor costs are based on an index using 1980 as the base year (1980 = 100). Using that scale, Denmark's rate is at 88.6, while the EC average is 93.2. Japan is at 96.4 and the U.S. registers 98.1.

And, according to EC Commission projections, Danish unit labor costs are expected to increase by only 1.4 per cent this year and 1.3 per cent in 1992, while average unit labor costs in the EC are expected to rise by 5.9 per cent this year and 4 per cent in 1992.

According to the OECD Economic Outlook, "moderate wage increases in Denmark, the lowest recorded in decades, have contributed to disinflation, along with the

appreciation of the krone in 1990."

Following moderate growth for the remainder of 1991, the Economic Outlook report projects that growth will gather some steam in 1992. "Growth is set to remain moderate in the current year before gathering pace in 1992, with domestic demand replacing net exports as the mainstay of expansion."

However, the report goes on to say that while small increases in real wages and a further decline in employment could limit growth in private consumption in 1991, "the resumption of modest employment growth and some decline in the savings ratio should reinforce the upward trend in 1992. Past improvements in rates of return on capital and falling interest rates should encourage business capital spending. Residential construction may pick up in 1992 as the private housing market recovers and publicly-supported housing investment stops falling."

While domestic demand becomes the temporary mainstay of business expansion, the OECD says that "with foreign demand projected to pick up, exports can be expected to show greater buoyancy in 1992. Despite a likely terms-of-trade loss, the balance on goods and services may remain broadly unchanged."

And, on the employment horizon, the OECD says that "moderate wage settlements covering 1991 and 1992 suggest inflation will remain firmly under control. While unemployment might increase somewhat this year, in 1992 the expected increase in employment should permit some reduction in unemployment."



# Copenhagen-Malmo-Lund ...New Hub of Northern Europe

## Construction Set for New Bridges

After years of wishful thinking, the prospects of the Copenhagen-Malmo-Lund region becoming one of Europe's most vital business, intellectual and research centers is closer to reality than ever before.

"Copenhagen, often viewed as being in the margin of the western world and on the periphery of the European Community, might well emerge as THE hub of Northern Europe," says Mr. J. Orstrom Moller, State Secretary of the Danish Ministry of Foreign Affairs. Mr. Orstrom Moller points out that several events are converging to foster this notion:

- The unification of Germany and the democratization of Eastern Europe have placed the region at the physical center of the new Europe without all of the political encumbrances of the past.
- Sweden has decided to join the European Community, and its membership should take effect by the mid 1990s. Now, Finland and Norway are contemplating a similar move.
- After years of planning, two bridges between the Danish isles and between Copenhagen and Malmo are set for construction. The Great Belt Bridge is expected to be completed for railway traffic in 1994 and for cars in 1997, and the Oresund Link is expected to be completed by 1999. The physical linkage of Copenhagen and industrialized southern Sweden to a unified Germany--right next door--will change the region's economic complexion completely.
- The industrial society is gradually being replaced by the information society, built on information technology and biotechnology, which will help the region's future role in Europe.

- Given the individual strengths in research and intellectual capital found in Copenhagen, Lund and Malmo, with its universities and research centers, the economic linkage can create one of Europe's five top research centers--in the same league as London and Paris.
- EC membership will provide businesses easy access to the international communications network of the future, which will enhance the region's ability to attract more regional and European headquarters operations.

Add to that a quality of life that ranks among the best in Europe, excellent transportation links through the Copenhagen Airport and outstanding telecommunications, Denmark could quite naturally assume the role of a major hub between the Scandinavian Peninsula and the European continent. In this connection, Mr. Orstrom Moller stresses that Denmark's membership in the EC ensures easy access to the communications network of the future. "Obviously, this will be of vital importance for overseas investors in search of a European foothold, research facilities and expansion of manufacturing and/or headquarters operations," he said.

