

EAC MAGAZINE

3/SEPTEMBER 1990



**THEME:
JAPAN - SUPPLIER
OF SHIPS TO EAC**

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EAC

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MS AROSIA off the Brittany coast on her maiden voyage.

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Japanese expertise in shipbuilding

EAC established an office in Japan in 1948 and has, since then, seen that country as an exciting challenge, providing both success stories and disappointments. The aim when the office was established was to participate in the Japanese import and export trade. However, increasing competition soon showed that specialism was necessary.

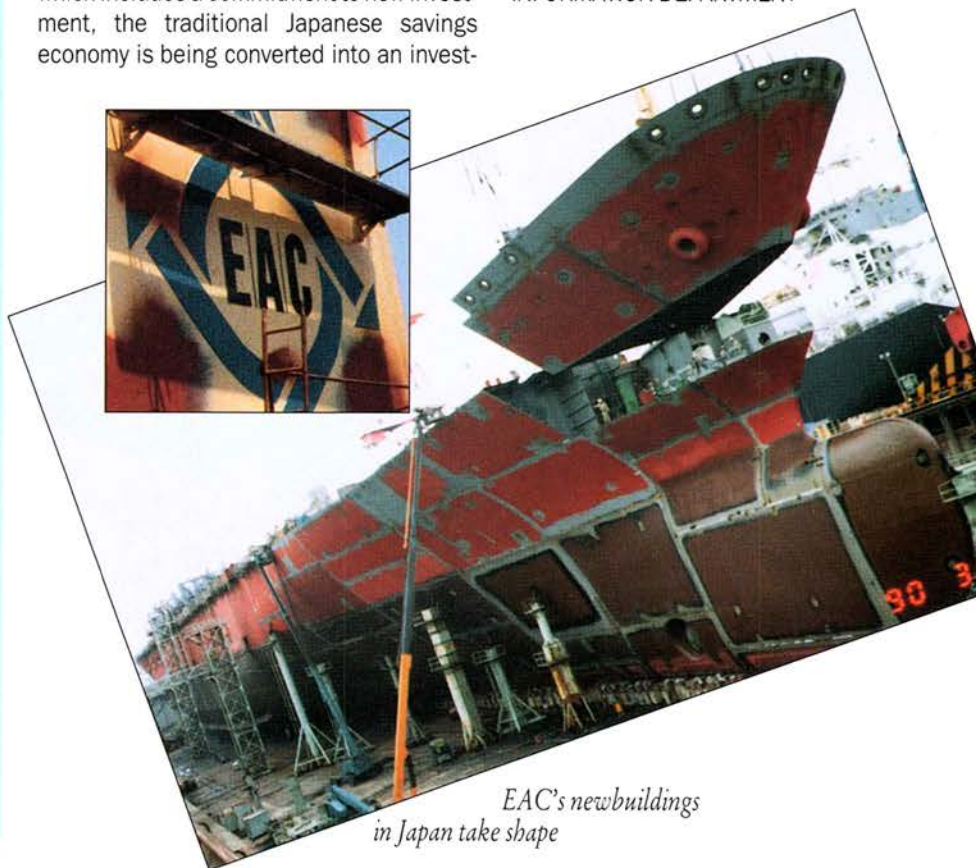
One of the success stories was the export of Japanese cars to Nigeria. Since then has come the involvement in graphics through Heidelberg-PMT. A range of trade and transport activities were established in parallel and, as the latest addition to EAC's interests in Japan, consumer goods have now also been added. The new trade agreement between the USA and Japan is the first step towards an opening up of the Japanese market. Increased Japanese investment in infrastructure and other areas means that Danish companies are getting into the picture. As a result of this trade agreement, which includes a commitment to new investment, the traditional Japanese savings economy is being converted into an invest-

ment economy – and that provides opportunities for Danish companies.

The opportunities in Japan have also attracted the attention of the European Community. As a result major training projects have been begun, with young business people from the various EC countries being sent to Japan for 18 months of intensive training. EAC is, of course, involved in this training too.

In this issue of EAC Magazine, we have decided to focus on one of the most up-to-the-minute events in Japan – the building and delivery of two of the world's most modern container ships to EAC. The first vessel was handed over at the end of July and the other will be delivered later this year. Both vessels have been built at the Mitsui yard which has a 25-year-long tradition of building EAC vessels. In addition, the sister ships JUTLANDIA and SELANDIA will undergo comprehensive modernisation at Mitsui's Yura yard during the next four months.

INFORMATION DEPARTMENT



EAC's newbuildings in Japan take shape

Plumrose's delivery service is a reality

Plumrose's delivery service is not just a promise — it is a reality.

That is a slogan which imposes an obligation. It was presented to the general public in TV commercials advertising Plumrose's product distribution in Venezuela.

HIGH LEVEL OF SERVICE

EAC Plumrose Division is well known around the world for not just concentrating all its efforts on product sales. Apart from its intensive activities in the areas of market analysis, product development and adjustment, production and marketing, the company sees punctual delivery of the products it sells as having decisive importance.

So the TV commercials in Venezuela can be thought of as a motto for the division's entire worldwide distribution network.

A BILLION UNITS YEARLY

Plumrose sells and distributes close to a billion units each year.

Consignments of this magnitude require a very efficient transport system, to satisfy the needs and expectations of both Plumrose and its customers.

As, for example, in Venezuela, where Plumrose has its own fleet of more than 100 vehicles. It is there that the level of service is thought of as a fact, with delivery guaranteed anywhere in the country within 48 hours of an order being received. And with more than 9,000 customers throughout Venezuela this is a substantial achievement, and not just an easy advertising gimmick.

TWO HUNDRED PLUMROSE VEHICLES DAILY

More than half Plumrose's sales and distribution around the world is in refrigerated lorries, with deliveries to customers between one and three times a week.

This means, in fact, that more than 200 Plumrose vehicles are on the roads every day in the company's sales territories, transporting goods from its factories and warehouses.

In countries like the USA and Australia, where distances are large, some of the lorries clock up 300,000 kilometres a year. Even in smaller countries, like Germany for



example, lorries in making deliveries easily exceed 100,000 kilometres a year on average.

FREEZE-DRIED PRODUCTS

In a description of Plumrose's transport activity, the division's Danish factory — Danish Freeze Drying — is worth an entire chapter to itself.

When the various products dealt with at the factory have been through the special freeze-drying process, they contain only 2-4 per cent water, which means that there is a vast contrast between their weight and volume.

More than 200 Plumrose lorries are on the road every day, all over the world

It has, for example, been calculated that 250 tons of freeze dried products require 82,000 cartons, which would fill 250 20 foot shipping containers. Since each carton only weighs three kilograms, a 20-foot container filled with DFD products has a salable content of only 984 kilograms.

So transport also provides many interesting angles in EAC Plumrose Division, where the demand for top-quality distribution reflects the slogan that a promise can also be a fact — and a common denominator for service throughout the world.

Call on Thailand's Prime Minister

During his visit to the Far East in the spring, Mr. Henning H. Sparsø called on the Thai Prime Minister at the Government offices in Bangkok. Earlier in the year, the Prime Minister led a group which visited EAC in Copenhagen. Prime Minister Chatichai Choonhavan and Mr. Sparsø are seen here in conversation, flanked by (from the left) Sunthorn Hongladarom, a member of EAC (Thailand)'s Board, and Henrik de Jonquières, the managing director of EAC Thailand.



