

Statsministerens tale ved åbningen af den Britiske Udstilling
på Rådhuset.

Your Majesties, Your Royal Highnesses, Your Highnesses,
Excellencies, Ladies and Gentlemen,

About a year ago the Danish Government was informed that the British Import Union and the Federation of British Industries had decided to let a great exhibition, to be held in the autumn of 1955, follow in the wake of the British exhibitions in Copenhagen in 1932 and 1948. This information was received by the authorities with sincere gratification, not only because Denmark would thus once again get an opportunity to study the most exquisite products of British industry but also because we considered this decision an evidence of the interest which Great Britain takes in the Danish market.

To us Danes the word "British" has always been a byword for quality. This quality has created a good-will for British goods which secures Britain a large and ready market for her products. I am confident that this good-will, from which Britain has always benefited very ably, will be further expanded during the coming eighteen days through this exhibition which is so extensive and magnificent that it is without parallel in this country.

I do not entertain the slightest doubt that this exhibition - or maybe "festival" would be a more appropriate terminology - which we are inaugurating today, will be an overwhelming success also in regard to the public at large. This is manifest from the tremendous interest which the Danish people - and in particular, of course, the Copenhagen population - has shown the preparations for the exhibition. I am also convinced that once the excitement of the exhibition has abated and the humdrum of the usual work-day returned, it will appear that the exhibition has fulfilled its proper mission, namely to help in promoting the old, solid commercial relations between Britain and Denmark, to strengthen our traditional friendship and further to build up the innumerable personal contacts between individual businessmen without which trade and international understanding cannot thrive.

With these words I take pleasure in congratulating the sponsors of the exhibition in the initiative they have taken and in extending a hearty "Welcome to Denmark" to the British Exhibition.

BEER FLOWN FROM LONDON FOR DUKE'S VISIT.

The Britannia Inn, one of the outstandingly successful features of the British Exhibition at Copenhagen, will be visited by the Duke of Edinburgh during his tour of the Tivoli Gardens this afternoon. Draught bitter has been specially flown from Whitbread's Brewery in the City of London, and the Duke will be offered half a pint in a pewter mug engraved with the firm's Hind's Head trademark and the words: "Britannia Inn, British Exhibition, Copenhagen".

The Britannia is a replica of a typical English inn, and was adapted by John Lansdell, the Federation of British Industries' architect, from an existing glass-walled restaurant. Whitbreads were asked to advise on the design and decoration, and they have supplied most of the equipment, furniture, pictures, pewter mugs, horse brasses, and other fittings.

Four brands of Whitbread's bottled beer and Guinness's stout were selected to represent English beer and are on sale, with popular brands of spirits, in the Britannia. Draught Carlsberg, Denmark's own national brew, is also served.

Also typical of a good English inn are the crowds of visitors who have gathered there every day since the Exhibition opened. Frits Guldbrandsen, the landlord, who is assisted by two English barmaids, reports that business has been very good. Mr. Guldbrandsen flew to London before the Exhibition opened and was taken round several English public houses to see how they are run.

The inn sign hanging outside has been lent by the Britannia at Leytonstone, a Whitbread inn on the outskirts of London.

Further information from G.P. Griggs at the Press Office in Tivoli Gardens, tel: MI 620.