

ØKEAC

Bladet

Magazine

2/83



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Forsiden

Bær og frugt og pulvere deraf. Torsk. Rejer. Rejepulver. Plankton-pulver. Krydderurter. Asparagus. Porrer. Æbler og hvidkål. Alle disse produkter fra ØK's datterselskab Dansk Fryse-Tørring, Kirke Hyllinge, der eksporterer 92 pct. af produktionen til 16 lande, udgør denne usædvanlige mosaik.
Foto: Elsa Larsen.

Front page

Berries and fruits and related instant powders hereof, codfish, shrimps, powdered shrimps, plankton-powder, spices, asparagus, leeks, apples, and cabbage. These products from our Company's subsidiary, Danish Freeze-Drying Ltd., Kirke Hyllinge, 92% of which are exported to 16 countries, make up this unusual mosaic.
Photo: Mrs. Elsa Larsen.

Bagsiden

1983-kalenderen fra samsejlings-virksomheden ScanDutch rummer eksempler på fremtidens mulige transportformer.

Back page

The 1983 calendar from the ScanDutch joint service includes examples of possible future transport forms.

ØK/EAC

Bladet Magazine 2/83

April 1983 . Nr. 2 . Årgang 26

Udgivet af:

Aktieselskabet Det Østasiatiske Kompagni
Holbergsgade 2, 1099 København K

Redaktion:

Erik Eriksen (ansvarshavende)
Erik Bach, Poul Gram Petersen
Redaktionssekretær: Inge Koerner

Redaktionen adresse:

ØK Bladet,
A/S Det Østasiatiske Kompagni
Informationsafdelingen, Holbergsgade 2
1099 København K

Tryk: Bonde's, København

En mindre verden

Dagen efter ØK-regnskabet's offentliggørelse bragte »Berlingske Tidende« under ovenstående overskrift følgende, ledende artikel.

Østasiatisk Kompagni, som endnu for få år tilbage havde overskud, der nærmede sig en halv milliard kroner, har for andet år i træk haft underskud af næsten tilsvarende størrelse. Det siger noget om de barske vilkår, som møder selv de største virksomheder både herhjemme og ude i verden.

Da kompagniet i fjor gav den alarmerende meddelelse om det meget betydelige underskud, holdt dagbladet Aktuelt sig ikke tilbage for en påstand om, at det drejede sig om et manipuleret regnskab, hvis mål var at aftvinge den socialdemokratiske regering skattelettelser og erhvervsstøtte. Denne påstand vil bladet formodentlig holde sig for god til at gentage i år. Ganske vist gør kompagniet opmærksom på, at det må betale meget betydelige beløb i skat, fordi sambeskatningsreglerne ikke gør det muligt at fratække ethvert underskud i en af koncernens virksomheder i andre virksomheders overskud. Det er en konsekvens af den struktur, der gælder for kompagniets verdensomspændende aktiviteter. I de gode tider har man kunnet affinde sig med for-

hold, som springer i øjnene, når virksomheden går dårligt.

I fjor talte en anden socialdemokratisk røst – nemlig økonomen Steffen Møller – om, at det var en national katastrofe, at ØK var kommet ud i denne store krise. Derom er der naturligvis ikke tale. Der er slået nogle skår i den nationale forestilling om H. N. Andersens livsværk, som voksede op til at blive en af verdens store virksomheder spændende over handel, industri og skibsfart overalt på kloden. Men om kompagniets vilje til at overvinde krisen hersker ingen tvivl. Det store fald i omsætningen i det forløbne år vidner om evnen til gennem drastiske indgreb at skære bort, hvad der er tyngende, selv om det kan være smerteligt at trække sig ud af virksomhed, der har været med til at give selskabet dets karakter.

Østasiatisk Kompagni vil ikke være det samme efter at have gennemgået denne store krise. Også for ØK er verden blevet mindre, men dens udfordringer er lige så store som dengang det hele begyndte.

“A smaller world”

The day after publication of EAC's Report & Accounts for 1982, the Danish daily "Berlingske Tidende" had the following editorial:

The East Asiatic Company, which only a few years ago showed profits close to 500 million Danish Kroner, has for the second year running reported a loss of an almost identical size. This illustrates the harsh conditions faced by even the largest organizations both at home and abroad.

When EAC last year announced the alarming news about a very substantial loss, the daily, "Aktuelt" (mouthpiece of the Social Democratic party) did not hesitate to allege that the accounts had been manipulated with a view to forcing the then Social Democratic Government to grant tax reliefs and trade subsidies. "Aktuelt" will probably think twice before repeating last year's allegation. EAC does admittedly draw attention to the fact that very substantial amounts in taxes are payable because regulations governing group taxation do not allow all losses incurred by one of the Group companies to be set off against other Group companies' profits. This is a consequence of the structure applying to EAC's worldwide activities. During favourable times it was possible to put up with conditions which leap to the eye during adverse times.

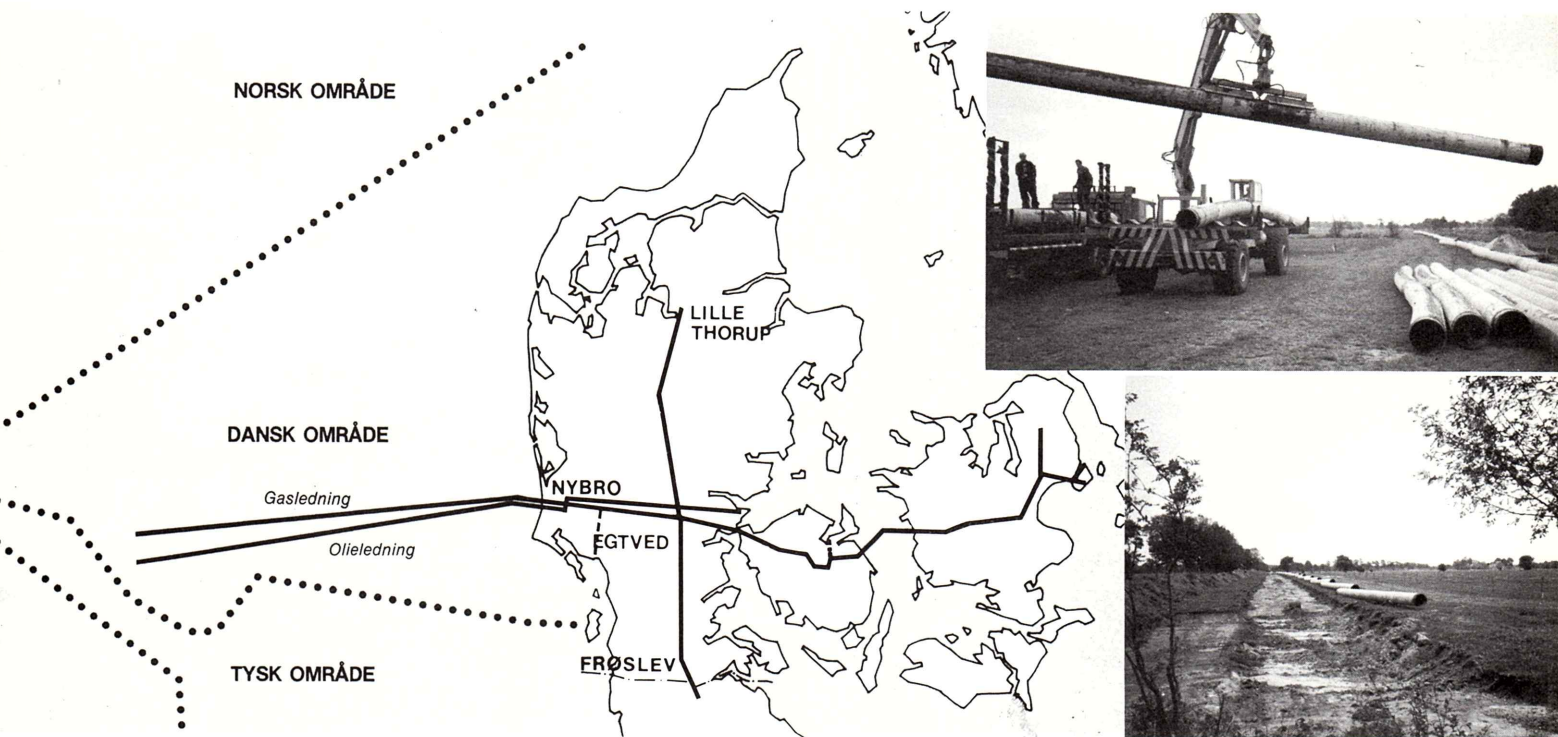
Last year another Social Democratic voice – that of economist Steffen Møller – said that it was tantamount to a national disaster that EAC had run into a crisis of such dimensions.

This is, of course, not the case. The national impression about H.N. Andersen's life-work – which became one of the world's large organizations comprising worldwide trade, industry, and shipping – has to some extent been impaired. There is, however, no doubt about EAC's determination to surmount the crisis. The substantial drop in turnover during the past year is proof of EAC's ability to cut away – through drastic measures – burdensome activities, painful as it may be to withdraw activities which have contributed to shaping EAC.

The East Asiatic Company will not be what it used to be after having weathered this severe crisis. To EAC the world has also become smaller, but the challenges will be just as great as those prevailing when it all started.

ØK-firma ekspederer 182 kilometer rør

EAC firm handles 182 km piping



Ny, stor transportopgave til Jutlandia Terminal ApS i Esbjerg

Jutlandia Terminal ApS, Esbjerg, datterselskab af det ØK- og DSB-ejede Alfragt a/s, har fået en ny, stor transportopgave i forbindelse med etableringen af det danske naturgasnet, nemlig transport og udlægning på strøer af 14.000 rør på en strækning af 182 km.

Nedlægningen af hovedtransmissionsledningen, der skal forbinde den undersøiske transmissionsledning fra felterne i Nordsøen med fordelerstationen i Egtved midt i Jylland, blev påbegyndt i slutningen af marts, og totalentreprisen for dette arbejde, der ialt omfatter ca. 72 km rør (ca. 5.000 rør) er tildelt ingeniørfirmaet Kampsax i samarbejde med det hollandske entreprenørfirma Nacap.

En af underentrepriserne er den såkaldte »stringing« opgave, d.v.s. transport af rørene fra mellemdpoterne og udlægning på strøer i en ubrudt række langs nedlægningslinjen for sammensvejsning. Denne opgave er blevet betroet Jutlandia Terminal, der har kunnet påtage sig det krævende arbejde i kraft af et snævert samarbejde med det hollandske firma Hooymeijer B.V., Vlaardingen, som har stor ekspertise på dette område.

Sideløbende med gasledningen skal nedlægges en rørledning for transport af olie fra Nordsøen til raffinaderi i Fredericia, og Jutlandia/Hooymeijer har også fået overdraget stringingen af de 9.000 rør over en strækning på ca. 110 km af Kampsax/Nacap. Arbejdet, der blev påbegyndt i slutningen af marts, ventes at ville strække sig over fire måneder.

Billederne viser »stringing«, udført i Holland.

New, large transport task to Jutlandia Terminal Ltd. in Esbjerg

Jutlandia Terminal Ltd. in Esbjerg (on the west coast of Jutland), subsidiary of the EAC/DSB (Danish State Railways) jointly owned Allfreight Ltd. in Copenhagen, has secured another large transport task in connection with establishment of the Danish natural gas network, involving transport and placing of 14.000 pipes on joists covering a stretch of 182 km.

Digging down of the main pipeline, which will connect the submarine pipeline from the gas fields in the North Sea with the distribution station in Egtved in the centre of Jutland, was started at the end of March. The overall contract for this job, comprising about 72 km of piping (about 5.000 pipes), has been awarded to the Danish engineering firm of Kampsax in co-operation with the Dutch contractors Nacap.

One of the subcontracts comprises the so-called »stringing«, i.e. transport of the pipes from intermediate depots and placing them on joists in an uninterrupted row along the pipeline trench in preparation for welding the pipes together. This task has been entrusted to Jutlandia Terminal which has been able to undertake this demanding work thanks to a close co-operation with the Dutch firm of Hooymeijer B.V., Vlaardingen, experts in this field.

Next to the gas pipeline another pipeline will be laid for transport of oil from the North Sea to a refinery in Fredericia (on the east coast of Jutland). Kampsax/Nacap have also entrusted Jutlandia/Hooymeijer with the »stringing« of the 9.000 pipes involved covering a stretch of about 110 km. The work was commenced at the end of March and is expected to last about four months.

The pictures show »stringing« in Holland.

Markant forbedring i vente efter Kompagniets store tab i 1982

I halvårsberetningen, der udsendtes i oktober 1982, udtalte vi, at der for 1983 var udsigt til en markant forbedring. Det er fremdeles vor vurdering, sagde bestyrelsesrådets formand, direktør T. Wøldike Schmith, på Kompagniets 86. generalforsamling den 25. marts. I sin mundtlige beretning, der godkendtes enstemmigt og uden kommentarer fra de henimod 1000 aktionærer, som deltog i generalforsamlingen, begrundede Kompagniets formand forventningerne til 1983 således:

– Eftersom tilpasningen af koncernen på det nærmeste er på plads, bliver der formentlig tale om væsentligt reducerede ekstraordinære omkostninger, som belastede både 1981- og 1982-regnskabet. Koncernens samlede gæld er faldende og androg 10,3 mia. kr. ultimo 1982 mod 11,2 mia. året før, og målet er en yderligere, betydelig reduktion i indeværende år. Sammen med en faldende rente medfører denne udvikling, at finansieringsomkostningerne reduceres, og jeg forventer et fald i disse omkostninger på over 200 mio. kr.

– På baggrund af den udvikling, som Kompagniet har gennemlevet i 1982, kan kræfterne nu koncentreres om at styrke indtjeningen. Som udsigterne tegner sig i dag, er der da også grund til at forvente fremgang for både handels- og industriaktiviteterne. For vor skibsfart skal vi næppe forvente nogen bedring, medmindre de tegn, som vi nu ser på økonomisk fremgang, er varsler om et snarligt, massivt opsving, og det er nok for optimistisk. Det kan imidlertid ikke blive før for regnskabsåret 1984, at resultatet af den primære drift vil kunne berettige til udlodning af dividende.