Butchers at Plumrose in Venezuela

Plumrose's factory in Venezuela, I.E.N.C.A., has recently completed a one-year training course for eight young apprentices who have now received their diplomas as butchers. The training course was based on the principles applied at the Meat Trade College in Roskilde, Denmark. The graduation of the eight apprentices was marked by a ceremony. Managing director of I.E.N.C.A. Bent U. Porsborg is seen here just before handing over the diplomas.



Chinese delegation visits head office

At the end of July, members of the Danish-Chinese Joint Committee on Economic and Technical Cooperation held their tenth session in Copenhagen. EAC invited members of the committee to a lunch at Head Office during their meeting. Head of the Chinese delegation was Gu Yongjiang, Assistant Minister in the Ministry of Foreign Relations and Trade. The minister is seen here in conversation with EAC's managing director, Henning H. Sparsø, as China's Ambassador to Denmark, H.E. Zhang Longhai writes in the Visitors' Book.



New machines for tomato paste in Australia

Plumrose's production of tomato paste at Echuca, Australia, has become even more advanced following the installation of this new landmark in the town.

The strategy of Plumrose Australia's management calls for increased sales of tomato-based products. There was a need to increase capacity for concentrating tomatoes into paste, so this evaporation plant, manufactured by the Italian company Manzini, has been installed at Echuca. The factory can now process 40,000 tons of ripe tomatoes in a single season.



EAC SPOTS



Böklunder at food fair in Moscow

In June, Plumrose-Böklunder took part for the first time in a food fair in Moscow, "Moscow Fair 90". There was great interest in the Böklunder products among the 15,000 visitors to the fair. More generally, the event was noteworthy as evidence of western companies' interest in the East European market, with more than 100 West European exhibitors, as well as a few from the USA and Canada. Schleswig-Holstein's Minister of

Agriculture, K. Wiesen, visited the Moscow fair as leader of a large trade delegation from northern Germany.

Ole Østergaard, managing director of Plumrose-Böklunder, was also a member of the delegation. In the photograph, Böklunder's sales director, Hans G. Guthold (left), is seen briefing Minister of Agriculture K. Wiesen on Böklunder's activities at the fair.



Plumrose takes over German ham factory

The Danish and West German flags are seen here flanking the flag of the West Germany company Sandstede. The reason is that EAC Plumrose Division's West German company, Plumrose-Böklunder GmbH, took over the factory in the spring. Its ham products are marketed together with Plumrose-Böklunder's - famous sausage products in many European countries. Plumrose-Böklunder has also expanded its activities in Scandinavia, with the establishment of a sales office in Århus.



MS SWAN REEFER in the role of "Noah's Ark"

EAC Australia Services' refrigerated container ship MS SWAN REEFER, which sails between West Australia and the Far East found itself acting as a modern Noah's Ark earlier this year. The ship was given the unusual task of taking the Moscow State Circus's animals from Hong Kong to Singapore. There were 10 horses, 14 lions and four bears, which were carried in converted 40-foot containers and cages on flat racks on the deck. Here, four lions are being unloaded at Singapore.

The site of EAC's new head office

EAC has published plans for a major office and housing development on the central pier in Copenhagen's Free Port. The complex, with a total area of 51,000m² will make a significant contribution both in terms of scale and architecturally to the planned renovation of Copenhagen's waterfront area.

NEW HEAD OFFICE

The project will include a new head office for EAC, located at the seaward end of the pier. The new headquarters, replacing the current premises in Holbergsgade which have now become too cramped, will have a total floor area of 19,000m² and provide the framework for an efficient office environment with capacity for further expansion.

ATTRACTIVE LOCATION

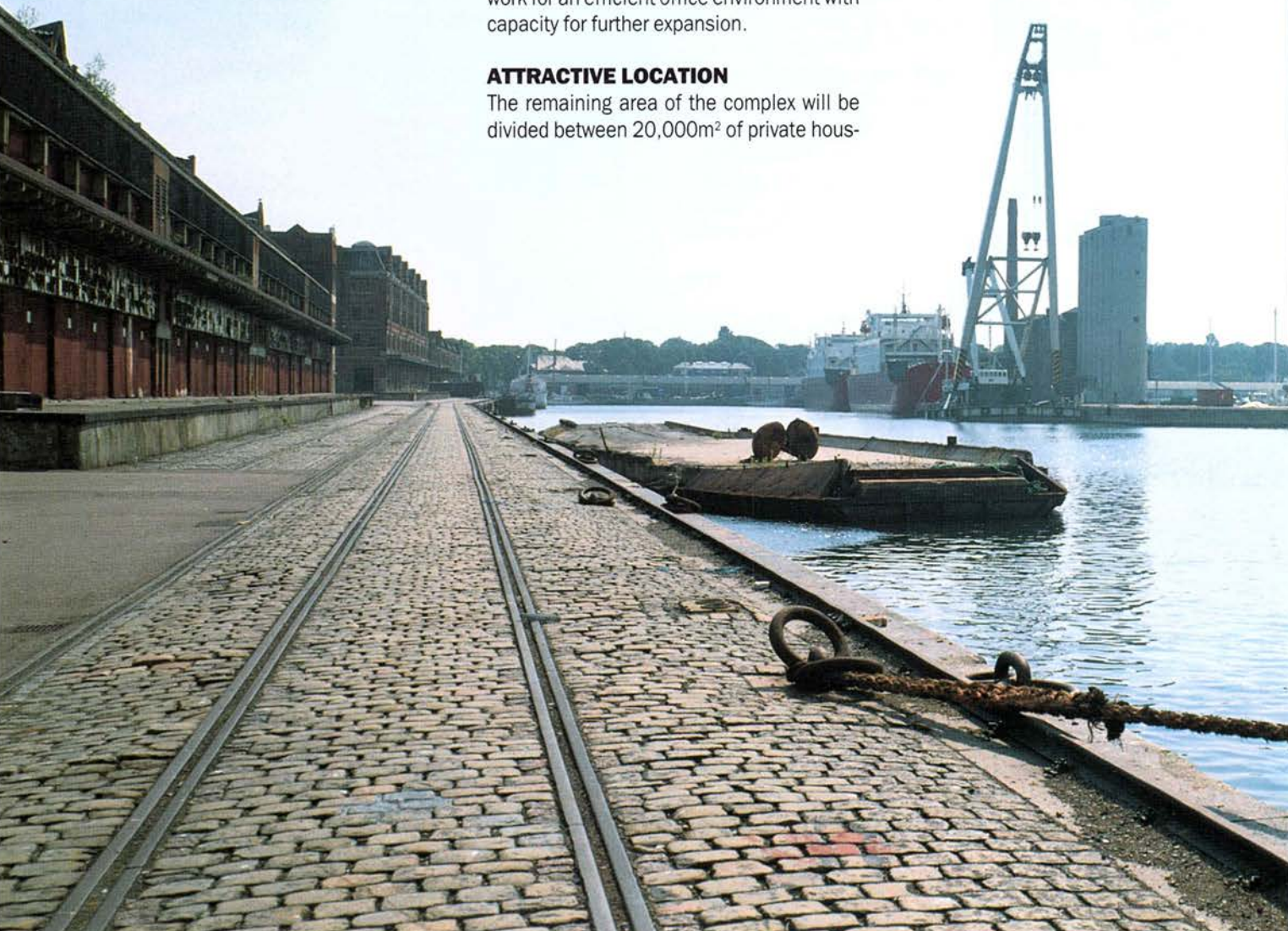
The remaining area of the complex will be divided between 20,000m² of private hous-

ing and a further 12,000m² of commercial premises.

