

ØKEAC

Bladet

Magazine 2/85



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Farøbroerne
fotograferet i marts 1985 af Lene Storm
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The Farø bridges
photographed in March 1985
by Lene Storm
The Road Directorate (Copyright)

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Tillykke med fremgangen!

Vi har alle grund til at være tilfredse med den fremgang, som regnskabet for 1984 er udtryk for. Resultatet af den ordinære drift blev kr. 361 millioner, og det er en fremgang på kr. 332 mio. sammenlignet med året før og på kr. 738 mio., når sammenligningen gælder 1982. Sagt på en anden måde – den foreskrevne medicin har virket. Dette var den gladelige meddelelse, vi den 11. april kunne sende til medarbejdere i koncernen samt til aktionærer og offentlighed. Når dette er sagt, kommer imidlertid den helt nødvendige tilføjelse, at 1985 og efterfølgende år langt fra bliver lette. Realiteterne er, at den nødvendige, fortsatte fremgang bliver mindst lige så hårdt at

fremtvinge som den fremgang, der i dag er en kendsgerning. Også derfor valgte vi allerede den 12. april pr. telex til samtlige ledere i koncernen over hele jorden at præcisere de økonomiske målsætninger for 1985 og de nærmeste år derefter og at fokusere på de områder, som kræver særlig opmærksomhed. Det gælder ikke mindst kapitalforbruget, som i 1984 var for stort, og som skal nedbringes i 1985, samtidig med at driftsresultaterne iøvrigt bedres; men grundlaget for fortsat fremgang er etableret, og den samklang, der eksisterer og stadig søges udviklet mellem ledelse og medarbejdere sammenholdt med forståelse omkring mål og midler, bidrager til optimismen

med hensyn til vor fælles formåen.

1985 bliver på mange måder et spændende år, der bl.a. som en naturlig fortsættelse af de tidligere lederkonferencer vil opleve en analyse af virksomhedens image og en vurdering af forsknings- og udviklingsindsatsen inden for vore industrier med henblik på en fortsat styrkelse af de stærke.

We shall keep in touch.

DIREKTIONEN

Progress to be proud of!

We have – all of us – good reason to be satisfied with the progress demonstrated in the 1984 accounts. The profit on ordinary activities was D.kr. 361m, an improvement of D.kr. 332m on the previous year – and D.kr. 738m better than in 1982. In other words, the prescribed medicine has worked. This was the good news we were able to announce to the Group's employees, to shareholders and to the public at large on April 11. This said, however, it must be added that 1985 and subsequent years will be far from easy years. The realities are that the necessary, continued progress will be as difficult to achieve as the progress which today is a fact. We chose, also for this reason, and already

on April 12 to telex all managers within the EAC Group throughout the world a précis of the economic objectives for 1985 and for the years immediately thereafter and to focus on those areas requiring special attention. This applies especially to the use of capital, which was excessive in 1984 and must be reduced in 1985 at the same time as the operating results are improved; but the foundation has been laid for the Company's continued progress, and the harmony that exists and is constantly sought developed between management and staff in conjunction with an understanding of goals and means contributes to the optimism with regard to the future results of our joint endeavour.

In many respects 1985 will be an exciting year, and as a natural follow-on to earlier management conferences we shall be conducting an analysis of the Company's image and an assessment of our research and development efforts within the industries with a view to further pushing the winners.

We shall keep in touch.

THE EXECUTIVE BOARD

Ny investeringer i givtige virksomheder

Udvidelser hos Fibertex i Danmark, Mapol i Brasilien, Heidelberg Eastern i USA og Plumrose i Australien

ØK-virksomheder rundt om på kloden investerer til stadighed i anlæg og andre faciliteter der derved af forbedre indtjening og fortjeneste. Som eksempel på sådanne investeringer, hvorved Kompagniet dirigerer ressourcerne til de mest givtige og potentielt mest fremgangsrige aktiviteter, omtales på denne side tre af disse investeringer: i Heidelberg Eastern i New York, i Plumroses yoghurt-fabrik i Australien og i Fibertex ved Aalborg. Og en fjerde, større udvidelse - af emballagefabrikken Mapol i Brasilien - omtales i en separat artikel.

Heidelberg Eastern udvider for 7 mio. US\$

Heidelberg Eastern, Inc., der er USA's førende importør og forhandler af grafisk udstyr, har erhvervet en nabobygning til virksomhedens hovedkvarter på Woodhaven Boulevard, Glendale, New York.

Bygningen er på 78.000 kvadratfod og grunden på 108.550 kvadratfod.

Bygningens pris var 3,1 mio \$, og ombygningsarbejde, m.m. vil beløbe sig til 3,9 mio \$, altså en samlet investering på 7 mio \$. Dette er den hidtil største investering i fast ejendom i Heidelberg Eastern's og EAC Inc.'s historie.

Yoghurt-fabrik udbygges for 3,4 mio A\$

I Australien investerer Plumrose's dattervirksomhed 3,4 mio

Heidelberg Eastern råder bl.a. over store udstillingslokaler

Heidelberg Eastern presents its products in a large showroom.



australske dollars (ca. 29 mio d.kr.) i en udvidelse af Yoplait-fabrikken i Echuca, 200 km nord for Melbourne.

Investeringen omfatter en forøgelse af fabriksarealet med 1.200 m² samt en udvidelse af fabrikationsudstyret, der tillader en øget produktion af yoghurt-produkterne og optagelse af nye mælkeprodukter i fabrikationsprogrammet.

Plumrose (Australia) Ltd. lancerede i midten af 1982 en serie yoghurt-produkter, fremstillet på en nyopført fabrik under en licensaftale med den franske virksomhed Sodima, og en effektiv salgs- og marketingsindsats har gjort Yoplait til det førende mærke i Australien.

Fibertex øger kapaciteten med 25%

Fibertex ApS i Aalborg har gennemført en udvidelse af produktionsfaciliteterne med 25%. Udvidelsen omfatter en nybygget lagerhal på 1.700 m², en udvidet produktionshal på 1.900 m² samt en ny og mere kompakt produktionslinie til Fibertex' banevarer.

En intensiv markedsføringsindsats i de seneste år har skabt afsætning af Fibertex-produkterne i så fjerne lande som Canada, USA, Australien, Det mellemste Østen og Asean-landene, hvoraf navnlig de to sidstnævnte markeder betragtes som virksomhedens strategiske ekspansionsområder.

Kapacitetsudvidelsen skal sammen med de fire nuværende anlæg imødekomme det stigende behov for ikke-vævede produkter til mange forskellige anvendelser, f.eks. bæredug til tæpper, afdækningsstof i møbel- og madrasindustrien, geotekstiler i bygge- og anlægssektorerne og gartneritekstiler.

New investments in profitable companies

Expansion by Fibertex, Denmark, MAPOL, Brazil, Heidelberg Eastern, USA and Plumrose, Australia

EAC companies throughout the world continue to invest in plant and machinery to improve their earnings and profitability. To illustrate the Company's policy of directing investment resources into the most profitable and potentially expansive activities, details are given on this page of three such investment projects: Heidelberg Eastern in New York, Plumrose's yoghurt factory in Australia, and Fibertex, Aalborg. A fourth major expansion (MAPOL packaging works in Brazil) is described in a separate article.

Heidelberg Eastern expands to tune of US \$7m

Heidelberg Eastern, Inc., America's leading importer and distributor of graphic-arts equipment, has acquired a building adjacent to the company's present headquarters on Woodhaven Boulevard, Glendale, New York.

The 78,000-sq.ft. building stands on a plot of 108,550 sq.ft. The cost of the building was \$3.1m, and alterations to the property and neighbouring buildings will cost an additional \$3.9m. The total figure of \$7m is the largest real-estate investment in the history of Heidelberg Eastern and EAC, Inc.

A\$3.4m extension of yoghurt factory

Plumrose (Australia) Ltd. has invested A\$3.4m (approx. D.kr. 29m) in an extension of its Yoplait factory at Echuca, 200 km north of Melbourne.

The work includes a 1,200-m² extension to the factory and the installation of additional plant to increase output of yoghurt products and enable the company to add new milk products to its range.

Plumrose (Australia) Ltd. launched its yoghurt products in

Fibertex' 5. produktionslinie under opbygning

Fibertex installs a fifth production line.



mid 1982, manufacturing them at a new factory under licence from Sodima of France. Thanks to a strong sales and marketing campaign, Plumrose has successfully established Yoplait as the leading yoghurt brand in Australia.

Fibertex increases capacity by 25%

Fibertex ApS of Aalborg has increased its production capacity by 25%. The extension includes a new 1,700-m² storage hall, a 1,900-m² extension to the production building, and a new and more compact production line for Fibertex's non-woven products.

The company has intensified its marketing efforts over the past year or two and has successfully launched Fibertex products in such distant markets as Canada, USA, Australia, the Middle East and ASEAN countries. The two latter areas are considered the company's strategic areas of expansion.

Along with existing facilities, the extra capacity will meet the increasing demand for non-woven products for numerous purposes, e.g. carpet backing, covering fabrics in the furniture and mattress industries, geofabrics for the building and civil-engineering sectors, and textiles for horticulture.

Ny vækst og fremgang i 1984

A/S Det Østasiatiske Kompagni offentliggjorde den 11. april følgende beretning om regnskabsåret 1984:

For Ø.K. koncernen som helhed blev 1984 et år præget af vækst og fremgang, og den udvikling, som fandt sted, og de perspektiver, der tegner sig, vurderes som henholdsvis tilfredsstillende og lovende.

I årets løb fortsattes den tidligere indledte dirigering af ressourcerne til de mest givtige og potentielt mest fremgangsrige aktiviteter, og eftersom koncernens strukturelle tilpasning stort set fuldførtes i løbet af de foregående år, blev der i 1984 alene tale om een væsentlig virksomhedsafhændelse. Det drejer sig om Kompagniets 50 procents andel i en canadisk tømmervirksomhed, Eacom Timber Sales Ltd., Vancouver, hvis opgave var markedsføring af træ produceret af bl.a. Tahsis Co. Ltd., hvori Kompagniet indtil 1982 var 50 procent medejer. I denne sammenhæng er det værd at nævne, at der omkring samme tidspunkt blev indgået aftale med den nuværende eneaktionær i Tahsis Co. om fremskyndet tilbagebetaling af den del af lånekapitalen i Tahsis, som Kompagniet i tidligere år havde tilført virksomheden, ialt ca. Can. \$ 50 mio., som også omtalt i beretningen for 1982.

Eacom var, for så vidt angår omsætning, en betydelig virksomhed, og hvis man fra Ø.K. koncernens omsætning i 1983 trækker omsætningen i Eacom, som selv sagt ikke er inkluderet i tallene for 1984, kan der konstateres en omsætningsfremgang fra 1983 til 1984 på kr. 2,1 mia., svarende til 13,4 procent.

Bl.a. som følge af, at det er lykkedes at forbedre dækningsgraderne væsentligt, er årets resultat af den ordinære drift tilsvarende forbedret og figurerer i regnskabet med kr. 361 mio. I 1983 var tallet kr. 29 mio.

Finansieringen af koncernens aktiviteter tilstræber fremdeles den højeste grad af symmetri, hvad angår virkningerne af henholdsvis stigninger og fald i kurserne på de valutaer, hvori lån

er optaget. Følgelig er ca. 60% af moderselskabets samlede låntagning sket i US Dollars, hvilket harmonerer med de nuværende investeringer i Dollar aktiver og indtægter i Dollars. I overensstemmelse med hidtidig regnskabspraksis henføres urealiserede valutakurstab og -gevinster på den langfristede gæld direkte til status som værende det enkelte driftsår uvedkommende. På samme måde optages opskrivningshenlæggelserne, der bl.a. hidrører fra valutakursgevinster på faste aktiver, direkte på status. Ved kursreguleringen pr. 31. december 1984 af moderselskabets langfristede gæld androg det urealiserede valutakurstab for året kr. 245 mio., medens opskrivningshenlæggelserne øgedes med ialt kr. 288 mio.

Omkring $\frac{2}{3}$ af moderselskabets langfristede gæld i fremmed valuta forfalder til betaling senere end tre år fra 31. december 1984 at regne. I denne forbindelse er det værd at bemærke, at Kompagniets betydelige likviditetsreserver giver megen fleksibilitet med hensyn til disponering af låneporteføljen.

Det økonomiske kraftcenter i verden i dag er klart U.S.A. Trods et meget betydeligt betalingsbalance underskud er inflationen holdt under kontrol, og finansieringen af statsunderskuddet har ikke voldt problemer. US Dollar er gået meget stærkt frem, og renten er forblevet relativt høj; alligevel er beskæftigelsen øget så meget, at arbejdsløsheden i U.S.A. er faldet. Når dette sammenholdes med en generelt positiv udvikling i mange af de lande, hvori Ø.K. koncernen virker, ville det være nærliggende at konkludere, at vilkårene for Kompagniets virke i 1985 ikke vil blive ringere end i 1984. Imidlertid forudses øget konkurrence inden for international liniefart, og der synes ikke umiddelbart at være udsigt til et generelt rentefald, måske snarere tværtimod. Samtidig væk-

ker det bekymring, at der i vide kredse i U.S.A. rejses stadig stærkere krav om protektionistiske tiltag.

På trods af de her nævnte negative udviklinger står Ø.K. koncernen til fortsat fremgang i 1985, således som det også tidligere er forudsagt.

Megen tid og energi anvendes på at holde aktionærer og offentlighed så godt orienteret om Ø.K. koncernens aktiviteter, som det er muligt. Disse bestræbelser udmøntes bl.a. i udsendelse af en beretning ved afslutning af hvert kvartal, hvori såvel den konstaterede som den forventede udvikling kommenteres. Beretningen for første halvår 1984 gik så vidt som til at konstatere, at det – den forven-

tede fremgang til trods – ikke ville blive muligt at udlodde dividende for 1984 og 1985. I stedet stilledes udlodning af en fondsaktie, i forholdet 1 for 10, i udsigt for 1985, såvel som genoptagelse af dividende udbetaling for året 1986. Bestyrelsesrådet kan bekræfte, at der på generalforsamlingen ikke vil blive stillet forslag om udlodning af dividende for 1984, og at de her nævnte forventninger iøvrigt fremdeles forekommer realistiske.

Kort om Ø.K.

Ø.K. er en koncern, der ultimo 1984 bestod af 119 virksomheder, og som arbejder i samtlige verdensdele inden for handel, industri, plantagedrift og skibsfart. Med hovedkontor i København er Kompagniet en af de største virksomheder af sin art i Skandinavien.

Koncernen er divisionaliseret efter produkter og består af seks divisioner, som alle registrerede fremgang i 1984. Koncernens samlede omsætning nåede op på ca. kr. 18 mia., og der investeredes kr. 387 mio. i faste aktiver.

Kompagniet tilførte Danmark over kr. 1 mia. netto i fremmed valuta, og de danske virksomheder i Ø.K. koncernen tegnede sig for en eksport på ialt kr. 1.609 mio.

Den finansielle målsætning på kort sigt er bl.a. at opnå:

En bruttofortjeneste i koncernen svarende til 25% af nettoomsætningen.