With a population base of 12 million people within a 300 km radius (two hours by high-speed train), Copenhagen is already a regional center in the Europe of the 90s. And it has a number of business and physical attributes that will make it even more desirable as the mid-90s approach, among them:

- A traffic density that is among the lowest of any major city in the world.
- Clean air. In fact, Copenhagen's air quality sets the standard for major world cities.
- Copenhagen has one of the quickest

## Doing Business in Denmark

### Copenhagen-Malmo-Lund continued

customs clearance processes in the world. It takes an average of five hours for a parcel to be delivered to the center of Copenhagen after landing at the city's airport.

- One of the most efficient telecommunications networks in the world with the lowest prices among OECD countries.

When you add up all of these positives, along with the favorable economic news out of Denmark these days (including the lowest inflation rate among OECD countries), the prospect of a new Northern European hub emerging with Copenhagen at its center appears to be closer than ever before.

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**Editor's note:** This article has been adapted from a piece published in Europe by Mr. J. Orstrom Moller. The entire article may be obtained from any of the Danish Consulates General in the United States or the Danish Embassy in Washington, D.C.

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### Corporate Tax Rate Reduced; Personal Rate Reduction Is Next

The effective corporate tax rate in Denmark has been reduced to 38 per cent, making it one of the lowest in Northern Europe. With generous depreciation rules and other tax incentives, the tax bite for a capital-intensive company can be reduced to below the level paid in the United States.

And the personal tax bite for foreign executives working in Denmark is expected to be reduced as well. The Danish Parliament has proposed legislation which reduces the personal tax on foreign experts employed by Danish-registered companies. The new law calls for a 30 per cent tax on gross earnings for a period of up to three years for this group of foreign employees.

Enabling legislation is expected to be passed this fall that would make the new tax effective on contracts executed on June 1, 1991 or later.

8/7/91

Contact: Barbara Micale/Mark Berman  
(212) 832-8858

#### DENMARK AND COMMODORE COMPUTERS LINKED TO SUCCESSFUL BUSINESS

When Commodore Computers chose Denmark as its world network systems headquarters in 1989, success was practically around the corner. In less than six months, the operation reached a break-even point and is continuing to grow. Commodore has become the second largest supplier of professional PCs in Denmark, with a customer base that includes many leading companies.

In the latest issue of Denmark Review/Business News from Denmark, published quarterly by the Royal Danish Ministry of Foreign Affairs, John Helmsøe-Zinck, general manager of the company, cites the reasons for choosing Denmark as Commodore's networking headquarters.

He explains, "We had experienced staff in the company, and we knew it would be easy to get more qualified employees if we needed them. And secondly, we had the capacity to function as a backup if any problems should develop."

Another reason for choosing Denmark had to do with synergy.

A clear market leader in home computers, Commodore had the warehouse capacity and the logistical staff available to handle the extra business likely to be generated in networking. Travel is a major advantage, too. Copenhagen is convenient to reach from either London or the United States. Flight delays are unusual and connections take less time, according to Helmsoe-Zinck.

He also believes that a small country is a better base than a larger one. "If you put an operation of this type into Germany, or France, the whole operation can get a national overtone, which can affect the image of the product everywhere. There is far less risk of that in a small country like Denmark. You don't get taken over by the country where you're based," Helmsoe-Zinck said in the Denmark Review.

###

For more information contact: Chris Godek/Barbara Micale  
(212) 832-8858

Travelers Can Skip The Trip To The Bank

DANMONT CARD DESIGNED TO MAKE SMALL-CHANGE TRANSACTIONS  
IN ANY EC CAPITAL

COPENHAGEN -- Imagine being able to fly to any capital within the EC, step off the aircraft and use a local telephone, board a bus, ride a taxi or perform most other small-change transactions without having to visit a bank or money-change office first.

To anyone who has ever traveled abroad, this may sound like a dream too good to be true. However, such convenience may become reality in the not too distant future thanks to Danmont, an integrated circuit card designed as a universal means of payment. Danmont, a collaborative effort between the Copenhagen Telephone Company (KTAS) and Denmark's bank payment transfer system, PBS, will be put on trial in a pilot project in Denmark later this year.