The new buildings will enjoy exceptionally attractive surroundings. There will be access to the quays and adjacent parks and the entire development will be linked to the recreational areas surrounding Langelinie – home of the famous Little Mermaid statue – and Kastellet, a moated fortress.

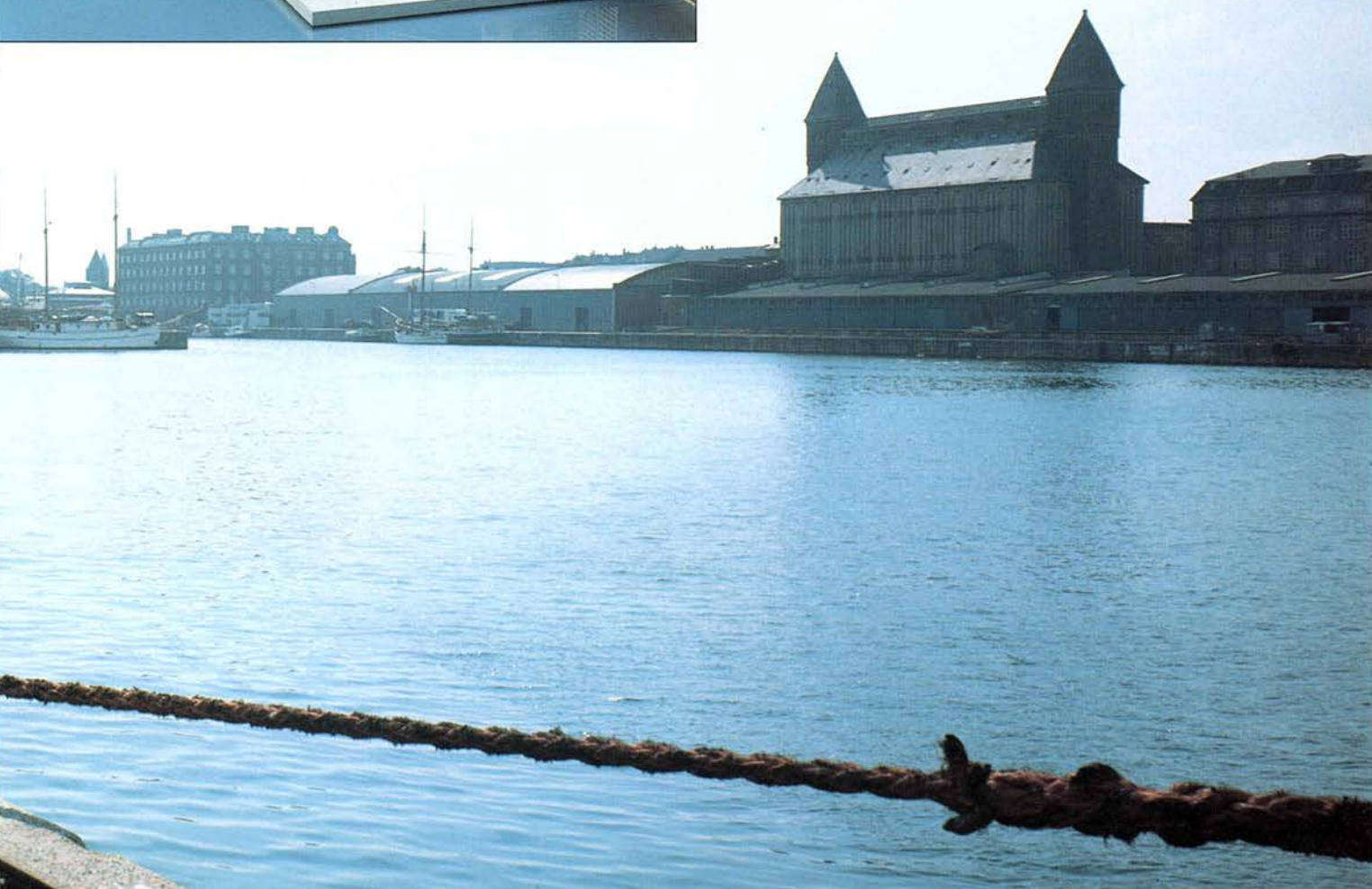
READY IN 1994

The planning aspects are expected to be sorted out in time for building work to start during 1991, with completion scheduled for spring 1994.





The outline model, seen from two angles. In the larger photograph, the project is viewed from the same angle as the panoramic photograph of the key area, with the central pier in the centre of the picture, where the large crane is moored. The second model photograph shows the part of the complex which is to be occupied by EAC's head office which, with its exciting architecture, promises to be a notable feature of Copenhagen's waterfront



New EAC Centre in Taiwan

EAC continues to extend its involvement in Taiwan. An important stage in that process occurred at the beginning of July, when EAC moved into its new main office in Taipei.

There was an official opening ceremony on 6th July and the pictures on these pages show the event. Simultaneously with the opening, EACgraphics – the first EAC division to move in – arranged an “open house” event to present the division’s demonstration and service facilities.

EAC has great hopes of its expanding involvement in Taiwan which, to an increasing degree, is occupying a central role in the Far East.



EAC Taiwan’s colourful reception, with the ladies ready to receive guests at the opening ceremony



Several of EACgraphics’ most important suppliers were represented at the “open house” event



Bent K. Kierkegaard, EACgraphics, is about to start up one of the Heidelberg machines in the demonstration area. He is watched by (from the left) Peter Høring, EACgraphics Taiwan and by Jakob Kettenmann, sales director, and Hellmuth Knoll, printing instructor – both from Heidelberg Druckmaschinen AG



The new EAC facilities in Taiwan mean that EACgraphics can offer its customers a comprehensive spare-parts service. The many blue containers hold thousands of components



The ribbon is cut to open the new EAC Centre. The general manager of EACgraphics, Bent K. Kierkegaard, and the general manager of EAC Taiwan, Niels Holm, are at either side of (from the left): Professor S.T. Lee of the Chinese Culture University and director of the Institute of Graphic Arts; S.L.Chang, legislator, Republic of China; C.T.Tang, chairman of the Board of the Taiwan Printing Industry Association

Lars Janneryd, deputy managing director of Crosfield, concluded his speech with the presentation of a gift to Niels Holm, general manager EAC Taiwan and Robert Lee, general manager EACgraphics Taiwan



EACgraphics brought experts to Taipei from other parts of Asia. At the left in this picture is Soong Yeow Meng, a printing instructor with EACgraphics in Malaysia

Here, the subject of interest is one of the Stahl machines

Robert Lee, general manager EACgraphics Taiwan (left), seen talking to a customer



EAC set to music



This is what the EAC jingle looks like in manuscript form

The Trio Rococo has played on the main staircase at EAC's Copenhagen headquarters - here Niels Eje is seen in action

“Romance, exoticism, magnificence and adventure were the words which came to mind when I started work on composing EAC's new jingle. I have always thought of EAC as an incredibly exciting international company,” says oboist and composer Niels Eje.

