

PRESS RELEASE 13.08.2010:

The Danish-UK Chamber of Commerce prepares for the Olympics in London 2012

Sport One Danmark (SODK), which sells and organizes Olympic partnerships, joins the Danish-UK Chamber of Commerce (DUCC). SODK is the official Danish sponsorship and marketing company established by Team Danmark, the National Olympic Committee (NOC) and the Sports Confederation of Denmark (DIF).

"The decision to become a member of the Danish-UK Chamber of Commerce stems from the wish to attract Danish companies with British interests and provide them with the opportunity to be included in an Olympic partnership before and during the Olympics in London in 2012," says Steen Fladberg, Director of SODK. Steen continues: *"A partnership can be tailored to meet the individual's needs and can also be utilised by b2b companies as we have developed several HR and hospitality services."*

DUCC's Managing Director Gunnar P. Larsen welcomes the new member to the Chamber and comments: *"We are first of all very pleased to be able to present SODK as a new DUCC member. Secondly, we hope our large network of Danes and Brits will be a helpful resource when organizing the Danish parts of the Olympics and when establishing the Olympic Partnership Programme."*

2012 PROSPECTS:

"The sports tradition in the UK is unique and we are all looking forward to London 2012. The Olympic area in Stratford will be impressive for both athletes and audience, and we hope the games will be just as memorable as tennis at Wimbledon, badminton at Wembley and the triathlon in Hyde Park," says Steen Fladberg.

SPORT ONE DANMARK

SODK very recently decided to join the DUCC as a member, in order to attract Danish companies doing business in the UK to be part of our Olympic partnership programme. For more on specific events before and during the games, please go to: <http://www.ducc.co.uk/sportone.html>

DANISH-UK CHAMBER OF COMMERCE

The Danish-UK Chamber of Commerce (DUCC) is one of the most important organisations for Danish/British businesses and individuals in the UK and Denmark. The DUCC is an independent non-profit organisation with more than 100 corporate and individual members primarily based in the UK or Denmark. The DUCC was founded in 1989 and though only being 21 years old, it has always played a significant role in supporting Danish-British trade relations. www.ducc.co.uk