



**Bladet**

**Magazine 2/87**



## **ØK-skib er søsat**

24. marts blev produkttankeren, der har været under bygning for ØK på 3. Maj Værftet i Rijeka, Jugoslavien, siden juni sidste år, søsat. Reportage fra den store begivenhed i Rijeka sidene 20-21.

## **EAC ship launch**

A product carrier built for EAC at the May 3 Shipyard in Rijeka, Yugoslavia, since June last year was launched on March 24. Report from this major event on pages 20-21.

# Indhold/ Contents

- 2 Fortsat fremgang  
Continued progress
- 4 Generalforsamlingen den 20. marts  
The Annual General Meeting on  
20th March
- 6 Danmarks regentpar hos Plumrose  
i Australien  
Danish Royal Couple visit Plum-  
rose in Australia
- 8 ØK lancerer fiberpiller i Japan  
EAC launches fibre tablets in Ja-  
pan
- 10 ØK-elev – en fantastisk udfordring  
EAC trainee – challenge of a life-  
time
- 12 Jorden rundt  
Round the world
- 16 ØK's otte divisioner  
EAC's eight divisions
- 18 Nyt om navne  
People
- 20 Produkttænder søsat  
Product carrier launched
- 22 Alfragt og Johnson ScanStar be-  
nytter Geisco-systemer  
Allfreight and Johnson ScanStar  
use Geisco systems
- 24 Nyt distributionscenter i USA  
New distribution centre in United  
States
- 26 ØK i italiensk skibsagentur  
EAC in Italian shipagency
- 27 Specialskibe til transport af skov-  
produkter  
Purposed designed ships for forest  
products
- 28 EAC Tradex
- 29 Lasteplaner fra computer til com-  
puter  
Loading plans from computer to  
computer
- 30 »Selandia« 75 år  
"Selandia" 75 years



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## Fortsat fremgang

Ø.K.'s beretning og regnskab for 1986, omfattende 114 dattervirksomheder og 41 associerede, udkom allerede den 5. marts. For en virksomhed af vor art og størrelse er dette noget af en bedrift og samtidig udtryk for, at der også, hvad angår regnskabsaflæggelse og rapporteringsprocedurer, er fod på tingene. Som en af flere nyskabelser indeholdt beretningen en konkretisering af forventningerne til 1987 i form af en prognose. Der forudses i indeværende år en fremgang i nettoomsætning på 12% og i bruttoresultat på

14% på grundlag af de ved årsskiftet gældende valutakurser. Det er klart, at offentliggørelsen af en sådan prognose på en gang virker ansporende og forpligtende, og vi glæder os over, at der i alle Ø.K. koncernens mange led ydes en indsats, som har det mål at nå resultater, som er bedre end prognosen. Produktivitet er i denne forbindelse et nøgleord. I hver enkelt division og i hver enkelt stabsfunktion arbejdes der da også med budgetter og nøgletal omkring samtlige forhold, som er målelige i effektivitetsmæssig hense-

I mange lande – og sandelig også i Danmark – stiller lønudvikling, miljøhensyn etc. betydelige krav til det private erhvervsliv. Vi har valgt at se på disse krav som en udfordring, og igen er fænomenet øget produktivitet det eneste reelle svar. I denne proces er det vigtigt, at den enkelte medarbejder sikres udfoldelsesmuligheder og således medvirker til, at den positive udvikling bliver selvforstærkende.

Good luck and good hunting!  
Direktionen

## Continued progress

Our Report and Accounts for 1986, comprising 114 subsidiaries and 41 associated companies, was published as early as on 5th March. For a company of our type and size, this is something of an achievement and at the same time evidence that also

as regards the rendering of accounts and reporting procedures do we have a handle on things.

The Report contained, as one of more new features, a quantification of our expectations for 1987 expressed as a forecast.

Progress in 1987 is thus anticipated with a 12 pct. increase in net sales and a 14 pct. improvement in gross profit on the basis of the rates of exchange as of the end of 1986.

Obviously, to publish such a forecast is, at one and the same

## Generalforsamlingen i ØK

Tilfredshed med 1986-resultatet og mod på nye ideer prægede ØK's 90. generalforsamling den 20. marts. Siderne 4-5.

## The annual general meeting

Satisfaction with the 1986 result a willingness to try out new ideas – this was the tone of the EAC's 90th annual general meeting on March 20. Pages 4-5.



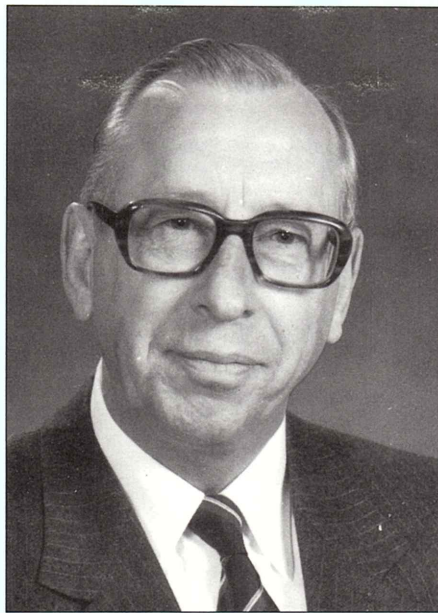
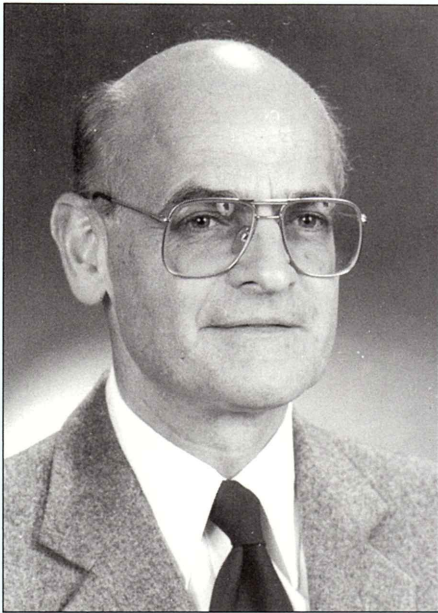
## ØK lancerer fiberpiller

ØK gennemfører en stort anlagt markedsføringskampagne på det japanske marked for en danskproduceret fiberpille og investerer 50 mio kr. i lanceringen. Siderne 8-9.

## EAC launches fibre tablets in Japan

EAC has commenced a major marketing campaign in Japan for a Danish-made fiber tablet. The massive marketing effort has been budgetted at D. kr. 50m. Pages 8-9.





*Direktionen: Henning H. Sparsø flankeret af Flemming Hasle og J. Arthur Hansen.  
The Executive Board: Henning H. Sparsø flanked by Flemming Hasle and J. Arthur Hansen.*

time, a spur and a commitment and we are pleased that, in all of the EAC Group's many sections, people are determined to produce results which are better than those of the forecast. Productivity is in this context a key word. In each and every division

and in each staff function, people work with budgets and key figures in the context of all aspects which are measurable for efficiency.

In many countries — and certainly also in Denmark — private enterprise faces considerable

demands which add to its overall costs. Demands for higher salaries and environmental considerations are examples. We have elected to look upon these demands as a challenge, and increased productivity is again the only real answer. It is impor-

tant in this process that all staff is assured of possibilities to perform and develop thereby accentuating the self-reinforcing of the overall positive development.

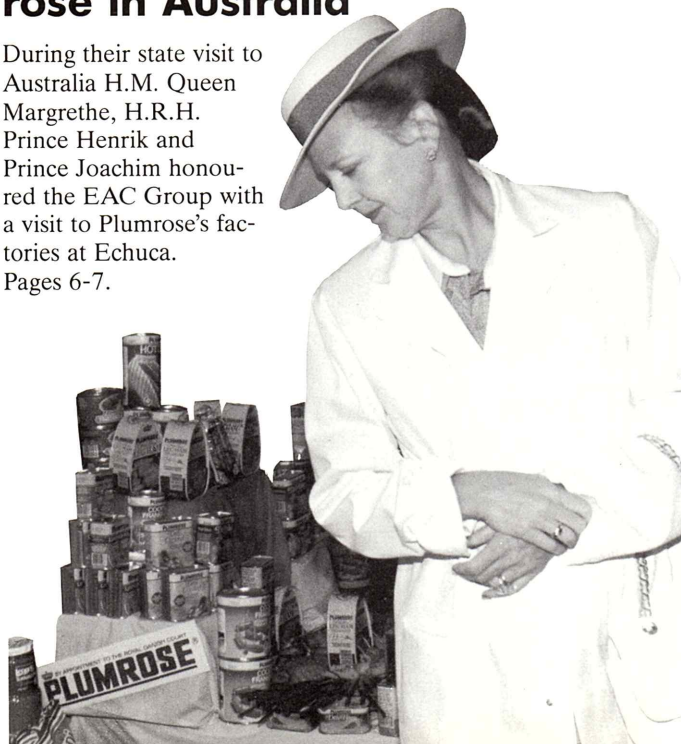
Good luck and good hunting!  
Executive Board

## Danmarks regentpar besøger Plumrose i Australien

Under regentparrets officielle besøg i Australien glædede H.M. dronning Margrethe, H.K.H. prins Henrik og prins Joachim ØK-koncernen med at besøge Plumrose's fabrikker i Echuca. Siderne 6-7.

## Danish royal couple visit Plumrose in Australia

During their state visit to Australia H.M. Queen Margrethe, H.R.H. Prince Henrik and Prince Joachim honoured the EAC Group with a visit to Plumrose's factories at Echuca. Pages 6-7.

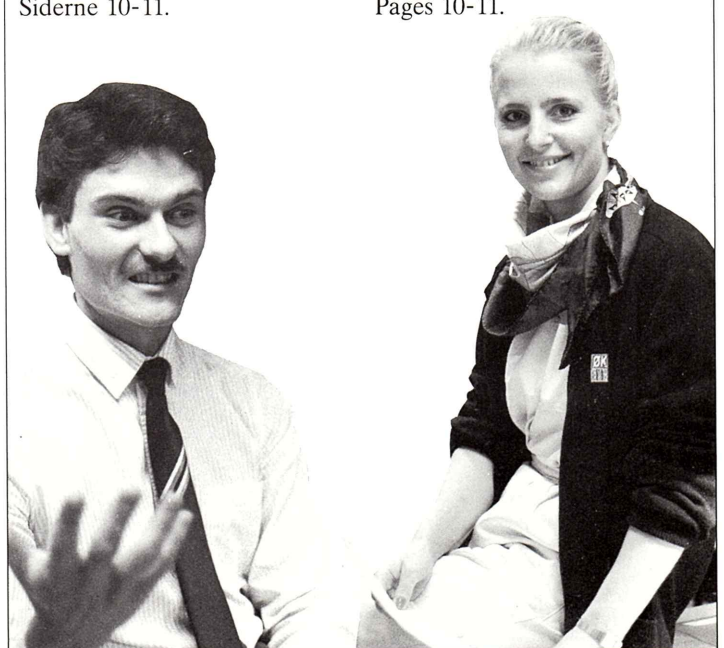


## ØK-elev — en fantastisk udfordring

To ØK-elever fortæller om den krævende, spændende og interessante uddannelse i ØK og om deres fremtidsplaner efter elevtiden. Siderne 10-11.

## EAC trainee — challenge of a life time

Two EAC trainees on their demanding, exciting and interesting training with EAC and their future plans after their trainee period is over. Pages 10-11.



Generalforsamlingen i ØK:

# Tilfredshed med 1986-resultatet og mod på nye tanker

Tilfredshed med resultatet for 1986 og mod på nye ideer og tanker prægede den 90. generalforsamling i Det Østasiatiske Kompagni. Generalforsamlingen blev afviklet 20. marts i København.

Bestyrelsesrådet og direktionen modtog flere positive tilkendegivelser for årsresultatet, og lanceringen af den nye warrantordning, som er basis for en eventuel udvidelse af aktiekapitalen på 250 mill. kr.

## Spørgsmål om overskudsdeling

Efter formanden, T. Wøldike Schmiths beretning, var der spørgsmål fra aktionæerne om bl.a. overskudsdeling og warrants til medarbejderne.

Der var advarsler om, at man burde fare med lempe, fordi man må forvente en politisk bestemt overskudsdeling gennemført.

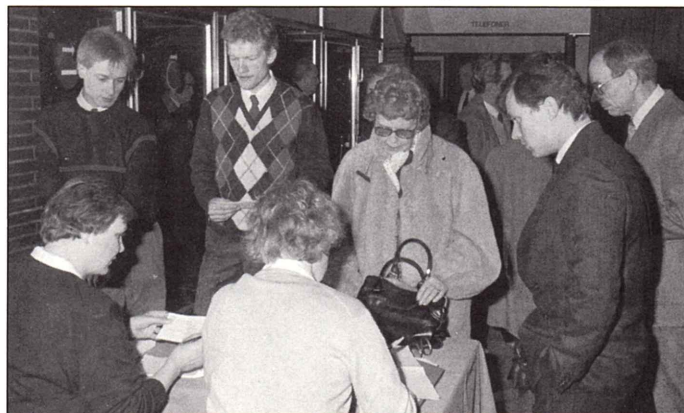
## Sydafrika

Flere kom ind på Sydafrikaspørgsmålet. Det skete bl.a. på foranledning af en aktionær, der meddelte, at han talte på vegne af Radikal Ungdom i Århus.

Formanden understregede, at ØK har dæmpet aktiviteten i Sydafrika væsentligt, men at ØK i øvrigt ikke kan handle på baggrund af enighed eller ej med et lands politiske ledelse.

— Vi opererer jo i mange lande, og vi kan ikke tage højde for de politiske rammer i alle tilfælde, sagde formanden bl.a. I øvrigt er

*Mette Tofte og Lis Mørup, aktionærsekretariatet, udleverer adgangskort til generalforsamlingen.*



vi sikre på, at vore farvede medarbejdere i Sydafrika vil blive meget kede af det, hvis ØK trækker sig helt ud af landet. Men vi følger udviklingen meget nøje, fortsatte T. Wøldike Schmith, og jeg vil yderligere understrege, at ØK holder meget fast på, at man opererer indenfor de rammer, der angives af regeringen.