He has just delivered a brand-new composition, specially written for EAC – a jingle based on the musical notes E, A and C. The composition of a jingle which characterises an international company within a space of 30 seconds was a major challenge for the 35-year-old composer. It was something he had never tried before.

CATCHY JINGLE

The music has been written as a fanfare, using the notes E-A-C and changing between the keys of A and B minor in a special triad. The little composition has both to accommodate the musical styles of East and West and be easily recognisable to the listener in a tuneful way.

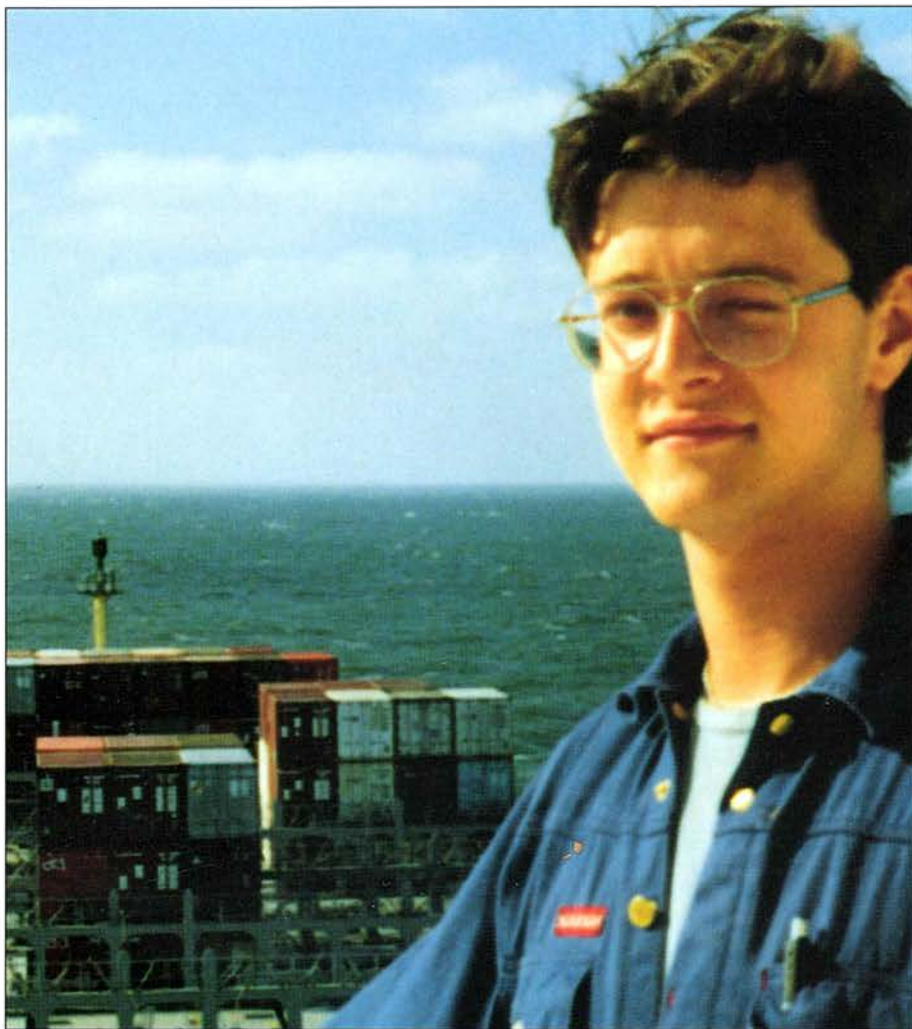
Niels Eje trained as a classical musician and is a member of the Danish Radio Symphony Orchestra. He is better known as a member of the Trio Rococo, which has played beautiful baroque music for EAC at its Copenhagen headquarters.

As a 12-year-old, he played rock music with Casper Vinding in the Extension Band. And, at 17, he played jazz in the Copenhagen Avantgarde Trio. The Trio Rococo has just participated in an international harp concert in Paris, making the only Danish contribution. In October, he will be visiting Japan to take part in a tour by Blæserensemble (the Wind Ensemble).

MANY COMPOSITIONS

“I have written between 30 and 40 pieces – around 80 per cent of Trio Rococo's compositions. It is difficult to achieve a hearing for classical music in Denmark but much easier in other countries. So I am delighted by the association with EAC and hope that the new jingle will be a success,” says Niels Eje.

The excitement of 'breathing life' into a new ship



MS AROSIA's youngest crew member, Claus Hansen, did not have many opportunities to enjoy the fresh air during the maiden voyage. His work kept him far below decks in the engine room, where he was absorbing everything that happened as part of his engineering apprenticeship



When, at the age of only 19, you are given the chance to help to 'breathe life' into a new container ship of advanced design, you have every reason to feel proud.

That is what has just been happening to the 19-year-old engine cadet Claus Hansen, who is the youngest crew member on board EAC's newbuilding, MS AROSIA.

HARD AT WORK

AROSIA is now, as reported on the following pages, busy transporting containers between the Far East and Europe.

Immediately after the name-giving ceremony and hand-over in Japan, the large container ship began its maiden voyage for the ScanDutch Service. Claus Hansen was with the vessel for the entire trip.

MANY CHALLENGES

'It has been a fantastic experience to be involved in commissioning a newbuilding,' says Claus Hansen. 'It was a tough job and, of course, there were many challenges which don't arise in a vessel which is well into its working life. But they were all quickly sorted out and new work procedures were established. It was a unique experience to be on the ship's maiden voyage.'

OWN ATMOSPHERE

Captain Knud Sehested reports that MS AROSIA is living up to expectations:

'We began scheduled services immediately after the vessel was delivered and it naturally took us a little time to create our own atmosphere on board. But everything fell into place during the voyage to Europe and the entire crew must be complimented for their fantastic efforts.'



The naming of was a colour- ful ceremony

Here the guests and crew are seen in front of AROSIA for the traditional name-giving photograph

Mrs. Jette Thiede, the wife of EAC Board member Admiral Sven E. Thiede, named the AROSIA, wishing the ship and its crew well when the champagne bottle broke against its bow



T.W. Schmith, chairman of the EAC Supervisory Board (left), and President Y. Ishii of Mitsui signed the final documents in the presence of the press

MS AROSIA



Mrs Jette Thiede greets the AROSIA's crew and Captain Knud Sehested, who has received a bouquet of flowers



Two lucky EAC employees won a trip to attend the name-giving ceremony in Japan. Willy Sørensen, from EAC Transport Agencies, Aarhus, is photographed here in front of AROSIA together with his wife, Kirsten



In this picture (from the left) are: T. Takeuchi, director of Mitsui, J. Hoshino, Mitsui's senior managing director, and Mrs Hoshino, Y. Ishii, president of Mitsui, and Mrs Ishii



This picture shows (from the left): Admiral Sven E. Thiede; Mrs Jette Thiede; T.W. Schmith, chairman of the EAC Supervisory Board, and Mrs Schmith; Christian Højersholt, from the Danish Embassy in Tokyo; John Arthur Hansen, managing director, EAC

Mitsui and EAC have worked together for almost 25 years

Co-operation between Mitsui, Japan's largest shipyard, and EAC goes back many years. So it was quite natural to award the contract to build EAC Transport Division's two new container ships to the yard. And the Japanese company's bid was also the most attractive. The two ships are the most advanced vessels so far built at the Chiba yard, which is on Tokyo Bay, about an hour's train journey from the Japanese capital. There are 150 shipyards in Japan, which has a long shipbuilding tradition. Of that total, 23 – including Mitsui – are large shipyards.