En selvfinansieringsgrad i koncernen på 25%.

Forretningsgrundlaget vil fremdeles være produktgrupper, udvalgt efter en vurdering af indtjeningspotentielt og perspektiver, og i relation til hvilke Kompagniet besidder særlige kompetencer.

Begrebet kvalitet er et særkende for vore krav til:

de menneskelige ressourcer,

produkter og services,

vor evne til at skabe maksimal værditilvækst for de produkter, vi markedsfører, og til

vor medvirken til opnåelse af gensidigt udbytte i alle samarbejdsrelationer.

New growth and progress in 1984

On April 11 The East Asiatic Company Ltd. A/S published the following report on 1984 financial year:

For the EAC Group as a whole, 1984 was a year of growth and progress. Developments during the year and future perspectives may be described as satisfactory and promising, respectively. During the year the process continued of directing resources to the Group's most remunerative and potentially expansive activities, and as the Group's structural adjustment was largely completed the previous year, there was only one major divestment in 1984. This was the Company's 50 pct. share in a Canadian lumber company, Eacom Timber Sales Ltd., Vancouver, whose objective was to market timber produced by a.o. Tahsis Co. Ltd. in which the Company until 1982

participated with a 50 pct. share. In this connection it should be noted that at about the same time agreement was reached with the present sole owner of Tahsis Co. for accelerated repayment of the share of debt capital extended to Tahsis by EAC in earlier years totalling approximately Can \$ 50 m, which was mentioned in the Company's report for 1982.

In terms of turnover, Eacom was a large company. When its sales in 1983 are deducted from the Group's consolidated turnover for that year (naturally they are not included in the figures for 1984), an increase in the Group's turnover from 1983 to

1984 by D.kr. 2.1 billion or 13.4 pct. is established.

One result of the marked improvement in contribution ratios was that the Company was able to increase its profit on ordinary activities to a figure of D.kr. 361 m. In 1983 the corresponding figure was D.kr. 29 m.

The policy pursued in financing the Group's activities remains one of symmetry, i.e. balancing to the greatest possible degree the effects of rising and declining rates of exchange for those currencies in which loans have been contracted. Consequently, about 60 pct. of the parent company's total borrowing is in US Dollars which is in harmony with present investments in Dollar based assets and earnings in Dollars.

In accordance with past accounting practices unrealized foreign-exchange losses and gains on long-term loans are referred to the balance sheet, as these items are not attributable to activities in the individual year. Similarly, revaluation reserves, which inter alia represent foreign-exchange gains on fixed assets, are likewise referred to the balance sheet. At the foreign-exchange adjustment on 31st December, 1984, of the parent company's long-term debt the unrealized foreign-exchange loss amounted for the year to D.kr. 245 m. whilst the revaluation reserves showed an increase of D.kr. 288 m.

About 2/3 of the Parent Company's long-term loans in foreign currency fall due for payment later than three years from December 31, 1984. In this connection it should be noted that the Company's substantial liquid reserves afford considerable flexibility in managing the debt portfolio.

Today the world's economic powerhouse is undoubtedly the United States. Despite a heavy balance-of-payments deficit, America has successfully held

inflation in check and has experienced little difficulty in financing its deficit. The Dollar has soared in value, and interest rates have remained relatively high; nevertheless so many jobs have been created that unemployment in the United States has fallen. Viewing this in conjunction with generally positive developments in many parts of the world where EAC is active, there might be reason to conclude that the environment for the Company's activities will hardly be less favourable in 1985 than it was in 1984. However, there are strong indications that competition in international liner shipping will increase, and there are no immediate signs of a general drop in interest rates – perhaps rather the opposite. It is also a cause of anxiety that there are increasingly persistent calls in many quarters in the United States for the introduction of protectionist measures. Despite the negative developments mentioned here, the EAC Group looks forward to achieving progress in 1985 as also forecast previously.

Considerable time and energy are expended on keeping shareholders and the public as fully informed of the activities of the EAC Group as possible. These efforts include the publication of quarterly reports in which both actual performance and expected developments are reviewed. The report for the first six months of 1984 went so far as to say that – despite progress made – it would not be possible to pay a dividend for 1984 and 1985. Instead, the possibility was indicated for 1985 of issuing bonus shares in a 1-for-10 ratio and of resuming dividend payments for 1986. The Supervisory Board can confirm that no proposal will be made at the annual general meeting for payment of a dividend for 1984 and that the expectations already outlined continue to appear realistic.

Briefly about EAC.

At December 31, 1984, the EAC Group consisted of 119 companies, engaged in trading, manufacturing, plantation and shipping and the Group was active in all parts of the world. With headquarters in Copenhagen, the Company is one of the largest enterprises of its kind in Scandinavia.

The Group is divisionalized according to products and consists of six divisions which all registered progress in 1984. Group turnover in 1984 reached about D.kr. 18 billion, and a total of D.kr. 387 m. was invested in fixed assets.

The Company earned D.kr. 1 billion net in foreign exchange for Denmark, and the Danish members of the Group accounted for exports valued at D.kr. 1,609 m.

The short-term financial objectives include:

A consolidated gross profit in the Group equivalent to 25 pct. of net turnover.

A Group equity representing 25 pct. of total assets.

The Group will continue to base its activities on product lines selected for their earning potential and perspectives and in relation to which the Group possesses special competences.

The concept of quality is the core element of the standards we set for our:

human resources,

products and services,

ability to generate maximum added value for the products we market, and for

our contribution towards the achievement of mutuality of benefits in all relationships.

Bulkcarrier on maiden voyage

A new vessel, "FP Clipper", is on her maiden voyage from the Japanese yard, where she was built, to British Columbia and the US west coast to pick up a cargo of lumber, pulp and other forest products for European ports.

It is also a voyage of introduc-

tion: on the trip the new lumber bulk carrier will be shown to customers, port authorities, etc., in the various ports of call.

"FP Clipper" is owned by Forest Product Carriers (International) Ltd., a company set up by MitsuiOSK Lines, Tokyo, and the East Asiatic Company.

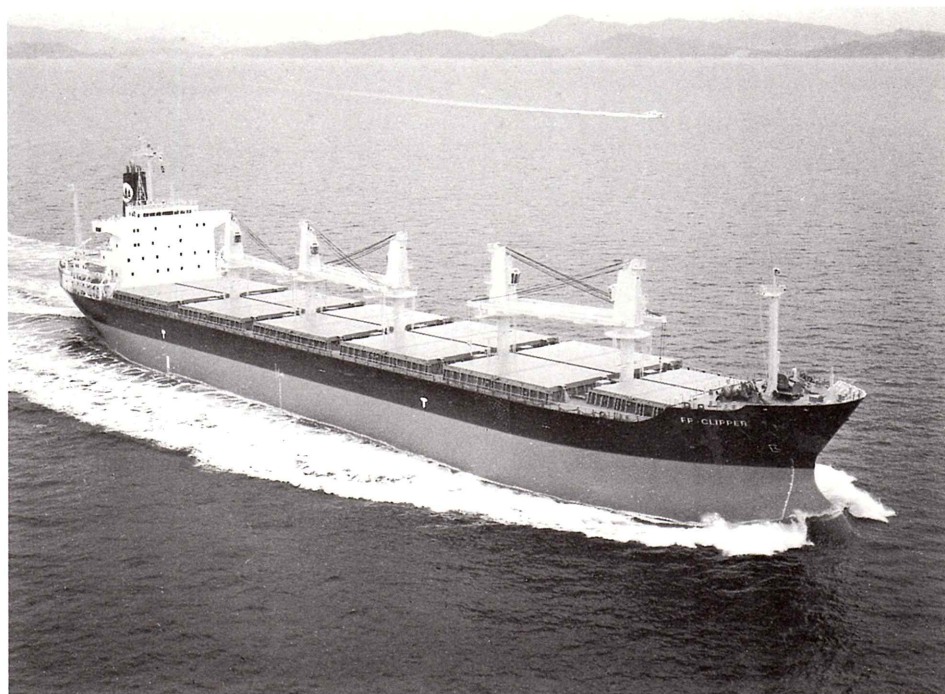
Nybygning på jomfrurejse

Nybygningen »FP Clipper« er startet på sin jomfrurejse fra værftet i Japan til British Columbia og den amerikanske vestkyst for at laste tømmer, papirmasse og andre træprodukter til Europa.

Det er samtidig en præsentationsrejse, idet den nye lum-

ber bulk carrier på rejsen fremvises for kunder, havnemyndigheder, m.fl. i de forskellige havne.

»FP Clipper« ejes af Forest Product Carriers (International) Ltd., der er etableret af MitsuiOSK Lines, Tokyo, og ØK.



Principal Particulars:

Length Overall
186,90 m

Length Between Perpendiculars
178,000 m

Breadth (Moulded)
29,40 m

Depth (Moulded)
16,30 m

Load Draft (Moulded)
11,55 m

Gross Tonnage
25,221

Deadweight
41,876

Cargo Hold Capacity (Grain)
50,300 cub. m

Main Engine
Mitsui B&W Diesel Engine
6L60 MCE 1
M. C. O. 9,000 BHP x 104 R. P. M.

Service Speed
14,5 Knots

EAC Steamship Agencies now represent Johnson ScanStar in US

EAC Steamship Agencies have been appointed representatives of Johnson ScanStar in 11 western US states: Washington, Idaho, Montana, Wyoming, Colorado, Utah, Oregon, Nevada, Arizona, New Mexico and California.

EAC Steamship Agencies have offices in Seattle (Washington), Portland (Oregon) and San Francisco and Los Angeles (California). The remaining states will be served either through agents or on a direct basis.

The Johnson ScanStar representation is estimated to double the business activities of the organisation, which will employ a total of approx. 115 people in the four offices. The San Francisco office will be moved to Oakland and the divisional headquarters of EAC Steamship Agencies will transfer to Los Angeles, where the compa-

ny recently occupied new premises.

Johnson ScanStar is the leading carrier between Europe and the west coast of North America. It operates five vessels with a capacity of 800-900 TEU. In January JSS signed a new sailing and space-charter agreement with two other leading European companies, Hapag-Lloyd and Pacific Europe Express, which meant in effect that JSS returned to the weekly, fixed-day schedule the line had pioneered 14 years earlier.

The agreement with Johnson ScanStar marks a major transition of EAC's liner agency activities on the US west coast. It is an important step towards EAC's goal of representing major carriers in the main US west coast foreign-trade routes.

Together with EAC Data, EAC Steamship Agencies have participated in the development and operation of computerised documentation, accountancy, EDP systems and other local container tracking and certain

marketing functions under EAC Data's Agent System Application Package (ASAP). JSS operations will be similarly computerised.

Another EAC subsidiary, Johnson, Walton Steamships Ltd., Vancouver, has represented Johnson ScanStar since its formation in 1970.

In Europe EAC subsidiaries or associated companies represent Johnson ScanStar in Denmark, Germany, the Netherlands, Belgium and Italy.

EAC Steamship Agencies får Johnson ScanStar-agenturer i USA

EAC Steamship Agencies har fået agenturet for Johnson ScanStar i 11 vestamerikanske stater. EAC Steamship Agencies har kontorer i fire af disse,

medens de øvrige stater dækkes gennem underagenter eller direkte.

Agenturet for Johnson ScanStar fordobler aktiviteterne i

dette ØK-selskab, der ialt vil komme til at beskæftige ca. 115 medarbejdere.

Danish mariners played important part in World War II

Forty years after the end of World War II – and Denmark's liberation – is a natural time to recall the effort and sacrifice of many EAC mariners in Allied service and aboard the Company's vessels.

Fifteen EAC ships served with the Allies – and 11 of them were sunk. Out of a total of 834 Danish and 84 Chinese seamen aboard these vessels, approx. 100 Danes lost their lives. The number of Chinese crew members lost is unknown.

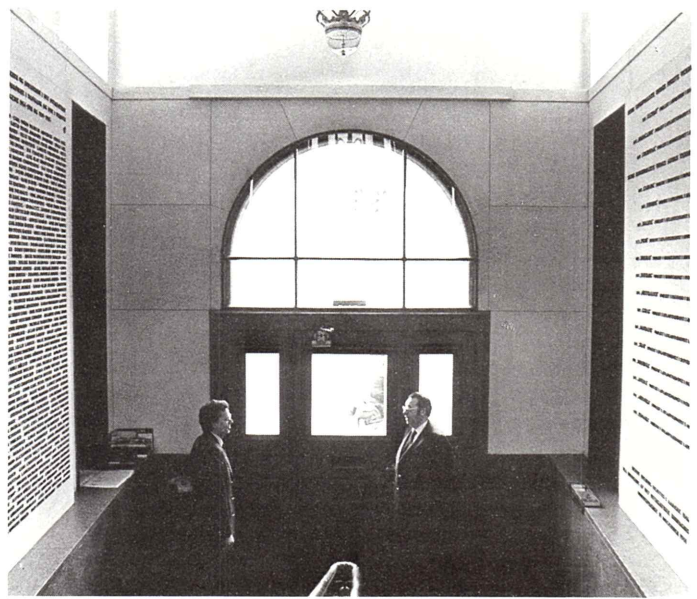
The figure indicate the sacrifice made at sea for the Allied – and Danish – cause.

This issue of EAC Magazine includes a special supplement, describing the contribution of the 'Selandia' and other Company vessels during World War II. The leaflet was produced in 1981 and a number of copies donated to the Museum of Denmark's Fight for Freedom in Copenhagen together with a model of the 'Selandia' and other material.

Danske søfolks store indsats under den anden verdenskrig

Fyrrer år efter den anden verdenskrigs afslutning - og Danmarks befrielse - er det naturligt at mindes den indsats, som et stort antal ØK-søfarende ydede på allieret side om bord i ØK-skibe.

15 ØK-skibe sejlede i allieret tjeneste, og 11 af dem gik tabt. Af 834 danske og 84 kinesiske søfolk omkom henved 100 danskere ved forlis, medens tallet på omkomne kinesiske besætningsmedlemmer ikke kendes.



The memorial plaques at the main entrance to Head Office carry the names of the 182 mariners and other personnel who lost their lives during the two world wars – and of the EAC ships which were sunk.

Mindetavler ved Hovedkontorets hovedindgang bærer navnene på de 182 søfarende og funktionærer, der omkom under de to verdenskrige, og på de ØK-skibe, der forliste.

Dette fortæller noget om den indsats, der blev ydet på havet for de allieredes - og dermed Danmarks - sag under den lange krig.

Som bilag til dette nummer af ØK Bladet er indlagt en tryk-

sag, der skildrer »Selandia«s og andre ØK-skibes indsats under den anden verdenskrig. Tryksagen blev fremstillet i 1981 og et antal foræret Frihedsmuseet i København sammen med bl.a. en model af »Selandia«.

EAC expands in the Pacific ØK udvider på Stillehavet

Weekly departures in conjunction with Mitsui OSK Lines

The East Asiatic Company has made further improvements in its Pacific Line service under an agreement with the major Japanese shipping company, Mitsui OSK Lines, covering the two lines' vessels on the service between the US Pacific coast and Korea, Taiwan, Hong Kong and Singapore.