Om årsagerne til det dårlige resultat i 1982 – hvor Kompagniets andel i det endelige nettoresultat i koncernen blev et tab på 349 mio. kr. og resultatet i moderselskabet et tab på 98,5 mio. kr., men hvor Kompagniet dog hjembragte godt 1300 mio. kr. netto i fremmed valuta –, sagde direktør Wøldike Schmith:

– Ganske mod forventning blev den økonomiske krise langt værre i 1982 end i 1981 med faldende indtjening, ikke mindst for vor skibsfart, til følge. Hertil kom vore stærkt stigende finansieringsudgifter grun-

det specielt de meget høje renteudgifter for vore dollarlån i årets første halvdel samt en stærkt stigende dollarkurs for andet år i træk. Endvidere tog – på grund af krisens verdensomspændende omfang – den meget gennemgribende strukturrationalisering af koncernen, som planlagdes i 1981, længere tid at gennemføre end forventet. Med andre ord vil virkningen af denne rationalisering først vise sig i 1983...

I sin beretning oplyste Kompagniets formand endvidere,

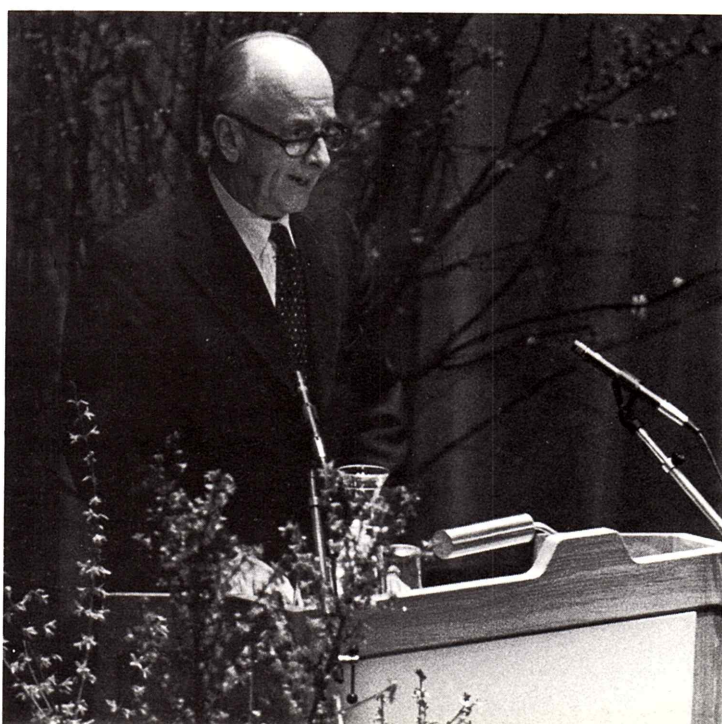
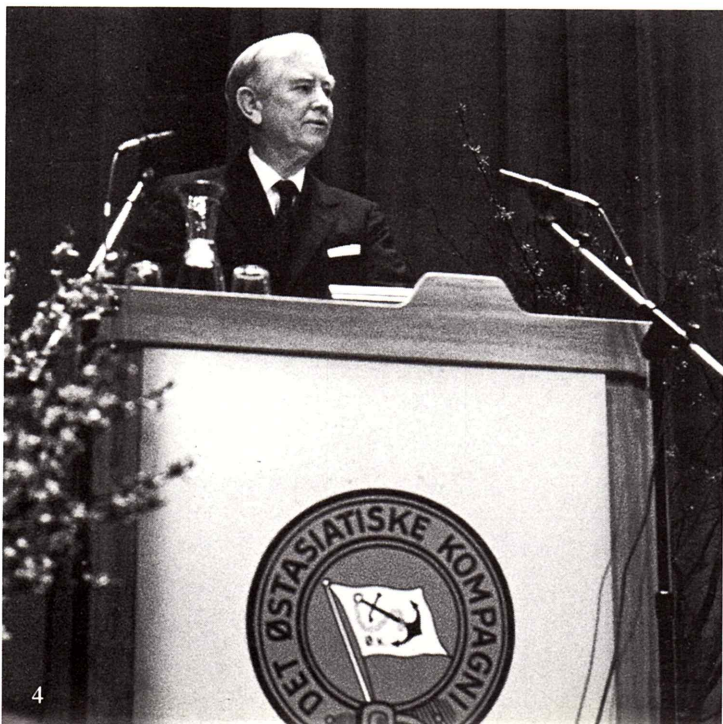
- at skibsafdelingens resultat forringedes med ca. 200 mio. kr. i 1982,
- at de to sværvægttere blandt Kompagniets danske virksomheder, Nakskov Skibsværft og Plumrose-koncernen, havde et samlet tab på ca. 200 mio. kr.,
- at de øvrige danske virksomheder klarede sig pænt,
- at det påny gik virksomhederne i Det fjerne Østen, specielt i Hong Kong, Thailand, Malaysia, Singapore og Indonesien, godt,
- at det går rimeligt pænt i Sydamerika og Sydafrika, hvorimod det har været nødvendigt at nedskære meget kraftigt i Nigeria,
- at aktiviteterne er ophørt i Cameroun og Elfenbenskysten og reduceret stærkt i Østafrika,
- og at den grafiske forretning i USA, Heidelberg Eastern, havde et fortrinligt år, ligesom den australske Plumrose-virksomhed opnåede meget tilfredsstillende resultater.

Endelig omtales beslutningen om at trække sig ud af Tahsis Company Ltd. i British Columbia i Canada og afhænde aktierne til partneren, CIP Inc. Beslutningen skyldes, at virksomhedens afhængighed af konjunkturerne er meget betydelig – Tahsis havde store tab i 1981 og 1982 og et negativt budget for 1983 –, og at et fortsat engagement i Tahsis ville kræve fremtidige investeringer af en størrelsesorden, der ville være vanskelig at magte for Kompagniet, hvis andre aktiviteter samtidig skulle kunne udvikles. ØK har dog fortsat et handelskontor i Vancouver og betydelige skibsfart-aktiviteter i British Columbia.

Bestyrelsesrådets formand, direktør T. Wøldike Schmith, aflægger beretning, der godkendes enstemmigt af aktionærerne.

T. Wøldike Schmith, Chairman of the Supervisory Board, submitting his report which was unanimously approved by the shareholders.

Landsretssagfører Erik Nielsen var generalforsamlingens dirigent. Erik Nielsen, Barrister, chaired the Annual General Meeting.



Marked improvement expected following EAC's large losses in 1982

In our Company's biannual report submitted in October 1982 we declared that 1983 held out prospects for a marked improvement. This is still our evaluation, said T. Wøldike Schmith, Chairman of the Supervisory Board, at our Company's 86th Annual General Meeting on 25th March. In his verbal report which was unanimously and without comments approved by the close to 1,000 shareholders participating in the Annual General Meeting, our Company's Chairman stated the following reasons for the 1983 outlook:

As the adaptation of the Group is almost completed, extraordinary expenses – which burdened both the 1981 and 1982 accounts – will probably be substantially lower. The Group's total debt is declining and amounted to Dkr. 10,300 million at the end of 1982 as against Dkr. 11,200 million the previous year, and the target is a further, substantial reduction for the current year. This development combined with a declining rate of interest will reduce the financing costs, and I expect a reduction in these expenses of more than Dkr. 200 million.

In view of the developments which our Company went through in 1982, efforts can now be concentrated on strengthening earnings. As prospects look today, there is good reason to expect progress both in the trading and industrial activities. As far as shipping is concerned, we can hardly expect any improvement, unless the signs of economic progress which we are now witnessing augur an early, massive recovery, and such view is perhaps too optimistic. However, the result of primary activities will not justify the declaration of dividends until 1984.

As to the reasons for the poor 1982 result – where our Company's share in the final net result of the Group came to a loss of Dkr. 349 million and that of the parent company to a loss of Dkr. 98.5 million, but when our Company nevertheless brought home the equivalent of Dkr. 1,300

million in foreign exchange – T. Wøldike Schmith had the following comments:

Quite against expectations the economic crisis in 1982 turned out to be far worse than in 1981, resulting in declining earnings, not least with regard to our shipping activities. To this must be added our heavily increasing financing costs due especially to the very high interest rates for our dollar loans during the first half of the year combined with a rapidly increasing dollar rate for the second year running. Furthermore, the drastic structural rationalization of the Group, planned in 1981, took longer time to carry through than expected due to the worldwide extent of the crisis. In other words, the effect of this rationalization will only manifest itself in 1983.

In his address our company's Chairman furthermore reported:

- that the Shipping Department's result for 1982 was reduced by Dkr. 200 million
- that the two heavyweights among our Company's Danish subsidiaries, Naskov Shipyard and the Plumrose Group, accounted for a total loss of about Dkr. 200 million
- that the remaining Danish companies generally speaking gave a good account of themselves
- that the companies in the Far East, especially in Hong Kong, Thailand, Malaysia, Singapore, and Indonesia again did well
- that South America and South Africa held their own whereas drastic reductions have been necessary in Nigeria
- that activities have ceased in Cameroon and the Ivory Coast and have been heavily reduced in East Africa, and
- that the graphic business in USA, Heidelberg Eastern, had an excellent year and the Australian Plumrose company achieved very satisfactory results.

Finally, mention was made of the decision to pull out of Tahsis Company Ltd. in British Columbia, Canada, and to sell the shares to our partner, CIP Inc. The decision is due to this organization's heavy dependence on market trends – Tahsis suffered severe losses in 1981 and 1982 and showed a negative budget for 1983 – and the fact that a continued involvement in Tahsis would require future investments to an extent that would be difficult for our Company to finance if at the same time other activities are to be developed. Our Company still operates a trading office in Vancouver and has important shipping activities in British Columbia.

Bestyrelsesråd og direktion samt, for venstre bordende, bestyrelsesrådets sekretær, advokat Chr. Lund, fotograferet under formandens beretning. Fra venstre: direktør Flemming Hasle, direktør Otto F. Andreasen, direktør J. Arthur Hansen, proprietær H.O.A. Kjeldsen, viceadmiral Sven Thosttrup, direktør, civilingeniør Jens Thorsen, Hans Højhed Prins Georg, direktør S. Storm-Jørgensen, landsretssagfører Erik Nielsen, direktør H.H. Sparso, vicedirektør B. Hüttemeier, ambassadør Erling Kristiansen, generaldirektør Povl Hjelt, filialbestyrer Hans Olesen, inspektør A.L. Korsbjerg, filialbestyrer H. Peetz-Larsen, filialbestyrer C. Dencker Nielsen og inspektør Erik Hagedorn.

Members of the Supervisory and Executive Boards, and (left, at the end of the table) Chr. Lund, Lawyer and Secretary to the Supervisory Board photographed during the Chairman's address.



ØK står stærkt med grafisk udstyr og informationsteknologi

Kompagniet satser stærkt på udstyr til den grafiske branche og på informations-teknologi, der er i hastig udvikling, og udvider til stadighed aktiviteterne inden for disse områder.

ØK etablerer ny handels-division

Kompagniet har besluttet at etablere en ny division inden for handelsaktiviteterne. Den vil omfatte ØK's grafiske forretning, der er verdens største med en omsætning i fjor på 3 mia. kr. og med ca. 2500 medarbejdere, samt kontor-udstyr og informations-teknologi.

Ledelsen af den nye division er overdraget lederen af EAC (Malaysia) Berhad, direktør René Schwartz Hansen, der forestår dens opbygning i de kommende måneder i nært samarbejde med ØK Data og handelsledelsen i København samtidig med, at han forbereder afleveringen af datterselskabet i Malaysia til efterfølgeren, som endnu ikke er udpeget. Grafisk udstyr udgør den betydeligste produktgruppe inden for Kompagniets handelsaktiviteter og omfatter bl.a.: trykkerimaskiner, skære- og foldemaskiner samt andet udstyr til trykkerier, bogbinderier og repro-virksomheder. Desuden markedsføres forbrugsvarer som film, trykplader og trykfarver, og samtlige produkter er kendetegnet ved et meget højt kvalitetsniveau. I adskillige markeder er Kompagniet markedsførende med markedsandele over 50 pct.

Udstyr til behandling og formidling af informationer er i stærk teknologisk udvikling, og sideløbende dermed foregår udvikling af systemer til den praktiske udnyttelse af udstyret. Med til denne gruppe hører også tekstbehandlingsudstyr, kalkulatorer og kopi-maskiner, og også på disse områder repræsenterer Kompagniet nogle af verdens førende producenter.

Salg af såvel udstyr som systemer repræsenterer et betydeligt vækstområde, og det er under denne synsvinkel, ØK Data's overtagelse af edb-selskabet RC DATA-center skal ses. ØK Data har dermed udvidet sin kapacitet for system-udvikling og vil fremtidig forestå markedsføring af såvel systemer som udstyr.

ØK får elektronisk postkassesystem

ØK's omfattende kommunikationssystem, TexCom, skal udvides og moderniseres og bliver delvis erstattet af et nyt elektronisk system, ComCom. ØK Data er blevet betroet både etablering og drift af det nye system, der bliver taget i brug i slutningen af året.

ComCom bliver et »Computer Based Mailbox System«, der i modsætning til TexCom er fuldstændig uafhængigt af betjening i modtagerens kontor. Meddelelserne sendes til modtagerens elektroniske »mailbox« (indbakke), der tømmes med jævne mellemrum, og vel at mærke kun af de modtagere, der er autoriserede til at hente informationer ud af systemet, idet en kombination med kodeordsbeskyttelse sikrer mod u-autoriserede personers brug af informationerne.

Til afsendelse og modtagelse af meddelelser bliver det bl.a. muligt at anvende skærmterminaler, som i forvejen er forbundet til ØK Data's datamat, de eksisterende CPT tekstbehandlingsanlæg og Texas Instruments minidatamater. Det bliver også fortsat muligt at afsende og modtage meddelelser via telex, og endelig bliver der åbnet mulighed for anvendelse af de nyligt fremkomne personlige datamater (»personal computers«), som i stigende antal vil finde vej til beslutningstageres skrivebord som det personlige planlægningsværktøj.

ØK-datterselskabet Erik Levison ApS, Ballerup, har agenturet i Danmark for en lang række førende mærker inden for den grafiske industri og informationsindustrien.

The EAC subsidiary Erik Levison Ltd., Ballerup, is in Denmark holding a large number of leading agencies within the graphic industry and the information and communications industry.

ØK Data forhandler IBM Personal Computer

ØK Data er som den eneste danske dataservice-virksomhed blevet udpeget til forhandler af IBM Personal Computer.

Denne agenturaftale tillægges stor betydning, fordi den informations-teknologiske udvikling i høj grad vil komme til at tage sit udgangspunkt i IBM teknologi. PC'erne, som de kaldes, vil revolutionere beslutningsprocessen og vil om få år være en helt naturlig del af en arbejdsplads – både hos topledere og helt ud i de yderste kroge af virksomheden. Det vil i løbet af de næste 10 år blive lige så almindeligt at have en PC'er i sit kontor, som det i dag er at have en lille elektronisk regnemaskine.