## Formanden genvalgt

Formanden, T. Wøldike Schmith var ifølge vedtægterne på valg og genvalgtes, det skete uden modkandidat.

*Mette Tofte and Lis Mørup, Shareholders' Secretariat, issued admission cards for the annual general meeting.*

*Formanden, direktør T. W. Schmith kunne byde generalforsamlingens deltagere velkommen med en effektiv oplysning af ØK- og divisionslogoer som baggrund.*

## ØK-buffet

Næsten 800 aktionærer og medarbejdere overværede generalforsamlingen, som for første gang blev afviklet i Falkoner Centret.

Sædvanen tro blev det også til en hyggelig snak aktionæerne imellem før og efter mødet, hvor ikke mindst traktementet efter mødet viste sig at være et populært grundlag.

*T. W. Schmith, chairman of the Supervisory Board, welcomed participants to EAC's annual general meeting against a striking background of EAC and divisional logos.*

Aktionærer og medarbejdere kunne endda også tillade sig at lægge lidt af en kender-mine i ansigtsudtrykket, da de gik til buffetten efter generalforsamlingen.

Alt det spiselige, der stod parat på bordene, var ØK-produkter. Lige fra pølser i baconsvøb til den røgede ål fra DS Industries' åle-dambrug.



*Direktionssekretær Peer Rosenfeldt bad udtrykkeligt om en Hot-Dog i pølsebaren — det kunne også klares, som fotograf Erik Clausens foto viser.*

*Peer Rosenfeldt, Executive Board secretary, asked the hot-dog man for ... a hot-dog. And got it — as Erik Clausen's photo shows.*



Næsten alle pladser var optaget i den store koncertsal i Falkoner Centret, og aktionærerne skulle komme i god tid for at få de gode pladser. Her præsenterer vi de første, der var på plads, Karen Marie Jensen, Frederiksberg, og Inger Premer, Charlottenlund. Inger Premer var gift med tidligere eksportchef i ØK, Aage Premer, som døde i 1950.

Nearly all seats in the large concert hall at Falkoner Centret were occupied, and many shareholders came early to be sure of the best places. Among the first arrivals were Karen Marie Jensen, Frederiksberg, and Inger Premer, Charlottenlund. Mrs. Premer is the widow of former EAC export manager, Aage Premer, who died in 1950.

EAC annual general meeting:

# Satisfaction and willingness to try out new ideas

Satisfaction with the 1986 result and a willingness to try out new ideas — this was the tone at the 90th annual general meeting of The East Asiatic Company held in Copenhagen on March 20. Appreciation was expressed from several quarters of the contribution of the Supervisory Board and the Executive Board in attaining the year's result. And the meeting concerned itself at length with the launch of the new share-warrant scheme, on which a possible increase of D.kr. 250m in share capital will be based.

## Questions on profit sharing

After the Supervisory Board Chairman, T.W. Schmith, had submitted his report questions were asked on profit-sharing and on the issue of share warrants for employees. Some participants suggested that EAC should proceed with caution as it was likely that in the foreseeable future Denmark would in any event find itself with a profit-sharing scheme dictated by statute.

## South Africa

A number of people spoke on the issue of South Africa.

The Chairman stressed the fact that EAC had substantially reduced the level of its activities in South Africa but that as a matter of principle EAC could not let its affairs be controlled by agreement or otherwise with the political leadership of a particular country.

'We operate in many countries, and it would be an impossible task to take the political conditions into account in all cases'

said Mr. T. Wøldike Schmith, adding: 'We feel sure that our black employees in South Africa would be most unhappy if EAC withdrew completely from the country. But we are keeping a careful eye on developments. And I would like to point out that EAC operates within the guidelines laid down by the Danish government.'

## Chairman re-elected

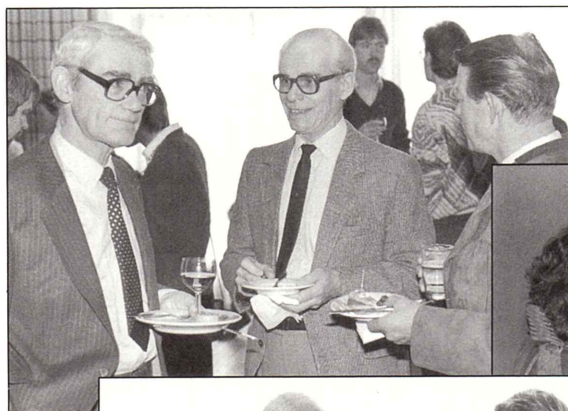
As required by the articles of association, the Chairman, Mr. T. Wøldike Schmith, retired by ro-

tation. He stated his willingness for re-election — and was elected unopposed.

## EAC buffet

A total of nearly 800 shareholders and employees attended the annual general meeting, which was held for the first time at Falkoner Centret, a large hotel/congress complex in Copenhagen. And as usual, shareholders enjoyed a chat about matters of mutual interest both before and after the AGM — especially at the popular buffet.

The buffet was rather a special affair for shareholders and EAC employees: the entire edible 'show' was made up of EAC products. From sausages rolled in bacon to smoked eel from DS Industries' eel farms.



The EAC buffet was just the place for a chat after the AGM.

ØK-Buffereten blev et godt grundlag for en hyggelig efter-snak.

# Danish royal co



*Their Royal Highnesses Prince Henrik and Prince Joachim photographed during their factory tour.*

*H.K.H. prins Henrik og prins Joachim under fabriksrundgangen.*



*Ulf Gabel-Jørgensen, master of ceremonies; Uffe Ellemann-Jensen, Danish foreign minister; and K.E. Tygesen, permanent undersecretary, tasting Leggo's tomato juice.*

*Ceremonimester Ulf Gabel Jørgensen, udenrigsminister Uffe Ellemann-Jensen og departementschef K.-E. Tygesen nyder et glas Leggo's tomat juice.*

During their state visit to Australia in February H.M. Queen Margrethe and H.R.H. Prince Henrik honoured the EAC Group with a visit to Plumrose's factory at Echuca, 200 km north of Melbourne. The royal couple were accompanied by their youngest son, Prince Joachim, who was at that time living in Australia.

## Meeting the mayor

During their Plumrose visit Queen Margrethe and Prince Henrik were accompanied by Danish Foreign Minister Uffe Ellemann-Jensen; the Australian ambassador to Denmark, H.E. A. Dingle and Mrs. Dingle; the Danish ambassador to Australia, H.E. Birger Abrahamson; and a large contingent of Australian and Danish officials and journalists.

They were met at Echuca airport by Mayor C. Don Oberin and his wife and other town dignitaries before driving out to the Plumrose complex.

## Denmark Road

As the royal party approached

its destination, a road sign left no one in any doubt that it was on the right track. It said: Denmark Road. And it is here Plumrose has two of its four Australian factories.

Werner Hansen, managing director, Plumrose, Australia, welcomed the royal guests and introduced Jan H. Laursen, managing director, Plumrose, Copenhagen, and the directors, managers and shop stewards of the factory.

## Danish initiative

The visitors were conducted on a tour of the extremely modern and automated factories. Different parts of the plant were described, and visitors were given a full account of this particular piece of Danish initiative in Australia.

*The large party saw all aspects of production.*

*Det store selskab vises rundt på fabriksområdet.*



# ouple visit Plumrose in Australia

One of the Echuca factories produces the world-famous Yoplait yoghurt products, the other a number of tomato products and recipe dishes.

## Largest in Australia

The two other Australian Plumrose factories — in the Melbourne suburbs of Dandenong and Moorabbin — produce meat

products, including canned hams.

The four factories together produce a total of 45,000 tons of food a year — and this impres-

sive figure makes Plumrose the largest Danish industrial enterprise in Australia.

## Regentparret hos Plumrose i Australien

Under H.M. dronning Margrethes og H.K.H. prins Henriks officielle besøg i Australien i februar glædede regentparret ØK-koncernen ved sammen med prins Joachim at besøge Plumrose's fabrikker i Echuca, 200 km nord for Melbourne.

### Borgmesteren tog imod

Regentparret var under besøget ledsaget af udenrigsminister Uffe Ellemann-Jensen, Australiens ambassadør i Danmark, H.E.A. Dingle og frue, Danmarks ambassadør i Australien, H.E. Birger Abrahamson, samt et stort antal australske og danske embedsmænd og pressefolk.

I Echucas lufthavn tog borgmester Cr. Don Oberin og frue imod sammen med andre repræsentanter for byen, før man kørte til fabrikkerne.

### Denmark Road

Da regentparret og dets selskab nærmede sig Plumrose-fabrikkerne, lod et vejskilt ingen tvivl om, at man var på rette vej. Denmark Road forkyndte det, og her ligger to af Plumrose's fire Australien-fabrikker.

Direktør Werner Hansen, Plumrose, Australien, bød velkommen, og Plumrose's administrerende direktør, Jan H. Laursen, orienterede om Plumrose's aktiviteter som indledning til rundvisningen på de to fabrikker.

### Dansk initiativ i Australien

Selskabet blev vist rundt i de meget moderne og gennemautomatiserede fabrikker af Werner Hansen, Jan H. Laursen, fabrikkernes ledelse og bestyrelse samt tillidsmænd. De

enkelte led i produktionerne blev forevist, og der blev givet mange oplysninger om dette danske initiativ i Australien.

Den ene af fabrikkerne i Echuca fremstiller de verdensberømte Yoplait yoghurt-produkter, medens der på den anden fabrik fremstilles en række tomatprodukter og færdige middagsretter.

### Største danske industri i Australien

De to andre australske Plumrose-fabrikker — i Melbourneforstæderne Dandenong og Moorabbin — fremstiller kødvarer, bl.a. skinker i dåser.

Tilsammen fremstiller de fire fabrikker 45.000 tons fødevarer om året, og dette imponerende tal placerer Plumrose som det største danske industriforetagende i Australien.

*H.M. dronning Margrethe studerer Plumrose-fabrikernes produktudvalg.*

*H.M. Queen Margrethe studies a selection of products manufactured by the Plumrose factories.*



# ØK lancerer fiberpiller på det japanske marked

ØK's Consumer Products Division er ved at gennemføre en stort anlagt markedsføringskampagne på det japanske marked – verdens næststørste forbrugsmarked – for en danskproduceret fiberpille. Kampagnen koncentrerer sig om hovedstaden Tokyo og byerne Osaka og Nagoya.

## 50 mio kr. investeres i lanceringen

Fiberpillen, der fremstilles af den danske virksomhed Farma Food, lanceres bl.a. gennem reklamer i magasiner og TV såvel som ved butiksdemonstra-

*Fiberproduktet Ever Fit i japansk emballage. Det introduceres af ØK i Japan gennem en storstilet kampagne.*

*The Ever Fit dietary tablet in its Japanese consumer pack.*

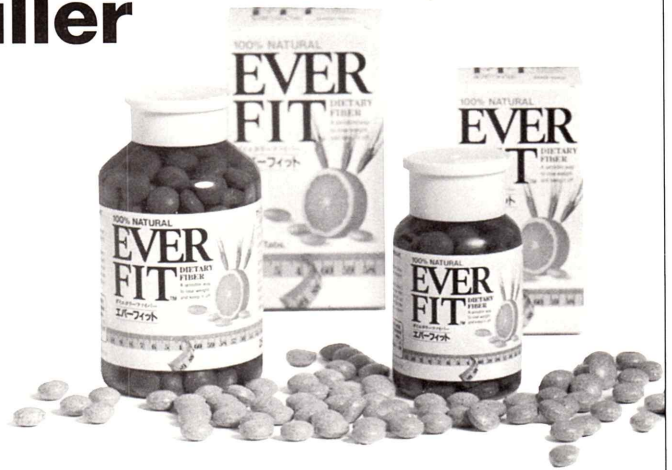
tioner. Den massive markedsføringsindsats er budgetteret til ca. 50 mio kr. og er den første af sin art i Japan.

## Kolossalt marked

Markedsanalyser har vist, at en stor del af de ca. 55 mio indbyggere i de tre byer er meget opmærksomme på overvægtsproblemet. Cirka hver tredje kvinde vejer således efter eget udsagn mellem 2-5 kg for meget.

Markedsføringskampagnen er primært rettet mod ca. 20 mio japanske kvinder i alderen 20-39 år og er skræddersyet til japanske markedsforhold. Der omsættes i Japan for ca. 8 mia kr. om året alene på helse- og sundhedsproduktmarkedet.

Dette marked er i gennemsnit vokset med 28% om året gennem de seneste fem år. Af de 8 mia kr. udgør slankemiddelmarkedet over 1 mia kr. og er i hastig vækst.



## Danskfremstillet naturprodukt

Den danskfremstillede fiberpille markedsføres under navnet Ever Fit gennem 6.000 butikker. Pillen er et rent naturprodukt, der indeholder en blanding af slankefibre fra korn, grøntsager og citrusfrugter.

Slankeproduktet er blevet modtaget med entusiasme i store dele af verden. Det er således det mest købte slankemiddel i USA, og det er i stærk fremgang i Hong Kong.

## Bliv slank med nonchalance

I det japanske fjernsyn introduceres Ever Fit med reklamer i tre tv-stationer med tilsammen 55

mio seere, eller 45% af Japans befolkning.

Markedsføringen sker under slogan'et »itsumo no kao shite-dieta sukkiri sheipu itsimademo«. Dette betyder »Gennemfør en slankekur med en grad af nonchalance og bliv ved med at være slank«.

Det samme tema går igen i firfarvede annoncer i otte landsdækkende magasiner.

## 40 års erfaring i Japan

ØK har været repræsenteret i Japan i omtrent fyre år og har bl.a. markedsført en lang række danske produkter.

Fiberpilleprojektet er dog uden tvivl ØK's største produktfremstød på det japanske marked.





Introduction of the Ever Fit tablet received wide coverage in the Japanese media. The first press conference in Tokyo was attended by 160 journalists and photographers.