The agreement is for a 'cross-space charter' arrangement, i.e. the two lines place cargo space at each other's disposal. Thus both can offer their customers weekly departures on fixed days to and from Los Angeles, Oakland, Keelung and Hong Kong - without the necessity of assigning additional tonnage to the service. The ports of Tacoma, Busan, Kaohsiung and Singapore are served bi-weekly. For the time being the new agreement involves six container vessels.

The two shipping companies will maintain independent sales and marketing organisations

and will use separate agent networks.

EAC and Mitsui have already close associations in the form of Forest Product Carriers (International) Ltd., a company which ships forest products between North America and Europe. The company's fleet of two special-purpose vessels has just received an addition, the newly-built 'FP Clipper'.

Ugentlige afgange på Stillehavslinien i samarbejde med Mitsui OSK Lines

ØK har forbedret sin Stillehavslinie yderligere gennem en samarbejdsaftale med det store, japanske rederi Mitsui OSK Lines for de to rederiers skibe på ruten mellem USA's Stillehavskyst og Korea, Taiwan, Hong Kong og Singapore. Aftalen er et såkaldt cross-space arrangement, ifølge hvilket parterne gensidigt stiller skibsrum til rådighed for hinanden.

De to rederier er således i stand til at tilbyde ugentlige afrejser på faste ugedage til og fra Los Angeles, Oakland, Keelung og Hong Kong uden indsettelse af yderligere tonnage på ruten. Tacoma, Busan, Kaohsiung og Singapore anløbes hver 14. dag, ligeledes på bestemte ugedage. I samarbejdet er indtil videre indgået seks containerskibe.

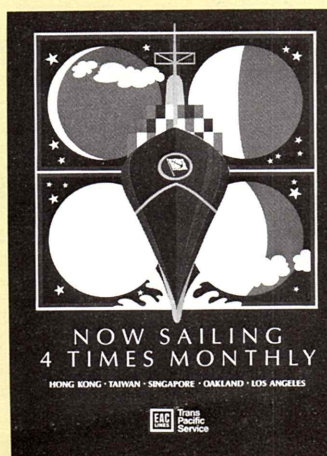
De to rederier opretholder uafhængige salgs- og markedsføringsorganisationer og benytter separate agentnet.

Sejltiden er nu 19 dage fra Los Angeles til Singapore, hvilket gør EAC Lines Trans Pacific Service til en af de bedste transportører i området.

ØK og Mitsui har i forvejen et nært samarbejde i selskabet Forest Product Carriers (International) Ltd. om transport af skovprodukter mellem Nordamerika og Europa. Selskabets to specialskibe er netop blevet suppleret med nybygningen »FP Clipper«.

This ad is one of the ways in which the expansion is introduced.

Denne annonce er et eksempel på lanceringen af udvidelsen.



From China and Korea

Fra Kina og Korea

As part of a series of visits by members of the Executive Board to the Company's branches and subsidiaries, Henning H. Sparsø, managing director, has been in China and Korea.

China

During his visit to China Mr. Sparsø had talks with a number of important contacts, including State Councillor Gu Mu with whom the Company has had associations for many years. The picture on the right was taken in the Great Hall of the People during those discussions. The meeting between Mr. Gu Mu and Mr. Sparsø was reported in the Chinese television news the same evening and in newspapers the following day.

The other photograph, also from the Great Hall, shows Mr. Gu Mu and Mr. Sparsø with (left to right) Niels Morten Winther, EAC Beijing; Erik Bøgh Christensen, manager of EAC activities in China and Hong Kong; Wang Yao-Ting, general manager, CCPIT; Yu Ping, CCPIT; Liu Chih Yung, CCPIT; H.E. Ambassador F. Hedegaard; Guo Dong-Po, CCPIT; and Bjarne Uhde Nielsen, EAC, Beijing.

Som led i direktionens besøg hos filialer og datterselskaber har direktør Henning H. Sparsø besøgt Kina og Korea.

Kina

Under besøget i Kina førte direktør Sparsø bl.a. samtaler med State Councillor Gu Mu, som Kompagniet har en mangeårig forbindelse med. Billedet til højre blev taget under disse drøftelser. Mødet mellem State Councillor Gu Mu og direktør Sparsø blev vist i det kinesiske fjernsyns nyhedsudsendelse samme aften og omtalt i artikler den følgende dag i kinesiske aviser.

Det andet foto - ligeledes taget under besøget i Folkets Store Hal - viser Mr. Gu Mu og direktør H.H. Sparsø flankeret af (fra venstre): Niels Morten Winther, ØK Beijing, Erik Bøgh Christensen, leder af ØK's aktiviteter i Kina og Hong Kong, Mr. Wang Yao-Ting, general manager CCPIT, Mr. Yu Ping, CCPIT, Mr. Liu Chih Yung, CCPIT, ambassadør F. Hedegaard, mr. Guo Dong-Po, CCPIT, og Bjarne Uhde Nielsen, ØK, Beijing.



Korea

Pictured at the reception held by EAC Marketing Services (l. to. r.): Erik Bøgh Christensen, general manager EAC Hong Kong; K.E. Kang, director, Lucky-Goldstar International Corp.; Henning H. Sparsø, managing director, EAC; I.I. Hwang, managing director, Lucky-Goldstar International Corp.; Søren Larsen, president, EAC Tokyo; and Lars Boe, branch representative, EAC Marketing Services Ltd.

Korea

Mr. Sparsø's programme in Korea included a reception held by EAC Marketing Services Ltd. for business associates at the Shilla Hotel in Seoul and a visit to Ilshin Trading Co., EAC's new partner in the graphic-arts field and responsible for marketing the Crosfield colour scanner in South Korea.

Ilshin Trading Co. has hitherto been co-operating with EACgraphics Hong Kong but will now be integrated in the Company's new organisation in South Korea.

Korea

I Korea deltog direktør Henning H. Sparsø bl.a. i en reception, som EAC Marketing Services Ltd. holdt for forretningsforbindelser på Shilla Hotel i Seoul, og besøgte Ilshin Trading Co., der er Kompagniets nye partner inden for EACgraphics' område og som markedsfører Crosfield's farvescannere i Sydkorea.

Ilshin Trading Co. samarbejder i dag med EACgraphics Hong Kong, men integreres nu i Kompagniets nye organisation i Sydkorea.



▲ The Danish Ambassador, Mr. Jørgen Holm, meets Mr. H.H. Sparsø.

J.H. Young welcomes S. Larsen, E.B. Christensen, Henning H. Sparsø and L. Boe at the Ilshin Trading Company facility in Seoul.



Supervisors and merchandisers from EAC Marketing Services Ltd. with Mr. Sparsø (l. to r.): H.O. Choi, K.D. Han, S.H. Shin and K.J. Lee.



Y.K. Eum, executive vice president, Shipbuilding Division, Hyundai Heavy Industry Co., Ltd., meets Henning H. Sparsø and Erik Bøgh Christensen.

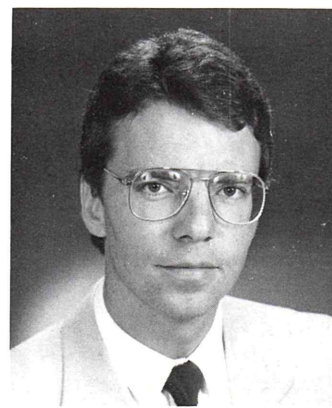
Strengthened organisation in South Korea

EAC trading activities in South Korea were expanded in mid 1984 with the addition of agencies for Mars confectionaries and Crosfield's electronic colour separation scanners.

A new company, EAC Marketing Services Ltd., was set up to handle the confectionary activities. Its manager is Lars Boe (28), who was transferred from Singapore. The graphic-arts activities are a joint venture with Crosfield Electronics UK and were delegated to a local company, Ilshin Trading Company, managed by J.H. Young.

Both of these new activities have shown great promise during their first six months of operation, and considerable expansion is planned.

In the light of the fine results achieved so far and in view of South Korea's increasing economic strength, it has been decided



Bjarne Uhde Nielsen

to upgrade EAC activities in that country to branch status.

Bjarne Uhde Nielsen (31) has been appointed acting branch manager. He began with the Company in 1970, and after a period of training at Head Office he was transferred to posts in Hamburg, Vancouver and Beijing (the latter in 1979).

Styrket organisation i Sydkorea

ØK's handelsaktiviteter i Sydkorea blev udvidet i midten af 1984 med agenturer for MARS-konfekturvarer og Crosfield's elektroniske farveseparations-scannere.

Et nyt selskab - EAC Marketing Services Ltd. - oprettedes til varetagelse af forretningen med konfekturvarer. Det ledes af Lars Boe, 28, der overførtes fra Singapore. Den grafiske forretning blev startet sammen med Crosfield Electronics UK gennem et lokalt selskab, Ilshin Trading Company, ledet af Mr. J.H. Young.

Begge produktområder har vist stærk fremgang det første halve år, og der planlægges en betydelig udvidelse af aktiviteterne.

Som følge af de gode resultater for de nuværende aktiviteter og i betragtning af Koreas stigende økonomiske styrke er det be-

sluttet at give ØK's aktiviteter i Korea filial-status.

Til fungerende filialleder er udnævnt Bjarne Uhde Nielsen, 31. Han ansattes i Kompagniet i 1970 og har efter endt uddannelse på Hovedkontoret været udstationeret i Hamburg, Vancouver og Beijing, sidstnævnte sted siden 1979.

Lars Boe



ØK-mand som sælger i japansk supermarked

En ung ØK-medarbejder, Erik Trock-Jansen, 26, har netop afsluttet 1½ års deltagelse i EF's Executive Training Programme i Japan som en af 30 deltagere, udvalgt blandt 270 ansøgere fra hele Europa. Han fortæller her om sidste del af uddannelsesprogrammet, seks måneders træningsophold i japanske erhvervsvirksomheder.

Gennem de første 12 måneder blev der hos Berlitz i Tokyo gennemgået et intensivt sprogkursus, hvor hovedvægten var lagt på talesproget, men også de kinesiske skrifttegn blev gennemgået.

Kursets måske væsentligste del var træningsopholdene, som var tilrettelagt efter deltagernes individuelle forretningsbaggrunde. For mit vedkommende var formålet at se, hvorledes konsumvarer markedsføres og distribueres på det japanske marked, og de første 3 måneder blev tilbragt i Nagoya cirka 350 km fra Tokyo hos UNY supermarkedskæden - med en omsætning på US\$ 2 mia. Japans 6. største.

Under træningsopholdet boede jeg i en af UNYs ejendomme for ugifte ansatte og fulgte forskellige medarbejderes arbejde en uge igennem. Ugen afsluttedes med middag og overnatning i medarbejderens hjem, og ikke mindst denne meget personlige del af træningsopholdet har givet et godt indtryk af japansk livsstil.

På grund af princippet om at se så mange forskellige medarbejderes arbejde som muligt, var det kun i begrænset omfang muligt selv at yde noget. Men i forbindelse med indvielsen af et nyt supermarked i en mindre by var der en chance for at sælge mexicanske avocados direkte til kunderne. Og da hverken mexicanske avocados eller japansk-talende udlændinge er et almindeligt syn i denne by, var det sandsynligvis medvirkende til, at omsætningen for denne vare steg ganske betydeligt.

De sidste 3 måneder gennemgik jeg træning hos DAIKO i Tokyo, et af Japans store reklame-/marketingbureauer, og hovedvægten blev lagt på at følge



Erik Trock-Jansen sælger avocados i et japansk supermarked - på japansk.

udarbejdelse af marketingsplaner for kunder.

En dag hos UNY vil starte med, at medarbejderne samles i afdelingerne, mens virksomheds-sangen i friskt tempo høres over højttalerne. Efter 5 minutters gymnastiske øvelser er der 10-20 minutters information om for eksempel virksomhedens strategi, konkurrenternes aktiviteter eller ugens salgstal, og der afsluttes med, at alle med kraftig stemmeføring siger «GAMBARIMASHO», som frit oversat betyder «Så giver vi den en skalle». Efter i begyndelsen at være blevet noget forundret over denne indledning, synes jeg egentlig, det siger noget karakteristisk om japanske organisationer - entusiasme, god information og gruppefølelse.

Efter kurset tror jeg, at alle deltagere vender tilbage til deres respektive virksomheder med ikke alene et stykke værktøj, nemlig japansk, og en specifik viden om et marked, men også med en erfaring om på tættest hold at have arbejdet og levet i en fremmedartet kultur, og det tror jeg ikke er det mindst væsentlige.«

EAC man sold avocados in Japanese supermarket

An EAC employee, Erik Trock-Jansen (26), has just completed an 18-month course in Japan as part of the European Community's Executive Training Programme. He was one of 30 participants selected from among 270 applicants from all over Europe.

Mr. Trock-Jansen tells us of the final part of his EC training course, six months with different Japanese business enterprises:

On account of the principle of seeing the work of as many employees as possible, I was unable to make much of a personal contribution. But in connection with the opening of a new supermarket in a small provincial town I did get the chance to sell Mexican avocados directly to the consumer. And as both Mexican avocados and Japanese-speaking foreigners were a local rarity, it was probably the reason that sales of this particular product rose sharply that week!

The last three months of my visit were spent with DAIKO, one of Tokyo's leading advertising and marketing agencies. A typical day at UNY starts with staff assembled in their different departments listening to the company song played at a brisk tempo on the loudspeakers. After five minutes' physical exercise there is a 10-20 minute pep talk with information on company strategy, competitors' activities or the week's sales figures. And this ends with a rousing *Gambarimasho!* from the assembled staff, meaning something on the lines of "Let's go for it!" Although in the beginning I was rather surprised by this ritual, I came to realise that it expresses the essence of Japanese organisations: enthusiasm, a steady flow of information and a sense of group affinity.

After the course I think participants will return to their respective companies not only with a useful working tool, i.e. Japanese, and a fair knowledge of a market but also the experience of having worked and lived in a different culture from their own - and that is a most valuable asset.

Erik Trock-Jansen sells avocados in a Japanese supermarket - in Japanese.

During the first 12 months we received an intensive language course at the Berlitz School in Tokyo. The emphasis was on spoken Japanese but we also learned something of the written language.

Perhaps the most important part of the course was the periods of training spent with different enterprises, the choice depending on the individual's business background. In my case, the aim was to see how consumer goods are marketed and distributed in the Japanese market, and the first three months were spent in Nagoya, about 350 km from Tokyo, with the UNY supermarket chain, which is the sixth largest in the country with sales of US \$2,000m.

During my stay I was given accommodation at one of UNY's properties for unmarried employees and followed the work of different members of the staff for one week at a time. The week concluded with dinner and an overnight stay at the employee's home, and this personal-level part of the course gave me a thorough grounding in the Japanese way of life.

Hidtil største danske broprojekt færdigt

Farøbroerne - et imponerende bygningværk.

Om halvanden måned - den 4. juni - foretager dronning Margrethe og prins Henrik den officielle åbning af Farøbroerne som kulminationen på et meget stort projekt, der er gennemført inden for både tidsplan og budget.

Mange mennesker har været involveret i brobygningsarbejdet: - i Vejdirektoratet, der er bygherre, hos hovedentreprenørerne og hos underleverandørerne. Resultatet er et broanlæg af meget høj ingeniørmæssig og håndværksmæssig standard, der givetvis vil vække international anerkendelse og beundring.