IBM's PC koncernstandard i ØK

ØK-koncernen forudser stigende anvendelse af Personal Computers på alle administrative niveauer og har indført en koncernpolitik på dette vigtige område for at undgå at blive indfildret i en jungle af uforenelige systemer og udstyr. Efter megen overvejelse er det besluttet at vælge IBM Personal Computer som standard mikrocomputer i alle koncernens selskaber på grund af de mange fordele, dette indebærer.

Geisco og ØK Data - et nyt stærkt samarbejde i shipping-edb

På udstillingen EXPOSHIP i London i marts offentliggjorde General Electric Information Service Co. (Geisco) og ØK Data et samarbejde, hvor Geisco fik licens til at markedsføre en række software produkter udviklet af ØK Data til »Ocean Shipping«. Geisco og ØK Data er ingen ny konstellation. ØK Data har siden 1968 været distributør af Geiscos time-sharing service – i Danmark kendt som DelData.

Geisco driver verdens største private data-kommunikations-netværk, der giver adgang til edb-anlæg til en værdi af mere end 100 millioner \$ fra 750 storbyer i mere end 25 lande.

Det er naturligt, at Geisco og ØK Data begge har valgt shipping-edb som et primært forretningsområde:

Geisco er globalt dækkende og kan tilbyde lokal støtte på et af de primære problemer for skibsfartens informations-systemer: udveksling af data på global basis. ØK Data har en mangeårig erfaring i udvikling af informations-systemer til skibsfarten og er solidd etableret som et førende »Shipping Systems House«. Under licensaftalen vil Geisco markedsføre en række produkter i ØK Datas nye generation af shipping-systemer. Disse systemer afspejler ØK Datas grundlæggende koncept:

En række fritstående systemer, der fokuserer på løsning af databehandlings-opgaverne for de individuelle organisationer i skibsfarten og sammenknytning af disse til en helhed ved en effektiv kommunikation.

Samarbejdet mellem Geisco og ØK Data er således en »perfect match«, og sammen tilbyder de to virksomheder skibsfarten en serie effektive produkter og services.



EAC strong in graphic equipment and information technology

Our Company is heavily engaged in equipment for the graphic industry and in the rapidly developing information technology and constantly expands the activities within these fields.

EAC establishes new trading division

Our Company has decided to establish a new division within the trading activities. It will comprise our Company's graphic business – which is the largest in the world with a 1982 turnover of Dkr. 3,000 million and with 2,500 employees – as well as office equipment and information technology.

Management of the new division will be in the hands of René Schwartz Hansen, Managing Director of EAC (Malaysia) Berhad, who in close co-operation with EAC Data and management of the trading activities in Copenhagen will be in charge of establishing the new division during the months to come, while at the same time preparing hand-over of the subsidiary in Malaysia to his successor, who has not yet been appointed.

Graphic equipment comprises the most important product group within our Company's trading activities and includes printing machines, cutting and folding machines as well as other equipment for printers, bookbinders, and reproduction houses. In addition, consumer goods such as films, printing plates and inks are marketed, high quality being characteristic of all products. In several markets our Company holds a leading position with market shares in excess of 50%.

Rapid technological developments take place in the field of processing and communication of information, both with regard to equipment and to the necessary systems involved. This group also comprises wordprocessing equipment, calculators, and copying machines, in which field our Company is also representing the world's leading manufacturers.

Sales of equipment and systems represent a substantial growth potential and it is in this light that EAC Data's acquisition of RC DATAcenter should be viewed. EAC Data's capacity for developing systems has thus been expanded, and EAC Data will in future be marketing systems as well as equipment.

EAC gets electronic mailbox system

Our Company's extensive communications system, TEXCOM is to be expanded and modernized and will to some extent be replaced by a new electronic system, ComCom. EAC Data has been entrusted with establishment as well as operation of the new system which will start operating at the end of the year.

ComCom is a »Computer Based Mailbox System« which, unlike TEXCOM, is completely independent of anyone attending in the receiving office. Messages are sent to the receiver's electronic "mailbox" which is regularly emptied and, mind you, only by receivers who are authorized to draw information from the system, a combination of codewords protecting against un-authorized use of the information.

When dispatching and receiving messages it will, amongst others, be possible to use video display terminals which are already connected to EAC Data's computer, the existing CPT wordprocessors, and Texas Instruments' mini-computers. As hitherto, it will be possible to dispatch and receive messages by telex, and finally it will be possible to use the recently introduced personal computers which in increasing numbers will be beeping their way to the desk of the decision-makers as a personal planning tool.

IBM Personal Computer will be part of the electronic mailbox system, which is being installed in EAC. Picture shows GEISCO's office in Paris, head of which George Froureau has already started to use the network.

IBM Personal Computer indgår i det elektroniske postkassesystem, som bliver installeret i ØK. Billedet viser GEISCO's kontor i Paris, hvis leder, George Froureau, allerede har taget netværket i anvendelse.



EAC Data markets IBM Personal Computer

As the only Danish data-service company, EAC Data has been appointed distributor of the IBM Personal Computer.

Great importance is attached to this agency agreement because information-technological developments will to a high degree be based on IBM technology. The PCs, as they are called, will revolutionize the decision-making process and will in a few years become an entirely natural part of a place of work, ranging from top executives to the farthest corners of an organization. During the next decade a PC in the office will be as commonplace as today's small electronic calculator.

IBM Personal Computer becomes Group standard in EAC

The EAC Group visualizes increasing application of Personal Computers at all administrative levels and has introduced a Group policy in this important field to avoid being entangled in a jungle of incompatible systems and equipment. Following careful deliberations it has been decided to adopt the IBM Personal Computer as standard micro computer in all the Group's companies, considering the numerous advantages involved.

GEISCO and EAC Data – new, close co-operation in shipping-EDP

At the EXPOSHIP exhibition in London in March General Electric Information Services Company (GEISCO) and EAC Data announced a co-operation whereby GEISCO is licenced to market a range of soft-ware products developed by EAC Data for "Ocean Shipping".

The constellation GEISCO and EAC Data is not new. EAC Data has since 1968 been distributors of GEISCO's time-sharing service – known in Denmark as DelData. GEISCO operates the world's largest commercially available teleprocessing network offering access to EDP systems valued at more than \$ 100 million from 750 large cities in more than 25 countries.

It is but natural that GEISCO and EAC Data both have chosen shipping-EDP as a primary field of business:

GEISCO has a worldwide coverage and can offer local support in solving one of the primary problems facing shipping's information systems: exchange of data on a global basis.

EAC Data has many years of experience in development of information systems for shipping and is solidly established as a leading "Shipping Systems House".

Under the licence agreement GEISCO will market a range of products of EAC Data's new generation of shipping systems. These systems reflect EAC Data's basic concept:

A number of individual systems focusing on solutions to data processing tasks for the individual organizations within shipping and linking same to form an entity through efficient communication.

The co-operation between GEISCO and EAC Data is thus a "perfect match" and together the two organizations offer the shipping industry a series of effective products and services.

ØK-SKIB OG SKOLE:

Mønstereksempel på skibsadoption

Højvangskolen i Staurup, Viby J., og ØK-containerskibet m.s. »Fionia« er gode eksempler på tanken bag Dansk Skibsadoption.

»Der findes næppe noget skib og nogen skole, der har så tæt et samarbejde som »Fionia« og »Højvangskolen«, skriver journalist Axel Pedersen i »Aarhus Stiftstidende«. »Skolens fællesarealer er præget af gaver, som »Fionia« har bragt med hjem fra Vestafrika. Og om bord på skibet er ophængt billeder af skolen og indrammede tegninger, som eleverne har fremstillet.«

»Hovedkontaktmanden i skibsadoption-arbejdet er »Fionia«s maskinchef Jacob Kiilerich, der bor i Staurup«, fortsætter artiklen i »Aarhus Stiftstidende«. »Fra hver eneste rejse hører Højvangskolen nyt fra maskinchefen, der fortæller, at mange på »Fionia« har stærk interesse i adoptionskabet, og på skibet skillings der sammen til gaverne, som bringes hjem. Det er i tidens løb blevet til masker, en negerhyttedør, slangeskind, trommer og en marimba. Med i historien hører også, at Jacob Kiilerich er en flittig gæst på Højvangskolen, når han er hjemme.«

Et antal ØK-skibe har adoptionsamarbejde med skoler rundt om i landet, og desuden har nogle søfarende ladet sig adoptere, hvilket vil sige, at de personligt opretholder kontakt med en skole, dels skriftligt, dels ved besøg.

Dansk Skibsadoption er en selvejende institution, der har kontakt med næsten 700 skoler, hvoraf ca. 70 har adopteret et skib, medens ca. 30 skoler har personlig adoption af en søfarende. Over 300 skoler står på venteliste til en adoption.

Projektet er ikke ment som en erhvervsvejledning, men som et forsøg på gennem kontakten skole/skib og foredrag på skolerne at skabe forståelse hos den unge generation for Danmarks rolle som søfartsnation og for denne betydelige gren af erhvervslivet.

Heri deltager ØK med glæde.

Elever fra Højvangskolen med nogle af de gaver, som skolen har modtaget fra m.s. »Fionia«.

Indsat maskinchef Jacob Kiilerich, der er hovedkontaktmand mellem »Fionia« og Højvangskolen.



»Højvang» school pupils with some of the gifts received from m.s. »Fionia«.

The small photo shows chief Engineer Jacob Kiilerich, chief contact man between »Fionia« and the »Højvang» school.

EAC VESSEL AND SCHOOL:

Perfect example of ship adoption

The »Højvang» school in Staurup (Jutland) and the EAC container vessel »Fionia« form a good example of the idea behind the Danish Ship Adoption.

»You can hardly find any ship or any school having such close co-operation as »Fionia« and the »Højvang» school«, writes journalist Axel Pedersen in the daily »Aarhus Stiftstidende«. »The school's common facilities bear the stamp of gifts brought home by »Fionia« from West Africa, and onboard the vessel hang pictures of the school and framed drawings made by the pupils».

The »Aarhus Stiftstidende» goes on to state: »Main contact man in the ship adoption work is »Fionia«s Chief Engineer Jacob Kiilerich, whose home is in Staurup. The »Højvang» school receives news about each and every voyage from the Chief Engineer who reports that many of »Fionia«s crew members are greatly interested in the adoption and club together to buy gifts to bring home. In the course of time presents have comprised masks, a door of a native hut, snake skins, drums, and a marimba. It should be added that Jacob Kiilerich is a frequent guest at the »Højvang» school, when he is at home».

A number of EAC vessels are co-operating with adoptive schools around the country, and in addition some individual seafarers have been adopted, implying that they personally maintain contact with a school, partly through correspondence and partly by visits.

The Danish Ship Adoption Centre is a private institution having contact with almost 700 schools, 70 of which have adopted a vessel while about 30 schools have personal adoptions of individual seafarers. More than 300 schools are wait-listed for an adoption.

The project is not intended to act as vocational guidance, but – through the school/ship contact and lectures at the schools – as an attempt at creating understanding among the young generation of Denmark's role as a seafaring nation and this important field of trade.

Our Company is pleased to participate in this project.

Nakskov Skibsværft søsætter og leverer kemikalietankere

A/S Nakskov Skibsværft søsatte den 17. marts nybygning nr. 232, en kemikalietanker til Johnson Line AB, Stockholm, og i midten af april leverede værftet et søsterskib til rederiet J.O. Odfjell, Bergen. Skibene har en dødvægt på ca. 17.200 tons og en største længde på 149,40 meter. Farten er 15,5 knob og fremdrivningsmaskineriet en B&W dieselmotor, der yder 8.925 BHK ved 147 omdrejninger pr. minut. Lastområdet er inddelt i 20 centertanke, udført i rustfrit stål, og 10 vingetanke, og hver af de 30 lasttanke betjenes af sin egen lastpumpe, som er neddykket i tanken. Hele lastområdet er forsynet med dobbeltbund til sikkerhed mod miljøforurening ved et eventuelt havari. Skibene kan i princippet fragte 30 forskellige laster samtidigt, og der er således tale om en overordentligt fleksibel skibstype, leveret af Nakskov Skibsværft.

Nakskov Shipyard launches and delivers chemical tankers

On 17th March Nakskov Shipyard Ltd. launched its newbuilding No. 232 – a chemical tanker for Johnson Line AB, Stockholm – and in mid-April the yard delivered a sister ship to the Norwegian shipowners J.O. Odfjell, Bergen.

The vessels have a deadweight of about 17,200 tons and a length o.a. of 149.40 metres. The speed is 15.5 knots, and the vessels are propelled by B&W diesel engines generating 8,925 BHP at 147 rpm.

The cargo area is divided into 20 centre stainless steel tanks and 10 wing tanks, and each of the 30 tanks is equipped with an individual submerged centrifugal pump. The entire cargo area is provided with double bottom as a safety measure against environmental pollution caused by a possible shipwreck.

In principle, the vessels can carry 30 different cargoes simultaneously, and Nakskov Shipyard has thus delivered an extremely flexible type of vessel.

Nybygning nr. 232, en meget avanceret kemikalietanker, søsættes på A/S Nakskov Skibsværft.
Newbuilding No. 232 – a very advanced chemical tanker – being launched at Nakskov Shipyard Ltd.



M.s. »Elsam Fyn«



»ELSAM FYN« med ØK-bemanning

Det Jysk-Fynske Elsamarbejde ELSAM's anden bulkcarrier på 137.000 tdw. er leveret fra Lindøværftet og afsejlede den 18. marts på sin jomfrurejse til Sydafrika efter kul.

Skibet har fået navnet »Elsam Fyn«, og navnemoder var fru Ragna Pedersen, gift med ELSAM's næstformand, Karl Pedersen.

Som for søsterskibet »Elsam Jylland«, der blev overtaget af ELSAM i september 1982, er ØK blevet betroet den tekniske drift og bemanning af dette skib, som føres af kaptajn Poul Erik Rasmussen med Kristian Hartvig Greisen som maskinchef. Overstyrmand er Finnur Eyvindsson Dalsgaard, og Leo Ravn er hovmester/kok.

De to skibe kan, når den nødvendige uddybning i løbet af et par måneder er afsluttet, gå fuldstuede ind til Enstedværket, hvor ELSAM råder over Nordeuropas største kulterminal, og partlastede kan de anløbe den nye kulterminal ved Århus.