食へ過ぎを防ぐ「エバーフィット」は、デンマークのファーマフード社製のダイエット食品。根菜、かんきつ類、穀類の食物繊維をブレンドして錠剤にしてあり、食前に三〜六粒をコップ一杯の水と一緒にとると、胃の中で繊維が膨らんで空腹感を和らげ、自然に食へ過ぎを防ぐといえる。しかも、食物繊維には、他の食品と混じり合った余分な栄養分を吸収し、小さくする働きもある。糖は一粒に含まれるエネルギーはわずかに一キロカロリー。糖分、塩分、香料を加えてもいので、長い間飲み続けても副作用は一切ない。百粒入りの四〜は話している。百粒入りの四千四百円、輸入・発売元はイースト・アジアチック・カンパニー(本社コペンハーゲン)の東京支社(〇三三四五九一八三三六)。

デンマークからダイエット食品EACが輸入。海運などデンマークの貿易、EACの会社、イースト・アジアチック・カンパニー東京支社(略称EAC、代表クラウス・クロク、〇三三四五九一八三三六)氏は、EACが輸入した「エバーフィット」を三月中旬から輸入販売する。根菜類、かんきつ類、穀物の食物繊維が原料で、錠剤になっている。食前に飲むと栄養の取り過ぎ、肥満防止や減量に役立ち、百粒入りの四千四百円、輸入・発売元はイースト・アジアチック・カンパニー(本社コペンハーゲン)の東京支社(〇三三四五九一八三三六)。

Lanceringen af Ever Fit fik meget bred omtale i de japanske medier. Til den første pressekonference i Tokyo kom således 160 journalister og fotografer.

# EAC launches fiber tablets in Japanese market

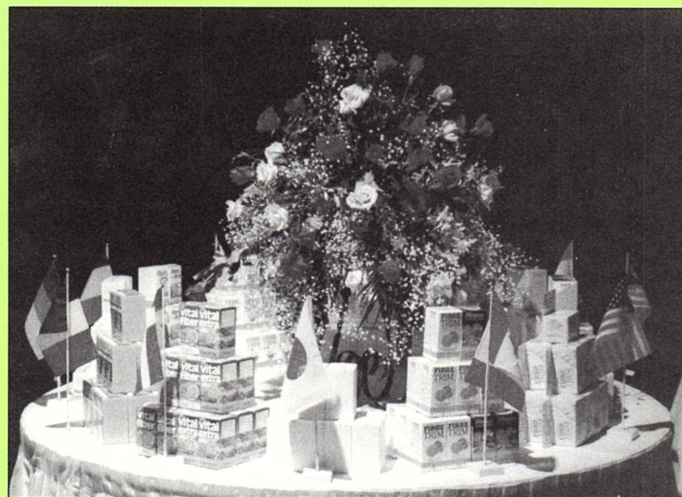
EAC's Consumer Products Division has commenced a major marketing campaign in Japan — the second-largest consumer market in the world — for a Danish-made fiber tablet. The campaign is being concentrated on Tokyo, the capital city, and on the cities of Osaka and Nagoya.

## D.kr. 50m investment

The fiber tablet, manufactured by the Danish company, Farma Food, is being advertised in magazines, on television and through store demonstrations. The massive marketing effort has been budgeted at D.kr. 50m and is the first of its kind in Japan.

## Huge market

Market research has revealed that a large section of the approx. 55m people in the three cities consider themselves overweight. One woman in three believes she weighs 2-5 kg too much. The marketing campaign is be-



ing aimed at approx. 20m Japanese women in the 20-39 age group and is tailored to the Japanese market. The market in Japan for health and dietary products alone is worth approx. D.kr. 8,000m a year. This market has grown at an average rate of 28% p.a. over the past five years. Out of the total market of kr. 8,000m, dietary products account for more than

kr. 1,000m — and their sales are growing rapidly.

## Danish-made natural product

The Danish-made fiber tablet is marketed under the name Ever Fit and will be sold through 6,000 retail outlets. The tablet is a pure, natural product, containing a mixture of fibers from citrus and grains.

The dietary product has been enthusiastically received in large parts of the world. It is the biggest-selling dietary product in the United States and Australia and is rapidly reaching the same status in Hong Kong.

## Diet with ease

Ever Fit is being introduced on Japanese television with commercials on three TV stations with a total of 55m viewers (45% of the population of Japan).

The campaign theme is: Diet with ease and remain slim.

The same theme is used in full-colour advertisements in eight national magazines.

## 40 years' experience in Japan

EAC has been represented in Japan for approx. 40 years and has marketed many Danish products in the country.

The dietary tablet project, however, is unquestionably EAC's biggest product campaign in the Japanese market.

# ØK-elev — en fantastisk

»Lyst til at virke internationalt«

»Respekt for andre kulturer«

»Gå-på-mod«

»Indstillet på rejser og forflytninger«

**ØK-eleverne Hanne Borregaard, Liner Division, og Peder Rejmers, EAC-graphics, om den krævende, spændende og interessante uddannelse i ØK**

Unge mennesker, der ikke blegner ved at blive konfronteret med ovenstående krav, har en chance for at blive optaget som elever i ØK. Oveni skal de dog have en god højere handelseksamen (HH), og de skal være indstillet på at gå i gang med første del af HD-studiet under elevtiden i ØK på to år.

De hårde betingelser til trods er der flere hundrede ansøgere til elevstillinger i ØK hvert år. Det er derfor ikke så mærkeligt, at den halve snes elever, der gennemsnitligt optages i ØK om

året, er ovenud lykkelige for at komme igennem nåleøjet og i arbejdstøjet.

Det blev bekræftet, da ØK-Bladet satte 1. års eleven Hanne Borregaard, Liner Division, og 2. års eleven Peder Rejmers, EAC-graphics, stævne.

- Da jeg i foråret 1986 var til ansættelses-samtale og fik den forjættende besked: Du er ansat... blev jeg ubeskrivelig glad, siger Hanne Borregaard.

Peder Rejmers følger op:

- Vi var tre ansøgere, der var kaldt ind samme dag. Vi havde

meget positivt at tale sammen om alle tre bagefter, fordi vi alle fik beskeden om ansættelse samtidig.

## Forventningerne blev indfriet

De store forventninger til uddannelses-niveauet i ØK blev indfriet. Fuldt ud endda understreger begge.

- Jeg bliver dagligt præsenteret for udfordringer på et selvstændigt niveau, siger Peder Rejmers. Ingen skal være i tvivl om, at det kan være hårdt og arbejdskrævende. Men jeg har hele tiden den dejlige fornemmelse i baghovedet, at jeg suger uvurderlig lærdom til mig. Det er på et niveau, jeg ville have svært ved at finde i andre virksomheder.

Hanne Borregaard fortsætter:

- Jeg kan bekræfte, at de samme forhold gør sig gældende hos os i Liner Division. Det personlige engagement i afdelingen med at hjælpe med råd og dåd er særdeles udpræget hos alle mine foresatte. Jeg har endnu ikke været udsat for at stå med ubesvarede spørgsmål selv i de mest travle perioder.

## - alsidigt

Begge fremhæver det alsidige uddannelses-grundlag som noget af det mest positive ved elevstatus'en i ØK.

- Jeg har f.eks. fået lov til at føre forhandlinger delvis på egen hånd med forretningsforbindelser i Kina, siger Peder Rejmers. Udfordringen blev stillet mig temmelig uventet, så det var noget med masser af sommerfugle i maven. Jeg føler, det gik godt, og bagefter er man utrolig lykkelig. Jeg lærte virkelig meget af det.

Hanne Borregaard:

- Styrken ved uddannelsen i Liner Division er en række spændende opgaver i divisionens forskellige afdelinger. Her får man virkelig afprøvet sine muligheder i internationalt shipping-miljø. Det er meget inspirerende og lærerigt.

## Lange arbejdsdage

Arbejdsdagen for ØK-eleverne er lang og krævende.

De tidlige formiddagstimer bruges på HD-studiet. Midt på formiddagen møder eleverne i divisionen til det praktiske arbejde. Dagens officielle arbejdsstop er kl. 16.45 i divisionen. Men det holder sjældent, og det er de ikke kedede af.

-De forskellige opgaver skal være færdige, inden vi slipper dem, som de begge udtrykker sig. Bagefter gælder det lektielæsning til HD-studiet og forberedelse til eventuelle kurser derudover.

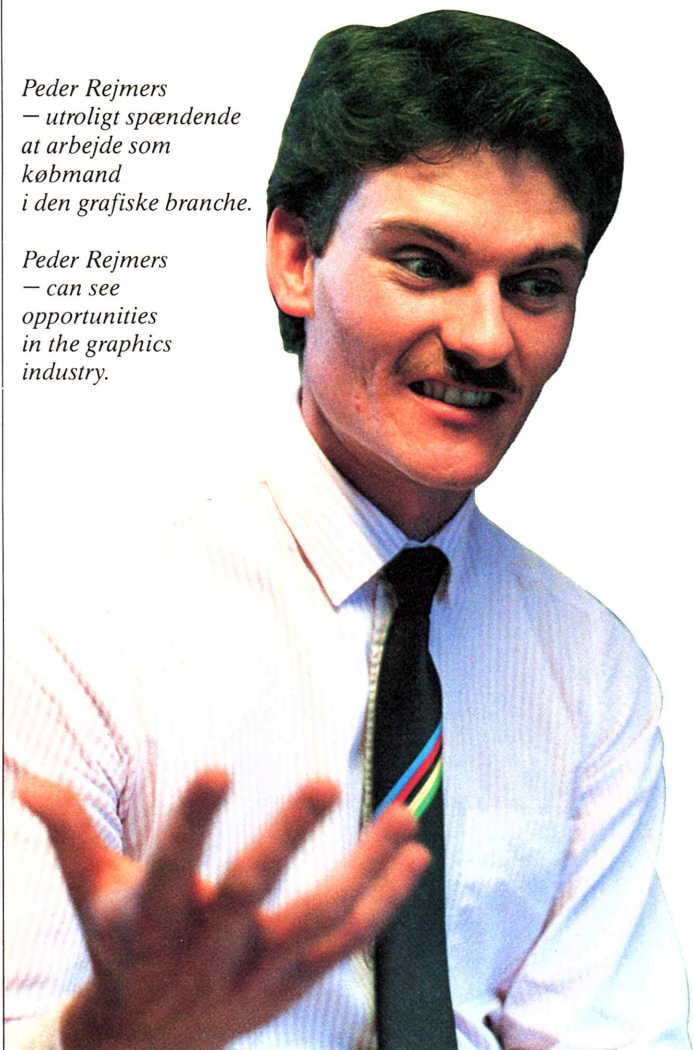
- Desuden er der alle de personlige, praktiske gøremål, siger Peder Rejmers. Det må man ikke overse.

- Der bliver ikke megen tid til kammerater og fritidsliv i øvrigt?

- Det skal der også være tid til, siger Hanne meget præcist. Selvom uddannelsen overskygger alt andet, er det vigtigt udviklingsmæssigt ikke at gå i stå med kontakten til andre sider.

*Peder Rejmers  
— utroligt spændende  
at arbejde som  
købmand  
i den grafiske branche.*

*Peder Rejmers  
— can see  
opportunities  
in the graphics  
industry.*



## EAC trainee

**Young EAC faces, Hanne Borregaard, Liner Division, and Peder Rejmers, Graphics Division, on their demanding, exciting and interesting training with the EAC Group**

Young people undaunted by the above demands have a chance of being accepted as EAC trainees. In addition, however, they are required to have a good pass in the Danish Higher Commercial Certificate and be prepared to study for the first part of a Bachelor of Commerce degree ('HD') during their two-year trainee period.

These stringent requirements, however, do not prevent several hundred youngsters every year

# isk udfordring

»Uddanne sig løbende«

»Udholdenhed«

»Købmandskab«

## Fremtiden? — ØK for-håbentlig

Peder og Hanne skal ikke bruge lang betænkningstid — om nogen overhovedet — på spørgsmålet om deres fremtidsplaner efter elevtiden.

- Vi skal ud ... siger de samstemmende.

Dermed mener de, at det internationale købmandskab og virke i øvrigt, de nu er flasket op med i ØK, skal være grundlaget for deres videre livsbane på internationalt plan.

Og begge håber, det bliver muligt at fortsætte i ØK.

- Jeg skal ærligt indrømme, at jeg havde Liner Division som anden prioritet, da jeg skulle ansættes, siger Hanne Borregaard. Men i dag er jeg så glad for shipping-området — Hanne er i øvrigt den første kvindelige shipping-elev i ØK — at jeg ikke er i tvivl om, det er fremtiden for mig.

- Der er heller ingen tvivl hos mig, fortsætter Peder Rejmers. Jeg er købmand. Og da det falder vældig godt i tråd med mulighederne i den grafiske bran-

che, er heller ikke jeg i tvivl om, jeg har fundet min rette hyde.

## ØK overraskede

Hanne og Peder virker i det hele taget særdeles skrāsikre på alle områder — kun en enkelt tøven observerede vi under interviewet. Det var på spørgsmålet, om de havde en finger eller to at sætte på negative felter i ØK-uddannelsen.

Det havde de ikke.

- Jeg kan godt sige, at ØK-koncernen overraskede mig positivt, siger Hanne Borregaard. ØKs image i samfundet kan godt virke lidt tungt, og det er uberettiget. Det burde man i øvrigt gøre noget ved.

Begge er afklarede omkring deres videre livsbane med krav til videre uddannelse og en nødvendig anden del af HD-studiet eller MBA.

- Ja, man bliver jo aldrig færdig med at uddanne sig, siger Peder Rejmers, men ØK-elevtiden vil stå som et sikkert og uundværligt grundlag — ingen tvivl om det. Hanne Borregaard bekræfter.

*Hanne Borregaard — shippingmiljøet er meget inspirerende.*

*Hanne Borregaard the shipping environment is exciting.*



## — challenge of a life time

applying for trainee places with EAC. It is therefore understandable that the 10-12 trainees admitted annually to EAC are delighted to have made it and look forward to getting on with the job.