ØK-datterselskabet Nakskov Skibsværft har sin betydelige andel i projektet, idet værftet som underleverandør til Monberg & Thorsen A/S har fremstillet stålsektionerne til bro-

overbygningen, d.v.s. kørebannen. Brosektionerne vejer ialt ca. 24.000 tons.

De 80 m lange, 20 m brede og 600 tons tunge brofag blev transporteret fra Nakskov Skibsværft til broen på en kataran, der var bygget specielt til denne opgave.

De to broer, der indgår i projektet, har en samlet længde på 3.322 m. Den nordlige bro mellem Sjælland og Farø har en fri højde på 20 m i Sjællandsrenden. Den sydlige bro forbinder Farø med Falster, og gennemsejlingsåbningen under midterfaget har en fri højde på 26 m i 260 meters bredde. Farøbroerne er det hidtil største danske broprojekt og udgør en vigtig del af Sydmotorvejen fra København til Rødby Færgehavn

Broanlægget, der er et af de største i Europa, har kostet 1.200 mio kr., og de firesporede broer har en kapacitet på 40.000 biler i døgnet.

Post- og telegrafvæsenet markerer begivenheden med udsendelse af et frimærke med broerne som motiv. Det udsendes den 21. maj.

Foto:
Christiani & Nielsen A/S

Denmark completes its biggest bridge project

Farø: impressive engineering job

In just over six weeks - on June 4 - Queen Margrethe and Prince Henrik will officially open the Farø road-bridge complex about an hour's drive south of Copenhagen. The Farø bridges (there are two of them) represent an impressive and major piece of Danish engineering. The project was completed on schedule and within the allotted budget.

Many people have had a part in building the Farø bridges - at the State Highway Directorate, which ordered the job, with the main contractor and many subcontractors. The result is a bridge structure of excellent engineering quality and workmanship, which will undoubtedly attract international interest.

EAC shipbuilding subsidiary Nakskov Shipyard played an important role in the project as sub-contractor to Monberg & Thorsen A/S, building the steel sections for the bridge superstructure, i.e. the part that actually carries the road. The bridge sections altogether weigh approx. 24,000 tons.

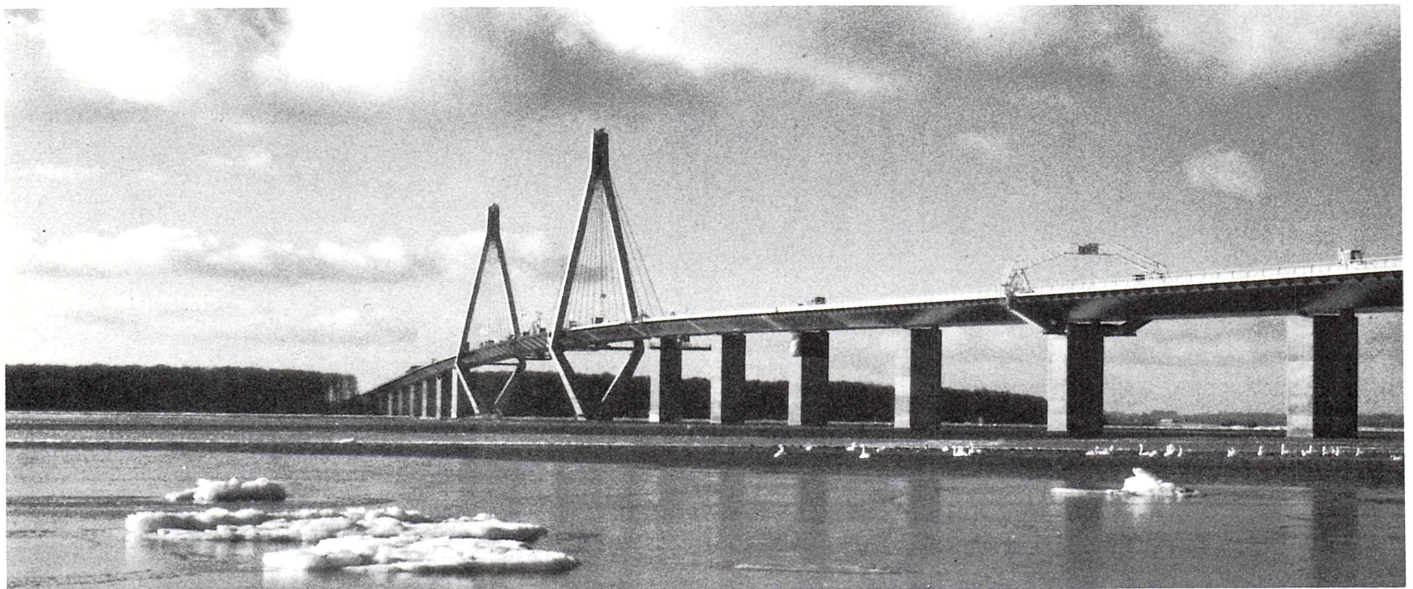
The 80-m long, 20-m wide and

600-ton sections were transported from Nakskov Shipyard to the bridge site by a catamaran built specially for the purpose.

The two bridges have a total length of 3,322 m. The northernmost of the two links Zealand and the island of Farø and has two sections for the passage of ships. The southern bridge, between Farø and Falster, has one section for ships to pass through.

The Farø contract is the largest bridge project to be carried out in Denmark and will be an important part of the European motorway (E4) between Copenhagen and Rødby which is Denmark's main ferry link with Germany and the rest of Europe. The bridge complex has cost D.kr. 1,200m, and the four-lane motorway has a 24-hour capacity of 40,000 vehicles.

The Danish postal service will issue a new stamp on May 21 to commemorate the event. It will show the new bridges.



Store udvidelser af ØK-plantager i Malaysia



Direktør Otto F. Andreasen, underdirektør I.H. Hansen, filialbestyrer Svend Nisted, group estate manager Hussain bin Shaari og plantageinspektør Erik Andersen har besøgt River Estates i Sabah, Malaysia, den 6.300 ha store plantage, som ØK erhvervede i 1978. Beliggenheden af River Estates på sydsiden af Segamafloeden er en af de mest afsides i Sabah. Der er ingen vejforbindelse til plantagen, som har sin egen landingsbane og beflyves regelmæssigt af Malaysian Airlines fra Sandakan. Flyvetiden er ca. 25 minutter. Så godt som alle forsyninger kommer ind ad sø- og flodvejen fra Sandakan, en tur som tager mellem 12 og 20 timer. Plantagens produkter består af palmeolie, palmekerner og kakaobønner, der udskibes fra Tomanggong til Sandakan og derfra videresendes til forbrugere over det meste af verden.

Transporten til og fra plantagen koordineres af River Estates' Sandakan-kontor, der ledes af Mr. Paul Wong. Sandakan-kontoret er også ansvarlig for forsyninger af alt fra fødevarer til reservedele og kunstgødning. Ligeledes sørger Sandakan-kontoret for plantagens bogholderi og varetager den generelle administration af selskabets anliggender.

Turen til og fra River Estates foregik med charterfly fra Kota

Ankomst til River Estates. Fra venstre: Tan Boon Joo, Wong Sui Hean, Hussain bin Shaari, Erik Andersen, Otto F. Andreasen, Chok Choo Yong og S. Kumarasamy.

Arrival at River Estates (l. to r.): Tan Boon Joo, manager of Tomanggong; Wong Sui Hean, resident engineer; Hussain bin Shaari; Erik Andersen; Otto F. Andreasen; Chok Choo Yong; and S. Kumarasamy, manager of Dagat.

Kinabalu, og vejrguderne viste sig fra deres venlige side, idet det var tørvejr praktisk talt hele tiden.

Januar er monsun-tid og sædvanligvis den måned, hvor der falder mest regn, og man kan komme ud for dage, hvor plantagen ikke kan beflyves.

General Manager for River Estates, Mr. Chok Choo Yong viste rundt på plantagen. River Estates er næsten færdig med tilplantningen af de nye 6000 acres, som vi fik tilskødet i forbindelse med overtagelsen i 1978. Beplantningen af dette areal har gjort de 2 store divisioner, Tomanggong og Dagat Estates, »landfaste« med Litang Estate, der ligger længere op ad floden. Genplantningen af Litang Estate er den næste store opgave for River Estates som, når al tilplantning er færdig, vil råde over et areal på ca. 7500 ha.

Efter en spændende formiddag i marken fik deltagerne forevist den moderne palmeoliemølle, hvor råolien udvindes af oliefrugterne. Denne mølle vil blive udvidet til dobbelt kapacitet i takt med, at de nye arealer tages i produktion.

Der var lejlighed til at hilse på plantagestaben ved en forfriskning i klubhuset, hvor staben har mulighed for at kunne mødes efter arbejdstid under afslappede forhold.

Besøget afsluttedes med en frokost i Mr. og Mrs. Chok's hjem i plantagebestyrerboligen.

Efter besøget i Sabah tog direktør Andreasen til Penang for sammen med de øvrige deltagere at besøge Padang Meiha plantagen. Plantagebestyrer Wan Wai Mun viste rundt på sin plantage, der er én af de mest effektive og højest ydende plantager i Malaysia.

Plantagen dækker et areal på 2.200 ha og fremstiller såvel centrifugeret latex i flydende form som SMR, Standard Malaysian Rubber i fast form. Deltagerne fik et levende indtryk af de mange gøremål på en plantage og ikke mindst den opfindsomhed, der udvises for at gøre plantagedriften så effektiv som muligt, hvor selv den mindste besparelse spiller en rolle.

Besøget sluttede med en frokost i plantagebestyrerboligen, hvor Mr. and Mrs. Wan var værter, og hvor der var lejlighed til at træffe plantagestaben. Mr. Liew, souschef på plantagen, bistod i tilrettelæggelsen af besøget og sørgede for, at de besøgende kom sikkert til og fra plantagen.

Et af de unge oliepalmearealer. I midten af billedet ses planteskolen, hvor de unge planter drives frem fra frø, inden udplantning i marken.

One of the newly-planted palm areas. In the centre of the picture is the nursery where the young plants are kept until planting in the field.

Fra besøget på Padang Meiha plantagen, hvor bestyreren, Mr. Wan Wai Mun, forklarer direktør Andreasen de tekniske finesser.

During the visit to Padang Meiha Manager Wan Wai Mun explains a technical detail to Mr. Andreasen.

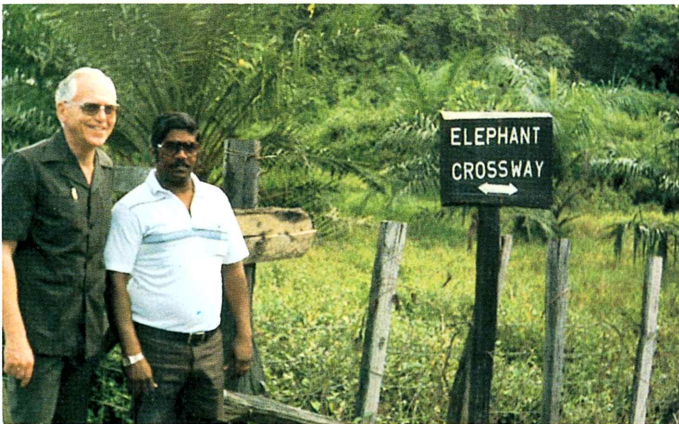


Firmaskiltet, som hilser besøgende velkommen ved ankomsten med fly på River Estates.

The company sign that welcomes air arrivals at River Estates.

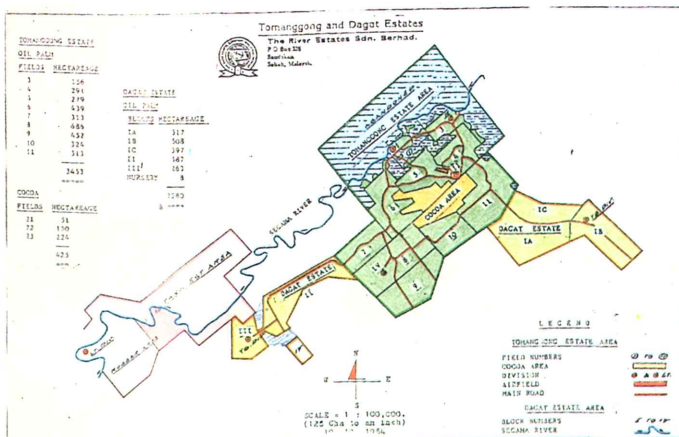


EAC plantations in Malaysia expand



Mr. S. Kumarasamy, manager for Dagat Estate, sammen med direktør Andreasen. S. Kumarasamy har ansvaret for al ny- og genplantning på plantagen. Plantagen hjemsesøges med mellemrum af elefanter, og det siges, at skiltet har hjulpet.

S. Kumarasamy, manager of Dagat Estate, and Otto F. Andreasen, EAC managing director. Mr. Kumarasamy is responsible for all new planting and replanting activity on the estate. The plantation is often visited by elephants - and the sign is reported to have helped.



Otto F. Andreasen, managing director; I. H. Hansen, general manager; Svend Nisted, managing director EAC Malaysia; Hussain bin Shaari, group estate manager; and Erik Andersen, plantation inspector; visited in January River Estates in Sabah, Malaysia, the 6,300-hectare plantation that EAC purchased in 1978.

River Estates on the south bank of the Segama is one of the most out-of-the-way places in Sabah. There are no roads leading to the outside world, and the plantation has its own airstrip, at which Malaysian Airlines makes regular calls from Sandakan. Flying time is 25 minutes. Virtually all supplies arrive by sea and river from Sandakan, a trip that can take anything from 12 to 20 hours. Plantation products (palm oil, palm kernels and cocoa beans) are shipped out from Tomanggong to Sandakan - and from there to Peninsular Malaysia and overseas destinations.

Transport to and from River Estates is co-ordinated by Paul Wong, manager of the Sandakan office. The office is also responsible for supplies of everything from food to spare parts and fertilisers - and in addition handles the plantation's book-keeping and general administration.

The trip to and from River Estates was by charter aircraft from Kota Kinabalu. The weather - fortunately - was dry almost throughout the visit. January is in the monsoon period and usually the month with the highest rainfall: there are days when the plantation is simply cut off from the outside world.

Chok Choo Yong, River Estates general manager, showed the party round the plantation. River Estates has almost finished planting the new 6,000 acres allotted to River Estates in connection with our takeover of the company in 1978.

This area has linked the two large divisions, Tomanggong and Dagat Estates, with Litang Estate further upriver. The next major project will be the replanting of Litang Estate, after which River Estates will have a planted area of approx. 7,500 ha.

After a most interesting morning in the field, the party was shown the modern palm-oil mill which extracts crude oil from the oleaginous fruit. The mill will gradually be extended to twice its present capacity as new areas become productive.

The visitors had the opportunity to meet plantation staff over a refreshment in the clubhouse, where employees relax at the end of their busy day. The visit ended with lunch given by Mr. and Mrs. Chok in the manager's home.