»Elsam Fyn« skal senere sejle på en ny kulhavn i den sydamerikanske stat Colombia, og her er det havnen, der bliver designet efter skibet, idet havnen bliver udvidet i forhold til de oprindelige planer for at kunne modtage de to store ELSAM-skibe.

»Elsam Fyn« manned by EAC

The Jutland-Funen Electric Power Co-operation ELSAM's second bulk carrier of 137,000 tdw has been taken over from the Odense-Lindø Shipyard and left on her maiden voyage on 18th March for South Africa to load coal.

The ship was named »Elsam Fyn« by her godmother, Mrs. Ragna Pedersen, married to ELSAM vice-chairman, Karl Pedersen.

As is the case with her sister ship »Elsam Jylland«, taken over by ELSAM in September 1982, our Company has been entrusted with the technical operation and manning of the new vessel.

Fully loaded, the two vessels can – when the necessary deepening of the fairway has been completed in a couple of months – go alongside the quay of the Ensted Electric Power Station, where ELSAM has North Europe's largest coal terminal at disposal. With a part cargo they are able to go alongside the new coal terminal at Aarhus (Jutland).

»Elsam Fyn« is later on to call at a new coal port in the South American country Colombia and in this case the harbour facilities are designed according to the ship's requirements, the harbour being expanded over and above the original plans in order to be able to accommodate the two large ELSAM vessels.

Frysetørrede rejer en millionforretning

Af *Sanne Stanley Johansen*,
*Berlingske Tidendes erhvervs-
redaktion* (23. februar 1983)

Grønlandske rejer i frysetørret stand kommer vidt omkring i verden. Dansk Fryse-Tørring ved Kirke Hyllinge eksporterer årligt for 10 mill. kr. af det specielle danske produkt. Kunderne er bl.a. supermarkeder, restauranter og flyselskaber i Tyskland, Canada, USA og Hong Kong. Virksomhedens direktør Ejnar Mikkelsen regner med, at salget vil være fordoblet i 1984. Der forhandles i øjeblikket om salg til bl.a. Saudiarabien, Frankrig og SAS Catering i Tokyo.

Eksporten af de frysetørrede rejer startede beskedent sidst i 60'erne med Tyskland og Østrig som eneste kunder. Dengang lavede den enkelte importør sit eget emballagedesign og leverede selv den flerfarvede film, som siden blev påtrykt papkartonerne her i Danmark. Kunden havde for meget besvær med at lave layout, mente virksomheden og tilbød for to år siden et færdigt design til papkartonerne, hvor kunden fik påtrykt sit navn eller varemærke.

»På den måde blev det nemmere at gøre nye kunder interesserede i produktet«, fortæller Ejnar Mikkelsen.

De frysetørrede rejer var med på United States Food Show i april 1982, og herefter begyndte ordrene at strømme ind til virksomheden.

En af de nye kunder var SAS Catering i Chicago. Det gav ideen til at forsøge sig hos andre i samme branche. Ideen gav resultat. I disse dage afsendes for 150.000 kr. rejer til Cathay, et privatejet luftfartsselskab i Hong Kong.

»Når flyselskaberne betaler 40 pct. mere for frysetørrede rejer end for frosne, er det bl.a. fordi de er lette at opbevare og tilberede«, siger Ejnar Mikkelsen.

»Når personalet først har vænnet sig til de frysetørrede rejer, vil de nødig have de dybfrosne ind i køkkenet igen«, siger han.

De frysetørrede rejer skal midt i marts udstilles på Foodex-messen i Japan.

Freeze-dried shrimps involving millions of Kroner

By: *Sanne Stanley Johansen*, "Berlingske Tidende"'s Commercial Editorial Staff (23rd February, 1983)

Freeze-dried Greenland shrimps are obtainable all over the world. Danish Freeze-Drying Ltd. at Kirke Hyllinge (on the island of Zealand) is exporting this special, Danish product to the tune of ten million Danish Kroner a year. Customers include supermarkets, restaurants, and airline companies in Germany, Canada, U.S.A., and Hong Kong.

Ejnar Mikkelsen, Managing Director of the company, estimates that sales will double in 1984. Negotiations at present include sales to Saudi Arabia, France, and SAS Catering in Tokyo.

Exports of freeze-dried shrimps started on a modest scale in the late sixties, Germany and Austria being the only customers. At that time the individual importers evolved their own packing design and supplied their own multi-coloured films which were subsequently printed on the cardboard boxes in Denmark. Feeling that

the customers were too much inconvenienced in preparing layouts, Danish Freeze-Drying Ltd. two years ago offered a ready-made design for the cardboard boxes on which customers had their name or trade mark printed. "In this way it became easier to make new customers interested in the product", says Ejnar Mikkelsen.

The freeze-dried shrimps were displayed at the United States Food Show in April 1982, following which orders started pouring in to the company.

SAS Catering in Chicago was one of the new customers, and this initiated the idea of trying others

in the same field. The idea produced results. Just now shrimps valued at Dkr. 150,000 are being shipped to Cathay, a privately owned airline company in Hong Kong.

"When airlines pay 40% more for freeze-dried shrimps than for deep-frozen shrimps, this is, amongst others, due to the former being easy to store and prepare", says Ejnar Mikkelsen.

"Once the staff is used to freeze-dried shrimps, deep-frozen shrimps are only reluctantly accepted in the kitchen", he says. The freeze-dried shrimps were displayed at the Foodex-Exhibition which took place in Japan during March.

Laboratoriechef Karen Harder kontrollerer iltindholdet i rejeglas.

Ms. Karen Harder, Head of Laboratory, controls oxygen content in shrimp glass.

Direktør Ejnar Mikkelsen med det emballage-design, der satte gang i eksporten af frysetørrede rejer.

Ejnar Mikkelsen, Managing Director, holding the packing design that sped up exports of freeze-dried shrimps.



寶 隆 洋 行

BAU LUNG YANG HANG

– a well-reputed name in China

By Erik Bøgh Christensen,
Manager EAC China Trade, Hong Kong.

EAC's involvement in trade with China dates back to year 1900 when the first office was opened in Shanghai, and whereas only few people in China know the English version of our Company's name, The East Asiatic Company, our Chinese name BAU LUNG YANG HANG is recognized throughout China as one of the best known and most respected foreign trade partners.

EAC China Trade:

The Company's China Trade organization today comprises trading offices in Beijing, Shanghai and Hong Kong with overseas liaison offices in Copenhagen, New York and Vancouver. Larger cities and important areas outside Beijing and Shanghai such as North East China, Tianjin, Shandong, Wuhan, Nanjing, Sichuan, Fujian and Guangdong are covered by staff travelling constantly from Beijing and Hong Kong offices. The China Trade staff today numbers 60.

The Company's trading pattern has undergone considerable changes in recent years. Earlier, when China's foreign trade was centrally controlled in Beijing, little or no contact with the end-customers and manufacturers was possible, and as such our acti-

vities were primarily centered on liaison and negotiations with the Government offices in Beijing. As China's foreign trade development and greater decentralization was being introduced, the role of our China offices changed. As the direct contact with end-customers and manufacturers increased, greater product specialization was required by our organization, and the fact that business contacts now also had to be pursued outside Beijing resulted in a great expansion of the number of staff employed in our organization. In this process, the Company has changed from being a »Jack of all trades« to a much more specialized trading organization which, however, is still handling a very wide range of business. Our business scope is today divided into six Product Divisions as follows:



John Deere tractor at Friendship State Farm, Heibingjiang.

Our **Agriculture and Food Division** is taking a very prominent role in China's agriculture and food development. In 1978 we assisted China in supplying a complete package of farm equipment to China's first agricultural mechanization project at 'The Friendship State Farm' in Heilongjiang Province. Since then we have mechanized several more farms with John Deere and related farm equipment including Valmont irrigation systems. Last year a very large contract was secured covering a technology transfer of John Deere combines. Our farm equipment sales are complemented by a heavy involvement in most sectors of China's food industry, and of recent achievement, we can mention sales of the largest milk powder plant in China and a yoghurt plant built by Danish Turnkey Dairies, complete renovation of a sugar processing plant by The Danish Sugar Factories - DDS, ice-cream plants from Hoyer, seed processing plants from Cimbria and brewing technology agreements for some of China's breweries on behalf of Danbrew Consult, Ltd., Copenhagen.

Projects Division handles such activities as turnkey projects, technology transfers, second-hand plants and equipment as well as sales of commodities. Recent achievements of this Division include sale of a complete F.L. Smidth cement plant, paper machinery from U.K., chain making plants from Sweden, a second-hand steel wire plant from Norway, and power transmission systems from Sweden. The Division's involvement in commodity sales to China includes regular deliveries of pulp from Tahsis Company, newsprint from CIP Canada, waste paper from USA and sulphur from Canada.

Transport and Marine Division is servicing China's shipbuilding industry through sales of a complete range of marine equipment, including boilers, ventilation and refrigeration systems, valves, pumps, incinerators as well as TNF panelling systems. The Division is also agent for container handling equipment from USA and West Germany for use in Chinese ports, as well as overseas sales of marine containers from the Company's joint venture factory in Shekou, China International Marine Containers, Ltd. Recent contracts include equipment sales to twelve cargo and container vessels, nine oilrig supply vessels being built in China for overseas shipowners, as well as six cargo vessels being

built by China's national shipping line COSCO. For delivery from the container factory in Shekou, a contract has just been concluded with the American leasing company IEA for 400 containers. The **Instruments Division** handles analytical and medical equipment as well as printed circuit board manufacturing systems.

Our involvement in analytical instruments has developed from the supply of conventional biochemical instruments to sophisticated instruments such as infrared spectrometers (FTIR), nuclear magnetic resonance spectrometers, centrifuges etc. As part of a recent World Bank tender, we obtained orders for 50 units of Nicolet FTIR systems for use in Chinese universities. Two new large World Bank tenders are currently being pursued.

In the medical field, a tremendous development has taken place during the past two years. During this period, we have sold a total of 12 systems of Technicare computed tomography scanners and nuclear cameras to Chinese hospitals, and new large orders are currently being negotiated.

Additionally, this Division supplies the complete range of equipment for making printed circuit boards and more than 10 PC-board plants have been supplied by us during the past 18 months.

EAC Graphics Division sells a complete range of graphic arts equipment including reproduction-, printing-, cutting-, folding- and bookbinding equipment. In close cooperation with Heidelberg and China Printing Materials Corporation, through a concerted marketing effort, we have established ourselves in the leading position as principal supporter of the Chinese graphic arts industry.

About three years ago, as the first foreign graphic arts supplier in China, we started an ambitious programme of service calls to printing factories all over China who had previously imported graphic arts equipment from EAC. Today we have come close to our goal of having checked, repaired and when necessary overhauled most of this equipment including over 300 Heidelberg presses, some of them more than 20 years old. As the only foreign supplier of graphic arts equipment, we are able to offer the original spare parts from our Beijing EAC Graphics Service Centre which is operated in close cooperation with China Printing Materials Corporation.

Our staff which includes local, Hong Kong and expatriate staff today totals 14 persons. In 1982 EAC Graphics sold 138 Heidelberg printing units.

The **Export Division** is responsible for all the Company's purchases in China. It handles a wide range of Chinese export commodities and products including fasteners, wire netting, porcelain, insulators, textiles, foodstuffs, sport wears, wall coverings etc., which are mainly exported to North America and Europe. With the constant upgrading of China's production facilities, a steep increase in this business is anticipated in the coming years.

China International Marine Containers, Limited:

CIMC, a container factory located in Shekou Special Economic Zone in Guangdong Province is one of China's first joint-ventures with foreign interests. The share capital is jointly owned by China's Ministry of Communications and The East Asiatic Company. It was officially inaugurated on 22nd September, 1982, but it has been in commercial production since April 1982. CIMC was described in EAC Magazine No. 4, 1982.

Working in China:

As a consequence of China's current open-door economic policies, doing business in China have, in many respects, become similar to dealing in western countries. Terms such as marketing strategies, advertising, financing, technical service, joint-ventures, etc.

1 Containers from the factory in Shekou being given the final touch.

2 Manager Beijing Office, Bjarne Uhde Nielsen, received by State Councillor Gu Mu.

3 Morning briefing of China Trade Division Managers. From left: Danny Wong, Agriculture and Food Division, Paul Chan, Administration, Michael Rose, Export Division, Bjarne Uhde Nielsen, Manager, Peter Trampe, Projects Division, Arne Nordtorp, Graphics Division, and Jimmy Wong, Instruments Division.

4 The staff from EAC Graphics Service Centre in Beijing and a few staff members from the Graphics Division in front of the service centre at Wang Fu Jing.

5 Mr. T.W. Schmith, Chairman of EAC, being received by Madame Chen Muhua, State Councillor, Minister of Foreign Economic Relations and Trade.





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are all a natural part of the subjects which today's China Trade Executive is dealing with. A good deal of pioneering attitude is, however, still a prerequisite for staff living and working in China. Conditions – particularly in the provinces – are, by western standards, often very primitive, and require great personal flexibility and a special ability to adapt to local customs and practices.

An assignment in China is a lot of work and very little time (and facilities) for recreation or other private hobbies. Working hours are long with Saturdays being full working days and with no public holidays throughout the year except 3 days for Chinese New Year. Recognizing these unusual working conditions, and as one of several staff benefits, all EAC staff posted in China are granted a 10 day break in Hong Kong every 3 months.

EAC's senior China Trade staff today is a combination of Mandarin speaking expatriate staff and experienced China Trade staff from Hong Kong. Besides our Company's name, reputation and agency portfolio, our most important asset in China is the ingenuity, technical product knowledge and China Trade experience of our staff, a fact which naturally dictates very strict criteria to personal qualities and attitudes of the staff working in China, but at the same time offers outstanding opportunities for personal development and job careers. There are probably only few other activities within the EAC Group where the daily business, very often involving contracts worth millions of US dollars, is so much dependent on the individual staff member as well as a solid team-work. Apart from having very open and pleasant manners, it is absolutely a must that staff are capable of being respected and at the same time getting along with our Chinese business partners, who are very proud and very intelligent people.

The Future:

China, with its population of 1,000 million – where any marginal change in popular domestic trends can have massive impacts world-wide – is now moving steadily along the path to its four modernizations – with the goal of quadrupling agricultural and industrial output by the year 2000, and offers tremendous opportunities particularly for companies and organizations with well established relations in China. Since ancient times, it has never

been easy to trade in China and also in the future there will be no short-cuts and quick profits, but based on mutual respect, honesty, friendship and lots of hard work, indeed there exist business opportunities, which can only be matched by few other nations in the world.

