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NOVO NORDISK A S
Form 6-K
November 03, 2008

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

November 3, 2008

NOVO NORDISK A/S
(Exact name of Registrant as specified in its charter)

NOVO ALLE
DK-2880, BAGSVAERD
DENMARK
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover of Form 20-F or Form 40-F

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in
connection with Rule 12g-32(b):82-_____

DIRECTOR/PDMR SHAREHOLDING

TRADING IN NOVO NORDISK SHARES BY BOARD MEMBERS, EXECUTIVES AND ASSOCIATED
PERSONS AS REPORTED TO NOVO NORDISK ON 30 OCTOBER 2008

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In accordance with Section 28a of the Danish Securities Trading Act, Novo Nordisk is required on a daily basis to publish trading in Novo Nordisk shares by the company's board members, executives and their associated persons as reported by those persons to Novo Nordisk.

Please find below a statement of such trading in shares issued by Novo Nordisk.

| | |
|----------------------------------|--|
| NAME | LARS REBIEN SORENSEN |
| REASON FOR REPORTING | CHIEF EXECUTIVE OFFICER |
| FINANCIAL INSTRUMENT AND ID CODE | NOVO NORDISK B DK006010261 |
| TYPE OF TRANSACTION | EXERCISE OF OPTIONS (PURCHASE OF SHARES) |
| DATE OF TRANSACTION | 30 OCTOBER 2008 |
| PLACE OF TRANSACTION | NASDAQ OMX COPENHAGEN |
| VOLUME OF TRANSACTION | 1,000 SHARES |
| TOTAL VALUE OF TRANSACTION | DKK 97,500 |

| | |
|----------------------------------|----------------------------|
| NAME | LARS REBIEN SORENSEN |
| REASON FOR REPORTING | CHIEF EXECUTIVE OFFICER |
| FINANCIAL INSTRUMENT AND ID CODE | NOVO NORDISK B DK006010261 |
| TYPE OF TRANSACTION | SALE OF SHARES |
| DATE OF TRANSACTION | 30 OCTOBER 2008 |
| PLACE OF TRANSACTION | NASDAQ OMX COPENHAGEN |
| VOLUME OF TRANSACTION | 1,000 SHARES |
| TOTAL VALUE OF TRANSACTION | DKK 307,500 |

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|----------------------------------|--|
| NAME | JESPER BRANDGAARD |
| REASON FOR REPORTING | CHIEF FINANCIAL OFFICER |
| FINANCIAL INSTRUMENT AND ID CODE | NOVO NORDISK B DK006010261 |
| TYPE OF TRANSACTION | EXERCISE OF OPTIONS (PURCHASE OF SHARES) |
| DATE OF TRANSACTION | 30 OCTOBER 2008 |
| PLACE OF TRANSACTION | NASDAQ OMX COPENHAGEN |
| VOLUME OF TRANSACTION | 1,000 SHARES |
| TOTAL VALUE OF TRANSACTION | DKK 97,500 |

| | |
|----------------------------------|----------------------------|
| NAME | JESPER BRANDGAARD |
| REASON FOR REPORTING | CHIEF FINANCIAL OFFICER |
| FINANCIAL INSTRUMENT AND ID CODE | NOVO NORDISK B DK006010261 |
| TYPE OF TRANSACTION | SALE OF SHARES |
| DATE OF TRANSACTION | 30 OCTOBER 2008 |
| PLACE OF TRANSACTION | NASDAQ OMX COPENHAGEN |
| VOLUME OF TRANSACTION | 1,000 SHARES |
| TOTAL VALUE OF TRANSACTION | DKK 308,500 |

| | |
|----------------------------------|----------------------------------|
| NAME | SOREN THUESEN PEDERSEN |
| REASON FOR REPORTING | MEMBER OF THE BOARD OF DIRECTORS |
| FINANCIAL INSTRUMENT AND ID CODE | NOVO NORDISK B DK006010261 |
| TYPE OF TRANSACTION | PURCHASE OF SHARES |
| DATE OF TRANSACTION | 30 OCTOBER 2008 |
| PLACE OF TRANSACTION | NASDAQ OMX COPENHAGEN |
| VOLUME OF TRANSACTION | 200 SHARES |
| TOTAL VALUE OF TRANSACTION | DKK 60,000 |

DEFINITIONS AND BACKGROUND INFORMATION:

PUBLICATION

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Publication shall take place the day after Novo Nordisk receives sufficient information on the trading. Publication is only required when the total amount of transactions of a specific board member/executive and his/her associated persons in any one calendar year has reached 5,000 euros.

WHO ARE BOARD MEMBERS, EXECUTIVES AND ASSOCIATED PERSON?

Board members and executives are members of the Board of Directors and Executive Management, respectively, of Novo Nordisk A/S. Associated persons are defined as the following persons associated to a board member/executive: 1) spouse or cohabitant, 2) children under the age of 18 years, 3) relatives defined as brothers, sisters, parents, grandparents etc, children, grandchildren etc who have shared the same household with a board member/executive for at least one year, and 4) any legal person, including a company, a foundation or a partnership, which is controlled directly or indirectly by a board member/executive and/or a person mentioned in 1)-3), or to which a board member/executive and/or a person mentioned in 1)-3) has managerial responsibilities or economic interests substantially equivalent to the legal person.

WHAT IS TRADING/TRANSACTION?

Trading is any kind of transaction, including shares purchased or otherwise acquired, shares sold or otherwise disposed, gifts, mortgages and grants and exercise of options, but not heritage.

WHAT IS FINANCIAL INSTRUMENT AND ID CODE?

Financial instrument includes shares listed on the NASDAQ OMX Copenhagen and London Stock Exchange as well as ADRs listed on New York Stock Exchange, except for ADRs held in 401(k) retirement plan by US-based employees. The ID code is the code (ISIN DK006010261) of the Novo Nordisk share on the NASDAQ OMX Copenhagen, the code (NVOB) on London Stock Exchange or the code (NVO) on New York Stock Exchange.

WHAT IS DATE AND PLACE OF TRANSACTION?

Date of transaction is the actual transaction date. The place of transaction is the actual place of transaction, ie NASDAQ OMX Copenhagen, London Stock Exchange or New York Stock Exchange.

WHAT IS VOLUME AND VALUE OF TRANSACTION?

The volume of transaction is the number of shares (of DKK 1 nominal value) or other financial instruments traded. The transaction value is the number of shares traded multiplied by the transaction price. The exchange rate of the Danish Central Bank (Nationalbanken) on the date of transaction is used for calculating the transaction value in DKK in case of shares traded on London Stock Exchange and ADRs listed on New York Stock Exchange.

Novo Nordisk is a healthcare company and a world leader in diabetes care. In addition, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. With headquarters in Denmark, Novo Nordisk employs approximately 26,550 employees in 80 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For more information,

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visit novonordisk.com.

FOR FURTHER INFORMATION PLEASE CONTACT:

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Company Announcement no 69 / 2008

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

Date: November 3, 2008

NOVO NORDISK A/S

Lars Rebien Sorensen,
President and Chief Executive Officer