After the Sabah visit Mr. Andreasen and his party went to Penang for a visit to Padang Meiha Estate. Wan Wai Mun, manager, provided a guided tour of the estate, which is one of the most efficient and highest-yielding in Malaysia.

The plantation covers an area of 2,200 ha. and produces latex in liquid form as well as Standard Malaysian Rubber (SMR) in solid form. The party got a vivid impression of the many tasks handled by the plantation staff and particularly their ingenuity in maintaining plantation efficiency: even the tiniest cost saving can play an important part. The visit ended with a lunch at the manager's house hosted by Mr. and Mrs. Wan. There was also an opportunity here to meet the estate staff. Mr. Liew, assistant manager of the estate, helped plan the visit and arranged transport to and from Padang Meiha.

Dette er filialbestyrerens ansvar

At være filialbestyrer i ØK indebærer et stort ansvar. Ikke alene for den pågældende filials eller virksomheds forretningsmæssige drift, men også for forretningens etik og moral. Ansvaret omfatter også den rigtige udvælgelse og udvikling af lokale medarbejdere... Det fremgår af det udnævnelses-brev, som Kompagniets direktion har udarbejdet for filialbestyrere. Brevet svarer til brevene om kaptajnens og maskinschefens ansvar om bord i ØK-skibene, som omtales i ØK Bladet nr. 3 og 4/1983. Og det nye udnævnelsesbrev er foreløbig sendt til Bjarne Uhde Nielsen, 31, der er blevet udnævnt til fungerende filialbestyrer med ansvar for Kompagniets nye organisation i Sydkorea.

»Det er Direktionen en stor glæde herved at meddele Dem, at det er besluttet at udnævne Dem til filialbestyrer. Vi ønsker Dem hjertelig til lykke med udnævnelsen.

Deres fornemste pligt vil til enhver tid være at beskytte Kompagniets interesser efter bedste evne og under alle forhold. De vil som filialbestyrer være direkte ansvarlig over for Kompagniets Direktion, og må derfor tilsikre, at De til stadighed er velinformeret om alle forhold inden for Deres område - det være sig af intern som eksternt art.

I henhold til Kompagniets organisatoriske opdeling i produktorienterede divisioner, ligger divisionernes resultatansvar på koncernbasis hos divisionscheferne, og De vil i Deres kapacitet af filialbestyrer efter bedste evne tilsikre, at samarbejdet mellem personalet i Deres område og de enkelte divisioner forløber så glat og effektivt, som det overhovedet er muligt. Såfremt der eksisterer forretning, som ikke falder ind under de etablerede divisioner, vil De være ansvarlig over for Direktionen for sådanne aktiviteter. Som Kompagniets senior repræsentant på stedet vil mange

øjne hvile på Dem, og det forventes derfor, at De i adfærd, væremåde og fremtræden - såvel i som uden for kontortiden - repræsenterer Kompagniet på værdig vis og derved lever op til den tillid, der her er vist Dem. Kompagniet har, som De ved, høje idealer med hensyn til forretningsetik og -moral, og filialbestyreren vil ved sit eksempel stimulere medarbejderne til at leve op til disse standarder, ligesom det er Kompagniets målsætning gennem kompetent og professionel forretningsførelse at sikre en tilfredsstillende fortjeneste i relation til indsats, omkostninger og risici.

De bør omfatte Deres personale med interesse. Kompagniets investering i personale er betydelig, og fremtiden er afhængig af, at der til stadighed er dygtige, flittige, ambitiøse og loyale medarbejdere, der med interesse og iver vil udfylde pladserne i organisationen efter Kompagniets behov. Det er af hensyn til fremtiden specielt vigtigt at sikre, at den rigtige kaliber lokale medarbejdere tilknyttes og udvikles, og at disse får forståelse for, at de indgår i et internationalt samarbejde med karriermuligheder på tværs af landegrænser og fagområder og kun med de begrænsninger, som den enkeltes evner, ønsker og mobilitet måtte sætte. Vi ønsker særligt at fremhæve vigtigheden af at udvikle alle medarbejders loyalitetsfølelse over for koncernen.

Kompagniet og De er gæster i det område, hvor De nu er Direktionens senior repræsentant. Vi beder Dem altid holde dette for øje. I omgangen med lokale myndigheder og den lokale befolkning, men også i omgang med andre, bør det være en gylden regel aldrig at diskutere politik, religion eller andre emner af en særlig sensitiv karakter.«



ØK-selskab har gigant-udstilling på grafisk messe i U.S.A.

ØK-datterselskabet Heidelberg Eastern, Inc., New York, der er Amerikas største forhandler af grafisk udstyr, deltager i disse dage i Print '85, Chicago, med den formentlig hidtil største samlede udstilling, der er set på nogen messe i U.S.A. Heidelberg Eastern udstiller ikke færre end 88 forskellige enheder af udstyr til den grafiske branche repræsenterende 12 forskellige produktlinier inden for før-trykning, trykning, bogbinderi- og færdiggørelsesudstyr samt computer-systemer til administration af trykkerier. Udstillingen optager et areal på 75.600 kvadratfod.

Heidelberg Eastern's rekord-

store udstilling markerer også den første offentlige fremvisning i U.S.A. af den nye Heidelberg 8 A4-siders offsetrotationspresse.

Som en anerkendelse til Heidelberg Eastern og de amerikanske trykkere har Heidelberg-fabrikken ledelse besluttet at udstille Heidelberg's offset-presse nr. 100.000 i Chicago - en 6-farve 102-Speedmaster, der kører i fuld produktion sammen med 18 andre presser med ialt 49 trykenheder, repræsenterende hele Heidelberg's offset-program.

Andre ansete fabrikker udstilles ligeledes af Heidelberg Eastern: Bacher, Gretag og

Responsibilities of a branch manager

Being a branch manager with The East Asiatic Company is a highly responsible job - not only as regards the commercial success of the branch or subsidiary concerned but also in respect of the ethics and morals of the business. Responsibility extends, too, to the proper selection and development of local staff.

Den rette udvælgelse og udvikling af lokale medarbejdere er en vigtig del af filialbestyrerens ansvar. Dette billede viser den nye Koreachef, Bjarne Uhde Nielsen, blandt nogle af de lokaltansatte medarbejdere ved kontoret i Beijing, hvorfra han nu flytter til Seoul.

The proper selection and development of local staff is an important aspect of the branch manager's responsibility.

EAC's new Korean manager, Bjarne Uhde Nielsen, is pictured here with some of the local staff in the office in Beijing, China, from which he has now moved to Seoul.

These points are stressed in the letter of appointment that the Executive Board of the Company has drafted for newly appointed branch managers. The letter is in effect the shore-based equivalent of the documents outlining the responsibilities of the captain and chief engineer respectively aboard EAC ships (see EAC Magazine issues 3 and 4, 1983).

The latest appointee is 31-year-old Bjarne Uhde Nielsen, who has been named acting branch manager responsible for the Company's new organisation in South Korea:

"It is with great pleasure that the Executive Board of the Company has decided to appoint you to the position of branch manager. Our warmest congratulations on your appointment!

"Your ultimate responsibility at all times will be, to the best of your ability and in all circumstances, to safeguard the interests of the Company. As branch manager you will be responsi-

ble directly to the Executive Board of the Company. You must therefore ensure that you are at all times well informed of all matters in your area - of both an internal and external nature.

"In consequence of the Company's organisation into product-oriented divisions, responsibility for the profits of each division rests with the general manager of the division in question. In your capacity as branch manager you will therefore do your utmost to ensure that relations between the employees in your area and individual divisions of the Company are as smooth and efficient as possible. In the event of any business which does not coincide with the Company's established divisions, you will be responsible directly to the Executive Board for such activities.

"As the Company's senior local representative, you will have the eyes of the local community upon you, and it is therefore expected that in your personal behaviour, manner and appearance - both during and after business hours - you will represent the Company with dignity and thus honour the trust that this appointment invests in you. As you are aware, the Company maintains high ideals with regard to business ethics and morals, and by his example the branch manager will encourage his staff to live up to these standards. Similarly, it is the Company's ob-

jective by conducting its business in a skilful and professional manner to secure a satisfactory profit in relation to effort, cost and risk.

"Your interest should extend to your staff. The Company invests heavily in its human resources, and future success will depend on our continuing to have skilled, industrious, ambitious and loyal employees who, with interest and enthusiasm, will fill positions in our organisation in accordance with the needs of the Company. It is of particular importance to our future operation that we have and develop local employees of the right calibre and that they understand that they are part of an international organisation with career opportunities in an international context across national and professional boundaries, limited only by the individual's abilities, wishes and mobility. We wish especially to stress the importance of instilling in all employees a sense of loyalty towards the Company.

"The Company and you are guests in the area in which you are now the senior representative of the Executive Board. We request you to bear this in mind at all times. In relations with local authorities and the local population, but also in relations with others, it should be a golden rule never to discuss politics, religion or other topics of a specially sensitive nature.'

Klimsch, Polar, Stahl/VBF, Hunkeler, Sulby, Vacuumatic, Precision og Omnibinder samt Profit-computere.

Logistik-arbejdet i forbindelse med udstillingen har været uhyre stort. Ikke færre end 38 40-fods traktor-trailere flytter alt udstyret til udstillingsarealet. 73 medarbejdere fra Heidelberg Eastern opstiller og nedtager udstillingen, hvortil kommer udstillingens egen arbejdskraft.

En stab på 316 personer bemander Heidelberg Eastern-udstillingen, omfattende ledende medarbejdere fra Heidelberg USA og dets fabrikker, såvel som sælgere, demonstratorer og operatører.

Til demonstration af alt det udstillede udstyr bruges en ton trykfarve og 85 tons papir.

EAC company's huge display at US printing exhibition

EAC subsidiary, Heidelberg Eastern, Inc., New York, America's largest distributor of graphic-arts equipment, is currently participating in Print '85 in Chicago - with what is believed to be the largest single exhibition of capital equipment ever staged in the US.

Heidelberg Eastern has on display no fewer than 88 separate pieces of equipment representing 12 different lines of press, press, bindery and finishing products plus computer systems for graphic-arts management. The whole collection occupies an area of 75,600 sq.ft. Heidelberg Eastern's record display will also mark the first

public showing in the United States of the new Heidelberg 8-page web offset press.

As a gesture of appreciation for Heidelberg Eastern and the American printing community, Heidelberg management in Germany decided to exhibit its 100,000th offset press at the Chicago event: a 6-colour 102 Speedmaster, which will do 'live' printing work at the exhibition, along with 18 other presses with a total of 49 printing units, representing the company's entire offset range.

The products of other leading manufacturers will also be on display at the Heidelberg Eastern stand: Bacher, Gretag,

Klimsch, Polar, Stahl/VBF, Hunkeler, Sulby, Vacuumatic, Precision, Omnibinder and Profit.

The logistics of assembling an exhibit of this size were immensely complex. No fewer than 38 40-ft tractor trailers were needed to haul all the equipment to the exhibition area - plus a team of 73 employees from Heidelberg Eastern and riggers, electricians and other labour.

The exhibit itself is being staffed by 316 people, including management personnel from Heidelberg USA and its factories as well as sales people, demonstrators and operators. Heidelberg Eastern estimates that more than a ton of printing ink and 85 tons of paper will be used for demonstrating equipment at the stand.

Frankness and optimism at regional executive conference

Following the Company's executive conference in Copenhagen in October, a corresponding regional conference was held in Hong Kong in January. Members of the Executive Board and senior managers from Head Office in Copenhagen met leaders of EAC companies in Australia, Brazil, The Philippines, Hong Kong, Indonesia, Japan, China, Malaysia, Singapore and Thailand.

The four-day conference debated the various companies' organisation, present and future business potential, strat-

egies, etc. It also heard an account of the Group's results and goals.

The conference was noted for its frank and profitable discussions and was conducted in a constructive and optimistic air.



1.
L. to r.: Niels Horn, The Philippines: Flemming Marcher and I.H. Hansen, general managers.

2.
L. to r.: Henrik de Jonquières, Brazil: Hans P. Holst, general manager of division: Hans Peetz-Larsen, USA: Erik Bøgh Christensen, Hong Kong and China: Carsten Dencker Nielsen, Thailand.

3.
L. to r.: Svend Nisted, Malaysia: Bent K. Kierkegaard, general manager: and Erling Moesgaard, Shekou.

4.
Left to right: Svend Aage Larsen, general manager: Henning H. Sparsø and Otto F. Andreasen, managing directors: N.J. Krøyer, Indonesia: and Søren Larsen, Japan.

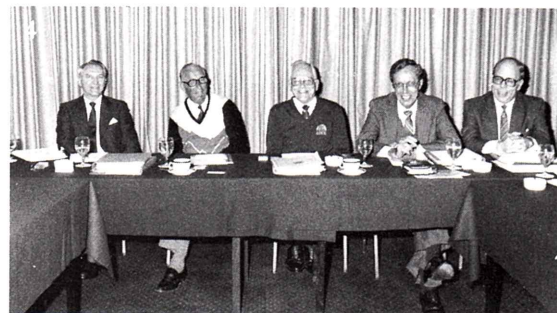
5.
L. to r.: Flemming With-Seidelin, Carlsberg Brewery Hong Kong Ltd.: R. Schwartz Hansen, general manager of division: Jan Christiansen, Hong Kong: Werner Christian, Plumrose, Australia: and Joti Bhokavanij, Singapore.

Åbenhed og optimisme på regionalt ledermøde

I fortsættelse af ledermødet i København i oktober 1984 afholdtes et regionalt møde i Hong Kong i midten af januar. Her mødtes medlemmer af Direktionen og ledere fra Hovedkontoret i København med lederne af ØK-virksomheder i Australien, Brasilien, Filippinerne, Hong Kong, Indonesien, Japan, Kina, Malaysia, Singapore og Thailand.

På den fire dage lange konference fandt en indgående drøftelse sted af de repræsenterede virksomheders organisation, nuværende og fremtidige forretningsmuligheder, strategier, m.m. Yderligere redegjordes for ØK-koncernens resultater og mål.

Mødet var præget af en meget åben og udbytterig diskussion og forløb i en særdeles positiv og optimistisk stemning.



Seminar in Denmark for overseas executives

Twenty-five resident executives from EAC companies in 12 countries will attend a seminar in Denmark from June 16-29.

The programme for the two-week seminar includes a briefing on the different divisions and departments, information on

the Company's activities and plans, and visits to a number of Danish subsidiaries.

25 oversøiske ledere fra ØK-virksomheder i 12 lande deltager 16.-29. juni i et seminar i Danmark.

Seminar i Danmark for oversøiske ledere

Programmet for de to uger omfatter bl.a. en orientering fra de forskellige divisioner og afdelinger om aktiviteter og planer kombineret med besøg hos en række dattervirksomheder i Danmark.

Jorden rundt/Round the World

Svensk hæder til ØK-direktør i Malawi

Direktør A.D. Christiani, der leder ØK-datterselskabet Business Machines Limited, Limbe, Malawi, er af den svenske konge udnævnt til Ridder af 1. klasse af Nordstjerneordenen, der blev overrakt af Sveriges ambassadør i Malawi, Jan Ölander. (Fotoet til højre)

A.D. Christiani er svensk konsul i Limbe, og Business Machines Limited repræsenterer en række svenske firmaer, bl.a. L.M. Ericsson, Facit og ASEA. Ikke mindst er mange kontrakter opnået for LME's telekommunikations-udstyr, hvor Malawi's post og telegrafvæsen er en meget vigtig kunde.