As a result of China's decentralization and open door policies, huge deposits of natural resources, the sheer size of the country, its population and large number of enterprises, effective marketing – even today a major task – will in the future become an even greater challenge. Finst. companies selling technical products to China will have to attend professionally to such topics as after sales service, spares supply, etc. Naturally, it will not be economically feasible to continue to base such service only on expatriate or Hong Kong service staff and therefore joint ventures with local interests will become more and more common. EAC Graphics Service Centre in Beijing, which was established in 1980, is a typical example of such ventures. China fully realizes this situation and to give proper guidelines and protections to such new ventures, "western type" commercial enterprise-, tax-, joint-venture- and similar laws have been issued by the State Council.

The Company's 50% equity participation in the joint venture of China International Marine Containers (CIMC), Shekou, Guangdong Province, is a typical example of the Company's ability and commitment to participate in new ventures in China. The establishment of CIMC was one of the very first western type joint ventures in China – even before China's joint venture and tax laws were promulgated-, and a clear proof of the mutual trust existing between EAC and the Chinese Government, a trust which we term as one of the main reasons for the Company's position today as a successful trading partner with The People's Republic of China. This was clearly displayed last year when the Company's Chairman Mr. T.W. Schmith visited China and was received by top state officials throughout the visit.

The East Asiatic Company, benefiting from more than 80 years of uninterrupted relations with China within trade, shipping and industrial ventures, is today in a unique position to participate in China's modernization programme, which we view as one of the greatest challenges for the remainder of this century.

寶隆洋行

BAU LUNG YANG HANG

– et velanskrevet navn i Kina



a Heidelberg 4-colour speedmaster in Printshop No. 7 in Shanghai.

b Mr. Wang Zhigao, Vice Manager, China Printing Materials Corporation, Beijing, presenting to Mr. E. Ellekjær, a calligraphy of the Company's Chinese name BAU LUNG YANG HANG during a visit to Head Office.

c Sunday visit to Yu Garden, Shanghai.

ØK's Kina-forretning omfatter i dag handelskontorer i Beijing, Shanghai og Hong Kong med forbindelseskontorer i København, New York og Vancouver. De større byer og områder ud over Beijing og Shanghai besøges konstant af medarbejdere fra kontorerne i disse byer.

Kina-organisationen har i dag en stab på 60 og er opdelt i seks divisioner: Landbrug og levnedsmidler, projektforetninger, transport og skibsudstyr, instrumenter, grafisk udstyr og eksport fra Kina.

Kompagniets handel med Kina går tilbage til år 1900, da det første kontor blev åbnet i Shanghai, og medens kun få mennesker i Kina kender Kompagniets navn på engelsk, er den kinesiske version BAU LUNG YANG HANG anerkendt i hele Kina som en af de bedst kendte og mest respekterede handelspartnere, skriver Erik Bøgh Christensen, Hong Kong, leder af ØK's handelsorganisation for Kina, i den engelsksprogede artikel.

Det har aldrig været let at drive forretning med Kina, og heller ikke i fremtiden vil der være genveje eller hurtige fortjenester. Men baseret på gensidig respekt, ærlighed, venskab og masser af hårdt arbejde findes der forretningsmuligheder som i kun få andre nationer i verden.

I kraft af ØK's mere end 80-årige, uafbrudte forbindelse med Kina inden for handel, skibsfart og industri er Kompagniet i dag i en enestående stilling til at deltage i Kinas moderniseringsprogram, der må betragtes som en af de største udfordringer i resten af dette århundrede, slutter artiklen.



Søens folk viser vej

Sådan hed et større indlæg i »Morsø Folkeblad«, hvori Aage Juul Nielsen, Sundby, bl.a. skrev:

»I bladet »Position«, Maritim Bulletin, kan læses om, hvorledes det er gået ØKs containerskib »Fionia«, efter at dette nye skib for tre år siden forlod Danmark og blev indsat på Vestafrika-linien. En usædvanlig milepæl blev passeret: havneanløb nr. 500 på godt tre år. Om bord har de regnet på tallene og fundet, at der i gennemsnit er sket et havneanløb med et mellemrum på to dage, syv timer og seks minutter. Der er i perioden på tre år, en måned og 13 dage udsejlet 307.989 sømil eller Jorden rundt 14,3 gange. På de 31 rundrejser i den indsatte linie er løftet i alt 44.614 containere med hovedparten på 20 fods enheder. Jubilæumsanløbet skete i Rotterdam, hvor der på syv timer blev losset og lastet 256 enheder – altså én 20 fods container hvert 1,6 minut. Man sammenligner – med bl.a. postterminalen – og siger til sig selv: Hvordan kan sådant lade sig gøre? Hvorledes kan et par snese danske re få alt til vedvarende at fungere så godt – stadig holde sådan kolos på kursen og i al slags vejr finde frem til næste prik på verdenskortet – stadig passe og vedligeholde hovedmaskineriet, så nye millioner skrue-omdrejninger kan ske – stadig idriftholde de elproducerende motor-generatorer, der forsyner skibets mangeartede anlæg – stadig holde laste- og losseanlæg samt alt andet intakt, så skibet kan nå frem til næste havn uden forsinkelse.

Jo, for det første kan disse mennesker deres kram. For det andet bruger de hovedet og har hænderne oppe af lommerne. Og for det tredje er de så dejlig fri for den danske offentlige indblanding og indblanding overhovedet, thi rederiet blander sig selvsagt ikke utidigt, når alt går godt. Og for det fjerde er de for skolede og velopdragne til at rende rundt og forlange medindflydelse, medbestemmelse og medejendomsret. De kender livets betingelser og handler derefter – hver på sin post.

Ingen navigatorer kunne drømme om at blande sig i maskinmestrenes gerning og forlange indsigt – lige så lidt som dem i maskinen kunne drømme om at gå på broen for at få medbestemmelse om kursen – og på tilbagevejen derfra besøge hovmesteren, kokken eller radiotelegrafisten for at forhøre, om alt nu også forløb på bedste måde. Nej, og dersom besætningerne i vor handelsflådes skibe lod tiden gå med faglige møder og gruppevis nedlæggelse af arbejdet, skulle man på skibene lade ankrene gå hvert andet øjeblik.

Også vor handelsflåde lider selvfølgelig under ugunstige vilkår i den internationale lavkonjunktur – hvortil kommer stigende omkostninger samt forøgede kapitaludgifter i takt med det stigende renteniveau. Alligevel fortsætter disse relativt få mennesker – ca. fire promille af det danske befolkningstal – deres arbejde og slæber som Danmarks tredjestørste eksporterhverv den ene milliard kroner efter den anden hjem i fremmed valuta. Og valuta skal vi have for at kunne købe råvarer, kul, olie osv. Alt det kan ikke betales med vore »træpenge« eller de gamle aviser, vi har lavet om til pengesedler. Der er i rederinæringen beskæftiget 23-25.000 mennesker, alle medregnet – dem i skibene og på rederikontorerne. Intet andet dansk eksporterhverv slæber så megen valuta hjem pr. ansat m/k, som dansk sønæring formår at gøre. Det må være muligt at give samtlige vore eksporterhverv og importbegrænsede virksomheder så gode vilkår, at der kan leves op til meget af det. »Fionia«s besætning har vist gennem tre år.«



M.S. »Boringia«, der sammen med søsterskibet m.s. »Fionia« besejler ØK's Vestafrika Linie.

En god atmosfære ombord...

Meget apropos denne dagblads-kommentar har Kompagniet fra journalist Bent Andersen, »Position«, modtaget en rapport om en rejse, han foretog med Vestafrika Liniens skibe København-Tenerife og retur. Det hedder i brevet bl.a.:

»Resultatet er dels, at jeg ved langt mere om søfart som erhverv og forretning end før, dels at jeg nærer stor respekt for de mennesker, som sørger for, at dette komplicerede foretagende fungerer perfekt. Arbejdsvilkårene på Vestafrika Linien er ingenlunde nemme: stramme tidsplaner, mange havneanløb, stort papirarbejde om bord og på land, diverse myndigheders ofte fantasifulde måde at gribe tingene an på, hård konkurrence fra andre rederier, høje udgifter o.s.v. Trods disse seje omstændigheder herskede der en virkelig god atmosfære i skibene. Jeg hørte forbløffende få af de trivielle beklagelser, der er almindelige blandt folk i land, men oplevede godt og tolerant samarbejde såvel om duty som i fritiden, og tilfredshed med de fleste forhold om bord. Jeg noterede med lettelse, at »stylen« i Kompagniets skibe ikke er så formel nu som for år tilbage. Jeg vil ikke fremhæve enkeltpersoner, som jeg mødte på turen. Jeg står i taknemlighedsgæld til dem alle og til ØK, der indvilgede i at give mig denne oplevelse...«

Seafarers show the way

Prominence is given to our Company's West Africa Service, its vessels and crews in the adjoining contribution to a daily and in a letter to our Company from a shipping journalist who "tested" both of the line's container vessels on a voyage from Aarhus to Tenerife and back. The service as well as its employees are praised for the way in which they perform their daily work and solve the problems facing today's international shipping.

H.K.H. Prins Henrik

har under et besøg i Malawi som kommitteret for Dansk Røde Kors deltaget i en reception, arrangeret af direktør A.D. Christiani, der leder Kompagniets datterselskab, Business Machines Ltd., Limbe, og er dansk generalkonsul. Nedenstående foto fra receptionen viser fra venstre Prinsen, Mr. P.M. Pitt, der er bestyrelsesmedlem i BML, direktør A.D. Christiani og H. Walther-Larsen fra Danish Turnkey Dairies, som ØK repræsenterer i Malawi.

H.R.H. Prince Henrik

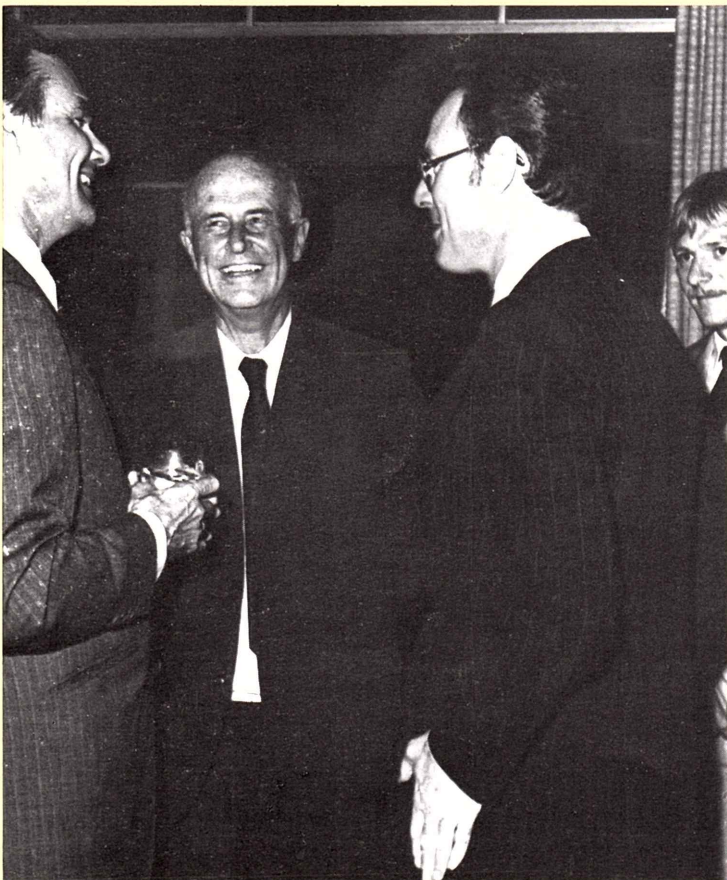
of Denmark has as Commissioner of the Danish Red Cross paid a visit to Malawi during which he attended a reception arranged by Danish Consul-General A.D. Christiani, Managing Director of our Company's subsidiary, Business Machines Ltd., Limbe. Pictured at the reception (from left): H.R.H. Prince Henrik, BML board member P.M. Pitt, A.D. Christiani, and H. Walther-Larsen of Danish Turnkey Dairies, represented in Malawi by EAC.

Udenrigsminister Uffe Ellemann-Jensen

og fru Alice Vestergaard har besøgt Bangkok sammen med embedsmænd fra det danske udenrigsministerium for at drøfte et handelsfremstød i ASEAN-landene med danske ambassadører og handelsrepræsentanter fra Sydøstasien. Der var afsat tid i programmet til et orienteringsmøde på EAC(T)'s kontorer ved Oriental Avenue, og billedet viser udenrigsministeren og fru Alice Vestergaard på EAC(T)'s hovedtrappe ved Chao Phya floden sammen med delegationens medlemmer samt direktør C. Dencker Nielsen og administrationschef P. Rosenfeldt.

Uffe Ellemann-Jensen,

Danish Foreign Secretary, and Mrs. Alice Vestergaard have visited Bangkok together with officials from the Danish Ministry of Foreign Affairs with a view to discussing a sales drive in the ASEAN countries with the Danish ambassadors and trade representatives in South East Asia. Time was set aside for an informative meeting at EAC(T)'s Oriental Avenue offices, and the picture shows the Foreign Secretary and Mrs. Alice Vestergaard on EAC(T)'s front stairs, facing the Chao Phya river, together with members of the delegation and C. Dencker Nielsen, Managing Director, and P. Rosenfeldt, Company Secretary.



Mr. U. Agnelli,

bestyrelsesformand for Piaggio and Co., Italien, har besøgt samlebrikken for scootere, P.T. Danmotors Vespa Indonesia, og komponentfabrikken P.T. ICCO Murni Indonesia, begge Jakarta, som er joint ventures mellem Kompagniet og den fremtrædende indonesiske industrileder, Mr. C. H. Tabalujan. Fra besøget på scooterfabrikken ses fra venstre S. Tabalujan, DMVI, U. Agnelli, N. J. Krøyer, EAC, C. H. Tabalujan, J. Nørlyng, DMVI, og W. Sarino, DMVI.

U. Agnelli,

chairman of the board of directors of Piaggio & Co., Italy, has paid visits to the scooter assembly plant P.T. Danmotors Vespa Indonesia and the component factory ICCO Murni Indonesia in Jakarta, both of which are joint ventures between our Company and the prominent Indonesian industrialist C.H. Tabalujan. Pictured at the scooter factory (from left): S. Tabalujan, DMVI, U. Agnelli, N.J. Krøyer, EAC, C.H. Tabalujan, J. Nørlyng, and W. Sarino, DMVI.