The manager of Mitsui Engineering & Shipbuilding Co.'s Sales Department at Chiba, K. Yoshida, and his right-hand man, Tadashi Nakajo, are proud of having won the EAC order, newbuildings no. 1363 and no. 1364. Each vessel is of 50,000 deadweight tons and can carry 4,000 containers.

CHIBA BEGAN IN 1962

The Chiba yard has 1,850 employees and has built 170 ships since its was established in 1962. It is located on reclaimed land and has an area of 1 million square metres. The complex includes three dry docks, laborato-

ries, administrative offices and welding shops. Steel comes from a nearby steelworks and there is always five days' supply in stock at the yard. Two cranes, each with a lifting capacity of 300 tons – the largest cranes in the world when they were built in 1962 – are used to move the heavy steel sub-assemblies.

Over the years, the Chiba yard has had to adjust to trends in the external economic environment – for example, the two oil crises. At its peak, in 1975, the yard had more than 3,000 employees. Today, most of the 1,850 employees work in production.

HAPPY THAT EAC IS BACK

"We are very happy that EAC has come back to us, after a 10 year absence. We have been building ships for the Danes for 25 years – companies like A.P.Møller, Lauritzen, Torm and Dansk-Fransk. But our current work for EAC has a special significance for us, because of the fact that we have previously built five other EAC vessels," says K. Yoshida.

Building of AROSIA – is on the way



HANDOVER OF NEWBUILDING NO.1363

"We delivered Newbuilding no. 1363 – MS AROSIA – in July and her sister ship will be handed over in the autumn, on schedule. The Chiba yard's order book is full until 1993. The main engines for the two EAC vessels are Mitsui-MAN B&W engines. They were built at our Tamano yard and transported to Chiba. We reckon on building a total of seven ships here in 1990 and work on five newbuildings is always under way," adds K. Yoshida.

K. Yoshida (right) and Tadashi Nakajo, both from Mitsui's Chiba yard, are seen here in front of a map of the yard



The building of the new ships supervised by EAC

The first in a series of two new EAC container ships was named on 23rd July. Newbuilding No. 1363 was named AROSIA (a latinized version of Århus) by Mrs. Jette Thiede, who is married to Admiral Sven E. Thiede, a member of EAC's Supervisory Board. Newbuilding No. 1364 will be named later this year. An earlier vessel in the EAC fleet has also been given this name.

The key particulars for the two vessels are as follows:

Length 294.06 m

Breadth 32.20 m

Depth 20.90 m

Draught – max. 13.00 m

Deadweight at 12.50 m 52,100 tons

Gross registered tons approx. 50,000 tons

Container capacity 4,000 TEUs

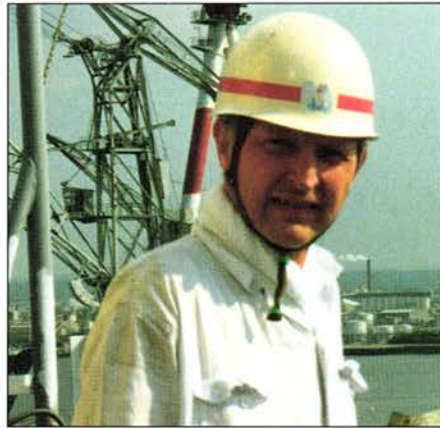
Engine – MAN/B&W 55,900 BHP

Speed approx. 24.5 knots

Crew 20

Registry: Danish International Register of Shipping (DIS).

Erik Hagedorn of EAC Transport Division SMS has been project co-ordinator since the building of the two container ships began at the Chiba shipyard in August 1989. He and



Erik Hagedorn on board one of the new vessels

the other EAC employees involved in supervising the project have had their own office at the yard, from which they have been able to check on a daily basis that the vessels are being built in compliance with the contracted specifications, drawings and quality standards.

ROUND-THE-CLOCK WORK AT CHIBA

"It has been an exciting project ever since work began at the yard in August 1989," says Erik Hagedorn. "Shipbuilding is a round-the-

clock process and every aspect has to be checked. We worked at weekends as well. We did not have much time for our families, because Jens Arne Lykner and I were learning Japanese – which I now speak sufficiently well to cope."

Chief Engineer Jens Arne Lykner will join Newbuilding No. 1364 when the vessel is ready in the autumn. The other EAC people at the yard are Chief Officer Peter Vejby Nielsen, electrician William Olsen and Peter Vedele Petersen, First Engineer.

B&W ENGINES SAVE FUEL

The main engines are 10-cylinder Mitsui-B&W 10 K 90 MC-C diesels. They have been built under licence by Mitsui Tamano and have been specially developed for the new generation of container ships. The engines have improved economy and deliver a higher output at lower r.p.m., thus saving fuel. They are also lighter than earlier engines and occupy less space. Their approximate dimensions are: height, 14 m; length, 20 m; width, 10 m. The maximum delivered output is 55,900 BHP.

The building of the EAC ships at an early stage



Mitsui has already built five vessels for EAC



MS PATULA loading timber in Vancouver



MS SUMBAWA on its trials in May 1977

MS AZUMA undergoing trials in March 1966

MS AZUMA

Supplied by the Tamano yard in March 1966.

AZUMA was one in the last series of general cargo vessels built for EAC for use on the fast liner service between Europe and Japan.

The ship was sold to Greek shipping interests in 1979 and was scrapped in 1985.

Deadweight: 13,100 tons Horsepower: 15,000
Gross registered tons: 11,200 Service speed: 20.75 knots
Length: 152 metres
Beam: 23 metres

Apart from the two vessels currently under construction, the Mitsui yard has, over the past 25 years, built five ships for EAC. They are listed below, with brief descriptions.

MS PATULA

Supplied by Tamano yard in June 1976.

Sister ship to PONDEROSA and operated in the same way.

It was transferred to the Bahamian flag in 1982 under the name FP CARRIER and was sold in 1988 to another Bahamian shipping line, which now operates the vessel under the name DOROTHY M.

It had the same specifications as PONDEROSA.

MS SUMBAWA

Supplied by the Tamano yard in May 1977.

The ship was the first of a major new series of EAC ships known as Liner Replacements.

It was designed both to replace the earlier, conventional liner vessels and to be used in the bulk transport services in which EAC was engaged.

SUMBAWA was transferred to the Bahamian flag in 1983 and was sold two years later to Yugoslavian interests. The vessel continues to trade under the Yugoslavian flag, with the name KORNAT.

Deadweight: 23,300 tons Horsepower: 10,600
Gross registered tons: 16,100 Service speed: 15.75 knots
Length: 150 metres
Beam: 25 metres

MS PONDEROSA

Supplied by Fujinagata shipyard in December 1975.

The ship was the first of two bulk carriers specially equipped for the transport of sawn timber. It was put into service carrying timber from the west coast of Canada to Europe and was also used on the open market.

In 1982, the vessel was transferred to the Bahamian flag under the name of FP CONVEYOR, while continuing in EAC ownership.

It was sold to another Bahamian shipping line in 1989 and is still in operation under the name ADRIANE E.

Deadweight: 38,900 tons Horsepower: 11,900
Gross registered tons: 24,000 Service speed: 15.5 knots
Length: 182 metres
Beam: 29 metres

MS SONGKHLA

Supplied by Tamano yard in July 1977.