På fotoet ses ministeren for post og telegrafvæsenet i Malawi, J. Mbekeani, mellem ambassadør Jan Ölander (t.v.) og A.D. Christiani.



Swedish honour for EAC's man in Malawi

A.D. Christiani, managing director of EAC subsidiary, Business Machines Ltd. of Limbe, Malawi, has been appointed an Officer of the Royal Order of the Polar Star, first class, by H.M. King Carl XVI Gustav of Sweden. The insignia was presented by the Swedish ambassador to Malawi, Jan Ölander. Mr. Christiani is Swedish consul in Limbe, and Business Machines Ltd. represents a number of Swedish companies, including L.M. Ericsson, Facit and ASEA. Many contracts have been obtained in particular for Ericsson's telecommunications equipment, principal customer being the Malawi P&T company.

Pictured: Malawi's Postmaster General J. Mbekeani with Ambassador Jan Ölander (left) and A.D. Christiani.



Personalefest i Hong Kong

Personalefesten hos ØK i Hong Kong var i år en særlig glædelig og livlig begivenhed, idet man fejrede et rekordoverskud i 1984 for aktiviteterne.

Medarbejderne i skibsdivisionens marketingsfunktion bidrog til den muntre stemning med en selvkomponeret sang, som det fremgår af fotoet.

Happy party in Hong Kong

The EAC annual staff party in Hong Kong was a particularly happy, high-spirited event this year: everyone celebrated the record profits achieved in 1984. Employees in the marketing section of the shipping division contributed their party piece, a song written specially for the occasion – sung with gusto!



ØK-præsentation på svensk konference

Direktør Henning H. Sparsø er blandt talerne på en nordisk erhvervs-konference, der holdes i Göteborg 25.-26. april.

Konferencen, der hedder Forum Göteborg, arrangeres af Det Vestsvenske Handelskammer med emnet »Asean-markedet – udfordringer og muligheder«, og arrangørerne har bedt Henning Sparsø tale om den rolle, som et skandinavisk handelshus, ØK, spiller og fortsat kan få i udviklingen i Det fjerne Østen i almindelighed og Asean-landene i særdeleshed.

Konferencen åbnes af HKH Prins Bertil, og de øvrige talere er USA's tidligere udenrigsminister, dr. Henry Kissinger, den svenske udenrigshandelsminister Mats Hellström, Volvochefen dr. Pehr G. Gyllenhammar, direktør Per Gundersby fra Helsingfors, Mr. Washington Sycip fra Manila og Mr. Lim Kee Ming fra Singapores handelskammer.

EAC presentation at Swedish conference

The Company's presiding managing director, Mr. Henning H. Sparsø, has been asked to speak about EAC and its role on the Far East market in general and the ASEAN area in particular at a Scandinavian conference, 'Forum Göteborg', April 25-26. The conference is arranged by Gothenburg and Western Sweden Chamber of Commerce, and its theme will be "The ASEAN Market – Challenges and Opportunities". HRH Prince Bertil has promised to open the conference, and the other speakers will be the former American secretary of state, dr. Henry Kissinger, Sweden's minister for foreign trade, Mr. Mats Hellström, dr. Pehr G. Gyllenhammar from Volvo, Mr. Per Gundersby from Helsinki, Mr. Washington Sycip from Manila and Mr. Lim Kee King from Singapore's Chambers of Commerce and Industry.



Danish paintings in the Far East

At the beginning of the year Carlsberg Brewery Hong Kong Ltd. was joint sponsor (with Cathay Pacific) of an exhibition of Danish paintings in the Hong Kong Art Centre.

The exhibition was entitled 'North Sea Lights' and comprised 47 paintings lent by Skagen Museum in the northern tip of Jutland.

In one picture Flemming With-Seidelin, Carlsberg general manager, is seen in conversation with Li Chu Wen, vice director of the New China News Agency's branch in Hong Kong. The other picture shows the head of EAC activities in China, Erik Bøgh Christensen, and his Chinese-born wife, being welcomed by a representative of the brewery with a glass of locally brewed Carlsberg.

Danske malerier i Det fjerne Østen

Carlsberg Brewery Hong Kong Limited var i årets begyndelse sammen med Cathay Pacific sponsor for en udstilling af danske malerier i Hong Kong's Art Centre.

Udstillingens navn var »North Sea Lights«, og den omfattede 47 malerier, udlånt fra Skagens Museum.

På det ene foto ses direktør Flemming With-Seidelin, Carlsberg Brewery Hong Kong, i samtale med Mr. Li Chu Wen, vicedirektør for New China News Agency's afdeling i Hong Kong. Det andet viser lederen af ØK's Kina-aktiviteter, Erik Bøgh Christensen og hans kinesiskfødte frue, der modtages af en repræsentant for bryggeriet med et par glas af det lokalt fremstillede Carlsberg øl.

Rund fødselsdag i Japan

Mr. R. Shimizu, der er chef for den tekniske afdeling hos EAC Japan og en højt værdsat medarbejder i Kompagniets japanske organisation, er fyldt 65 år. Han blev i den anledning fejret på kontoret og oplevede at få Kompagniets fødselsdagsgave overrakt af direktør Henning H. Sparsø, som var i Tokyo i anden anledning. På billedet ses - fra venstre - Mr. R. Shimizu, direktør Sparsø, filialbestyrer Søren Larsen og mrs. Y. Minagawa fra EAC Japan's importafdeling.

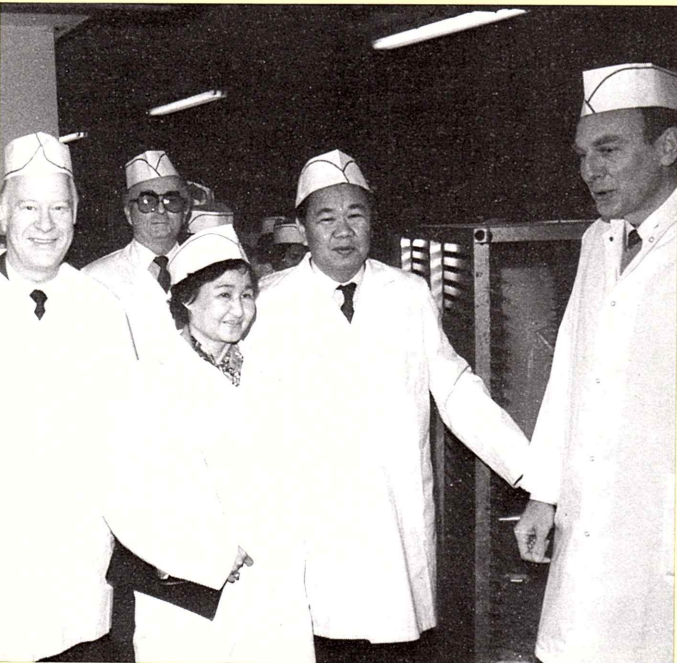


Birthday celebration in Japan

R. Shimizu, manager of the technical department at EAC Japan and a highly esteemed member of the Company's Japanese organisation, celebrated his 65th birthday recently. As well as receiving the congratulations of his office colleagues, Mr. Shimizu was presented with the Company's gift by Henning H. Sparsø, managing director, who happened to be in Tokyo on other business. Pictured (l. to r.): Mr. Shimizu, Mr. Sparsø, Søren Larsen, branch manager, and Mrs. Y. Minagawa of EAC Japan's import department.

Ambassadør-besøg på DFD

Thailands ambassadør i Danmark, H.E. Sathit Sathirathaya, har sammen med sin frue og medarbejdere fra ambassaden besøgt Danish Freeze-Drying i Kirke Hyllinge. På fotoet fra rundvisningen på frysetørningsfabrikken ses ambassadøren og frue sammen med (f.v.) konsul Erik Bach, direktør Ejnar Mikkelsen og fabrikschef P.C. Bach.



Ambassador visits EAC factory

Thailand's ambassador to Denmark, H.E. Sathit Sathirathaya, accompanied by his wife and embassy staff has visited Danish Freeze-Drying, Kirke Hyllinge. Ambassador and Mrs. Sathirathaya were photographed together with (left to right) Erik Bach, consul; Ejnar Mikkelsen, managing director; and P.C. Bach, factory manager.

ØK sælger maskiner til japansk vin-industri

ØK har i mange år været eneforhandler i Japan for europæiske producenter af emballeringsmaskiner, og gennem sit Tokyo-kontor sælger Kompagniet bl.a. til alle de store vinindustrier.

En velkendt vinproducent er Mann's Wine Co. Ltd., der ligger i det skønne område omkring Mount Fuji, hvor nogle af Japans vigtigste vindistrikter findes. Den japanske vinproduktion har set en kraftig stigning i de sidste ti år, og Japan producerer både rød- og hvidvine såvel som mousserende vine af høj kvalitet.

En af ØK's Tokyo-kontors fremtrædende leverandører af udstyr til vinindustrien er det vesttyske firma Otto Sick KG, hvis indehaver, Peter Sick, har besøgt Mann's Wine Co. Denne kunde har bl.a. gennem ØK købt kapselpåsetnings- og propisætningsmaskiner fra Otto Sick.



EAC sells machinery to Japanese wine industry

For many years the East Asiatic Company, through its Tokyo office, has been sole representative in Japan for a number of European manufacturers of packaging machinery - and EAC now serves all major wine producers in Japan.

One of the foremost producers is Mann's Wine Co. Ltd., located in the picturesque area around Mount Fuji, one of the country's principal wine districts. Wine production in Japan has increased dramatically over the past decade, and Japanese producers now market red, white and sparkling wines of high quality.

One of EAC's main suppliers of equipment for the wine industry is Otto Sick KG of West Germany, whose owner, Peter Sick, has visited Mann's Wine Co., a Kikkoman Soy Sauce subsidiary. EAC in Tokyo arranged the sale of Otto Sick's corking, capsule-pleating and wire-hooding equipment to Mann's Wine Co.

Dr. K. Ueno, senior vice president of Mann's Wine Co. Ltd., with samples of champagne and white wines.

Pictured in front of an Otto Sick capsuling machine (l. to r.): M. Takeoka, production manager, Mann's Wine Co. Ltd.; K. Takeuchi; Peter Sick, president, Otto Sick KG; T. Takezawa, chief engineer; and I. Nanamori, EAC Tokyo.



Besøg fra Agfa-Gevaert N.V.

Direktør Paul De Pelsmaker, øverste chef for Agfa-Gevaert's grafiske division med hovedsæde i Mortsel/Antwerpen, har aflagt Kompagniet besøg for at drøfte udviklingen i forretnings samarbejdet med Kompagniet's direktion.

Agfa-Gevaert, der er blandt verdens ledende producenter af fotografiske materialer, er samtidig en af EACgraphics' vigtigste leverandører, som ØK i adskillige år har repræsenteret i flere betydelige oversøiske markeder.

Agfa-Gevaert er desuden hovedaktionær i det amerikanske firma Compugraphic Corporation, der ligeledes er en af EACgraphics' betydelige leverandører og iøvrigt er verdens største producent af fotosats udstyr. EACgraphics repræsenterer Compugraphic Corporation i praktisk taget alle vore markeder og er derved en af Compugraphic's vigtigste distributører.

Direktør Paul De Pelsmaker varetager ligeledes koordinationen mellem Agfa-Gevaert og Compugraphic Corporation.

På billedet ses direktør Paul De Pelsmaker (t.v.) i samtale med direktør Henning H. Sparsø (yderst t.h.). I øvrigt ses fra venstre underdirektør Bent K. Kierkegaard, Svend Gregersen, Paris, og kontorcheferne Ebbe Bahnsen og Leif Lauritsen.

Visit from Agfa-Gevaert N.V.

Paul De Pelsmaker, general manager of Agfa-Gevaert's graphic-arts division in Mortsel/Antwerp, visited Copenhagen recently to discuss development of the business relationship between his company and EAC. Agfa-Gevaert is one of the world's leading manufacturers of photographic equipment - and one of EACgraphics' principal suppliers. EAC has represented the company for many years in several large overseas markets.

Agfa-Gevaert is also principal shareholder in Compugraphic Corp., the American company which is also a major EACgraphics supplier and one of the world's largest manufacturers of photosetting equipment. EACgraphics represents Compugraphic in many countries and is thus one of Compugraphic's leading distributors.

Mr. De Pelsmaker is also responsible for co-ordination between Agfa-Gevaert and Compugraphic Corp.

In our picture Mr. De Pelsmaker (left) is seen in conversation with Henning H. Sparsø (extreme right), EAC managing director. Also in the picture (l. to r.) are Bent K. Kierkegaard, general manager; Svend Gregersen, Paris; and Ebbe Bahnsen and Leif Lauritsen, departmental managers, EAC.



2x25 år i New York

ØK's organisation i New York har fejret to 25-års jubilare, Mrs. Patricia Gordon og Mr. Walter Lema.

Blandt gæsterne ved Pat Gordons jubilæumsfrokost var hendes forældre. Faderen, John L. Scanlan, var ansat på ØK's Wall Street-kontor fra 1945 til sin pensionering i 1979, og fader og

datter har tilsammen 59 års anciennitet i ØK.

Fotoet viser Pat Gordon mellem sine forældre.

2x25 years in New York

The EAC organisation in New York has celebrated two 25-year periods of service with the Company: by Patricia Gordon and Walter Lema.



Succes i kapgang

ØK-staben i Hong Kong, har tre år i træk gjort sig stærkt gældende i Hong Kong Girl Guides Association's »Walk for a good cause«. Begivenheden foregår på Hong Kong stadion som et 10 x 400 m stafetløb, hvor hvert hold anføres af en lokal personlighed.

Det første år, hvor ØK deltog, blev Bo Frank Nielsen hurtigste mandlige deltager, og året efter gentog han succes'en, samtidig med at hans kone, Anni, blev hurtigste kvindelige deltager.

ØK-holdet blev ved den seneste kapgang anført af transportminister A.J. Scott, CBE, JP, der deltog for ottende år i træk. Holdet vandt konkurrencen og slog de hårdeste konkurrenter fra The Gurka Regiment med lidt over et minut. Samtidig blev Jan Christiansen hurtigste mandlige deltager og fru Anni Nielsen hurtigste kvindelige.

Begivenheden indbragte 1,4 millioner HK dollars (2 mio kr.), fra sponsorer, der under løbet donerede penge til de enkelte hold.

De succesrige kapgængere ses på fotoet, idet navnene er anført i forbindelse med den engelske tekst.

They walked away with the prize!

For the third successive year EAC staff in Hong Kong have made a name for themselves in the Girl Guides Association 'Walk for a Good Cause'. They walked in - and walked off with the first prize!

The event is held at the Hong Kong Stadium in the form of a 10x400 m relay, and each team is headed by a local celebrity. All funds raised go to support the Hong Kong Girl Guides Association.

The first year EAC took part Bo Frank Nielsen was the fastest male participant. He repeated his success the following year - and his wife, Anni, crossed the finishing line as the fastest female entrant!