Flotte, gamle piger fra Nakskov

Statens skoleskib »Danmark«, bygget på Nakskov Skibsværft, fejrer sin 50 års dag den 15. juni, og på Chao Phya floden i Thailand kan ses et endnu ældre Nakskov-skib, m.s. »Bhanurangsi«, der blev bygget helt tilbage i 1927, og som ligeledes bærer sin alder godt.

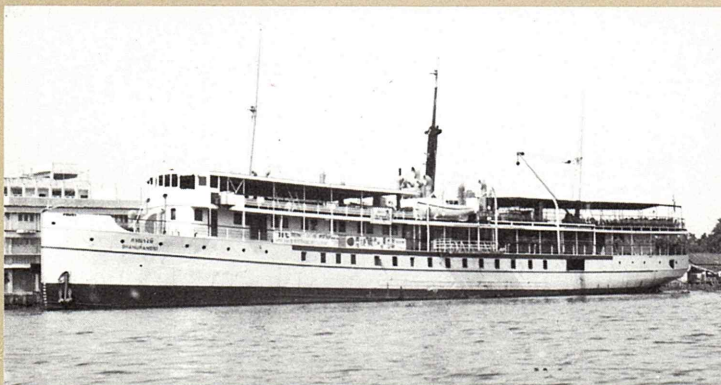
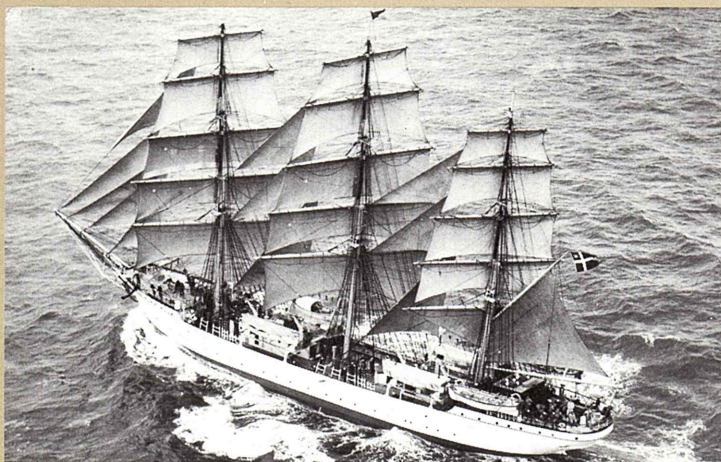
Skoleskibet »Danmark« gennemfører to årlige togter à 5 måneders varighed. Sommertogtet starter fra København i juli og går til Tenerife og havne i Afrika og Middelhavet, medens vintertogtet udgår fra La Spezia i januar til De Vestindiske Øer og USA østkysthavne og slutter i København. På det nuværende togt deltager 11 ØK-styrmandsaspiranter som elever og tre styrmandsaspiranter (tidligere elever på skoleskibet) som kvartermestre. I de seneste ti år har Kompagniet haft 141 styrmandselever med »Danmark«, hvoraf en del senere har gjort tjeneste som kvartermestre. M.s. »Bhanurangsi«, 530 tons d.w., blev bygget til rederiet Siam Steam Navigation, for hvilket det sejlede indtil 1946, hvor det overgik til det nydannede rederi Thai Navigation Company og sejlede mellem Bangkok og Singapore indtil for få år siden. Skibet er nu forflyttet på Chao Phya River, ikke langt fra ØK-kontorerne på Oriental Avenue i Bangkok, og tjener som flydende restaurant.

Elegant old "girls" from Nakskov

The Danish training vessel "Danmark", built at Nakskov Shipyard, completes her 50th year on 15th June, and an even older Nakskov-vessel - m.s. "Bhanurangsi" built as far back as 1927 - may be seen on the Chao Phya river and likewise does not look her age.

The training ship "Danmark" performs two five-month cruises annually in Danish and overseas waters, and the crew of the present cruise includes 11 EAC cadets as trainees and three cadets (former trainees on the training ship) as quartermasters. During the past ten years 141 of our company's cadets have been aboard "Danmark", some of whom have subsequently served as quartermasters.

The 530-ton "Bhanurangsi" was built for Siam Steam Navigation Company Limited, where she served until 1946 when she was transferred to the newly established Thai Navigation Company Limited where she plied between Bangkok and Singapore until a few years ago. The vessel is now moored on the Chao Phya river not far from EAC(T)'s offices at Oriental Avenue in Bangkok, playing the role as a floating restaurant.



Dansk Fryse-Tørring

deltog i den internationale levnedsmiddelmesse SIAL i Paris med de mange frysetørrede pro-

dukter, der vises på bladets forside. DFT havde en af de 48 stande i den danske pavillon, der dækkede 2.100 kvm, og som havde cirka 190.000 besøgende. Fotoet viser fiskeriminister Henning Grove (t.h.), der smager på DFT-rejer sammen med direktør Ejnar Mikkelsen.

Danish Freeze-Drying Ltd.

participated in the international foodstuff exhibition SIAL in Paris with the numerous freeze-dried products shown on the front page of this issue of the EAC Magazine. DFD occupied one of the 48 stands in the Danish Pavilion which covered 2,100 m² and was visited by 190,000 people. The picture shows Henning Grove, Danish Minister of Fisheries, tasting DFD shrimps together with Ejnar Mikkelsen, Managing Director of DFD.

En ung ØK-mand,

Frank Bo Nielsen, der er Regional Support Manager, EAC Hong Kong, har holdt foredrag for 250 delegerede på et seminar i Bangkok afholdt af The Computer Association of Thailand i forbindelse med en tre-dages udstilling. Foredragets titel var »The TOTEC Optical Character Reader (OCR) Concept and its Applications«, og som tak fik Frank Bo Nielsen overrakt en plakette af præsidenten for computersammenslutningen, Mr. Koonchorn Authachinda.

A young EAC employee,

Frank Bo Nielsen, CPT Regional Support Manager, EAC Hong Kong, was guest speaker at a seminar attended by 250 delegates, held in Bangkok by The Computer Association of Thailand in connection with a three-day computer exhibition. The topic of his talk was: "The TOTEC Optical Character Reader (OCR) Concept and its Applications", and as a token of gratitude Frank Bo Nielsen was presented with a plaque by Khun Koonchorn Authachinda, president of the computer association.



Weevil ensures improved crop

Spectacular development at EAC plantations in Malaysia

By: I. H. Hansen, Assistant General Manager, EAC, Copenhagen

A weevil imported from West Africa has brought about a drastic increase in the production of palm oil in Malaysia where our Company operates the oil palm plantations Teluk Merbau in West Malaysia and River Estates in East Malaysia.

During the sixties the oil palm gained ground in East Malaysia, but it became evident that the natural pollination through pollen and insects was insufficient and that it was necessary to employ an "assisted pollination programme" which at the River Estates costs about two million Danish Kroner annually.

In 1978 Unipamol, the biggest palm oil producer in Sabah in East Malaysia, started an investigation into finding the reasons for the inadequate natural pollination, and Dr. Syed of the Commonwealth Institute for Biological Control found an insect in West Africa, *Elaeidobius kamerunicus*, which plays an important role in the pollination process, and permission was granted by the Department of Agriculture in Malaysia to import the insect.

All previous conceptions as to the yield of an oil palm were turned upside down by this weevil, starting a chain reaction: fruit bunches grow larger because all flowers are now pollinated, the oil contents increases, and the kernels grow in number and size.

The small insect's contribution to the pollination process is particularly noticeable in East Malaysia where an increase of up to 30% in the production has been registered, and at our Company's River Estates the harvest in a single month in 1982 was 50% higher than during the corresponding month of the previous year.

It is still too early to evaluate the permanent effect of pollination by this insect, but the increase in production at River Estates has led to expansion plans for the oil mill being sped up by two years. The increase in production for all of Malaysia may aggregate 10 to 15% and with an annual production of 3.5 million tons it means a gain of considerable quantities of oil. The insect has apparently no ecological side effects.

Palm oil and its numerous applications

The oil palm is indigenous to the coast along the Gulf of Guinea in West Africa, and the oil from its fruits has been used in households in Africa for centuries. As far back as the 16th century small quantities of oil found their way to Europe, but the commercial potentials of the oil only became apparent at the beginning of the 19th century.

In 1848 the botanical gardens in Buitenzorg on West Java received four oil palms, and seeds from these plants form the basis for the spread of the oil palm in South East Asia and the foundation of today's large palm oil industry. Malaysia, by far the largest palm oil producer in the world, has witnessed an explosive growth in production, producing 60,000 tons in 1950 while the country today accounts for a production of 3.5 million tons, representing 60% of world production. Indonesia is the second largest producer with 800,000 – 900,000 tons (15%).

Our Company's Teluk Merbau plantation planted the first oil palms at the beginning of the fifties, gradually replacing the old coconut palms. Red palm oil is extracted from the pericarp surrounding the nut which in turn contains a kernel from which oil is extracted which has practically the same properties as coconut oil. The oil is used in the production of soap, margarine, as vegetable fat in many foodstuffs, and for many other purposes.

Snudebillerne på besøg i hanblomsterne.
Weevils visiting flowers.



Snudebille sikrer større høst

Spændende udvikling på ØK's plantager i Malaysia

Af prokurist I. H. Hansen

En snudebille, indført fra Vestafrika, har medført en drastisk stigning i produktionen af palmeolie i Malaysia, hvor ØK driver oliepalmeplantagerne Teluk Merbau i Vestmalaysia og River Estates i Østmalaysia.

Da oliepalmen i 1960'erne vandt større udbredelse i Østmalaysia, blev man klar over, at den naturlige bestøvning gennem pollen og insekter ikke slog til, og at det var nødvendigt at gennemføre et »manuelt bestøvningsprogram«, der på River Estates kostede ca. to millioner kroner om året.

Den største producent af palmeolie i Sabah i Østmalaysia, Unipamol, iværksatte i 1978 en undersøgelse af årsagerne til, at den naturlige bestøvning svigtede, og dr. Syed fra »Commonwealth Institute for Biological Control« fandt i Vestafrika et insekt, *Elaeidobius Kamerunicus*, der spillede en vigtig rolle i bestøvningsprocessen, og landbrugsministeriet i Malaysia gav tilladelse til indførsel af insektet.

Denne snudebille vendte op og ned på alle forestillinger om, hvad en oliepalme kan yde, og der blev sat en kædereaktion i gang: frugtstanderne bliver større, fordi alle blomster nu bestøves, olieindholdet øges, og kernerne bliver flere og større.

Det lille insekts indsats i bestøvningsprocessen er mest mærkbar i Østmalaysia, hvor der er tale om en produktionsfremgang på op imod 30%, og på Kompagniets plantage River Estates lå høsten en enkelt måned i 1982 50% over den tilsvarende måned året før.

Det er endnu for tidligt at bedømme den permanente virkning af bestøvningen med dette insekt, men for River Estates har produktionsforøgelsen betydet en fremskyndelse af udvidelsesplaner for oliemøllen med to år. Måske vil produktionsfremgangen for hele Malaysia ligge mellem 10% og 15%, og da årsproduktionen udgør 3,5 millioner tons, er der tale om en gevinst på anelige kvanta olie. Tilsyneladende har insektet ingen økologisk bivirkning.

Palmeolien med de mange anvendelser

Oliepalmens oprindelige hjemsted var kysten langs Guinea Golfen i Vestafrika, og olien fra dens frugter har været brugt i husholdningen i Afrika i flere århundreder. Allerede i det 16. århundrede fandt mindre partier olie vej til Europa, men først i begyndelsen af forrige århundrede blev oliens kommercielle egenskaber kendt.

I 1848 modtog den botaniske have i Buitenzorg på Vestjava fire oliepalmeplanter, og det er frøene fra disse palmer, der er baggrunden for spredningen af oliepalmen i Sydøstasien og grundlaget for den store industri, palmeolien udgør i dag, Malaysia, der er langt den største producent af palmeolie i verden, har haft en eksplosiv vækst i produktionen, idet landet fremstillede 60.000 tons i 1950, medens det i dag tegner sig for en produktion på 3,5 millioner tons (60% af verdensproduktionen). Indonesien er den næststørste producent med 800.000-900.000 tons (15%).

ØK's plantage Teluk Merbau plantede de første oliepalmer i begyndelsen af 1950'erne, og gradvis erstattede oliepalmerne de gamle kokospalmer.

Rød palmeolie kommer fra selve frugtkødet omkring nødden, som indeholder en kerne, hvorfra man udvinder en olie, der har praktisk taget samme egenskaber som kokosolie. Olien bruges til sæbefremstilling, til margarine, som vegetabilsk fedtstof i mange næringsmidler, og til mange andre formål.

Mindefest for ØK-skibs humanitære indsats

EAC vessel's humanitarian contribution commemorated

5.000 patienter blev behandlet på hospitalsskibet »Jutlandia«

»Jutlandia Veteranerne«, en sammenslutning af hospitalspersonale, administrationsstab og besætningsmedlemmer fra hospitalsskibet »Jutlandia« har i 30-året for våbenstilstanden i Korea holdt medlemsaften hos ØK efter indbydelse fra Kompagniets direktion.

Foreningen har ca. 200 medlemmer, der lejlighedsvis samles, og i sammenkomsten hos ØK deltog 110. De blev budt velkommen af pens. underdirektør S. C. Nygaard, som fortalte om Kompagniets aktiviteter og redegjorde for baggrunden for ØK-skibet »Jutlandia«s ombygning til hospitalsskib, hvorefter overlæge, dr.med. Claus Jessen berettede om den hospitalsmæssige indsats.

Da konflikten i Korea brød ud i 1950, opfordrede FN's sikkerhedsråd medlemslandene til at yde bistand, og den danske regering besluttede at stille et hospitalsskib til rådighed for De Forenede Nationers Enhedskommando. Valget faldt på ØK's m.s. »Jutlandia«, som Kompagniet indvilgede i at udleje til den danske stat, der overdrog Dansk Røde Kors at forestå skibets udrustning og drift, efter ombygningen på A/S Nakskov Skibsværft.

Skibets hidtidige chef, kaptajn C. Kondrup, blev udpeget til fortsat at gøre tjeneste som »Jutlandia«s kaptajn, hvilket han gjorde under hele ekspeditionen sammen med et stort antal ØK-medarbejdere. Ialt gjorde 630 tjeneste om bord, deraf 314 skibsofficerer og besætning og 262 hospitalspersonale.

Den daglige belægning svingede mellem 50 og 100 patienter stigende til 250-300 afhængigt af krigsbegivenhederne, og der var ialt indlagt 4.981 patienter med 84.819 sygedage. Udover hospitalsarbejdet udførte det udsendte personel et udstrakt hjælpearbejde i den civile koreanske befolkning.