A sister ship to SUMBAWA, it was sold to Yugoslavia in 1985 and continues to sail under that country's flag with the name MURTER.

The specifications are the same as SUMBAWA's.

Princess Benedikte visits EAC Malaysia

Her Royal Highness Princess Benedikte, Queen Margrethe's younger sister, visited EAC's head office in Malaysia during her visit to South-east Asia in June. The photograph shows Princess Benedikte being welcomed by John Madsen, EAC Malaysia, and Dr. Goh Cheng Teik MP. John Madsen later briefed the royal guest on EAC's activities in Malaysia.



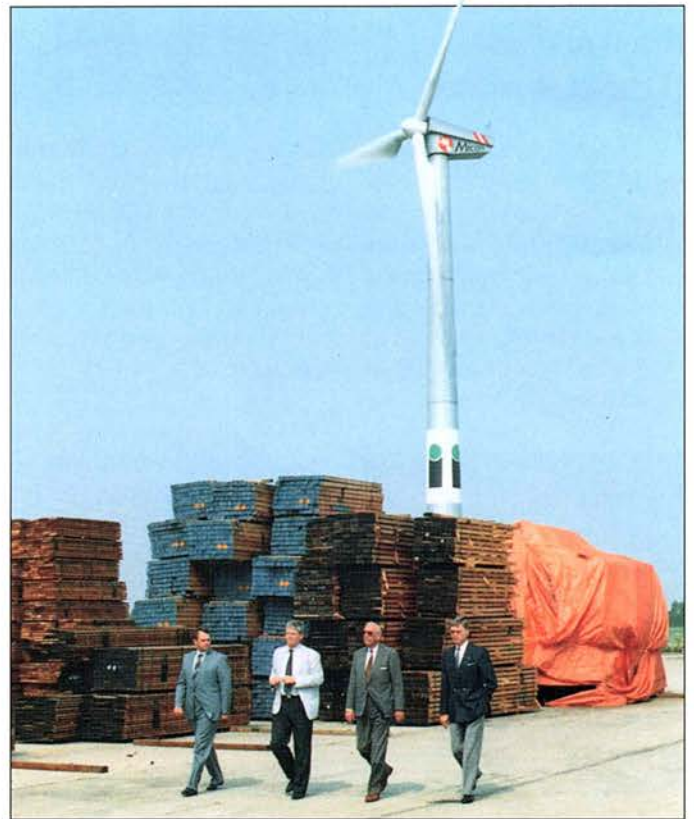
EAC SPOTS



Official opening of factory in Thailand

In Thailand EAC is co-owner with the British/Belgian Interlox Group and Thai investors, of a new hydrogen peroxide factory, Peroxythai Limited. The new factory was officially opened on 6th July by Korn Dabbaransi, Minister in charge of

the Office of the Thai Prime Minister. The company is located in a large petrochemical complex in Rayong Province, 200 kilometres south-east of Bangkok. The factory has a production capacity of 10,000 tons a year and the hydrogen peroxide will be marketed by EAC Thailand, with the Thai textile and paper industries as the major customers.



Two EAC employees study Japanese

Vagn Heiberg and Lars Wittig, two EAC employees in Japan, have thrown themselves into the task of learning Japanese. Lars Wittig is studying the language at the highly renowned educa-

tional institution Kanazawa. His six-month course consists of five lessons a day, each lasting one hour, six days a week. Vagn Heiberg is undertaking an 18-month course at Sophia University, where he is taking part in the European Community's - Executive Training Programme. In addition to his Japanese language studies, he will also learn about Japanese business and culture. Vagn Heiberg is seen here with his teacher.

Windmills supply power

Based in Antwerp, INDUFOR has a significant business importing timber for the European joinery and furniture industries. One of the company's activities is the operation of a kiln drying plant thought to be one of the largest and most modern plants in Europe. The drying process is based on high-technology kilns. From this autumn, the company will be generating all its own

electricity, supplied by 15 Danish made windmills. Six windmills have already been running for a year and the remainder are now being installed. EAC's managing director, H.H. Sparsø visited INDUFOR in the early summer and is seen here in the timber storage area next to the kilns with (from the left) INDUFOR'S managing director, C.H. Petersen, factory manager K.M. Agger and assistant general manager Hans C. Jensen, Copenhagen.



There was also a sailing trip in a two-masted schooner on Øresund

EAC SPOTS

Staff from all over the world at Danish seminar

The 24 participants in the seminar held in Denmark in June for senior staff from overseas had two very hectic weeks. Their very full programme included a round of introductory visits to all divisions and staff departments at head office, as well as visits to subsidiaries in Denmark and



northern Germany. In addition, the weekend in the middle of the seminar programme provided an opportunity to visit famous tourist attractions in Copenhagen and North Zealand. The pictures show glimpses of the fortnight's events.

One of Danish Freeze-Drying's specialties is freeze-dried chives. Here the participants view a stage in the production process



Hubert Jensen, who co-ordinated the seminar, is presented with a gift from the participants amid great merriment at the closing dinner



Memorial honours hospital ship JUTLANDIA

A memorial to the hospital ship JUTLANDIA was unveiled on Langelinie, Copenhagen, in July in a ceremony attended by more than 100 specially invited guests, as well as press and TV representatives. The memorial has been erected in honour of JUTLANDIA's activities during the Korean War, in 1950-53. The hospital ship was Denmark's humanitarian contribution to the

UN force and was loaned by EAC. The South Korean Ambassador was among the guests and is seen here with, from the right: Hans Kaad (chairman of the Jutlandia Veterans' Association) and Sven Jagd (a retired EAC ship's inspector) and Dr. Claus Jessen – both members of the Jutlandia Veterans.





R.T. Briscoe (Nigeria) Ltd. Board meetings

R.T. Briscoe (Nigeria) Ltd. held a Board meeting at the Emir's Palace, Kano, on 30th May. His Highness the Emir, Alhaji Ado Bayero, the longest serving member of the Board, had kindly invited Briscoe's Board to meet at his palace. EAC owns 40 per cent of the shares in RTB, the maximum percentage permitted to foreign investors in Nigerian trading companies. This photograph of the Board shows His Highness the Emir at the end of the table. From the left are Flemming Marcher, Rowland Eso, Board chairman Alhaji Shehu A. Musa and Chief S. A. Emoekpere.



In the smaller picture, the Emir is seen arriving at the meeting on horseback. RTB Board meetings are also held in Copenhagen from time to time. The most recent one was in July at the EAC head office. After the meeting, the Board members were invited to lunch by EAC's Executive Board and the participants are seen here in the Executive Board's drawing room.



GEM receives new containers from China

Global Equipment Management (GEM), London, has taken delivery of the first part of an order for 1,500 containers from China International Marine Containers Ltd., Shenzhen. The delivery took place in Hong Kong earlier this year and the containers were immediately added to GEM's existing fleet of some

120,000 container units. GEM has ordered a total of 13,000 new containers of various types for delivery during 1990 from Korea, Taiwan, China, Thailand and Italy. The containers are seen here being transferred to trailers before being driven to Hong Kong's container port.