This was confirmed in an EAC Magazine interview with Hanne Borregaard, a first-year trainee with the Liner Division, and Peder Rejmers, in his second year with the Graphics Division. 'When I heard the magic words at my interview in spring 1986: "You're accepted", I was on top of this world!' says Hanne. Peder's job-interview memories were something similar: 'Two others were interviewed

on the same day as me. We had a lot to talk about afterwards — because we were all told we'd been accepted.'

## Expectations fulfilled

Expectations as to the level of training in the EAC Group have been more than fulfilled.

Peder: 'Every day has its own personal challenge that only I can deal with. There isn't the slightest doubt that the work is extremely hard and very demanding — but at the back of my mind there is always the gratifying feeling that I'm learning, learning, learning! And at a level that few other companies can offer.'

Peder: 'And that's not including all the personal, practical things that need doing. Don't forget those!'

It doesn't leave much time for friends and recreation?

Hanne's reply has a determined note: 'There simply has to be time for that! Even though training is the central thing in your life, it is important to your general development that you keep up your contacts in other areas.'

## The future? EAC, we hope

Peder and Hanne have a spontaneous answer to the question of their future plans after their

trainee period is over.

'Out into the EAC world ...!' they say in chorus.

Both have a clear view of where they are going, what qualifications they will need, and why the second half of their 'HD' bachelor's degree or an MBA degree will be essential.

Peder (Hanne nodding agreement): 'You're never finished improving and developing yourself. But our EAC trainee period will be a solid foundation for the rest of our business careers — no doubt about it!'

# Jorden rundt/Round the world

## Linotype's ledelse besø- ger ØK

Linotype's foresiddende adm. direktør, Dr. Wolfgang Kummer, og adm. direktør Lutz D. Thiel besøgte ØK's ledelse i forbindelse med deltagelsen i indvielsen af Erik Levison's nye demonstrationslokaler.

Linotype er Europa's førende forhandler af fotosatsudstyr,

hvoraf Erik Levison er eneforhandler i Danmark.

*Fra mødet med ØK's ledelse ses f.v. underdirektør Bent K. Kierkegaard, Dr. Lutz D. Thiel, direktør Henning H. Sparsø, Dr. Wolfgang Kummer samt direktørerne J. Arthur Hansen og Flemming Hasle.*



## Linotype management visits EAC

Dr. Wolfgang Kummer, presiding managing director of Linotype, and Dr. Lutz D. Thiel, the company's managing director, paid a visit to EAC Head Office while in Denmark in connection with the inauguration of Erik Levison's new demonstration facilities.

Linotype is the leading European vendor of photo typeset-

*Pictured at the meeting with EAC management (l. to r.): Bent K. Kierkegaard, general manager; Dr. Lutz D. Thiel; Henning H. Sparsø, EAC managing director; Dr. Wolfgang Kummer; and J. Arthur Hansen and Flemming Hasle, EAC managing directors.*

ing equipment, for which Erik Levison is sole distributor in Denmark.



## EACmachinery at Penang Fair

EACmachinery participated in the Penang Festival International Buyers' Fair, exhibiting technical equipment and various forms of packaging. The Governor of Penang, H.E. Tun Datuk Dr. Awang bin Hassan, paid a visit to the exhibition and stopped at the EAC stand, where the technical features of packaging machinery were explained to him.

## EACmachinery på udstilling i Penang

EACmachinery deltog i Penang Festival International Buyers' Fair med teknisk udstyr og forskellige emballager. Penang's guvernør, H.E. Tun Datuk Dr. Awang bin Hassan, besøgte udstillingen og standse bl.a. ved ØK's stand hvor han fik forklaret packaging maskinernes mange tekniske fordele.

## Scanner training centre opened in China

EACgraphics opened its first scanner training centre in Beijing, China, in February: The Zhong Bao (CPMC-EAC) Electronics Pre-press Training Centre. It will serve one of EAC's primary objectives: providing customers with first-class training. The purpose is to ensure maximum productivity and the highest quality of the end-product to the benefit of customers and the ultimate consumer.

The scanner training school has been set up jointly with CPMC, China Printing Materials Corporation, illustrating the policy of enhancing the customer value of the product.

The long-established relationship between the two companies led six years ago to the joint establishment of another facility: the Heidelberg Printing Press Spare Parts Centre, also in Beijing.

The scanner training centre is equipped with the latest technology: Crosfield EDG scanning equipment, Glunz & Jensen large-format film processing equipment, Gretag equipment for measuring film density, and a Cromalin proofing system by Dupont.

The training centre is situated in the same CPMC premises as the Heidelberg T-offset and the Eskofot camera and electrostatic plate-making system installed for training purposes a couple of years ago.

*The photograph taken at the signing of the agreement between the two companies shows (seated) Wu Wen Xiang, vice manager of CPMC, and Erik Bøgh Christensen, managing director of EAC Hong Kong.*

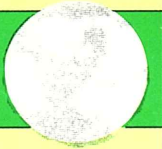


## EACgraphics og CPMC åbner scanner træningscenter i Kina

EACgraphics første scanner træningscenter i Kina blev officielt indviet i slutningen af februar (en scanner er et instrument til elektronisk beregning af et billedes farvetæthed til brug ved farveseparation). Centret har fået navnet ZHONG BAO (CPMC-EAC) ELECTRONICS PREE-PRESS TRAINING CENTRE og er oprettet sammen med CPMC, China Printing Materials Corporation. For seks år siden oprettede ØK et Heidelberg grafisk servicecenter sammen med CPMC. Det nye uddannelsescenter er forsynet med den nyeste teknologi i samarbejde med EAC-

*Billedet fra underskrivelsen af aftalen om uddannelsescentret viser ved bordet Wu Wen Xiang, vicedirektør for CPMC, og Erik Bøgh Christensen, lederen af ØK's aktiviteter i Kina og Hong Kong.*

graphics' leverandører: Crosfields scanning-udstyr, Glunz & Jensen fremkaldeudstyr, Gretag-udstyr til måling af films densitet såvel som Dupont's cromalin prøvetrykssystem. Det nye center er placeret i den samme bygning, hvor der for et par år siden installeredes udstyr fra Heidelberg og Eskofot, ligeledes i uddannelsesøjemed.



### EACgraphics moves into new premises in Bangkok

EACgraphics marked the official opening of its new premises in Bangkok in February with a traditional Buddhist ceremony, followed by celebrations with 150 specially invited business associates.

Suppliers' representatives included Jacob Kettenmann, sales director, Heidelberger Druckmaschinen AG.

The EACgraphics story in Thailand actually started with the company obtaining the sales rights for Heidelberg printing presses in 1959. Thailand was thus one of the foundation blocks in EAC's build-up of a substantial trade in plant and machinery for the printing industry — which has since become the EACgraphics Division.

Today EACgraphics Thailand has a wide range of important agencies representing all stages of the graphics production process. The company is able to offer its customers a total-supplier service.

*A Buddhist monk is photographed anointing the EAC nameplate in the presence of Jacob Kettenmann, Heidelberg sales director, and the management of EAC Thailand. In the other picture Mr. Kettenmann and EAC Thailand's managing director, Henrik de Jonquières, cut the ceremonial ribbon.*

The premises — centrally located — have been renovated at substantial cost and have an attractive, functional appearance. They present a suitable background to the fine products that EACgraphics markets in Thailand.

The organisation has 94 employees in sales, service and administration. The new premises have showroom and demonstration facilities of 200 m<sup>2</sup> and a modern workshop. There are also training facilities for EACgraphics staff and customers, with instruction in the equipment the company sells.

### EACgraphics flyttet til nye lokaler i Bangkok

Den 12. februar afholdtes den officielle åbningshøjtidelighed for EACgraphics' nye lokaler i Bangkok, der blev indledt med den traditionelle Buddhist ceremoni og efterfulgt af festligheder sammen med 150 specielt indbudte forretningsforbindelser.

Fra leverandørside deltog bl.a. salgsdirektør Jacob Kettenmann fra Heidelberg fabrikerne.

### Start i 1959

Det var netop Heidelberg-agenturet, som satte EACgraphics i gang i Thailand, da man i 1959 erhvervede salgsrettighederne for disse trykkermaskiner. Thailand var således med i den tidlige fase af opbygningen af ØK's betydelige forretning i udstyr og varer til den grafiske branche, som i dag varetages af EACgraphics divisionen.

I dag har EACgraphics Thailand et bredt sortiment af de vigtigste agenturer dækkende de forskellige trin i den grafiske produktionsproces. Man er således i stand til at optræde som total-leverandør overfor kunderne.

De nye lokaliteter, som ligger centralt placeret i forhold til kunderne, er netop blevet istandsat for et betydeligt beløb og fremtræder præsentabelt og funktionelt. Der er således passende rammer om de ledende produkter, som EACgraphics markedsfører i Thailand.

### Central placering

Organisationen beskæftiger i dag 94 medarbejdere inden for salg, service og administration. De nye lokaliteter har udstillings- og demonstrationsfaciliteter på 200 m<sup>2</sup>, lige som der er indrettet moderne værkstedsfaciliteter, og endelig har man egen træningsskole for såvel kunder som egen stab, hvor der bl.a. undervises i betjening af det markedsførte udstyr.

Organiseringen af de nye lokaliteter har været et stort arbejde, og det er vigtigt, at de nye lokaliteter er i stand til at optræde som total-leverandør overfor kunderne. Der er således passende rammer om de ledende produkter, som EACgraphics markedsfører i Thailand.



Det ene foto viser en buddhistmunk, der salver ØK's navneplade i overværelse af Heidelberg's salgsdirektør, Jacob Kettenmann, og EAC Thailand's

ledelse. På det andet foto klipper salgsdirektør Kettenmann og EAC Thailand's administrerende direktør, Henrik de Jonquières indvielsessnoeren over.

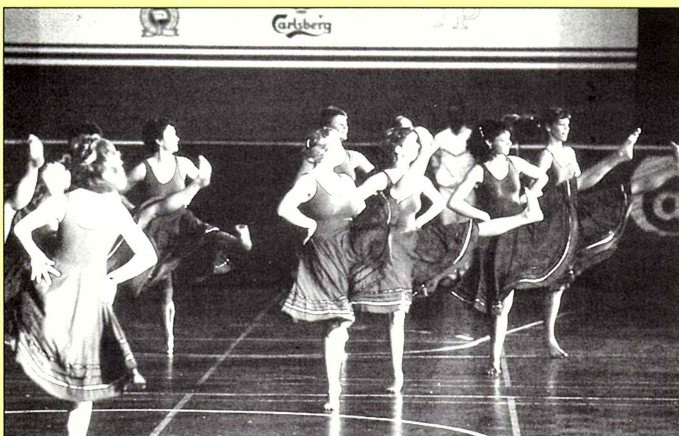
### Danske gymnaster begejstrer i Malaysia

Carlsberg-bryggeriet i Malaysia og ØK, Kuala Lumpur, har sammen med United Plantations Berhad været sponsorer for et hold danske gymnaster, der har turneret i Malaysia og Brunei. De 32 gymnaster fremkaldte overvældende bifald, hvor de optrådte, og var en god reklame for Danmark og for sponsorerne.

### Danish gymnasts a hit in Malaysia

Carlsberg Brewery Malaysia Berhad and EAC, Kuala Lumpur, in conjunction with United Plantations Berhad sponsored a team of Danish gymnasts on a tour of Malaysia and Brunei.

The 32 gymnasts won overwhelming applause wherever they appeared. They put on a fine show for Denmark — and for their sponsors.



# Jorden rundt/Round the world

## Fodbold i Los Angeles og Marstal

EAC Pasadena har foræret det lokale fodboldhold nye klubdragter, og ØK i København har tilsvarende forsynet et drengehold i Marstal Idrætsforening med fodboldtøj.

Holdet i Los Angeles består udelukkende af danskere, deraf tre ØK-folk. Det er Claus Svane Schmidt (nr. 5 fv i bageste række) og Morten Abildløkke Rasmussen (nr. 8 fv i bageste række) samt holdets anfører, Henning Hansen (nr. 2 fv i forreste række).

## Football in Los Angeles and Marstal

EAC Pasadena has presented the local soccer team with new club uniforms — and EAC in Copenhagen has done the same thing for a boys' team in Marstal Athletic Club in the south of Denmark.

The team in Los Angeles is made up entirely of Danes, three of them EAC folk. They are Claus Svane Schmidt (no. 5 from left in back row), Morten Abildløkke Rasmussen (no. 8 from left in back row) and the team captain, Henning Hansen (second from left in front row).



At et drengehold i Marstal spiller med ØK's bomærke på bluserne har den baggrund, at overstyrmand Carsten Niensens søn spiller på holdet. ØK-overstyrmanden syntes, at det var rimeligt, at de raske drenge repræsenterede ØK på de kanter, hvor der bor så mange søfarende, og ØK tilsluttede sig tanken.

The Marstal boys' team was presented with its shirts (complete with EAC insignia) thanks to EAC Chief Officer Carsten Nielsen. Mr. Nielsen's son plays for the team. The EAC first mate thought it only fair that these high-spirited lads should represent EAC in this part of the country, where so many seafarers live — and EAC agreed.



## Graphics seminar in Indonesia

EAC's graphics partners in Jakarta, Paramount Graphics, has conducted two seminars in conjunction with Bobst Champlain of Switzerland. Bobst's rotogravure equipment is primarily used by major cigarette manufacturers in Indonesia. These firms have more than 100,000 employees and manufacture approx. 250m cigarettes per day

for local consumption and export.

Our photo was taken during a visit to the printing works of Gudang Garam in Surabaya and shows Bintoro Tandjung, managing director, and Tandjung Suheru, factory manager, welcoming Hans Mahendra, managing director of Paramount Graphics, and André Tobler, managing director of Bobst S.A.



## ScanCarriers first to use new Auckland crane

The ScanCarriers ro/ro vessel 'Barber Toba' had the pleasure recently of being the first ship to use a new Samba crane installed at the port of Auckland, New Zealand. The crane discharged and loaded approx. 200 containers while ro/ro operations were going on over the stern ramp.

