

## Editorial



Dear Members,

Since I arrived in Denmark, I have followed with interest the decisive evolution the Danish-French Chamber of Commerce has been through. Large networking events have been organized, as well as round tables on in-depth economic topics with high-level personalities. This year a new director has been appointed and several companies have decided to be sponsor members.

The Chamber has become a professional organization which actively supports companies and promotes trade between France and Denmark.

Since the beginning of the economic crisis, the bilateral trade volume has decreased by 4% in 2012 and by 7% during the first semester 2013. Nevertheless, Franco-Danish trade relations are deeply-rooted and strong: France is Denmark's 8th largest customer and 10th largest supplier. France remains very attractive for Danish companies: Danish direct investments to France have almost doubled in the past five years. France is ranked as Denmark's 9th most important foreign direct investor.

With approximately 165 Danish companies employing 55 000 people in France and 210 French subsidiaries employing 16 000 people in Denmark, our economies are deeply interconnected. French companies took part in major road infrastructure projects in Denmark, such as the Øresund's bridge. More recently in the transport sector, French companies have been awarded large contracts for the entire Danish railway signaling system modernization. Many French companies are interested in upcoming projects and new prospects on the Danish market.

Based on these observations, we need to stimulate Franco-Danish trade and investment relations by the coordination and the mobilization of all actors. To contribute to this goal, I have established an Economic Council within the Embassy, where state actors as well as business organizations can work in synergy. The Chamber has been and will remain a strong asset to this Council and more generally to our economic diplomacy. The Embassy will continue to support the Chamber's action.

As a conclusion I am pleased to announce that our Minister for Trade, Nicole Bricq, is coming to Denmark in October, for the second time this year. This visit underlines the commitment of our government to stimulate the relations between our two countries and will certainly create new opportunities the Chamber of Commerce will seize. I wish you a pleasant reading and hope we can carry on promoting thriving relations between France and Denmark.

Véronique

Bujon-Barré

France's Ambassador to Denmark

## Member Interview

Vincent Audusseau was Country Manager for Denmark and Iceland at Air France-KLM during 3 years. He left Denmark in July and will now share some of his Danish experiences with us.

**Vincent, can you tell us a little more about your background?**

I started my career in the airline industry in London, doing my national service (cooperation, VIE of today). That was in 1994 for Brit Air. Then I moved to Paris where later I was hired by Sabena as district sales manager for Paris and northern France.



In 2000, Air France recruited me and I returned to London to work as business sales manager. Then I had to move back to the parisian headquarter and take a new position in Global Sales in 2004. In 2008 I tried something new : working for a rent a car company, Hertz, as airline partnership manager. But I was called back by AF human resources to take up the role of country manager in Denmark. Now I am working for a new division of the group in cargo in Paris as commercial Director.

**You lived here for 3 years - why did you choose Denmark?**

I did not choose Denmark but I have been proposed Denmark! I knew a little bit about Denmark and north Europe as I travelled by car to North Cape almost 20 years ago and I only had good memories at that time.

**Could you introduce Air-France in Denmark ?**

Air France in Denmark is Air France + KLM of course... We also represent Delta, Alitalia and Kenya Airways commercially. In total : 5 daily flights (cph-par) on AF, 6 daily flights (cph - ams), 5 daily Billund- ams on KL, 1 daily bll-par on AF, 3 daily aalborg ams on KL...and all the extensive international network of AFKL via cdg or ams...on top of this Delta serves daily JFK from Cph and from Reykyavik in the summer peak season at a daily basis (little mention of Iceland as I used to represent AFKL DL in Iceland)

**You are both involved personally and also via Air France-KLM in the Chamber of Commerce, why?**

I got involved in the CCFD because it needed new blood and I want to help and support any initiatives related to danish and french business. A strong part of our traffic and revenue is coming from the business community, big international companies, government bodies or smes...for each segment we are able to offer a product, a service and tailor made contract if need be.