Efter Korea-konfliktens afslutning i 1953 blev »Jutlandia« ombygget til dets oprindelige formål som passager- og fragtskib og indgik atter i ØK-fladen.

Overlæge, dr. med. Claus Jessen og frue, tidl. ambassadør i Japan og Korea, Torben Busck-Nielsen, pens. underdirektør, kaptajn S.C. Nygaard, ØK, og formanden for »Jutlandia Veteranerne«, økonomiinspektør Hans Aage Kaad.

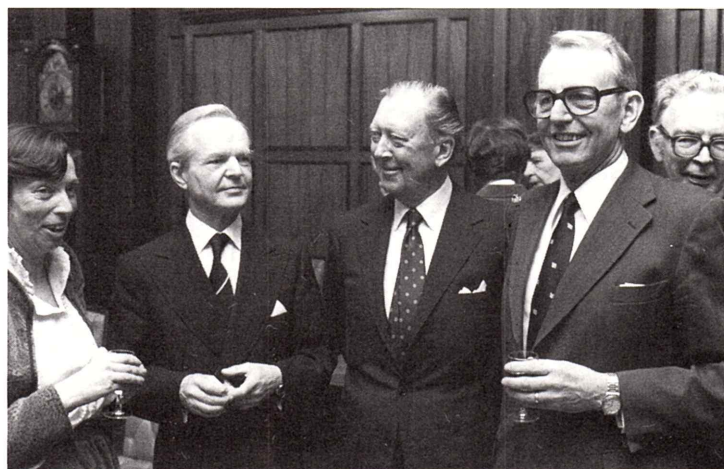
5,000 patients treated aboard hospital vessel »Jutlandia«

On the occasion of the 30th anniversary of the cessation of hostilities in Korea 110 members of the Jutlandia Veterans Association (comprising medical and administrative staff as well as crew members from the former hospital ship "Jutlandia") were our Company's guests at an evening gathering at Head Office.

When the Korean conflict started in 1950 the UN Security Council called upon member countries to offer assistance, and the Danish Government decided to place a hospital ship at the UN unitary command. M.s "Jutlandia" was chosen and our Company agreed to charter her out to the Danish Government, who entrusted the Danish Red Cross with equipping and operating the vessel, following the necessary conversion at Nakskov Shipyard Ltd.

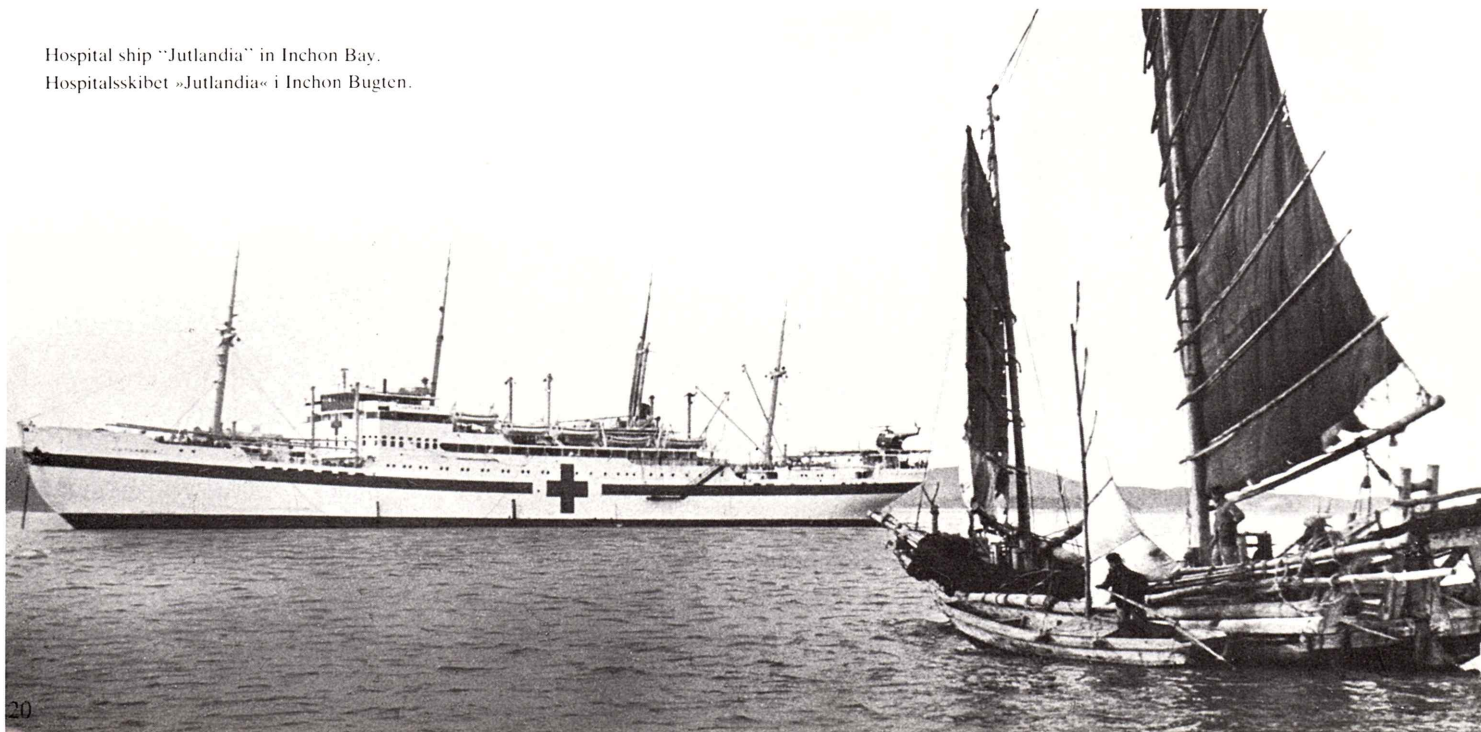
The patients numbered up to 300 a day, and a total of 4,981 were treated, aggregating 84,819 hospital days. In addition, humanitarian work was carried out for the Korean civilian population.

When the Korean conflict ended in 1953 m.s. "Jutlandia" was reconverted to serve her original role as an EAC passenger and cargo vessel.



Hospital ship "Jutlandia" in Incheon Bay.

Hospitalsskibet »Jutlandia« i Incheon Bugten.



NYT OM NAVNE/PEOPLE

Kompagniets bestyrelsesråd besluttede på sit møde 24. februar at imødekomme et ønske fra direktør **Bent Andersen** om sygepensionering.

Bent Andersen, der er 53 år, ansattes i Kompagniet i 1946, var 1950-66 stationeret i Singapore, Jakarta, Tokyo og Accra, de tre sidstnævnte steder som filialbestyrer. Ved hjemkomsten til København udnævntes han til prokurist, blev i 1967 underdirektør, 1972 vicedirektør og 1973 admini-

Direktør Bent Andersen



strerende direktør. Han har været sygemeldt siden november.

Direktionen består herefter af de administrerende direktører **Henning H. Sparsø**, **J. Arthur Hansen**, **Otto F. Andreassen** og **Flemming Hasle** samt vicedirektør **Bertel Hüttemeier**.

At a meeting on 24th February our Company's Supervisory Board accepted a request from **Bent Andersen**, Managing Director, to retire for health reasons.

Bent Andersen, born 53 years ago in Thisted (Jutland), joined our Company in 1946, did overseas service from 1950 to 1966 in Singapore, Jakarta, Tokyo and Accra, at the last three offices as branch manager. Upon his return to Copenhagen Bent Andersen was appointed Assistant General Manager, in 1967 General Manager, in 1972 Deputy Managing Director, and in 1973 Managing Director. He has been on sick-leave since November last year.

The Executive Board thus now comprises **Henning H. Sparsø**, **J. Arthur Hansen**, **Otto F. Andreassen**, and **Flemming Hasle**, Managing Directors, and **Bertel Hüttemeier**, Deputy Managing Director.

Pens. kontorchef **Heinz F. Langfeldt** har af den thailandske ambassadør i Danmark **Kamol Kaosayananda** fået overrakt insignierne og den kongelige udnævnelse til Kommandør af den Hvide Elefant Orden som påskønnelse af indsatsen 1969-1982 som daglig leder af det thailandske general-konsulat i København, først som sekretær og senere som honorær konsul for Thailand.

Heinz F. Langfeldt var af Kompagniet udsendt til Thailand 1939-1962, de sidste tre år som sub-manager for Bangkok-filialen, og hans nære tilknytning til Thailand har siden medført bl.a. et mangeårigt arbejde som bestyrelsesmedlem af Dansk-Thai Forening i København, heraf seks år som formand.

Heinz F. Langfeldt, retired Departmental Manager, has by H.E. the Thai Ambassador, **Kamol Kaosayananda**, been presented with the royal nomination and insignia of Commander of the Most Exalted Order of the White Elephant in recognition of his servi-



ces from 1969 to 1982 as day-to-day head of the Royal Thai Consulate General in Copenhagen, initially as secretary and subsequently as honorary consul for Thailand.

Heinz F. Langfeldt was stationed in Thailand from 1939 to 1962, the last three years as Sub-Manager of EAC's Bangkok branch.

Langfeldt's close connections with Thailand has subsequently brought about, amongst others, many years' work on the committee of the Danish-Thai Society in Copenhagen, out of which six years as chairman.

Ole Stub, prokurist ved Hovedkontorets afdeling i København, overtager medio april stillingen som direktør i P.T. Danmotors Vespa Indonesia i Jakarta efter Jens Nørlyng, der flytter til Australien efter mange års filialtjeneste i Afrika og Østen.

Ole Stub



Ole Stub, Assistant General Manager of Head Office Industrial Department will as from the middle of April take over the position of Director in P.T. Danmotors Vespa Indonesia in Jakarta, succeeding Jens Nørlyng who is being transferred to Australia after many years of service in Africa and the Far East.

Jens Nørlyng



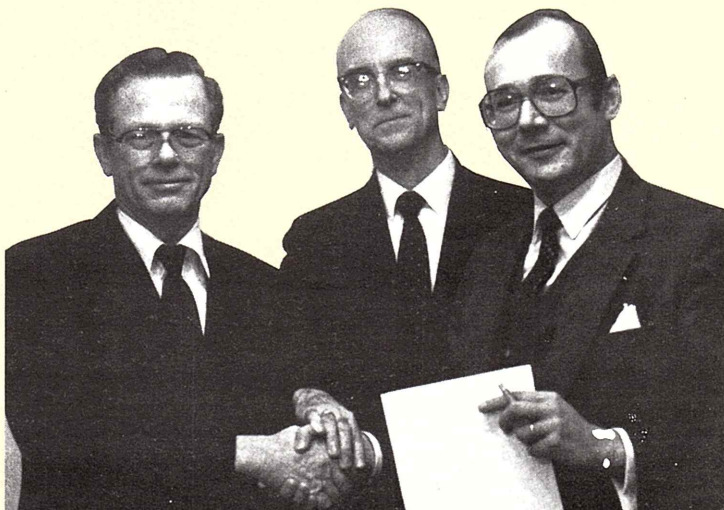
Det er også besluttet at hjemkalde lederen af Kompagniets datterselskab i USA, EAC Inc., direktør **Ole P. Wissing**, til en ledende stilling inden for handelsaktiviteterne med placering i København og at udnævne direktør **Hans Peetz-Larsen**, der leder det grafiske firma Heidelberg Eastern i USA, til præsident for EAC Inc. efter direktør Ole P. Wissing.

Kort før sin tilbagevenden til Danmark har Ole P. Wissing underskrevet et amerikansk obligationslån til finansiering af en udvidelse af Plumrose-fabrikken i Booneville. Udvidelsen, der gør det muligt at øge produktionen af skinke i skiver samt forskellige slags pølser og Luncheon Meat, finansieres gennem et industriudviklings-obligationslån fra Prentiss County i Mississippi, og køber af obligationerne er Chemical Bank i New York.

Ole P. Wissing (til højre) ved underskrivelsen af lånedokumentet i USA sammen med Mr. J. P. Davis, President Prentiss County Board of Supervisors (t.v.) og Mr. H. Peter Hensel, Vice President Chemical Bank.

It has also been decided to recall **O. P. Wissing**, President of EAC Inc., Springfield, with a view to his taking up an executive position within the trading activities with domicile in Copenhagen and to appoint **Hans Peetz-Larsen**, President of the graphic organisation of Heidelberg Eastern in U.S.A., as President of EAC Inc., succeeding O. P. Wissing. Shortly before his return to Denmark O. P. Wissing signed an American bond issue for the purpose of financing an expansion of the Plumrose factory in Booneville. The expansion, which will ensure increased processing of slicing hams and various kinds of sausages and luncheon meat, is being financed through an Industrial Development Revenue Bond Issue made by Prentiss County in Mississippi, Chemical Bank, New York, being the purchaser of the bonds.

O. P. Wissing (right) at the signing of the loan documents together with J. P. Davis, President of Prentiss County Board of Supervisors (left) and H. Peter Hensel, Vice President of Chemical Bank.



38-årig chef for Bergsøe-koncernen

Bent Jensen, en 38-årig ØK-mand, der i april 1981 udnævntes til direktør for Dumex-fabrikken i Indonesien, tiltrådte den 21. marts i år stillingen som administrerende direktør for den rekonstruerede Bergsøe-koncern.

Firmaet Paul Bergsøe & Søn A/S, som i en årrække har været Kompagniets partner i den metallurgiske industri, måtte sidste efterår standse betalingerne. Men den 17. marts kunne fire københavnske advokater, der udgjorde tilsynet med betalingsstandsningen, meddele, at det var lykkedes at hindre en konkurs og at gennemføre en rekonstruktion af selskabet og sikre dets fortsatte beståen ved tilførsel af en ny kapital på 250 mio. kr., tegnet af ØK, Bergsøefonden og en række danske pensionskasser samt Otto Mønsted A/S.

Selskabets ny bestyrelse består af direktør Knud W. K. Jakobsen (formand), direktør Thomas Bergsøe, civiling. Kai Jølck (næstformand), civiling. Jørgen Worning og – fra ØK – direktørerne Otto F. Andreasen og Flemming Hasle, og den har udpeget Bent Jensen til posten som administrerende direktør efter Preben Klehn, der allerede i august 1982 indgav sin afskedsbegæring med 12 måneders varsel.