EAC sponsors opera at the Royal Theatre

EAC is sponsor of the Copenhagen Royal Theatre's opera company. The sponsorship will provide financial support to major individual operatic events at the theatre. EAC's sponsorship was announced at a press conference at head office. The photograph, taken at that event,

shows (from the left): Poul Jørgensen, general manager of the opera; Boel Jørgensen, the theatre's general manager; H.H. Sparsø. The first sponsored event under the agreement was on 17th August, when there was a large open-air concert in Frederiksberg Park, Copenhagen, involving members of the opera company and the choir of the Royal Chapel.



DUMEX factory nears completion

The construction of DUMEX's new factory on the outskirts of Bangkok is progressing according to plan, with occupation

planned for early October 1990. The photo shows a section of the factory, with the administration building in the background.



EAC Data is an EDP “bridge-builder” in the public sector

The years of slick, fast EDP solutions are over. There is simply no longer enough money for them. Public authorities now work according to budgets, just as the private sector does – and the myth of inexhaustible cash supplies has been exploded.

EAC Data has used its understanding of this trend to establish a firm foothold in the Danish public sector.

SERVICE AND PEOPLE

“The public sector can be compared with a modern and well-run private company,” says Karl-Henrik Bang, managing director of EAC Data. It is unlikely that there are many organisations under greater pressure than the municipalities, in which self-government and decentralised systems have to create a better financial relationship between service and costs, and where quick access to information is the key to improving service. Higher service levels are being demanded at the same time as retrenchment, staff cuts and increases in capacity.

“It also has to be noted that the ‘product’ in the public sector is mainly to do with service to the individual, on whom there is a greater focus than in the private sector,” continues Karl-Henrik Bang.

CHALLENGE

It is also a fact that there are no two municipalities or administrations which have exactly similar structures in the Danish public sector. As a result, there are many very different EDP systems.

“Unfortunately, these systems do not always communicate terribly well with each other,” says Karl-Henrik Bang. “We are convinced that EAC Data’s role must be to build bridges between the systems of the past and those of the future. Simply stated, we cannot afford to throw out the enormous EDP investments of the ‘80s. In this situation, it is right for people to demand creativity and new

ideas from such companies as EAC Data. We want to offer the public-sector authorities ways of making their existing equipment work well together – and with the objective of its being integrated with the new equipment.”

EAC Data considers this the EDP sector’s greatest challenge for the ‘90.

NEED FOR MAXIMUM OPERATING EFFICIENCY

That is why EAC Data has sharpened up its approach to the development of solutions for the public sector.

“In our view, the public sector has to ensure



the building of bridges to existing EDP facilities. Sticking to open, recognized standards, you never start off on completely the wrong foot – even though it is impossible to secure yourself completely against future trends in the EDP sector.

EAC Data also has a clearly-defined approach towards everyday service: Its customers need maximum operating efficiency on a continuous basis.

The moment of truth in the relationship between EDP supplier and user comes when the user presses the key.

"The system must work at that point," concludes Karl-Henrik Bang.

Managing director Karl-Henrik Bang discusses EAC Data's opportunities with some of his colleagues at the company's headquarters at Baltorpsvej, Ballerup. From the left: divisional manager Allan Borgström, managing director Karl-Henrik Bang, sales manager Ole Jensen, chief consultant Tom Møller, and sales manager Claus Moldow. They are unanimous in believing that EAC Data's customers in the public and private sectors have to be provided with maximum EDP operating efficiency on a continuous basis



Public sector customers like EAC Data approach

"EAC Data's consultants knew what they were dealing with, especially when there were rather special problems to be solved." These were the words used by Torben Hansen, head of EDP for the Danish municipality of Vejle, when he was commenting on the local authority's collaboration with EAC Data. He was referring to a complicated project in which an IBM Coax Cabling had to be linked to an optical fibre ring in a main distributing frame. The installation had to be undertaken in connection with the commissioning of a new EDP facility for the Vejle municipality at a very tight schedule.

DEVELOPMENT

Over the past 10 years, EAC Data has established a series of working relationships with Danish local authorities. During the period, EAC Data has acquired considerable know-how in the development and maintenance of public sector EDP systems.

Other statements from customers confirm this.

For example, Gert Jensen, Head of Finance for Herning municipality, in Jutland: "The municipality buys assistance in developing its EDP system as and

when we need it. In that context, we have had great help from EAC Data as a collaborator and sparring partner. One of the results from that partnership has been a system to deal with salary queries. It worked so well that Kommunedata (the municipalities' joint EDP organisation) is now marketing it together with EAC Data."

Systems Manager Erik Borgholm, Århus: "We like to carry out our own EDP projects. It is the least expensive way of doing things and we obtain systems which meet our precise needs. But we need assistance – and this is where EAC Data comes into the picture. EAC Data's consultancy service can be adjusted to provide what we actually require. We simply buy 'by the yard'."

EDP Manager Gert Jensen, Gladsaxe municipality: "We cannot afford to employ expensive system programmers, so we have come to an agreement with EAC Data under which we receive expert assistance as required. We have been delighted by the help this partnership has given us in areas such as installation, maintenance, and the solution of ad hoc problems. We have had access to professional expertise at a reasonable price."

Mapol on the crest of the 'green wave'

Mapol, as the first Brazilian company to do so, has been undertaking an environmental campaign in relation to its products since October last year. Mapol is EAC's egg-tray manufacturing company in Sorocaba and has been in business for nearly 20 years.

In 1971, when manufacturing began, there was just one production line. Today, the company is on the point of inaugurating its sixth line, which is to be commissioned this autumn. Thereafter, Mapol's annual capacity will be 420 million egg and fruit trays. The new machinery will be able to manufacture 18-egg lidded boxes – the only machinery in the market capable of doing this.

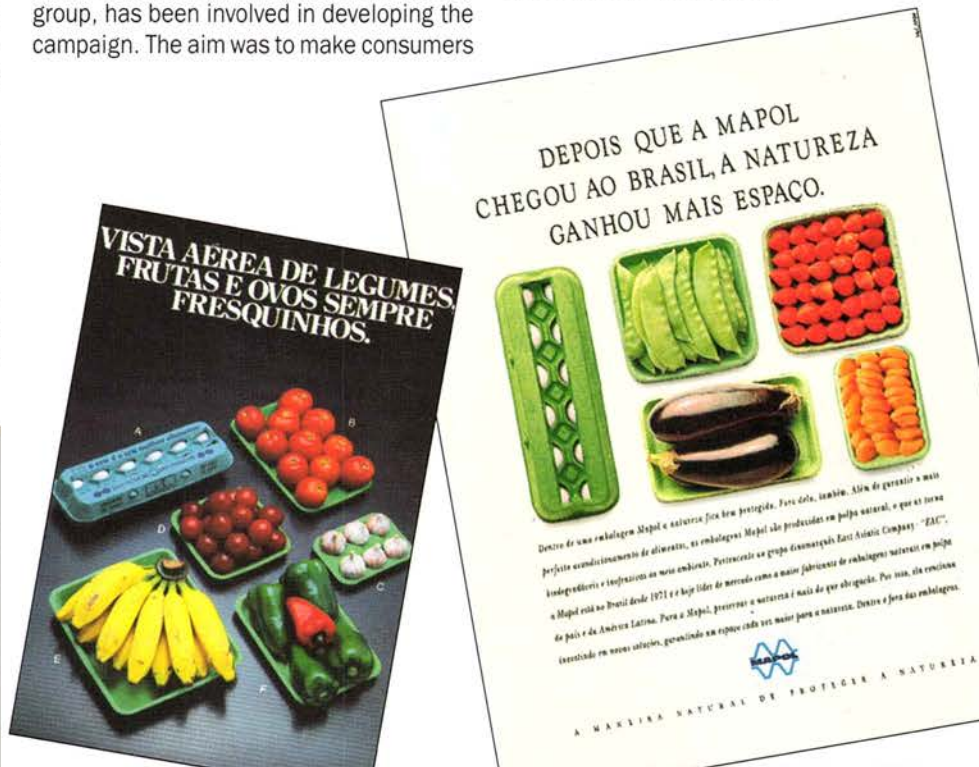
ADVERTISING AGENCY INVOLVED

McCann-Erickson Brazil, a company in the internationally known advertising agency group, has been involved in developing the campaign. The aim was to make consumers

aware of Mapol's environmentally friendly products – and the campaign's success has exceeded all expectations.