The Samba crane on Bledisloe West Wharf is Auckland's first container crane outside the actual container terminal and is a welcome addition to the port's cargo-handling facilities.

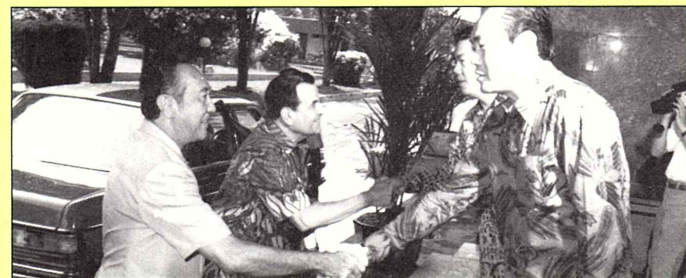
Both ScanCarriers and the partnership's local agent, The East Asiatic Co. (NZ) Ltd., have been lobbying the Auckland Harbour Board for years for a crane of the Samba type.

## ScanCarriers indvier ny kran i Auckland

ScanCarriers' roll on/roll off-skib »Barber Toba« havde fornøjelsen at indvie Auckland havns nyligt installerede Samba kran. Skibet lossede og lastede ca. 200 containere med denne kran sideløbende med roll on/roll off-operationer over agter-rampen.

Samba kranen på Bledisloe West Wharf er Aucklands første containerkran uden for containerterminalen og et velkomment supplement til lasthåndteringsfaciliteterne.

Både ScanCarriers og samseljens lokale agenter, The East Asiatic Co. (NZ) Ltd., har udfoldet store anstrengelser for at få Auckland Harbour Board til at anskaffe en sådan kran.

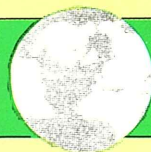


## Grafisk seminar i Indonesien

ØK's grafiske partnere i Jakarta, Paramount Graphics, har sammen med Bobst Champlain, Svejt, gennemført to seminarer. Bobst's rotogravureudstyr er hovedsageligt installeret på de store cigaretfabrikker i Indonesien. De tre største har over 100.000 ansatte og fremstiller ca. 250 mio cigaretter om dagen

til lokalt forbrug og til eksport til en række lande.

Billedet er fra et besøg på Gudang Garam's trykkerifabrik i Surabaya. Det viser direktørerne Bintoro Tandjung og Tandjung Suheru, der byder velkommen til Hans Mahendra, direktør for Paramount Graphics og direktør André Tobler, Bobst S.A.



### Løvedans med hilsen fra Carlsberg, Malaysia

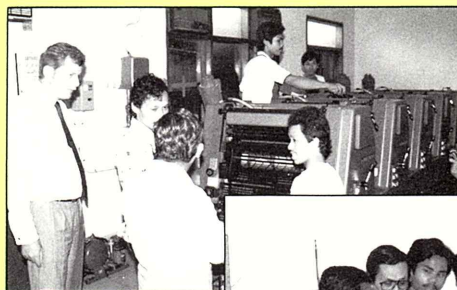
Intet opildner kineseren mere end de store trommers dundren, gongongernes rytme og de skarpe slag på bækkenerne, der akkompagnerer en løvedanser-trup.

Som led i marketingarbejdet over for supermarkeder har Carlsbergbryggeriet i Malaysia – hvoraf ØK er medejer – engageret en løvedanser-trup til at optræde i et antal supermarkeder i Malaysia.

### Lion dance – courtesy Carlsberg

Nothing quickens the Chinese heart more than the boom of great drums, the beating of gongs and the sharp clash of cymbals that accompany the traditional lion dance.

To help promote its supermarket sales, the Carlsberg brewery in Malaysia – of which EAC is part-owner – has sponsored a lion dance troupe to perform at selected supermarkets in the country.



### Heidelberg press no. 500 in Indonesia

A Heidelberg five-colour GTO printing press supplied to Paramount Graphics, Indonesia, was the 500th Heidelberg unit to be sold in the country. It was installed at Tiga Serangkai in Sols, Central Java.

Pictures show the handing-over of the new press to H. Abdullah marzuki, owner of Tiga Serangkai, and the press in action.

### Heidelberg-maskine nr. 500 i Indonesien

En Heidelberg 5-farve GTO trykkerimaskine blev Heidelberg-maskine nr. 500 installeret i Indonesien af P.T. Paramount. Modtageren var Tiga Serangkai i Sols, Central Java, det største privatejede trykkeri i området. Billederne viser overdragelsen af maskinen til ejeren af Tiga Serangkai, Abdullah marzuki og maskinen i arbejde.

### Crosfield competition in Hong Kong

EACgraphics, Hong Kong, recently held a competition among the many colour-separation houses in Hong Kong that use Crosfield's Magnascan colour-separation equipment.

All participants received a transparency which they were required to scan on a Crosfield scanner.

It was a difficult job for the jury – and in fact results were compared to two decimal places before a winner could be announced: Pacific Print Arts Co., which bought its first Crosfield scanner in 1985.

Prizes were presented to the five best contestants at a banquet attended by 130 guests – where all 31 separations were displayed and gave rise to interesting discussions about quality, etc.



*Hung Din Chuen of Pacific Print Arts Co. receives the first prize from Roger Corney of Crosfield. Also in the picture (l. to r.): David Pearce, Vocational Training Council; Erik Bøgh Christensen, head of EAC activities in Hong Kong and China; and Jan G. Vistisen and George Chan, both EAC, Hong Kong.*

*Hung Din Chuen, Pacific Print Arts Co., modtager 1ste-prisen af Roger Corney, Crosfield. Fra venstre ses i øvrigt David Pearce, Vocational Training Council, Erik Bøgh Christensen, leder af ØK's Hong Kong- og Kina-aktiviteter samt Jan G. Vistisen og George Chan, begge EAC, Hong Kong.*



*Judging the many high-quality colour separations was a slow, meticulous job.*

### Crosfield-konkurrence i Hong Kong

EACgraphics, Hong Kong, har afholdt en konkurrence blandt de mange reproduktionsanstalter i Hong Kong, der anvender Crosfield's Magnascan farveseparationsudstyr.

Alle deltagerne modtog fra EACgraphics et diapositiv, der skulle scannes på en Crosfield-scanner.

På grund af den meget ensartede, høje kvalitet havde dommerne et vanskeligt arbejde, hvor de måtte ned på to decimaler for at finde vinderen. Denne blev kåret under en festmiddag med deltagelse af 130 gæster, hvorunder der også var præmier til fire andre deltagere.

Vinder blev Pacific Print Arts Co., der købte sin første Crosfield-scanner i 1985.

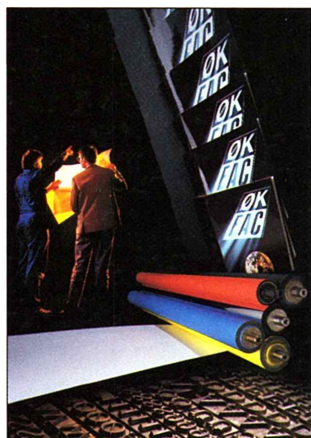
De i alt 31 farveseparationer, der var fremstillet til konkurrencen, var udstillet denne aften og gav anledning til mange diskussioner blandt de deltagende grafiske eksperter.

*Det tog lang tid at bedømme de mange farveseparationer af høj kvalitet.*

## Graphics Division

Head of Division:

Bent K. Kierkegaard



Divisionen forhandler og markedsfører, på internationalt plan, udstyr og produkter til den grafiske branche. Ø.K. er verdens største distributør, og porteføljen omfatter førende leverandører på området.

Aktiviteterne dækker hele processen fra reproduktion og satsfremstilling til trykning, bogbinding og færdiggørelse af det trykte emne.

Egen repræsentation findes i 22 markeder med salgs-, service- og reservedelsorganisation, og kunderne tilbydes rådgivning og instruktion for at sikre optimal udnyttelse af det teknologisk avancerede udstyr.

Nordamerika udgør det mest betydningsfulde marked. Desuden har divisionen vigtige markeder i Sydøstasien, i Fjernøsten, herunder Kina, i Afrika og i Danmark.

★

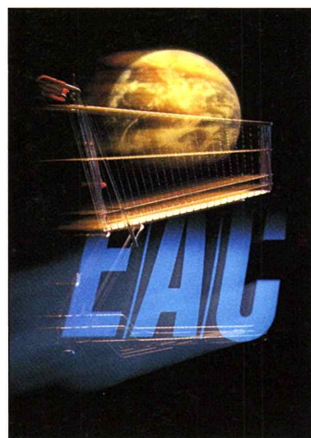
The division distributes and markets equipment and products for the graphic industry internationally. EAC is the world's largest distributor of graphic equipment, and the agency portfolio comprises leading manufacturers in this field. The activities cover the entire process right from reproduction and typesetting to printing, bookbinding and other finishing of the printed material.

The division comprises own and associated organizations in 22 markets each with sales, service and spare parts facilities, and, in addition, the customers are supported through consultancy services and training facilities to ensure optimum utilization of the technologically advanced equipment.

## Consumer Products Division

Head of Division:

Carsten Dencker Nielsen



Divisionen varetager den del af konsumvareforretningen, som ikke drives i Plumrose regi. Aktiviteterne omfatter markedsføring og distribution af varer, der enten fremstilles på virksomheder i Ø.K. koncernen, eller som forhandles på agenturbasis. Foruden dagligvarer henhører under divisionen også den omfattende kemikalieforretning i Thailand samt malervareaktiviteten i Indonesien.

Divisionen er aktiv i praktisk talt hele Østen med betydelige investeringer i Carlsberg bryggerierne i Malaysia og Hong Kong, i Dumex næringsmiddelindustriene i Malaysia og Thailand, og, i samarbejde med ICI, i produktion af landbrugskemikalier og malervarer i Thailand.

★

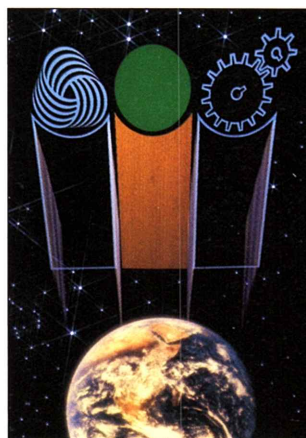
The division handles that part of the consumer products business which falls outside the Plumrose sphere of interest. The activities include marketing and distribution of products either manufactured by companies within the EAC Group or handled on an agency basis. Besides consumer products, the extensive business in chemicals in Thailand and the paints business in Indonesia come within the province of the division.

The division is active in practically all of East Asia with considerable investments in the Carlsberg breweries in Malaysia and Hong Kong, in the Dumex nutrition plants in Malaysia and Thailand, and, in cooperation with ICI, in production of agricultural chemicals and of paints in Thailand.

## Trading Division

Head of Division:

Hans Peter Holst



Divisionen varetager forretningen med træ, træprodukter, uld og maskiner og er i øvrigt aktivt engageret i projektfretning. Der arbejdes i vid udstrækning gennem egne opkøbs-, salgs- og distributionsvirksomheder i en række lande i samtlige verdensdele.

Træforretningen omfatter tropisk hårdtræ, nordamerikansk og europæisk træ og en række træprodukter.

Handelen med uld dækker rå, vasket, karboniseret, kartet og kæmmet uld.

Maskinforretningen omfatter, foruden handel med auto-, marine- og teknisk udstyr, også fremstilling af komponenter til og samling af scooters og produktion af støbepapemballage.

★

The division handles the business in timber, timber products, wool and machinery and is, furthermore, actively engaged in project business. To a large extent the division is working through own purchasing — selling — and distribution channels in a number of countries throughout the world.

The timber business comprises tropical hardwood, North American and European timber as well as a range of timber products.

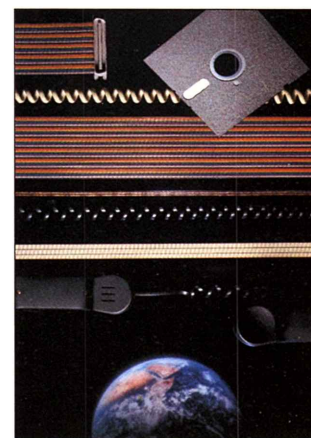
The wool business covers greasy-, scoured-, carbonised-, carded- and combed wool.

The machinery activities cover trading in auto-, marine- and technical equipment as well as the manufacturing of components for and the assembly of scooters; furthermore manufacturing of moulded pulp products.

## Informatics Division

Head of Division:

René Schwartz Hansen



Divisionen forhandler og markedsfører, på internationalt plan, computer baserede del- og totalsystemer med henblik på udvikling af kontorrutiner og virksomhedsadministration.

Porteføljen omfatter hardware — så som datamater og elektronisk tekstbehandlingsudstyr — og software samt netværktøjer og programmeringsværktøjer. En væsentlig del af markedsføringsindsatsen består i tilbud om kursusvirksomhed.

★

The division is involved in distribution and marketing internationally of computer based solutions and acts as part- or total system supplier with a view to developing office automation and corporate administrative routines.

The portfolio comprises hardware, f.inst. computers and electronic word processing systems, and software as well as networks and programming tools.

It is an essential part of the marketing effort to provide training facilities and to offer maintenance and repair services.

The division has its own representation in the U.S.A., Denmark, Africa, the Middle East and the Far East.

**ØK's  
otte  
divisioner  
spænder  
vidt**



## Plumrose Division

Head of Division:  
Jan H. Laursen



Divisionen er beskæftiget med produktion, markedsføring og distribution af forædlede fødevarer af høj kvalitet – kødprodukter, ost, yoghurt – fisk, marmelade, småkager, krydderurter, tomatprodukter og pasta. Divisionen har produktionsvirksomheder i Australien, Canada, Danmark, Ecuador, England, U.S.A., Venezuela og Vesttyskland. Desuden finder eksport sted til flere end 70 lande i hele verden. Forskning og udvikling prioriteres højt.