The same size as an ordinary credit card, it contains chips

\MORE

instead of a magnetic stripe, and a face value instead of an account number. When the holder of the card inserts it into a parking meter slot, makes a telephone call, takes a bus or buys a newspaper -- anywhere in Europe -- the appropriate payment is deducted from the card's initial value. The card can be recharged in a bank or dedicated control center when it runs out of funds.

# # #

TO: Lars Burchward  
Samson Transport

FROM: Barbara Micale

DATE: August 13, 1991

RE: Press Interview

As discussed, Karen Thuermer of Global Trade magazine will be calling you Thursday morning regarding an article she is writing for the October issue. The topic is intra European cargo distribution -- how cargo is being transported now and how things will change in 1992.

As you requested, following is a copy of the press release.

Many thanks for your cooperation.

# Denmark: the bridge to Europe's burgeoning new markets



**DENMARK** - global executives rank us third among  
the top five places to do business in Europe. Is it any wonder?

We have the lowest inflation rate in the OECD - 2.5%

•  
Our corporate tax rate has been lowered

•  
Our trade surplus will likely reach \$8 billion

•  
80% of our work force speaks English

•  
We have a long history of labor-management stability

•  
Our operating costs are highly competitive

**Let Denmark show you how to turn your European  
enterprise into an American success story.**

Call or write the Investment Office of the Royal Danish Embassy  
3200 Whitehaven Street NW, Washington, D.C. 20008, 202-234-4300

**BERMAN/GODEK**  
**COMMUNICATIONS INC.**

October 9, 1991

To: Laurids Mikaelson  
Grith Becker

From: Mark Berman

Subject: Advertising

To follow up our conversation and the draft of the ad copy I've sent, here is the most up-to-date information I have on regional advertising rates, plus Business Week.

Business Week

The smallest ad they will accept is 1/3 page.

The national edition would cost \$15,880 for a third of a page and reach 870,000 subscribers.

A special Washington/Baltimore edition is available, reaching all 35,000 subscribers in the metro area of Washington, Virginia and Baltimore/Maryland. The problem is the region does not include Richmond. However, the price of a full-page ad is \$3,600. Due to deadlines for this run of the magazine, the only feasible edition in which an ad could be run at this point is December 9, which would reach subscribers about a week before the actual publication date.

A Mid-Atlantic edition is also available with a publication date of November 25, which would reach subscribers about 10 days before Thanksgiving. It would go to the 128,000 subscribers in Delaware, DC, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia. The price of a full-page ad is \$10,220.

If your budget allows, we think the full-page ad could be an impressive way to reach your market, and you might also use the ad, with Business Week's imprimatur, as a reprint mailer. It seems to be a much better deal than running a third of a page on a national basis.

160 East 56th Street, 7th Floor  
New York, New York 10022  
(212) 832-8858 Fax: (212) 688-1583

For the newspapers in the region, we suggest a three column by 6-inch ad, and we suggest running the ad in the Monday business supplements of the major newspapers wherever they exist. Here are estimated costs:

Norfolk Star-Ledger

Monday tabloid --	\$1,894.32
Combination for an ad in Sunday and Monday would be	\$2,396.28

The combined rate is a pretty good deal, considering it costs only \$500 more for two separate editions.

Baltimore Sun

Monday tabloid til Nov. 1	\$2,889.00
After Nov. 1	\$3,090.60

Richmond News Leader

Monday Metro Business	\$2,070.00
-----------------------	------------

Roanoke Times and World-News

No Monday edition. Sunday appears to be the best day	\$ 870.08
---	-----------

As I mentioned on the phone, the Washington Post is very expensive. An ad the size we're talking about would cost over \$6,500, and we don't think it would be worth getting buried somewhere in the newspaper for that kind of money.

We hope this helps your planning. Please call and let us know your thoughts. I will be traveling for the next several days, but Chris will be in and can provide you with her counsel.