Mapol has a total of 30 merchandisers in and around São Paulo and Rio de Janeiro. Here, Senhorita Abelita Braz de Oliveira is checking the display of products sold in Mapol's packaging



Aqui o ovo respira.

OVOS SELECIONADOS

1 DÚZIA

- Sistema exclusivo de ventilação: os ovos não ficam abafados, respiram tranquilamente, mantendo-se mais frescos e saudáveis por mais tempo.
- Melhor qualidade, maior durabilidade: arruagem e manuseio com uma única segurança.
- Embalagem em papel é um recurso natural. Não polui o ambiente e preserva a natureza.

E a natureza respira aliviada.

"For the first time, we have moved beyond the trade press," explains Per Lerdrup Olsen, chief executive of the EAC subsidiary. Our media choice has included the weekly magazine 'Veja', which has a circulation of more than 810,000 and whose closest international equivalents are magazines like 'Time' and 'Newsweek'.

"The reaction has been overwhelming – both from consumers and retailers," continues Per Lerdrup Olsen.

THE ENVIRONMENTAL DECADE

"Just as health problems were the theme on which people focused in the '80s, I believe the '90s will be the environmental decade. And environmental consciousness will achieve a quicker breakthrough than health concerns did. So we expect there to be a very rapid effect on the sale of Mapol's products," concludes Per Lerdrup Olsen.

Other examples of the advertisement which Mapol is using in its environmental campaign are shown on page 22. This advertisement at the right has appeared in 'Veja'. It points out that Mapol's packaging is manufactured from natural resources (pulp), which are bio-degradable and harmless to the environment

Mapol has recently achieved good exposure for its products in one of Brazil's largest supermarket chains, which has several hundred retail outlets. Posters, like the one shown at the left, are being displayed in great numbers in all the company's supermarkets. The message is: "Here the eggs can breathe" - "Nature breathes a sigh of relief"



Shareholders listening to the Chairman presenting the accounts

Trying to solve our postal problems

In the last edition of EAC Magazine we mentioned the postal problems experienced in connection with the dispatch of admission cards for EAC annual general meetings. It seems that the Danish P&T's management are among the magazine's readers, because we received a friendly letter from them offering to discuss EAC's problems.

There has since been a meeting with the postal service, at which the entire mailing procedure in relation to general meetings was reviewed.

THE SOURCE OF THE PROBLEM

There are no problems with the preliminary notice sent to shareholders about three weeks before the general meeting. The problem only arises when a shareholder sends a request for an admission card.

For example, if the shareholder sends his request on a Wednesday, the postal service registers on Thursday that the postage is to be paid by the recipient and forwards the let-

ter to us on the Friday. So the application only reaches us in Monday morning's mail delivery. Even if we process the admission card the same day, there have been cases of post taking two days to reach its destination, so the shareholder may only receive the admission card a week after applying for it.

The postal service has promised to process this special mail faster next year. The details have not yet been finalised but there is to be a meeting in January/February 1991, when EAC and the postal service will work out a logistical plan. We hope by this means to avoid these unfortunate delays.

EAC HOLDING'S AGM

On 31st May, Hotel d'Angleterre was once again the setting for EAC Holding's annual general meeting, which was attended by 300 shareholders. A further 570 shareholders had given proxies to the Board. We should like to take this opportunity to express our thanks for those proxies.



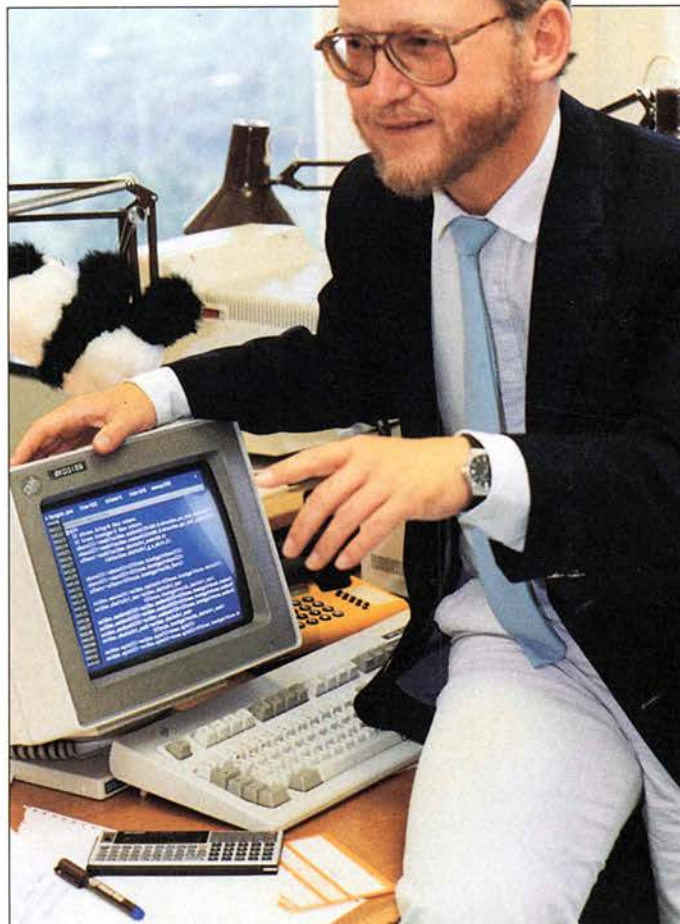
EDP at work - jazz at play

Peter Nørrelund is seen here playing "foot-tapping, swinging jazz" at a Copenhagen concert. Below the theme is briefing on EAC Data, where his main activity is the development of PC systems

There are two major interests in the life of chief consultant Peter Nørrelund, EAC Data – computer technology and jazz.

In the spring, Peter Nørrelund was elected as a staff representative to EAC Data's Board. His interest in music was featured in the election manifesto he addressed to his colleagues. His remarks included the following: "My fundamental approach is the same as a musical conductor's. I want to put together 'musicians' who, individually, may simply make a noise but playing together can contribute to the development of talent, new insights and ideas."

Peter Nørrelund's colleagues liked his manifesto, so he is now



able to express his exciting ideas on the Board.

There was a practical basis for Peter Nørrelund's reference to music.

He is a leading member of the Danish – and internationally celebrated – Brede Big Band, playing saxophone and clarinet.

The band is known for its "foot-tapping, swinging jazz", as one journalist has described their music.

"Foot-tapping and swinging music is a great combination," says Peter Nørrelund, "and my time with the Brede Big Band provides a good alternative to the other part of my exciting life – my job with EAC Data and membership of the company's Board."