★

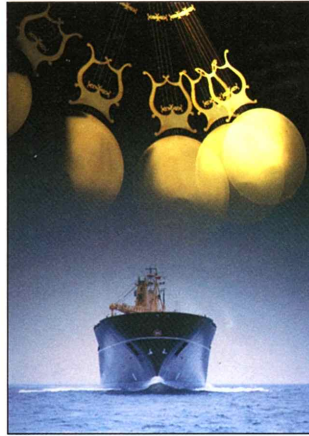
The division is engaged in production, marketing and distribution of processed food products of high quality – meat products, cheese, yoghurt, fish preserves, marmalade, butter cookies, herbs, tomato products and pasta.

The division has production units in Australia, Canada, Denmark, Ecuador, England, U.S.A., Venezuela and West Germany. In addition, the products are exported to more than 70 countries all over the world. Research and development has a high priority, and the maximum synergy is achieved through intensive exchange of know-how and experience amongst the individual Plumrose operations.

**The wide world of eight EAC divisions**

## Liner Division

Head of Division:  
Erik Petersen



Divisionen er engageret i international godstransport, søværts såvel som landværts og ad luftvejen. Der sættes hovedsageligt på transport i containers med alle de, til en container-transportkæde, relaterede aktiviteter. ØK har finansiel interesse i 24 agenturvirksomheder i Nordamerika, Europa, Asien og Australien/New Zealand. Liniefart er det væsentligste element i divisionens aktivitetsmønster, og der er tale om deltagelse i konsortier sammen med andre rederier og om liniefart i eget regi.

Divisionens engagement omfatter regelmæssig liniefart mellem, på den ene side Europa og Middelhavsområdet og på den anden side Det fjerne Østen, Vestafrika og Australien/New Zealand; endvidere mellem Nordamerika og Fjernøsten.

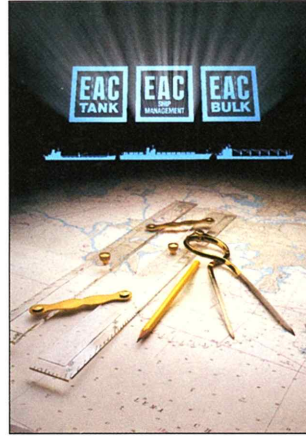
★

The division is engaged in international transport by sea as well as by land and air. The main emphasis is on transport in containers with all the activities that are related to a container transport network, including shipping agency and forwarding business. EAC has a financial interest in 24 shipping agencies in North America, Europe, Asia and Australia/New Zealand. Liner Shipping is the main element within the division, and it takes form of participation in consortia as well as independent operations.

The liner services operate between, on the one hand Europe and the Mediterranean and on the other, the Far East, West Africa and Australia/New Zealand; moreover between North America and the Far East.

## Non-Liner Division

Head of Division:  
Karsten Stock Andresen



Divisionen beskæftiger sig med den del af Ø.K.'s transportvirksomhed, som ikke er liniefart eller liniefartsorienteret. Aktiviteterne omfatter disponering af egne og lejede produkttankskibe og tørlast bulkskibe, befragtning samt handel med skibe. Endvidere teknisk skibsdrift (»ship management«), der er en funktion, som markedsføres internationalt.

EAC Tank er den afdeling, hvorunder produkttankskibene sorteres, og som har specialiseret sig i transport af raffinerede olieprodukter på globalt plan. EAC Bulk beskæftiger sig med transport af skovprodukter. EAC Ship Management varetager den tekniske skibsdrift, så som bemanning og vedligeholdelse.

★

The division is engaged in the sphere of EAC's shipping activities which is not liner trade or liner orientated. The activities comprise the operation of own and chartered product carriers and dry cargo bulk carriers, chartering, as well as purchase and sale of vessels. Moreover technical ship management, a function which is being marketed internationally.

EAC Tank is the sector within the division which is responsible for the operation of product carriers, specializing in the transport of refined oil products worldwide.

EAC Bulk is, primarily, engaged in the transportation of forest products.

EAC Ship Management Services is involved in technical management of vessels, such as crewing and maintenance, and the portfolio comprises EAC's own vessels as well as vessels of other owners.

## Energy Division

Head of Division:  
Asbjørn Holst Larsen



Divisionen varetager koncernens engagement på kulbrinteområdet og omfatter derudover en række dattervirksomheder inden for den kemiske og syntetiske industri.

Sigtet med ØK's deltagelse i olie- og gasefterforskningen er et aktivt engagement samt opbygning af en selvstændig kompetence på området. Grundlaget er det nu etablerede samarbejde med betydelige olieinteresser – internationale såvel som danske, og herunder statslige – og der skønnes at være perspektiver i denne aktivitetsgren.

For divisionens danske produktionsvirksomheder spiller forskning og udvikling en betydelig rolle. Der sættes navnlig på derivater af vegetabiliske olier til en lang række formål og på syntetiske, polypropylen baserede, ikke-vævede industritekstiler.

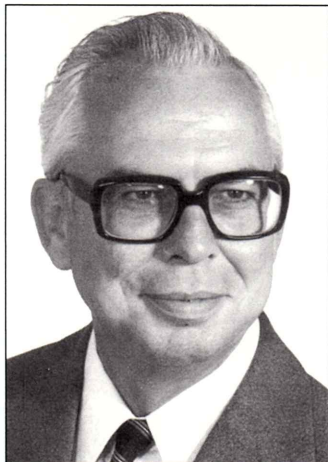
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The division is responsible for the Group's engagement in the hydrocarbon sector and comprises furthermore a number of Danish subsidiaries within the chemical and synthetic industry. EAC's participation in the oil and gas activities is aimed at an active involvement and the acquisition of an independent expertise in this field. The basis is the already established cooperation with major oil interests – international as well as Danish –, and in this context also governmental – and there is thought to be interesting perspectives also for other parts of the EAC Group.

Research and development play a significant role for the Danish manufacturing activities within the division.

# Nyt om navne/People

**Henry Andreasen**, hovedkasserer, fyldte 65 år den 7. april og forlader ØK ved månedens udgang i overensstemmelse med pensionsreglerne. Henry Andreasen har virket i ØK i



**Henry Andreasen**, chief cashier, reached the age of 65 on April 7 – and leaves the service of EAC in accordance with pension regulations. Mr. Andreasen has been in the employment of the EAC Group for almost 50 years, having started as a trainee in 1939. After a brief period with the Passenger Department, he transferred to the Accounting Department, and the remainder of his career has been spent in the accounting field.

næsten 50 år, idet han blev ansat som elev i 1939. Efter en kort periode i Passagerafdelingen forflyttedes Henry Andreasen til Regnskabsafdelingen, og hele hans efterfølgende karriere har ligget inden for regnskabsområdet.

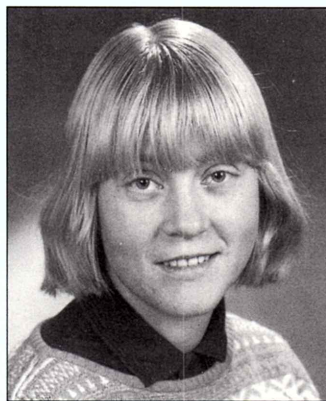
Henry Andreasen udsendtes til Penang i 1947, hvor han arbejdede indtil 1950, hvorefter han i 17 år gjorde tjeneste i ØK-datterselskabet The Old East African Trading Co. i Mombasa, Kenya som hovedbogholder og administrationschef. Efter hjemkaldelsen til Hovedkontoret i København overtog Henry Andreasen ledelsen af Skibsbogholderiet, indtil han udnævntes til hovedkasserer i 1980.

Mr. Andreasen was dispatched to Penang in 1947, serving there until 1950, when he began a 17-year term with the EAC subsidiary, The Old East African Trading Co., in Mombasa, Kenya, as book-keeper and company secretary. On his return to Head Office in Copenhagen, he was appointed head of the Shipping Book-keeping Department until his appointment as chief cashier in 1980.

**Mariano Luigi Maresca**, 50, er udnævnt til administrerende direktør for United Shipping Agencies SIAMAR S.r.L. i Genoa, en skibsagenturvirksomhed ejet af ØK og Nedlloyd. SIAMAR omtales andetsteds i dette nummer af ØK Bladet. Mariano Maresca har betydelig erfaring inden for shipping og skibsagenturvirksomhed. Hans familie har været i shippingbranchen i flere generationer, og han har selv haft ledende poster, bl.a. bestyrelsesposter, i italienske shippingvirksomheder. Han har deltaget aktivt i organisationsarbejdet inden for skibsfart. Han var således stifter af »Young Shipowners' Association« og foreningens præsident i en årrække. Han er nu bl.a. medlem af bestyrelsen for Banca d'Italia's afdeling i Genoa.



**Mariano Luigi Maresca** (50) has been appointed managing director of United Shipping Agencies Siamar S.r.L. of Genoa, a shipping agency



**Anne Hansen**, 25, har været i Canada, udsendt af ØK for at assistere med systemundersøgelser i de canadiske ØK-virksomheder. Hun blev ansat i ØK i 1985 med en solid ballast i form af studentereksamen fra Middelfart Gymnasium og en H.A.-eksamen fra Odense Universitet samt nogle års praktisk erfaring indhøstet i Health Commission of Victoria og en dansk virksomhed.

Anne Hansen har på Hovedkontoret været beskæftiget i Handels- & Industri Divisionen og EAC Trading Division. Hun er ved at supplere sin H.A.-eksamen med en H.D.-eksamen i foråret, hvorefter hun forventes udsendt til ØK's canadiske organisation.

**Anne Hansen** (25) has been stationed in Canada by EAC to assist with systems analysis in the Group's Canadian subsidiaries. She joined EAC in 1985 with a sound education and training in the form of a matriculation certificate from Middelfart Gymnasium, a B.Sc. degree in economics from the University of Odense, and several years' practical experience with the Health Commission of Victoria and a Danish company. Ms. Hansen has worked in the Trade and Industry Division and in the EAC Trading Division at Head Office. She will complete an additional economics course at the Copenhagen School of Economics this spring – after which she will join the EAC organisation in Canada.

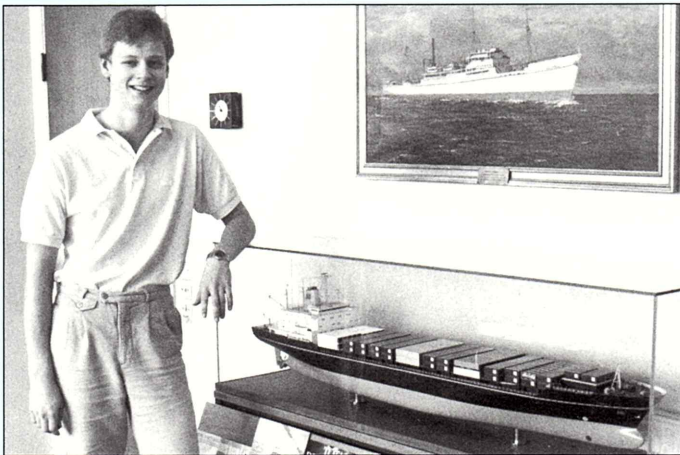


**Michio Sugisawa**, 40, er tiltrådt som National Sales manager i den nyligt etablerede Consumer Products Division hos EAC, Tokyo.

Efter at være udgået fra Tokyo Kyoiku University har Michio Sugisawa haft ledende poster inden for markedsføring og salg. Hos ØK i Tokyo har han fået en flyvende start med sin deltagelse i den storstilede lancering af fiberpiller, der er omtalt andetsteds i bladet.

**Michio Sugisawa** (40) has been appointed national sales manager of the newly established Consumer Products Division of EAC, Tokyo.

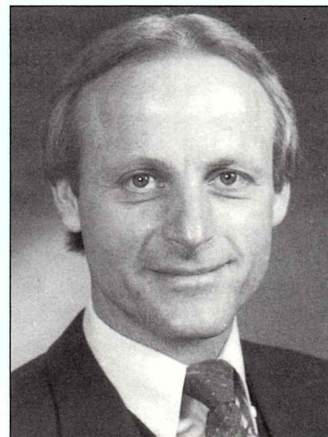
Since graduating from Tokyo Kyoiku University, Mr. Sugisawa has held a number of executive positions in sales and marketing. With EAC, Tokyo, he has got off to a flying start with participation in the major launch of diet pills reported elsewhere in this issue.



**Jesper Kristensen**, 19, er elev hos Alfragt I/S, Århus, en skibsagenturvirksomhed der ejes af ØK og DSB. Som led i sin elevtid sejler han i seks måneder med ØK's containerskib »Boringia« på ruten mellem Europa og Vestafrika. Hans titel om bord er ship-shore coordinator, og hans funktion er at koordinere papirgangen mellem skibet og agenterne i anløbshavnene resp. Vestafrika Liniens hovedkontor i København. Han aflaster på denne måde bl.a. overstyrmanden og tager i øvrigt del i meget andet arbejde om bord, bl.a. laste- og losseplaner. Jesper Kristensen høster på denne måde stor erfaring, der kommer ham til gode i hans fortsatte arbejde i Alfragt og i shipping i det hele taget efter elevtidens udløb om lidt over et år.

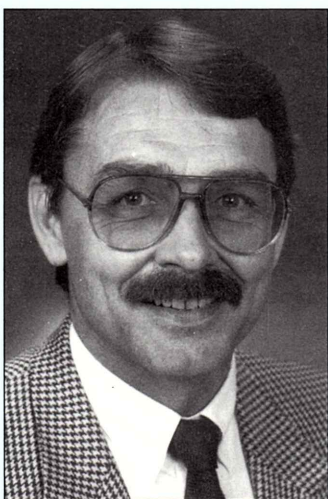
**Jesper Kristensen** (19) is a trainee with Allfreight I/S, Århus, a shipping agency company owned by EAC and DS (Danish State Railways). As part of his training, he is sailing aboard the EAC container ship, 'Boringia', serving between Europe and West Africa. His title aboard ship is 'ship-shore co-ordinator', and his duties are to co-ordinate document transfers between the vessel, agents in ports of call and the West Africa Service head office in Copenhagen. In this way he is able to relieve the first officer of certain routine duties and also take part in other shipboard work, including loading and discharging plans. Mr. Kristensen is thus accumulating valuable experience for his later work with Allfreight and in shipping generally on completion of his trainee period in a year's time.