Om denne rekonstruktion sagde Kompagniets formand, direktør T. Wøldike Schmith på generalforsamlingen den 25. marts, at Bergsøe-koncernen med en aktiekapital på en kvart milliard kroner i det danske moderselskab, hvis aktiver er nedskrevet til meget realistiske værdier, er velkonsolideret. Fabrikken i Glostrup satser stærkt på produktionen af tin, som stiger i pris, og med den produktionsfremgang, som konstateres i den amerikanske bilindustri, kommer der forhåbentlig mere realistiske blypriser til gavn for såvel den hjemlige som de udenlandske fabrikker, deriblandt Bergsøe Metal Corporation i Oregon, USA, som påbegyndte produktionen i fjor efter at være opført af Kompagniet og det gamle Bergsøe-selskab.

Om Bent Jensen skrev den danske avis »Børsen« den 22. marts bl.a.: »Han er ung, dynamisk og knalddygtig. Han har gennemgået en af denne verdensdels bedste udviklingsskoler for forretningsfolk og har fået international pondus ved at tilbringe 90 pct. af sit erhvervsliv i syv forskellige lande, fra USA i vest til Indonesien i øst ... Han kom til ØK i 1964 og fortsatte efter sin læretid i Kompagniet som udsendt medarbejder i New York. I 1972 blev han overflyttet til Liberia, og to år senere blev han trukket hjem til specialtræning i Kompagniets industriafdeling i København, afvekslet med et kort ophold i Nigeria. 1975-81 ledede han koncernens virksomheder – de såkaldte Bera-selskaber – i Venezuela, Columbia og Bolivia, hvorefter han overtog ledelsen af ØK's Dumex-fabrik i Jakarta, hvorfra han nu er hentet hjem til den nye, store opgave«.

I »Berlingske Tidende« præsenteredes den nye Bergsøe-chef således: »Bent Jensen på 38 år er Bergsøes og enhver anden industrivirksomheds pletfri ønskedrøm om en leder med alle grundlæggende egenskaber i hovedet og en dokumenteret evne til at foretage 180 graders tallerkenvendinger, når der er behov for det. Dertil kommer et godt boldøje i tennis og et harmonisk familieliv med hustruen Grethe, to børn og et tredje på vej. Alt sammen nok til et sikkert medlemskort i den eksklusive klub for danske topfolk i industrien, hvis han i sit nye job kan indfri de store forventninger navnlig fra sin gamle arbejdsgiver og nu store mindretalsaktionær ØK«.

38 year-old heading Bergsøe Group

Bent Jensen, 38 year-old EAC employee who in April 1981 was appointed Managing Director of the Dumex factory in Indonesia, took up his duties as Managing Director of the re-structured Bergsøe Group on 21st March.

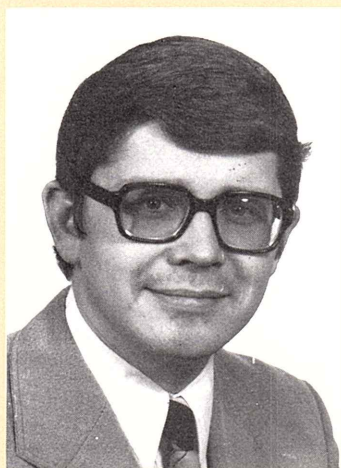
Paul Bergsøe & Son Ltd., for a number of years our Company's partner in the metallurgical industry, was in the autumn forced to suspend payments. However, on 17th March four Copenhagen lawyers, who supervised the company during the period of re-structuring, were able to announce that bankruptcy had been avoided and that re-structuring of the company had successfully been carried through, ensuring survival of the organization by providing new capital to the tune of Dkr. 250 million, subscribed by EAC, the Bergsøe Fund, a number of Danish pension funds, and Otto Mønsted Ltd.

The company's new board of directors consists of Knud W.K. Jakobsen (Chairman), Thomas Bergsøe, Kai Jølck (Deputy Chairman), Jørgen Worning, and – from EAC – Otto F. Andreasen and Flemming Hasle, and the board has appointed Bent Jensen Managing Director succeeding Preben Klehn, who already in August tendered his resignation at 12 months' notice.

At the Annual General Meeting on 25th March our Company's Chairman T. Wøldike Schmith said that the re-structured Berg-

søe Group – with the Danish parent company's share capital of Dkr. 250 million, the shares of which have been depreciated to very realistic values – is soundly consolidated. The factory in Glostrup (a Copenhagen suburb) now concentrates on producing tin, the price of which is increasing, and the increase in production registered in the American motor car industry will, it is hoped, result in more realistic lead prices to the benefit of domestic as well as foreign factories including Bergsøe Metal Corporation in Oregon, USA, (built conjointly by our Company and the "old" Bergsøe company), which commenced production last year.

On 22nd March the Danish commercial daily "Børsen", amongst others, had this to say about Bent Jensen: "He is young, dynamic, and very competent. He has attended one of this part of the world's best schools for developing businessmen and has attained international repute by spending 90% of his business life in seven different countries, ranging from USA in the West and Indonesia in the East. He joined EAC in 1964 and following his apprenticeship in Copenhagen he continued as an assistant in New York. In 1972 he was transferred to Liberia, and two years later he was recalled for special training in the Company's Industrial Department in Copenhagen, interrupted by a brief stay in Nigeria. From 1975 to 1981 he was in charge of the Group's subsidiaries – the so-called Bera-companies – in Venezuela, Columbia, and Bolivia, following which he took over the management of the Company's Dumex factory in Jakarta, from which he has now been called home to take charge of the new, demanding task".



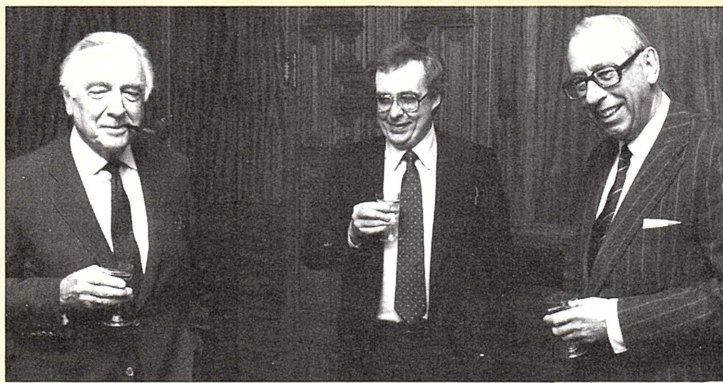
Bent Jensen – ny Bergsøe-chef

Bent Jensen – new head of Bergsøe

Walter Cronkite, den amerikanske radio- og tv-journalist, der i en menneskealder har redigeret tv-selskabet CBS' daglige nyhedsprogram, og som for et par år siden ved en stor meningsmåling udpegedes til USA's mest troværdige mand, har sammen med CBS-produceren **Jonathan Ward** besøgt ØK's Hovedkontor. Det skete i forbindelse med et reportage-besøg i København, der i mange år har været en af Mr. Cronkite's yndlingsbyer, og hvor han i 1980 var ærestaler ved Den Danske Publicistklubs 100-års jubilæum. Reportagen, der var formålet med besøget denne gang, vil skildre verdens første center for tortur-ofre, som er oprettet i København under ledelse af den danske læge Inger Kemp Genefke.

Walter Cronkite var i 1967 hovedtaler ved Rebild-festen, hvormed den amerikanske uafhængighedsdag fejres hvert år i Danmark. Han var med daværende præsident Richard M. Nixon i Kina i 1972, har haft interviewserier med en række andre, amerikanske præsidenter og satte for et par år siden fart i fredsforhandlingerne i Mellemøsten ved at få daværende præsident Anvar Sadat til at rejse til Israel.

Walter Cronkite (til venstre) og Jonathan Ward fra CBS sammen med direktør Henning H. Sparsø (t.h.) under besøget på ØK's hovedkontor.



Hans Peetz-Larsen, der overtager ledelsen af EAC Inc. den 1. maj, vil fortsat være ansvarlig for ledelsen og driften af Heidelberg Eastern. Kompagniets amerikanske

Hans Peetz-Larsen



Walter Cronkite – American radio og TV news commentator who for a generation has been CBS News anchor man and who a couple of years ago was voted USA's most reliable man – has visited our Company's Head Office together with CBS producer **Jonathan Ward**. The visit took place in connection with a news coverage to Copenhagen, for many years one of Walter Cronkite's favourite cities, where he in 1980 was guest speaker at the centenary of the National Press Club of Denmark. The news coverage which was the purpose of this particular visit will be describing the world's first centre for victims of torture which has been established in Copenhagen and is headed by Danish doctor, Ms. Inger Kemp Genefke.

In 1967 Walter Cronkite was principal speaker at the Rebild Festival where American Independence Day is celebrated every year in Denmark. He accompanied then President Richard M. Nixon to China in 1972, has interviewed a number of other American Presidents, and a couple of years ago helped speed up peace negotiations in the Middle East by inducing then President Anvar Sadat to go to Israel.

Walter Cronkite (left) and Jonathan Ward of CBS together with Henning H. Sparsø (right) during the visit to Head Office.

ske aktiviteter omfatter desuden produktion og distribution af fødevarer, metallurgisk industri, distribution af avanceret industriudstyr samt skibsagentur-virksomhed og import- og eksportvirksomhed.

Hans Peetz-Larsen, who takes over the management and operation of EAC Inc. on 1st May, will continue to be responsible for the management of Heidelberg Eastern. Our Company's American activities, furthermore, comprise production and distribution of provisions, participation in the metallurgical industry, ship agency activities, and import and export business.

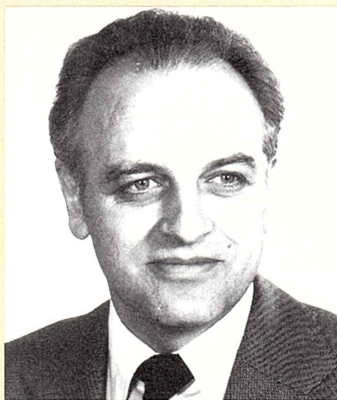
Kompagniet har besluttet at hjemkalde underdirektør **Erik Petersen**, der i de sidste fem år har været direktør for samsejlingen ScanDutch, for at han sammen med den nyudnævnte underdirektør **Karsten Stock Andresen** kan overtage den daglige ledelse af Kompagniets skibsafdeling.

Erik Petersen, der er 46 år, ansattes i ØK 1951 og forrettede oversøisk tjeneste 1958-76 i Shanghai, Hong Kong, Accra og Kuala Lumpur, mens Karsten Stock Andresen, der er 45, ansattes i Kompagniet i 1954 og var knyttet til Johnson ScanStar i Stockholm 1972-76. Derfra vendte han tilbage til Kompagniets skibsafdeling og udnævntes i 1978 til chef for dens linieafdeling.

Til ny leder af ScanDutch er udpeget prokurist **Finn Frandsen**, 46, der ansattes i Kompagniet i 1956 og forrettede oversøisk tjeneste i Paris, Buenos Aires, Mexico, Liberia og Malaysia 1960-81. Siden hjemkaldelsen til Hovedkontoret i 1981 har han været knyttet til dets handelsafdelinger.

Our Company has decided to recall **Erik Petersen**, General Manager – who for the past five years has acted as Managing Director of the ScanDutch joint service – so that he together with **Karsten Stock Andresen**, recently appointed General Manager, can take over the day-to-day manage-

K. Stock Andresen



ment of our Company's Shipping Department.

Erik Petersen, 46 years old, joined our Company in 1951 and did overseas service from 1958 to 1976 in Shanghai, Hong Kong, Accra, and Kuala Lumpur.

Karsten Stock Andresen, 45 years old, joined our Company in 1954 and was attached to Johnson ScanStar in Stockholm from 1972 to 1976, from where he returned to our Company's Shipping Department and in 1978 was appointed manager of its Liner Department.

Finn Frandsen, Assistant General Manager, 46, has been appointed new Managing Director of ScanDutch. He joined our Company in 1956 and did overseas service in Paris, Buenos Aires, Mexico, Liberia, and Malaysia from 1960 to 1981. Since his recall to Head Office in 1981 he has been attached to the trading departments.

Erik Petersen



Finn Frandsen



To skribenter – den britiske **Reginald Spink** og den danske **Povl Westphall** – har i København modtaget den såkaldte Ebbe Munck-pris, opkaldt efter den danske journalist, grønlandsforsker, diplomat og hofchef **Ebbe Munck**, som i en årrække var medlem af Kompagniets bestyrelsesråd efter at have været Danmarks ambassadør i Thailand. Povl Westphall var medforfatter af ØK-bøgerne, der udsendes i 1972 og 1978.

Two writers – British **Reginald Spink** and Danish **Povl Westphall** – have in Copenhagen received the Ebbe Munck Prize named after Danish journalist, Greenland explorer, diplomat, and Lord Chamberlain, **Ebbe Munck**, who for a number of years was a member of our Company's Supervisory Board after having been Denmark's ambassador to Thailand. Povl Westphall was co-author of the EAC books published in 1972 and 1978.



De næste årtiers transport

eller »Transpeculations« er temaet for ScanDutch's 1983-kalender, et fantasifuldt men seriøst blik på fremtidens transportformer, baseret på et solidt fundament af forskning, fremtidsforskeres tanker og ScanDutch's egen fornemmelse af, hvad morgendagen vil bringe.

Vi gengiver tre motiver, der alle har forbindelse med søtransport:

Øverst sø-toget med for- og agterparti som separate enheder, hvoraf sidstnævnte rummer alt traditionelt udstyr, medens individuelle lastmoduler indsættes efter behov.

I midten ses vindskibet, der drives dels af en enorm drage, dels af store vindmøller på masterne.

Forneden vises undervands-tankerskibet, hvor lasten – olie eller korn – rummes i fleksible balloner, der i tømt stand ligger sammenfoldede om bord.



Transport in the decades to come

or "Transpeculations" is the theme of the ScanDutch 1983 calendar, an imaginative though serious look at transport in the future based on a solid foundation of research, the visions of expert "futurists" and ScanDutch's own hunches about what tomorrow may have in store.

Reproduced here are three subjects all of which are connected with sea-borne carriage:

Top: "The Ocean Train" with bow and stern as separate units, the latter half containing all traditional ship's equipment, while individual cargo modules can be inserted as required.

Centre: "The Wind Ship" propelled partly by a tremendous kite and partly by huge windmills on the masts.

Bottom: "The Submarine Tanker" where the cargo – be it oil or grain – is contained in flexible balloons which emptied out lie folded on board their nuclear powered tug.



Udsendt dansk personale Danish Staff Members Abroad



pr. 1. marts 1983, ialt 265 i 37 lande/as of 1st March 1983, totalling 265 in 37 countries

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EAC (S)

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Flemming Hansen
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Saraburi:

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