In the latest competition the East Asiatic team was led by Secretary of Transport, The Hon. A.J. Scott CBE JP, who was making his eighth appearance in the event. EAC won the competition - a full minute ahead of teams from The Gurkha Regiment and the Royal Marines. And in the process Anni Nielsen retained her title as fastest woman, while fastest man was Jan Christiansen.

The event raised HK\$1.4m in donations from team sponsors - an all-time record.

In our picture, left to right: front row, Ole Møller, Knud Erik Hansen, Anni Nielsen, Søren Harbel, Niels G. Conradsen (team captain); second row, Bo Frank Nielsen, Jan Christiansen, Monica Kiilerich; back row, Mrs. L. Wu, Vagn S. Knudsen, Stanley Ho and Mrs. Ho, Michael Jim, co-chairman of the Hong Kong Girl Guides Association, Mrs. Akers-Jones, and Mr. Derek Boorman CBE, Commander of British Forces.



The guests at Mrs. Gordon's celebration lunch included her parents. Her father, John L. Scanlan, was employed at EAC's Wall Street office from 1945 until his retirement in 1979. Father and daughter have a total of 59 years' service with the Company!

Mrs. Gordon is pictured here with her parents.

MAPOL increases capacity

— and cuts fuel costs by burning wood chips

MAPOL of Sorocaba, Brazil, which manufactures packaging materials in moulded pulp, will invest approx. D.kr. 60m (abt. US\$ 5m) in 1985-86 in order to increase its production and storage facilities.

MAPOL (Manufatureira de Embalagens de Polpa Ltda.) is owned by EAC in conjunction

with Brdr. Hartmann A/S and the Danish Industrialisation Fund for Developing Countries. The company will install a production line with a capacity of 80m units p.a., bringing total capacity to 360m units. The new line is expected to be operational by mid 1986.

The increase is necessary in or-

der to meet rising demand for the company's products. The product range now comprises nearly a dozen different retail packs for eggs, fruit and vegetables. One product, apple trays which are used as separators in the apple boxes, is particularly interesting, as the Brazilian apple industry is expanding at a rapid rate. Only a few years ago Brazil depended 100% on imported apples; now it looks as if it will be self-sufficient in apples by 1990.

The latest factory expansion is the fourth since the company set up business in 1971 with a single production line manufacturing approx. 40m units. Extensions were necessary in 1974, 1976 and 1981.

The workforce, too, has increased: from 80 employees in 1971 to approx. 400 today. The new extension will bring the number of employees to about 480.

MAPOL is the leading supplier of packaging materials to the Brazilian poultry industry, with approx. 55% of the market. The company has about 80% of the market for apple trays.

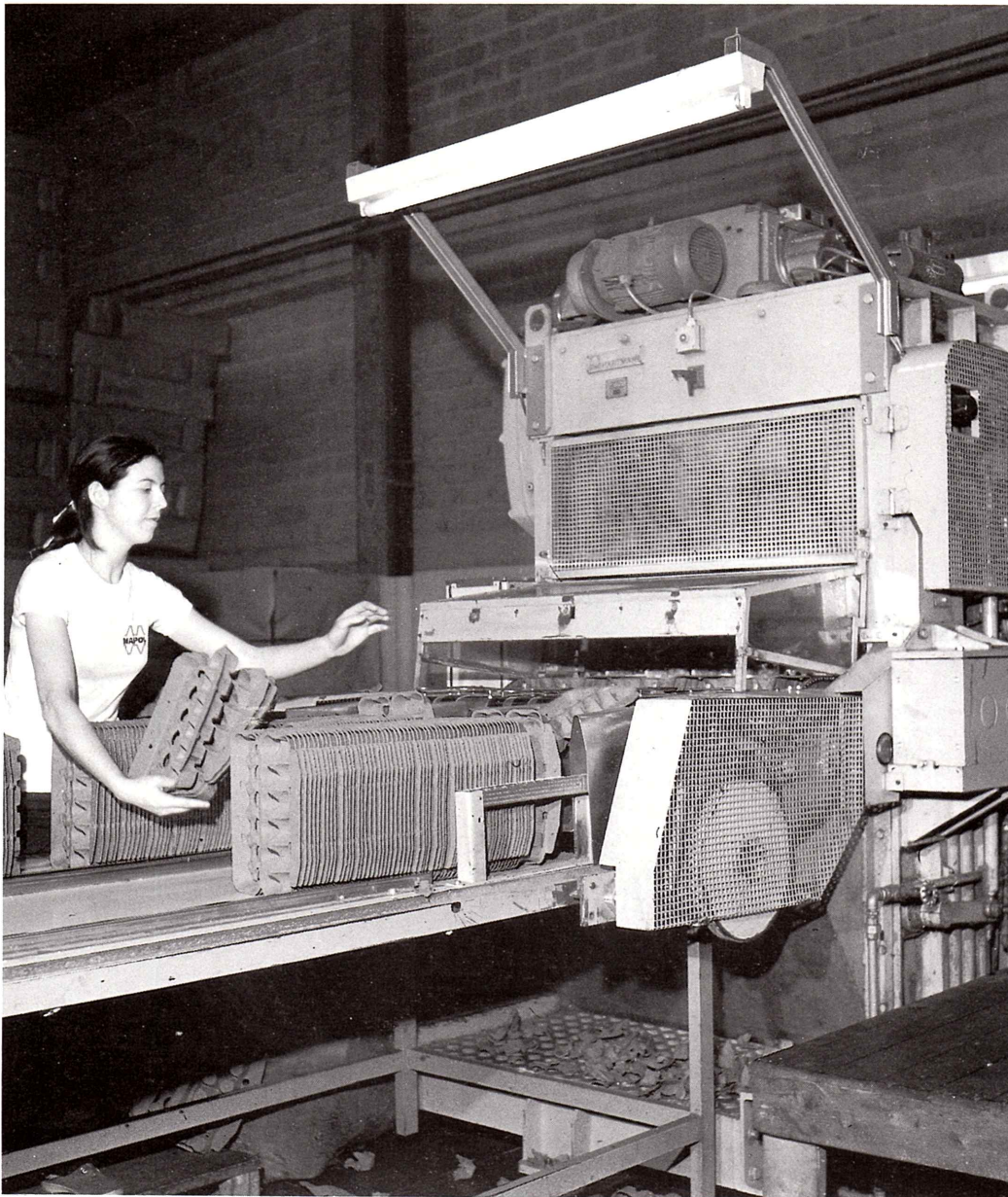
Its present annual production of approx. 280m units accounts for approx. 16,500 tons of recycled paper.

In response to economic, flexibility and supply factors, MAPOL has invested in boiler equipment permitting the use of wood chips. As a result, oil consumption will be reduced from 3,800 tons in 1983 to a planned 2,500 tons in 1986 (when production will have increased by 30%). Consumption of wood chips in 1986 will be the equivalent of 54,000 m³ of timber.

The result will be a saving in fuel costs but at the same time it will still be possible to use oil exclusively, if the economic factors change.

The picture to the left shows a detail of the production.

The accompanying aerial view shows the factory in its present form. Two storage buildings and a new office building will be added.



EAC vessel's contribution during the World War 1939-1945



During the Second World War, 1939–1945, EAC's freight and passenger vessel *Selandia* completed 29 journeys – totalling 250,000 nautical miles – in Allied service during which she carried 13,000 troops and prisoners of war as well as 200,000 tons of cargo, mainly comprising ammunitions and war stores. The Danish vessel and her crew, most of whom remained on board throughout the war, contributed appreciably towards the Allied victory and the liberation of Denmark.

But it almost turned out differently.

Captain offered his services to Allies.

When Denmark was occupied by the Germans on 9th April, 1940, the 8,400 t.d.w. *Selandia* – built at the Nakskov Shipyard in 1938 and representing one of the Company's so-called "white vessels", without funnel and with the characteristic four masts – had just arrived at Saigon in the then French Indo-China, and a week later the vessel was seized by the French admiralty. A 40-man prize crew, including two naval officers, engineer officers and wireless operators, was put on board and the vessel was fitted with guns.

Selandia was then ordered to proceed to Singapore, Madras, Pondicherry, Colom-

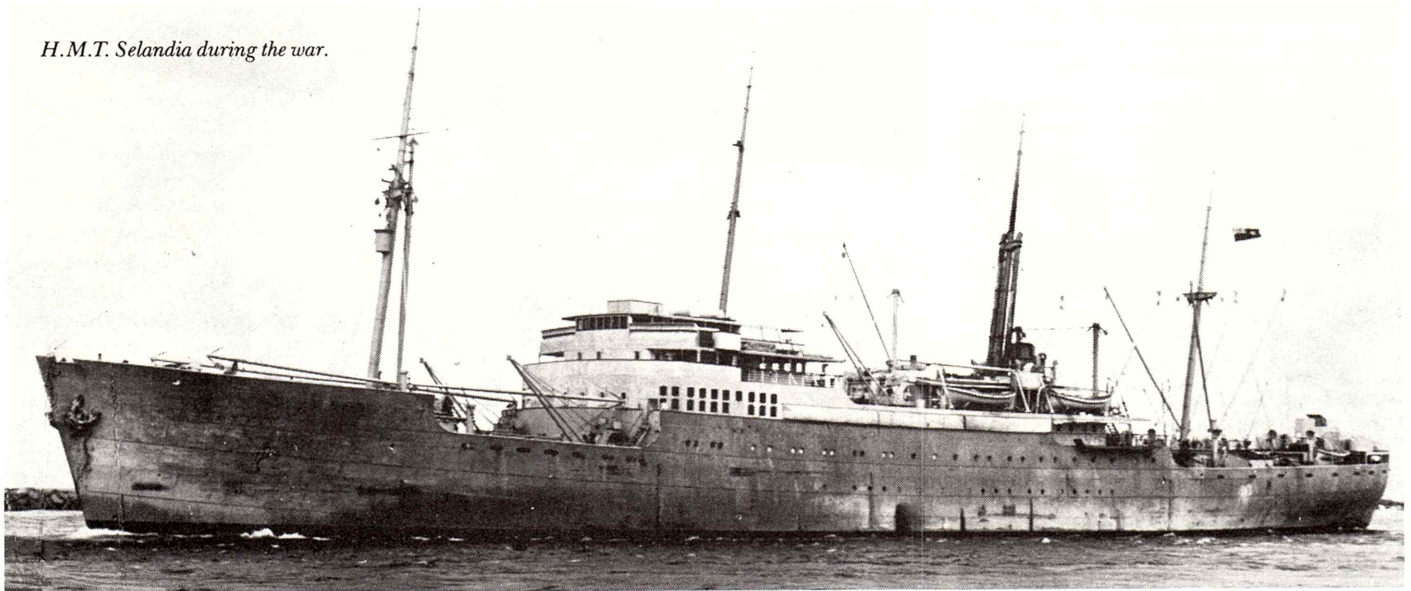
bo and Djibouti in French Somaliland from where the vessel evacuated 150 women and children to Madagascar. The vessel was then ordered to proceed to France via Cape Town where she arrived on 22nd June, 1940 – the very day on which France capitulated to the Germans. The position was thus now that the vessel would be seized by the Nazis if she continued her voyage to occupied France. The ship's officers and crew were virtually prisoners on board but the master of the vessel, Captain Hans Peter Inge-mann Vaering, successfully had a letter smuggled ashore to the British admiralty.

In the letter he explained the situation, asked for assistance and placed himself at the disposal of the Allies. During a visit ashore together with the French naval officers he had an opportunity to telephone British fleet headquarters and repeat his request and offer. This resulted in the vessel being detained and the French prize crew eventually surrendering to a platoon of Cape Town Highlanders.

On 9th August – four months after the occupation of Denmark – m.s. *Selandia* was requisitioned by the Union of South Africa's defence forces. The 70-man crew, who had volunteered to serve the Allies, did, however, remain on board and was augmented by 20 South African naval gunners.

Captain Vaering – who retained command of the vessel throughout the war – later on reported that the Danish crew and the South African naval gunners "faithfully stood by my side from the very beginning of the war to the bitter end, when victory had been won and we could return to a free Denmark."

H.M.T. Selandia during the war.



EAC's three vessels named *Selandia*

The name of *Selandia* – Latin for the Danish island of Zealand – has been connected with the EAC fleet for almost 70 years, during which the Company has had three vessels carrying this name.

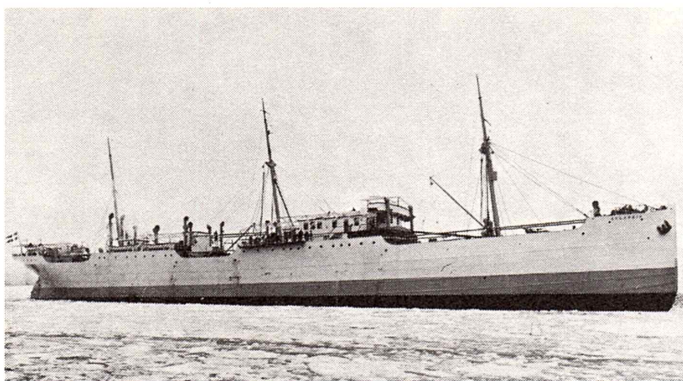
The first one was built at the B&W shipbuilding yard in Copenhagen in 1912 and became famous as the world's first ocean-going, diesel-propelled vessel. The second one was built at the Nakskov Shipyard and served the Allies during the Second World War (as related in this pamphlet), while the third

one, a large, fast container vessel from B&W operates on the ScanDutch service between Europe and the Far East.

A comparison between the three vessels' main specifications shows the developments which have taken place.

The latest *Selandia* is not only two and a half times longer and twice the breadth of her first famous namesake. She carries five times as much, her enginepower is 33 times stronger and she can make more than twice the speed, all of which implies that the present *Selandia* carries 10 times as many tons a year as the celebrity which was built 60 years ago in Copenhagen.

	Selandia I	Selandia II	Selandia III
Year built	1912	1938	1972
Built at	Burmeister & Wain	Nakskov Shipyard	Burmeister & Wain
Length o.a.	117.90 m	137.86 m	274.32 m
Length b.p.	112.78 m	129.54 m	257.60 m
Moulded breadth	16.16 m	19.20 m	32.25 m
Moulded depth	9.15 m	10.97 m	23.90 m
Draught	7.35 m	7.64 m	11.93 m
Tons d.w.	7,385 ts	8,400 ts	36,928 ts
Tons gross	4,949 ts	8,454 ts	49,890 ts
Main engines	2 B&W Diesels	1 B&W Diesel	3 B&W Diesels
I.H.P.	2,500	7,300	82,000
Service speed	11 knots	15.2 knots	28 knots





MAPOL udvider kapaciteten

Og opnår stor besparelse ved at fyre med træflis.

MAPOL i Sorocaba i Brasilien, som producerer støbepapemballage, og som ØK driver sammen med Brdr. Hartmann A/S, Lyngby, og Industrialiseringsfonden for Udviklingslandene, vil i 1985-86 investere ca. 60 mio. kr. i en udvidelse af fabriksanlægget og lagerfaciliteterne.