**John Madsen**, 39 år, tiltræder 1. maj 1987 som filialbestyrer og leder af ØK's engagement i Malaysia. John Madsen er født Skagbo og har været ansat næsten 20 år i ØK. I de sidste seks år har han ledet Carlsberg Brewery Malaysia Berhad, men før det været udstationeret i Jakarta (Dumex) og Hong Kong. Sidstnævnte sted var hans første udstationering, og det første job var i øvrigt at sælge Carlsberg øl. John Madsen er meget lederinteresseret, og er i øjeblikket ved at lægge sidste hånd på en bog om management. Titlen er »Management in a Plural Society« og medforfatteren er to kendte malayer Tan Sri Hamzah Sendut og professor Gregory Thong Tin Sin fra det økonomiske fakultet ved Malaysias universitet. Bogens titel hentyder til undersøgelser af managementsystemer i Øst og Vest og kombinationen af disse discipliner. Særlig dette er meget veleg-



net i et land som Malaysia med mange folkeracer. Forfatterne har arbejdet et par år på at skrive bogen færdigt, og den ventes at udkomme ved årets slutning.

**John Madsen** (39) will become branch manager and head of EAC activities in Malaysia with effect from May 1, 1987. Mr. Madsen was born in the north of Jutland (Skagen) and has been with the EAC Group for almost 20 years. For the past six years he has been manager of Carlsberg Brewery Malaysia Berhad, a venture run jointly by EAC and United Breweries. He was previously stationed in Jakarta (with Dumex) and in Hong Kong. The latter was his first foreign posting, and his first job was to sell Carlsberg beer. Mr. Madsen has a deep interest in management and is at present putting the finishing touches to a book on the subject, 'Management in a Plural Society', which he is writing together with two well-known Malay management theorists, Tan Sri Hamzah and Prof. Gregory Thong Tin Sin, of the economics faculty at the University of Malaysia. The book examines management systems in East and West and combinations of these. These aspects are of particular interest in a multi-racial society like Malaysia. The authors have worked on the book for the past couple of years and expect it to be published at the end of 1987.



**John Madsen**, 41 år, Nørre Nissum, Lemvig er godt klar over, at han har en navnefælle John Madsen i Malaysia. (læs i

øvrigt om ham på siderne). Men den nye John Madsen kommer modsat den anden John Madsen udefra. Han har netop overtaget stillingen som filialbestyrer i Jeddah, Saudi Arabien, hvor ØK har Informatics og Trading divisionerne repræsenteret. Alt i alt får John Madsen ansvaret for 75 medarbejdere, hvoraf fem er lokale. John Madsen har en karriere fra bl.a. ITT i Danmark og England samt Olivetti i Italien. Hans familie er derfor vant til udstationeringer. I England lærte John at spille golf, i Italien var det tennis og ski og i Jeddah bliver det tennis og svømning. Golfbane findes også, men den består mest af sandbunkers. I Jeddah skal John sætte ekstra gang i ØK-organisationen, der bærer navnet

INTAG, en forkortelse for International Agency. INTAG betyder i øvrigt Produktivitet på arabisk og det bliver et af nøgleordene i salg og markedsføring af edb og træ i Saudi Arabien.

**John Madsen** (41), Nørre Nissum, Lemvig, is well aware that another John Madsen also works for EAC (in Malaysia, see this column). But as opposed to his 'double', the new John Madsen comes from outside EAC. He has just taken over as head of International Agencies (INTAG) in Jeddah, Saudi Arabia, where EAC is represented by its Informatics and Trading Divisions. Mr. Madsen will have a total staff of 75 — made up of 13 different

nationalities, including five Saudi employees. His earlier career was spent with ITT in Denmark and Britain and Olivetti in Italy — so his family is used to moving around. In Britain Mr. Madsen learned to play golf, in Italy tennis and ski-ing. In Jeddah he intends pursuing swimming — and more tennis. There is actually a golf course but it consists almost exclusively of bunkers! In Jeddah Mr. Madsen will be bringing some extra life to INTAG. The name INTAG means 'productivity' in Arabic — and that will be one of the cornerstones of sales and marketing of computer systems and timber in Saudi Arabia.

# »Det er en af de smukkeste sø-sætninger jeg har set«

ØK-produkttankeren, der er under bygning i Jugoslavien, søsat 24. marts.

»En af de smukkeste sø-sætninger, jeg har set«.

Sådan var ingeniør B. F. Christensens spontane reaktion, da han så ØK-produkttankeren, nybygning nr. 594, tage søen for første gang på 3. Maj Skibsværft i Rijeka, Jugoslavien. Sø-sætningen fandt sted 24. marts.

Det var samtidig veteranens vurdering, B. F. Christensen her gav, idet det var sø-sætning nummer 28, han fulgte.

Alligevel var det med særlig spænding og sommerfuglene på plads i maven, han fulgte det denne gang, han stod som hovedansvarlig tilsynsførende med et ØK-skib under nybygning for første gang. Han har fulgt bygningen, fra kølen blev strakt, og han fortsætter til den endelige aflevering i august eller september.

— Så er mit job forbi i denne omgang. Men spændende er det at følge en nybygning helt til dørs, siger han. Det er næsten ubeskriveligt at følge, hvordan skibet langsomt får sin sjæl.

## livet i Rijeka

Overstyrmand Carsten Nielsen har fulgt skibets bygning næsten ligeså intenst som B. F. Christensen.



Han har den fordel, at han ikke skal sige farvel til skibet, når det er færdigt, idet det er planlagt, at han skal sejle med hende.

De to ØK-medarbejdere har fulgt livet i Rijeka og især på værftet i de mange måneder. Først i den seneste tid har de fået selskab af maskinmester Benny Carlsen og elektriker Knud Hansen.

— Selvom det har været en usædvanlig kold vinter i Jugoslavien også, har det været spændende at bo og leve blandt den lokale befolkning, siger overstyrmand Carsten Nielsen. Men selvfølgelig er dagligdagen overskygget af det intense arbejde med at få skibet til at leve op til de meget store forventninger, der stilles til det.

## Hidtil største skib

Nybygningen er med sine 228 meter (de nøjagtige tekniske specifikationer er omtalt i ØK-Bladet nr. 2 1986) det hidtil største skib, Rijeka-værftet har satset på.

Det betød også, at betonskinnerne, skibet skulle glide på ved sø-sætningen, var for korte. Derfor måtte frømand ud i det kolde vand for at forlænge skinnerne. Af samme årsag kunne sø-sætningen ikke afvikles på

*Ingeniør Pantelic Gradimir stod for sø-sætningen af ØK-nybygningen. Han havde en dejlig dag — også fordi han fik rig lejlighed til at vise sine færdigheder i det danske sprog.*

*Pantelic Gradimir was responsible for the launching of the new EAC ship. The Yugoslav engineer enjoyed his day — especially because it gave him the chance to demonstrate his danish-language skills.*



*Ingeniør B.F. Christensen til højre og maskinmester Benny Carlsen drøfter detaljer omkring de sidste forberedelser til sø-sætningen.*

*B.F. Christensen, engineer (right) and Benny Carlsen, chief engineer, discuss last-minute details of the launch.*

rutinen alene. De ansvarlige på værftet var tydeligt nervøse for, hvordan det ville arte sig.

Det gik flot. Det bekræftede ØKs officielle taler ved såvel sø-sætningen som den officielle banket, teknisk chef Per C. Bardenfleth-Hansen, Non-Liner Division, da også han gav udtryk for en flot oplevelse med denne sø-sætning.

## Første gang i Jugoslavien

Det er første gang, ØK bygger skib i Jugoslavien.

— Selvfølgelig har der været problemer undervejs, siger ingeniør B. F. Christensen, men såvel ledelse som medarbejdere har vist en fantastisk velvilje for at få problemerne løst efter vore anvisninger. Derfor glæder vi os til det fortsatte samarbejde med at få skibet klar til prøvesejlad-

sen sidst i august eller først i september.

Den officielle taler fra 3. Maj Værftet ved sø-sætningen, direktør Tonislaw Cilomunic, gav da også ved denne lejlighed udtryk for, at man meget gerne så ØK som kunde igen.

## Søsterskibe til Norge og Sverige

3. Maj Værftet er med til at holde niveauet for jugoslavisk skibsværftindustri som en af denne verdens førende.

Og det går stærkt for tiden. I samme øjeblik, ØK-nybygningen var i søen, gik man i gang med en ceremoni for kølstrækningen til næste nybygning, en næsten tro kopi af ØK-skibet, for norske interesser.

Rijeka-arbejderne får i øvrigt hørt og set rigeligt til skandinaviske bygherrer. Næste skib

er nemlig også på plads i ordrebogen. Det er endnu et søsterskib til ØK-skibet, men da skal der bygges for svenske interesser.

### Rødgrød med fløde

Det ender måske med, at alle medarbejderne på 3. Maj Værftet bliver lige så skrappe til at tale skandinavisk som ingeniør Pantelic Gradimir, der var chef for sø-sætningen.

— Goddag — jeg kan sige rødgrød med fløde, sagde han ved velkomsten til de danske gæster ved sø-sætningen. Men Gradimir har dog smugtrænet under et et-årigt ophold på Lindø-Værftet.

### Klar til efteråret

Pantelic Gradimir og hans medarbejdere kunne byde på en flot og festlig sø-sætning, og nu er de i fuld gang med det videre ar-

bejde på skibet i vandet.

Tidligt på efteråret er skibet klar til aflevering, men de videre planer for skibets sejlads er endnu ikke på plads.

En attraktiv produkttanker bliver det, og det sker ud fra følgende rammer:

Største længde	228,20 m
Bredde	32,20 m
Sidehøjde	21,65 m
Dybgang	16,00 m
Dødvægt	83.700 ts

Hovedmaskinen, en Sulzer 6 RTA 62, vil give skibet en lastet servicefart på 14 knob.

Skibet får 12 lasttanke, som tilsammen rummer 88.800 m<sup>3</sup>, samt slop-og sludgetanke med et volumen på ca. 2.000 m<sup>3</sup>.

# 'One of the most splendid launches I've ever seen'

## EAC product carrier launched on March 24 in Yugoslavia

'It was one of the most splendid launches I've seen in my life.' This was the spontaneous reaction of B.F. Christensen, EAC engineer, as he watched the new EAC product carrier (job no. 594) slide gracefully down the slipway at the May 3 Shipyard in Rijeka, Yugoslavia on March 23.

And Mr. Christensen is a veteran when it comes to attending launches: this was his 28th.

### Living in Rijeka

Chief Officer Carsten Nielsen has followed the progress of the new ship almost as intensely as Mr. Christensen.

Mr. Nielsen also has the advantage of not having to wave the vessel goodbye when she is

ready for sea — because he will serve aboard her.

### Biggest ship

The new ship is 228 m long (full technical specifications were given in EAC Magazine 2/1986) and is the biggest ever built by the Yugoslav yard.

This meant that the concrete rails on which the ship was to slide into the sea were too short.

A team of frogmen had to work under the icy water, lengthening the rails. The launch was thus by no means a matter of routine for the May 3 Shipyard — and the yard management was also anxious about how things would go. Everything went well. This was confirmed by Per C. Bardenfleth-Hansen, technical ma-



Overstyrmand Carsten Nielsen — vi har meget store forventninger til det nye skib.

Carsten Nielsen, chief officer, expects a lot of the new ship.

nager, EAC Non-Liner Division, who gave speeches on behalf of EAC at both the launch and the official dinner that followed. Mr. Bardenfleth-Hansen, too, spoke of the stirring experience of the vessel's launch.

### First time in Yugoslavia

It is the first time EAC has had one of its ships built in Yugoslavia.

'Naturally, the project hasn't been without its problems' says Engineer Christensen 'but the yard management and staff have been immensely willing to solve them in accordance with our wishes. So we look forward to the rest of the job: getting her fitted out for trials in late August or early September.'

The official address given on behalf of the yard was delivered by Tonislaw Cilomunic, general manager, who said the May 3 Shipyard would be very pleased to serve EAC on some future project.

### Tongue-twister

By the time all this work is over, the shipbuilders of Rijeka may be as proficient in the Scandinavian languages as Pantelic Gradimir, the engineer in charge of the actual launch.

'Goddag (How are you?)' he said in fine Danish to the Danish guests who arrived for the ceremony. 'I can also say "Rødgrød med fløde" (a tongue-twister Danes enjoy teasing their foreign friends with, meaning "Stewed fruit with cream").'

It turns out that Mr. Gradimir had picked up his Danish during a year at Lindø Shipyard in Denmark!

### Ready in autumn

Mr. Gradimir and his workers gave the new ship a fine launch and are now busy fitting her out. The ship will be handed over in early autumn but it has not yet been announced which service she will join.



Overstyrmand Carsten Nielsen havde sine børn, Henrik på 10 år og Pernille på 6 år, med til sø-sætningen. Det var første gang Henrik og Pernille overværede en sø-sætning, så de var meget interesserede. Og så vil Henrik ud og sejle i sådant et, når han bliver stor — liksom sin far.

First Officer Carsten Nielsen brought his children, Henrik (10) and Pernille (6), to the launch. It was the first time the pair had seen a launch — so everything was very exciting. Afterwards, Henrik said he wanted to sail in a big ship. Just like daddy.

# GEISCO-succes

**Gode erfaringer gennem tre måneder med nye muligheder fra efteråret 1987.**

Som det første ØK-selskab i Danmark har Alfragt I/S taget et GEISCO-system i brug.

GEISCO, der står for General Electric Information Services Company, etableredes for 20 år siden og opererer i dag verdens største privatejede kommunikations-netværk med mere end 6000 virksomheder eller organisationer inden for bankvæsen, handel, industri og skibsfart som kunder.