**What do you retain from your Danish experience?**

My years in Denmark were among the nicest ones. The quality of life, the art de vivre a la danoise and the mentality really matched my expectations. Even if it took me a couple of months to adjust coming from Paris. I really enjoyed the 'hygge' and the business efficiency all around the society. I now miss the ease of circulating and driving from one point to another ! But Paris is the most beautiful city in the world, so it deserves a little effort ! ;-)



**Guillaume Glass** is now appointed as the new Country Manager at Air-France KLM.

Mr. Glass, 34, is in spite of his relatively young age a very experienced Air France and KLM employee having served the company for 12 years in various positions and departments within areas like: IT, network/strategy and operations, he has been in charge of the Air France and KLM airport activities in Europe and North Africa.

He will of course attend to a range of tasks but will primarily focus on these strategic aspects: Maintain the leadership position of Air France - KLM in Jutland on Corporate market, and fight to grow stronger in a very competitive Copenhagen market.

On a professional level Mr. Glass is looking very much forward to being Air France and KLM's new Country Manager. The airline industry has probably never been more competitive and thus has many exciting challenges to look forward to. On a personal level Mr. Glass is already enjoying Denmark and specially Frederiksberg where he lives with his family. He has travelled to Copenhagen as a visitor a lot of times, as it has become one of the most trendy weekend destinations for the French over the years. After only having lived in Copenhagen for 2 months so far Mr. Glass has come to realize that the capital is not only a beautiful city but also a city with an incredible quality of life, in particular when you have a small child. He loves the Danish mentality to be friendly and open, but also very well organized and professional. To him Danish culture combines the best from the North and the South of Europe.

## New Company Members



**L'éducation Nationale** is an old love story dating back to 1992 between an authentic french Bistrot and the Danes. It is a love story that still today leads to a quick lunch or nice dinner with typical French food and wine on table. And, suddenly Copenhagen for the even for the briefest of moments become Paris The proud Gallic rooster ("Coq gaulois") is still crowing after 21 years - and it is still to the melody of the classical French regional classics that should not be re-interpreted or tampered with. It is in those that the true France, the "Education Nationale" can be found, it is here one can find the culture, the memories and the almost seductive flavours

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CITROËN DANMARK A/S owned by PSA Peugeot Citroën... import Citroën cars and spare parts that are sold by a network of authorized dealers and workshops in Norway, Sweden and Denmark.

In 2012 Citroën sold more than 13.000 passenger cars and 1.500 vans in Denmark and in 2013 the aim is to sell even more with the launch of the new C4 Picasso (5 seats) and his big brother the new C4 Grand Picasso (7 seats).

For more information please visit our website [www.citroen.dk](http://www.citroen.dk)



**La cave vinimport** is specialized in import of wine, juice and jam. Wine is mostly made of organic grown grapes to ensure the quality of the wine. We have visited every wine producer before we decided to import them. The cave's founder is coming from the Loire valley area in France and thus imports of course a lot of wine from this region including Sancerre, Pouilly fumé, Touraine etc..... but we also import wine from Champagne, Rhône valley, Burgundy, Gascogne, Bordeaux, Jurancon, Languedoc and more. La cave also import wine from Italy (toscano, Piedmont), Spain (Rioja, Sherry), Portugal (port) and South Africa (Robertson). Some of the wines are made in such small quantity that we can only get 60 to 120 bottles a year. We also import some juice and marmalade from the top producer Alain Milliat. The other activity is the import for the whole Scandinavia of aroma kit from Jean Lenoir. World famous for being the first to create different kits with wine aroma. Now you can find Coffee, Armagnac and Whisky (from the 5th of october) also.

[www.lacave.dk](http://www.lacave.dk)

## Challenge at setting up in Denmark

In our next newsletter you will find a new section with tips and information which may help you with the implementation of your business in Denmark. Furthermore, you can find particular information about the Danish labour law. [Learn more here.](#)



## News about our Company Members



**Jyske Bank Private Banking** has strengthened its team dedicated to the french market by recruiting a French adviser based in Copenhagen : **Patrick Mouton** manages Jyske Bank's French customers offering personalized investment advice. He works closely with Jyske Bank France.