November 4, 1991

To: Grith Becker  
Laurids Mikaelson

From: Mark Berman

Subject: Newspaper Ads

I've reconfirmed availability and costs for advertising with the regional newspapers we've identified. Here are the schedules I propose and the cost of the ads, which will be 3 columns by 6 inch smaller versions of the Business Week ad:

Dec. 2, Dec. 8 Norfolk Star-Ledger combination  
of Monday and Sunday. To get the  
combination rate, the ads must be within  
seven days of each other.....\$2396.00

November 18 Baltimore Sun.....\$3090.60  
December 2 Baltimore Sun.....\$3090.60

Note: The Sun runs the ad in its morning and  
evening editions

November 18 Richmond News Leader.....\$1854.00  
December 2 Richmond News Leader.....\$1854.00

November 17 Roanoke Times and World News.....\$ 870.00

Total.....\$13,156.08

As with Business Week, each of these publications requires payment up front since we have not advertised before. So, if this schedule is acceptable, can you issue Berman/Godek a check for \$13,156.08 and we will send each publication a payment in full with the advertising mechanical.

As soon as I hear from you, I will reserve the space.

Thank you.

November 7, 1991

To: Fred Saunders  
Richmond Times-Dispatch

From: Mark Berman

Subject: Insertion Order

I would like to reserve space for the Investment Office of the Royal Danish Embassy as follows:

Nov. 18 Richmond News Leader Metro Business  
and Times-Dispatch Tuesday Business Section Nov. 19.  
3 col. by six inches inches black and  
white.....\$1,854.00

Dec. 2 Richmond News Leader Metro Business  
and Times-Dispatch Tuesday Business Section Dec. 3.  
3 col. by six inches black and white.....\$1,854.00

We will prepay these ads and send the mechanical to you by November 12.

We request a right page and three tear sheets of each ad.

Thank you.

November 7, 1991

To: Lynn Rea  
The Virginia Pilot and Ledger-Star

From: Mark Berman

Subject: Insertion Order

I would like to reserve space for the Investment Office of the Royal Danish Embassy as follows:

Dec. 2 and Dec. 8 combination of Monday Business  
Weekly and Sunday Business Section. 3 col. by six inches  
black and white.....\$2,396.00

We will prepay these ads and send the mechanical to you  
by November 12.

Please call me to confirm that this is OK. Also, I would  
like to request a right page and three tear sheets of the Dec. 2  
and Dec. 8 issues.

Thank you.

November 7, 1991

To: Kara Dance  
Roanoke Times and World News

From: Mark Berman

Subject: Insertion Order

I would like to reserve space for the Investment Office of the Royal Danish Embassy as follows:

Nov. 17 Sunday Business Section. 3 col. by six inches  
black and white.....\$ 874.08

We will prepay this ad and send the mechanical to you by November 12.

Please call me to confirm that this is OK. Also, I would like to request a right page and three tear sheets of the November 17 issue.

Thank you.

Nov. 12, 1991

To: Fred Saunders  
Richmond Times-Dispatch

From: Mark Berman

Subject: Mechanical and Check

Enclosed is the mechanical for the Govt. of Denmark ad per the attached insertion order. Also enclosed is a check for \$3708.00--\$1854 per insertion less a 15% agency commission of 556.20.

Please call me if you have any questions, and send me a bill for \$3151.80 along with the tear sheets.

Thank you.

Nov. 12, 1991

To: Lynn Rea  
Virginian Pilot and Ledger-Star

From: Mark Berman

Subject: Mechanical and Check

Enclosed is the mechanical for the Govt. of Denmark ad per the attached insertion order. Also enclosed is a check for \$2036.60--\$2396.00 less a 15% agency commission of 359.40.

Please call me if you have any questions, and send me a bill for \$2396.00 along with the tear sheets.

Thank you.

Nov. 12, 1991

To: Patterson Kennedy  
Baltimore Sun

From: Mark Berman

Subject: Mechanical and Check

Enclosed is the mechanical for the Govt. of Denmark ad per the attached insertion order. Also enclosed is a check for \$5254.02--\$3090.60 per insertion less a 15% agency commission of 927.18.

Please call me if you have any questions, and send me a bill for \$6181.20 along with the tear sheets.

Thank you.

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OF  
BUSINESS EDITORS  
FOR  
NEWSLETTER "DOING BUSINESS IN DENMARK"  
AND  
ALL PRESS RELEASES AND TELEPHONE CONTACTS

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