Firmaet vil installere endnu en produktionslinie med en kapacitet på 80 mio. enheder om året, hvilket forøger kapaciteten hos MAPOL - Manufatureira de Embalagens de Polpa Ltda. - med ca. 30% til ca. 360 mio. enheder om året.

Formålet med denne investering er at imødekomme den kraftige efterspørgsel efter virksomhedens produkter - fødevareemballage i støbepap -,

som den nuværende produktionskapacitet ikke kan dække. Den nye linie ventes at være produktionsklar i midten af 1986.

Udvidelsen er den 4. siden virksomhedens start i 1971 med en enkelt hovedmaskine med en kapacitet på ca. 40 mio. enheder. Siden er der foretaget udvidelser i 1974, 1976 og i 1981.

Udvidelserne har medført en forøgelse af medarbejderantallet fra ca. 80 i 1971 til ca. 400 i dag. Efter udvidelsen vil der være beskæftigelse til ca. 480 medarbejdere.

Sortimentet er udvidet fra ægbakker til også at omfatte op mod et dusin forskellige detailbakker til frugt og grøntsager, bl.a. bakker, der bruges som indlæg i æblekasser under trans-

port. Dette produkt er meget interessant, da den brasilianske æbleindustri er inde i en rivende udvikling. Fra at være 100% afhængig af importerede æbler for få år siden vil Brasilien måske være selvforsynende med æbler inden 1990.

MAPOL er i dag den største leverandør af emballage til den brasilianske ægindustri med en markedsandel på ca. 55%. For æblebakker er markedsandelen omkring 80%.

Den nuværende årlige produktion på ca. 280 mio. enheder bliver til på baggrund af et årligt forbrug på ca. 16.500 tons genbrugspapir.

Af hensyn til økonomien, opnåelse af fleksibilitet og forsyningsikkerhed har MAPOL investeret i et kedelanlæg til træ-

flis. Olieforbruget reduceres hermed fra ca. 3.800 tons i 1983 til formentlig ca. 2.500 tons i 1986, hvor produktionskapaciteten som nævnt stiger med ca. 30%. Forbruget af træflis vil i 1986 svare til ca. 54.000 m³ træ. Herved opnås en betydeligt mere økonomisk drift, samtidig med at der stadig er mulighed for udelukkende at fyre med olie, hvis de driftsøkonomiske forudsætninger ændres.

På luftfotoet ses virksomheden i dens nuværende skikkelse. Der skal opføres endnu to lagerhaller samt en ny kontorbygning.

Det andet foto giver et indtryk af produktionen på MAPOL.

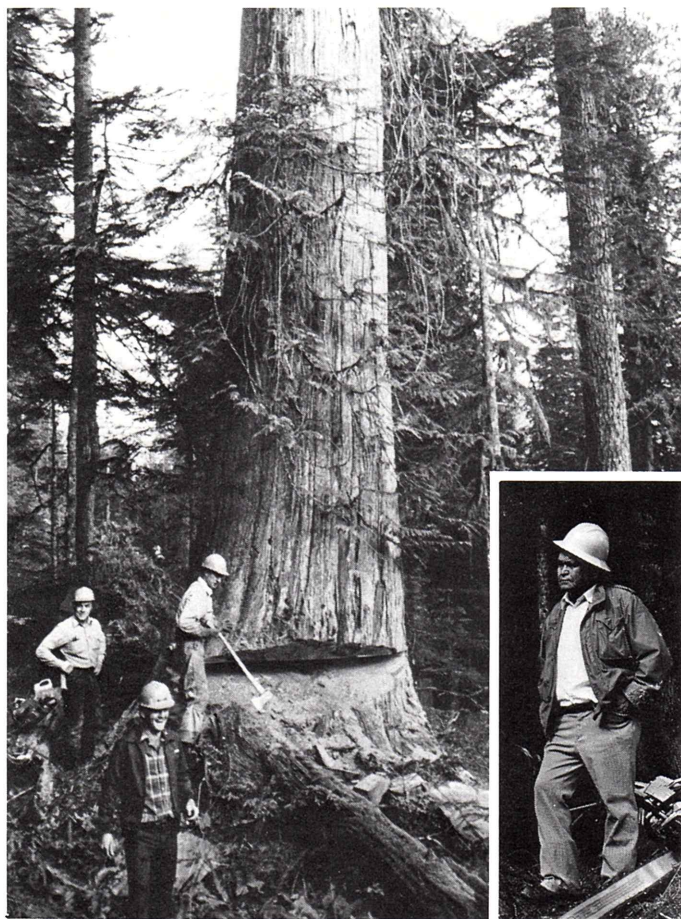
Canadisk indianer bygger kano i Roskilde

Den 1. april begyndte den 72-årige Nootka-indianer George Lowie, hans kone og to sønner at bygge en »whaling canoe« i Vikingskibshallen i Roskilde. Han kommer fra Vancouver Island, British Columbia, og skal fremstille kanoen som led i museets arbejde med håndbygningstraditioner for gamle skibe. Materialet til bygningen af kanoen er, som omtalt i ØK Bladets januarnummer, en thujastamme, der blev fragtet fra Canada til Europa med et ØK-skib. Stammen, der er 15,5 m lang, godt 2 m i diameter og vejer 17 tons, er skåret fra et 400 år gammelt og 55 højt træ i de

store skovområder i Tahsis i det vestlige Canada. Divisionschef Hans P. Holst, der leder ØK's træforretninger fra Vancouver, hørte om Vikingskibshallens interesse i en egnet træstamme fra Mr. R.J.R. Bonneland, der også er medlem af The Royal Danish Guards Associations's Vancouver-afdeling, som museumsinspektør Jan Skamby Madsen havde sat sig i forbindelse med. Hans P. Holst introducerede derefter projektet og Mr. Bonneland til skovindustrivirksomheden Tahsis Company Ltd., som ØK har været medejer af, og som lovede at hjælpe Mr. Bonneland.

Denne, der er pensionist, brugte fire måneder på at køre rundt i skovdistrikterne sammen med Georg Lowie, indtil denne omsider fandt det ønskede træ i Tahsis-området på den nordlige del af Vancouver Island. Stammen blev fældet og skåret ned til den ønskede længde på 15,5 m, der på en blokvogn blev transporteret til havnebyen Crofton. Her blev stammen afbarket af hensyn til forbudet mod import til Europa fra Canada af træ med bark p. gr. af den skadelige barkbille, der findes i de canadiske skove. Stammen blev forsejlet i begge ender og svøbt i en presenning for at hindre udtørring af træet under transporten.

Lumber/bulk carrier'en »FP Conveyor«, der tilhører Forest Product Carriers (International) Ltd., der ejes af ØK og det japanske rederi Mitsui OSK Lines, fragtede stammen sikkert til Amsterdam, hvorfra rederiet Uniship A/S sørgede for transporten det sidste stykke til København. Nu omdanner George Lowie og hans familie den imponerende store stamme til en kano af den type, som Nootka-indianerne på den nordamerikanske vestkyst har bygget i generationer, bl.a. til hvalfangst langs Stillehavets kyst. Vikingskibshallens besøgende har lejlighed til at følge hele byggeprocessen på nært hold.



Fældningen af det 55 m høje træ er i gang.

Felling a 55-metre giant is a highly skilled job.

George Lowie overvågede fældningen af det træ, som han nu er ved at omdanne til en kano efter de gamle indianertraditioner.

George Lowie's expert eye follows the felling process. Now he is converting the giant into a traditional Indian whaling canoe.

Canadian Indian builds canoe in Denmark

On April 1 a 72-year-old Nootka Indian, George Lowie, with his wife and two of his sons, began building a whaling canoe at Roskilde's Viking Ship Museum.

Mr. Lowie is from Vancouver Island, British Columbia, and will build the canoe as part of the museum's work with and research into the ancient craft of handbuilding boats and ships. As reported in the January issue of EAC magazine, the material for the canoe is a red-cedar log, which was transported from Canada to Europe aboard an EAC ship. It is 15.5 m long, more than 2 m in diameter, weighs 17 tons and was cut from a 55-m high, 400-year-old tree in the great forests of Tahsis in western Canada.

Hans P. Holst, general manager of EAC's timber division based in Vancouver, heard of the Viking Ship Museum's interest in a suitable log from R.J.R. Bonneland who, like Mr. Holst, is a member of the Vancouver branch of the Royal Danish Guards Association. Jan Skamby Madsen, museum curator, had contacted Mr. Bonneland. Mr. Holst then introduced Mr. Bonneland and the project to Tahsis Company Ltd., a lumber company in which EAC has had an interest. The company promised to help.

Mr. Bonneland, who has retired from active work, spent four months touring the forestry districts with Mr. Lowie, until the latter finally found an ideal red cedar in the north of Vancouver Island.

It was felled, cut to the required length and transported by road to the port of Crofton, where the bark was stripped off to comply with a ban on the import to Europe of logs with bark from Canada (to control the spread of bark beetles). The log was sealed at each end and wrapped in canvas to prevent dehydration in transit.

»FP Conveyor«, a lumber/bulk carrier from Forest Product Carriers (International) Ltd., a company owned by EAC and Mitsui OSK Lines Ltd. of Japan, brought the log safely to Amsterdam, and it was forwarded the rest of the way to Copenhagen by Uniship A/S.

The impressive block of timber is now at the Viking Ship Museum, Roskilde, being transformed by Mr. Lowie and his family into a canoe of the type the Nootka Indians in the northwest of north America have built for generations – for offshore whaling in the Pacific. Visitors to the museum are able to follow the whole process at close hand.

Nyt om navne/People

Ejnar Mikkelsen, 55, direktør for ØK-virksomheden Dansk Fryse-Tørring i Kirke-Hyllinge, er blevet vist på forsiden af Dansk Arbejdsgiverforenings blad, »arbejdsgiveren«, i denne lidt usædvanlige situation.

Ejnar Mikkelsen plejer ganske vist nok at smide om sig med purløg, men sædvanligvis under noget mere kontrollerede former, nemlig pakket i glas og frysetørret og eksporteret i stor udstrækning.

Virksomheden køber årligt 800 tons purløg af sjællandske avlere, fortæller bladet, og deraf fremstilles 72 tons frysetørrede purløg. Sortimentet omfatter desuden frysetørrede krydderurter, fisk, rejer, bær og grøntsager. Ikke mindre end 95% af den samlede produktion eksporteres.

Billedet er taget af fotograf Sv.Aa. Kyhl.

Ejnar Mikkelsen (55), managing director of Danish Freeze-Drying, EAC subsidiary in Kirke Hyllinge, was photographed recently on the front cover of the Danish Employers' Confederation magazine *Arbejdsgiveren* in this rather unusual situation.

Admittedly, Mr. Mikkelsen has far-flung contacts for his freeze-



dried products (they are exported all over the world) but he usually dispatches his output of chives in a more manageable form: in jars and crates.

The magazine reported to its readers that Danish Freeze-Drying buys 800 tons of fresh chives every year from producers in Zealand, converting the herb into 72 tons of freeze-dried product. The company's range includes other herbs, fish, shrimps, berries and vegetables - all freeze-dried.

The picture was taken by Svend Aage Kyhl.

Hans Peetz-Larsen, 44, lederen af ØK's samlede aktiviteter i USA, incl. den grafiske virksomhed Heidelberg Eastern Inc., er indvalgt i bestyrelsen for GATF (Graphic Arts Technical Foundation). Det er en medlemsorganisation, der støtter grafiske virksomheder i USA, Canada og 60 andre lande. Organisationen beskæftiger sig bl.a. med forskning og uddannelse.

Hans Peetz-Larsen ansattes i ØK som elev i 1957 og udsend-

tes i 1962 til Thailand efter udstået elevtid og militærtjeneste. Han blev tilknyttet Heidelberg Eastern i New York i 1974.

Hans Peetz-Larsen (44), manager of combined EAC operations in the United States, including the graphic-arts company, Heidelberg Eastern, Inc., has been elected to the board of directors of GATF (Graphic Arts Technical Foundation). This is an organisation which supports graphic-arts companies in the United States, Canada and 60 other countries. The organisation engages in research, training and other fields.

Mr. Peetz-Larsen joined the staff of EAC as a trainee in 1957 and in 1962 was dispatched to Thailand on completion of his traineeship and military service. He transferred to Heidelberg Eastern, New York, in 1974.



Vincent D'Silva, 59, har været knyttet til ØK i Indien i 35 år. D'Silva ansattes i 1949 i EAC (India) som mekaniker og er nu servicechef hos MSLgraphics, der er en division i Mahindra Spicer Limited, ØK's underagent for Heidelberg-agenturet. På fotoet overrækker Jørgen Lund jubilæumsgaven, et sæt af sølv, til Vincent D'Silva.

Under sit lange tilhørsforhold til ØK har jubilaren medvirket ved oprettelsen af serviceorganisationer i Singapore, Burma, Nigeria og Kenya.

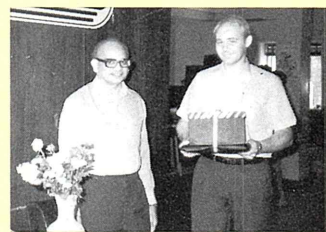
ØK's grafiske forretning, der er verdens største, begyndte i 1954 med opnåelse af Heidelberg-agenturet for Indien.

Vincent D'Silva (59) has been associated with EAC in India for 35 years. He was employed by EAC (India) in 1949 as a mechanic and is now service manager

with MSLgraphics, a division of Mahindra Spicer Ltd., EAC's sub-agent for Heidelberg products. In the photo Jørgen Lund of MSLgraphics presents Mr. D'Silva with the company's gift, a silver tea set.

During his long affiliation with EAC Mr. D'Silva has helped establish service organisations in Singapore, Burma, Nigeria and Kenya.

The East Asiatic Company's graphic-arts activities are the largest of their kind in the world. They began in 1954, when the Company was awarded the Heidelberg agency for India.



Claus Bang Hansen, 25, er som den første ØK-medarbejder blevet Master of Business Administration fra Boston Universitet i England. Studiet omfatter bl.a. marketing, drifts- og nationaløkonomi, regnskabsvæsen, finansiering og ledelsespolitik.

Claus Bang Hansen ansattes som elev i ØK i 1978 og knyttes i januar 1983 til ØK-virksomheden East Asiatic Insurance Brokers (UK) Ltd.

Han uddanner sig nu yderligere inden for forsikring gennem et fuldtidsstudium, der efter gennemførelsen medfører Associateship of the Chartered Insurance Institute of London.

På fotoet lykønskes Claus Bang Hansen med sin MBA-grad af David J. Vander, administrerende direktør for East Asiatic Insurance Brokers.

Claus Bang Hansen (25) receives the congratulations of David J. Vander, managing director of East Asiatic Insurance Brokers (UK) Ltd., on becoming the first EAC employee to take a master's degree in business administration (MBA) at Boston University, GB. The course includes marketing, economics, operations management, finance, quantitative methods, accounting, and management policy.

Mr. Bang Hansen started as a trainee with EAC in 1978 and in January 1983 joined the staff of the EAC insurance subsidiary in London.

He is now pursuing a full-time course leading to associateship of the Chartered Insurance Institute of London.