As the only telecom company in Scandinavia and **one out of only four companies in the world**, **Cirque** has obtained to be SIP trunk qualified for Microsoft ® Lync ™ Server 2013 including TLS and SRTP .

[Learn more](#)



**Air France** wins an award for its Business lounge at Paris-Charles de Gaulle This year, the "Janus du Commerce" prize was awarded to Air France for the design of the Business lounge in hall M at Paris-Charles de Gaulle. This reward consolidates the lounge's upmarket positioning and innovative design concept. [Learn more.](#)



Innovation from **Saint-Gobain Gyproc**.

Gyproc ErgoLite is a brand new ergonomic plasterboard based on unique lightweight technology. Gyproc ErgoLite is 25 % lighter than traditional plasterboards, which allows for higher walls without visible joints, lower CO2 emissions from transportation as well as easy adjustment and lighter lifts for the craftsmen. [See more information here.](#)



**CITROËN** is taking a new step forward in its product offensive with the new **Grand C4 Picasso**, a uniquely styled car that fully stands out from the five-seater model and features a pioneering balance between interior spaciousness and flowing body styling. [Learn more.](#)



In order for **Simone Pérèle** to build a direct link to our fitting campaign in store, we decided to support our distribution with an outdoor campaign, that took place at the same time as many stores had the same poster with a clear fitting message in their windows. We combined this with a take a picture when you see competition as well as a window competition to make it even more interesting for the store.



The Danish company, **SKOV A/S**, is a leading organization within the international market of climate management and control of animal production. SKOV has experienced a strong growth in France, and the organization even won the Chamber of Commerce's Export Award this year. The French trade press relayed the information. [Click here to read the article.](#)

## Upcoming events

Save the following date: **November 13, 17.00.**

The Chamber of Commerce is organizing an event with the following two important speakers from the business travel sector: **Sophie Hulgard**, General Manager for Carlson Wagonlit Travel and **Guillaume Glass**, Country Manager for Denmark & Iceland. We will send you more information about the arrangement in the coming weeks by email.



## Previous Events

At June 8 2013, the Chamber organized its annual visit. This year we visited the **Selso Castle and the medieval church of Skibby**. It was a beautiful day with a friendly atmosphere. Thank you for your participation. [Learn more.](#)



In June and September, the Chamber of Commerce organized (in cooperation with the LinkedIn group "Connexion Francaise au Danemark") **two after-work events**. 50 persons were present. In September an after-work was organized at the Tire-Bouchon.



At the beginning of September, the Chamber welcomed **50 French newcomers** in Denmark. The event started off in the morning with some French-Danish associations introducing themselves. Afterwards, Rolf Meurs Gerken shortly explained the history of Denmark. The afternoon was then spent on sightseeing by boat and walking. [Learn more here.](#)



## Website



Discover the new version of your website. The Danish-French Chamber of Commerce has updated its website with a new design and an easier navigation.

[Visit our website here.](#)

## Member Directory



You can connect to **our private site** on the Chamber's website to see the pictures of the previous events and to consult the member's directory.

If you have lost your login or password, please contact us by email. Connect to the private area [here](#).

## Privilege Card



The Chamber of Commerce offers all members a Privilege Card, which allows you to enjoy various benefits and discounts in Copenhagen, Paris and more than 50 other countries.

As an example, **you can benefit** from the following with your card:

- 10% discount on translation work at Nira Glad
- Become a Bluebizz Air France member and get 500 kr. on your account
- 10% discount on all the wine with La Cave
- 15% discount on the aroma kit from Jean Lenoir with La Cave
- 10% discount on Simone Perele lingerie at Magasin du Nord
- 15% discount at l'Éducation Nationale

[Click here for more details about the offers.](#)

## Clin d'oeil ;)

The French TV station "**France 3**" has been following the Chamber during a day where we received some of our newcomers. They are working on a documentary about the Danish taxes. This programme is called "Tout peut changer" and will be released in November.



**Nivaagaards Malerisamling** invites everybody with an interest in French culture to join the guided French tours in our collection of art from the renaissance, the baroque and the Danish golden age. [Learn more.](#)



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