ØK Data er generalagent i Danmark for GEISCO og har leveret

det anlæg, som Alfragt tog i brug i december. Det er et led i den skandinaviske samsejlingsvirksomhed Johnson ScanStar's beslutning om at modernisere og forbedre kommunikationen ved at gå over til GEISCO og udstyre agenterne verden over med GEISCO-anlægget og den elektroniske postkasse Mark III Quik-Comm.

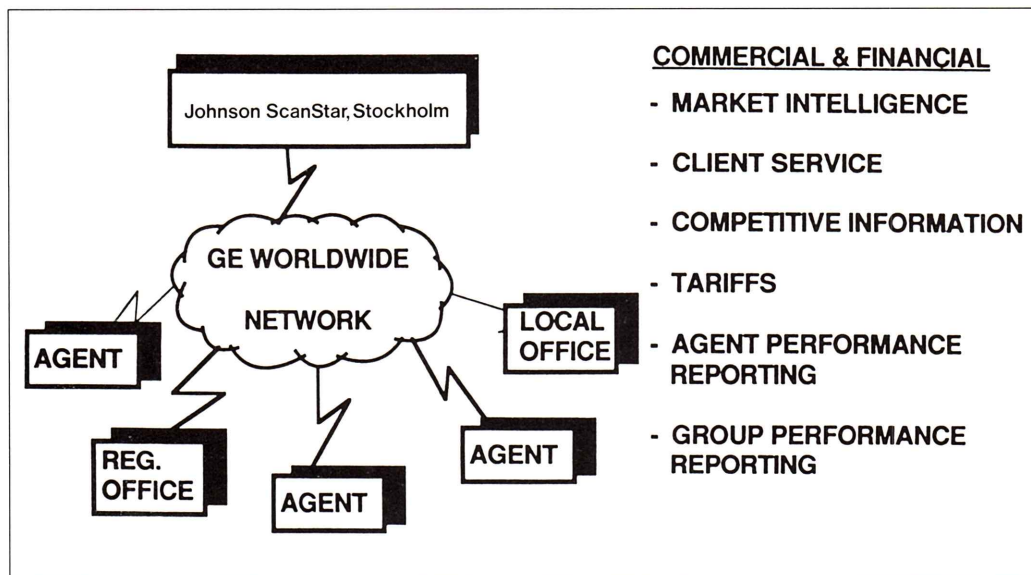
## Elektronisk overførsel af dokumenter

GEISCO kan bruges til bl.a.

elektronisk dokument-overførsel, hvorved man sparer en kompliceret papir-gang og fremmer frigivelsen af såvel skibsladninger som betalingen. Adgangen til netværket, der opererer i mere end 60 lande og er åbent døgnet rundt, 365 dage om året, sker i det enkelte land gennem telefonlinier eller det offentlige data-net til et lokalt knudepunkt, hvorfra trafikken fortsætter ad kommunikationsmæssige »hovedveje« til de centrale datacentre, hvor brugerens data befinder sig. Tilslutning til nettet kan ske fra kommunikerende edb-anlæg, tekstbehandlings-anlæg og personlige computere.

GEISCO tilbyder også løsninger til produktionsvirksomheder inden for bl.a. bilindustrien samt store logistik-systemer til skibsfarten og andre transportmidler. Og på dette område har GEISCO netop udviklet et nyt program til GEM (Global Equipment Management) i London, som ØK og tre andre, store, skandinaviske rederier – Johnson Line, Wilh. Wilhelmsen og Transatlantic – er medejere af.

GEM er derved blevet i stand til uden problemer at styre de mere end 100.000 containere, man disponerer over. Og nu har Johnson ScanStar altså besluttet at koble agenterne – og det vil i Danmark sige Alfragt – ind på det globale kommunikationsnet, der sikrer kunderne hurtig, pålidelig og økonomisk kommunikation.

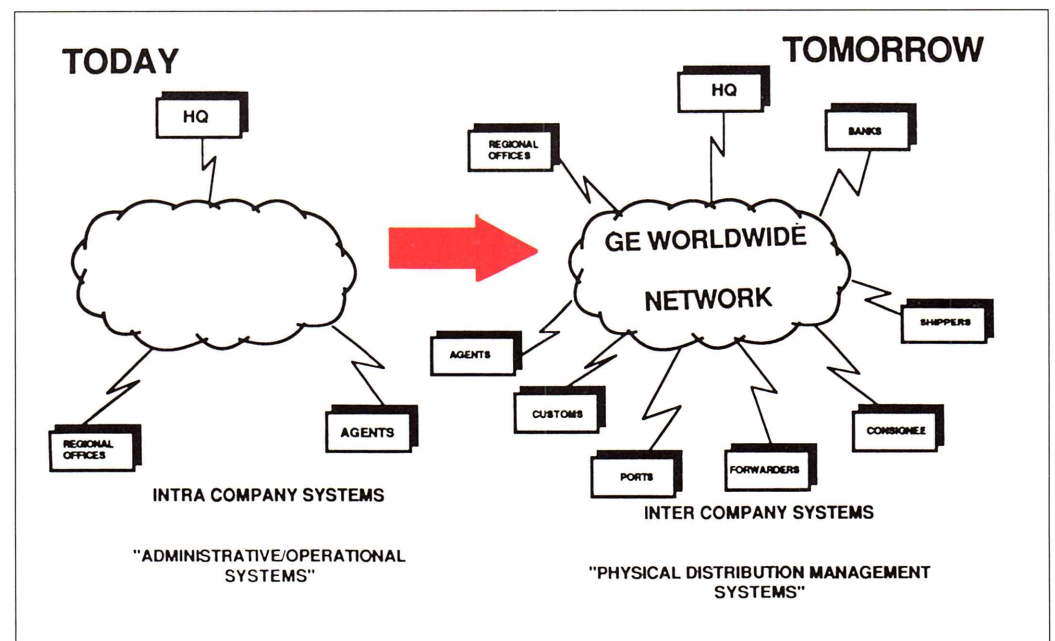


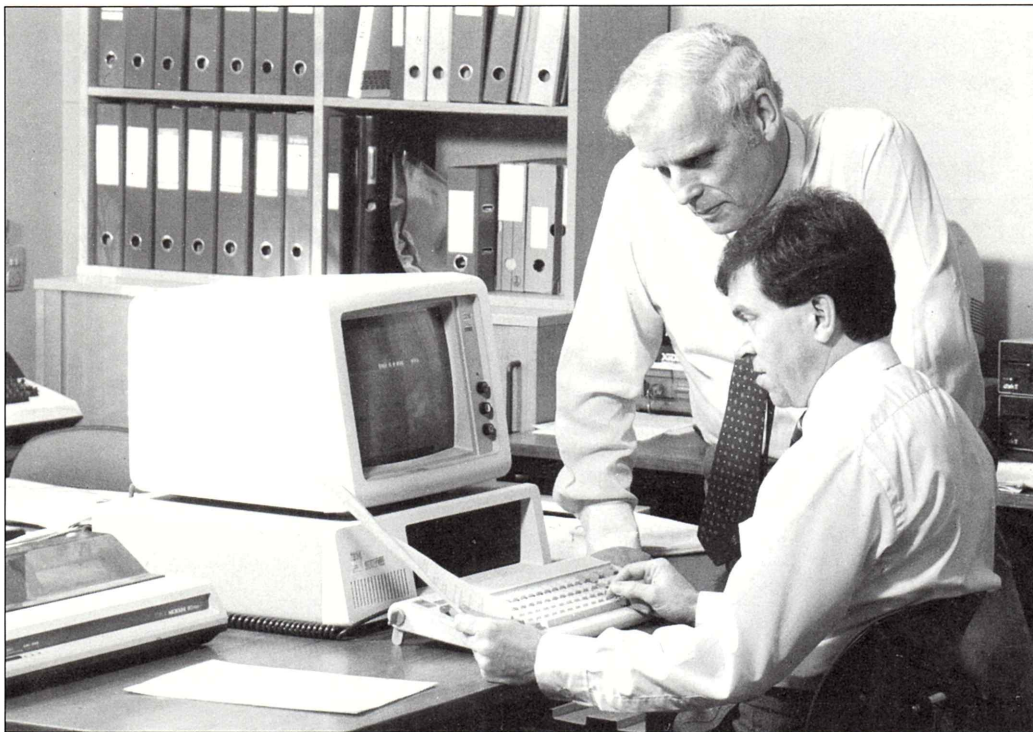
*Illustrationen viser Johnson ScanStar's dataforbindelse med regionalkontor og agenter via Geisco-nettet.*

*How Johnson ScanStar exchanges data with regional office and agents via the GEISCO network.*

Geisco-divisionschef Niels Børglum hos ØK Data illustrerer skematisk tankegangen bag Geisco's verdensomspændende netværk, og hvordan man i fremtiden vil se et større antal virksomheder kommunikere internationalt med Geisco-systemer.

Niels Børglum, head of the GEISCO division of EAC Data, has illustrated the principle of GEISCO's worldwide network and shows how in future many more enterprises will be able to communicate internationally.





*Peter Mortensen fra Johnson ScanStar-afdelingen i Alfragt kommunikerer via Geisco-nettet fra sin IBM PC'er. Stående afdelingschef John Bager.*

*Peter Mortensen of the Johnson ScanStar section of Allfreight communication via the GEISCO network from his IBM PC. John Bager, head of section, looks on.*

### Gode erfaringer

Om Alfragt's erfaringer gennem tre måneders brug af GEISCO og Quik-Comm siger afdelingschef John Bager, der leder JSS-afdelingen:

»Takket være GEISCO-anlægget har vi nu et supermoderne kommunikationssystem, hvor vi uden unødigt ventetid kan komme i forbindelse med de 2 Johnson ScanStar administrationskontorer i Stockholm og San Francisco samt hele agentnettet, hvis dette ønskes.

Systemet er så økonomisk, at det ikke spiller nogen rolle, om meddelelsen er lidt mere udførlig end normalt for en telexmeddelelse.

Systemet lagrer alle meddelelser, som hurtigt kan findes frem, kopieres eller sendes igen. Ønsker man en kontrol på, om meddelelsen er afleveret til modtageren, kan dette også hurtigt lade sig gøre.

Ved hjælp af GEISCO kan vi nu udarbejde f.eks. salgsrapporter og have et fremragende arkivsystem, hvorfra oplysninger om kunder hurtigt kan kaldes frem. Det er planen, at vi fra efteråret skal tilkobles Johnson ScanStar's booking-system, hvilket bliver en stor lettelse i forhold til det nuværende, omstændelige telex-system, hvor man kommunikerer gennem en datamaskine i Stockholm. Og inden længe er vort bogholderi med i systemet, således at alle oplysninger vedrørende en skibsfregning bliver transmitteret til centralkontoret i Stockholm uden forsinkelse. Med disse op-

lysninger vil Stockholm meget hurtigt kunne danne sig et billede af økonomien for en rejse«. GEISCO-systemet åbner også mulighed for at gå ind i forskellige offentlige registre såsom KOMPASS Firma og Produkt Informationer, KTAS telefonnummerysning, valutakurser etc.

»Vi er meget imponeret af systemet«, tilføjer John Bager.

»Vi har nu mulighed for at indhente og lagre de tusinder af oplysninger, som vi har brug for, med lysets hastighed i stedet for at skulle anvende utallige arkiveringsmapper, som ofte mangler netop den detalje, man søger, fordi en anden medarbejder har sagen liggende. Og een ting mere: anlægget er meget simpelt og sikkert at betjene efter kun kort tids instruktion«.

### 9 skibe i trafikken på USA's vestkyst

Johnson ScanStar's beslutning om at gå over til GEISCO med elektronisk postkasse m.m. blev truffet, så snart man i efteråret havde gennemført en radikal omlægning og forbedring af samsejlingen mellem Skandinavien og USA's vestkyst.

I samsejlingen deltager nu ni moderne container-skibe, hvoraf de fem — deriblandt ØK's »Falstria« — er indsat af Johnson ScanStar og resten af rederierne Pacific-Europe Express og Hapag-Lloyd. Man har derved kunnet indføre ugentlig afgang på faste dage med anløb af følgende vigtige havne: Göteborg, Bremerhaven, Rotter-

dam, Felixstove, Le Havre, Lazaro Cardines i Mexico (som alene anløbes af JSS-skibene), Los Angeles, Oakland, Portland, Seattle og Vancouver.

Den ugentlige kapacitet andrager ca. 1.000 containere, hvoraf Johnson ScanStar disponerer over ca. 500. Samtlige skibe er udstyret med køle- og fryseanlæg, som containerne kan tilkøbes i en håndvending, og dette i forbindelse med den faste

sejlplan og de ugentlige afgange er en stor forbedring af tilbudet til afskibeberne.

Johnson ScanStar råder selv over 9000 20-fods containere og kan, når det er nødvendigt, trække yderligere containermateriel til fra GEM i London, som Johnson ScanStar nu kontakter direkte ved hjælp af GEISCO.

## Allfreight, Johnson ScanStar use GEISCO systems

Allfreight I/S has adopted a GEISCO communications system, the first member of the EAC Group in Denmark to do so.

GEISCO (General Electric Information Services Company, USA) was established 20 years ago and today operates the world's largest privately-owned communications network, linking more than 6,000 companies and organisations in banking, commerce, industry and shipping.

As previously reported in EAC Magazine, GEISCO has developed new software for GEM (Global Equipment Management, London), a company

jointly owned by EAC and three other major Scandinavian shipping companies: Johnson Liré, Wilh. Wilhelmsen and Transatlantic. As a result, GEM has no difficulty administering the more than 100,000 containers used by its owners.

Johnson ScanStar decided the time had come to link agents into the global communications system, which in Denmark's case meant Allfreight I/S. This has resulted in rapid, reliable and economical communication.

Allfreight's new system was supplied by EAC Data, distributors in Denmark for GEISCO.

# Nyt distributionscenter på 11.000 m<sup>2</sup> i USA

Den øgede vækst, som ØK's store grafiske dattervirksomhed i USA, Heidelberg Eastern, Inc., har gennemført de senere år, medførte sammen med etableringen af EAC Graphics USA, Inc. et stigende behov for lagerplads, som den gamle lagerbygning i New York ikke kunne opfylde.

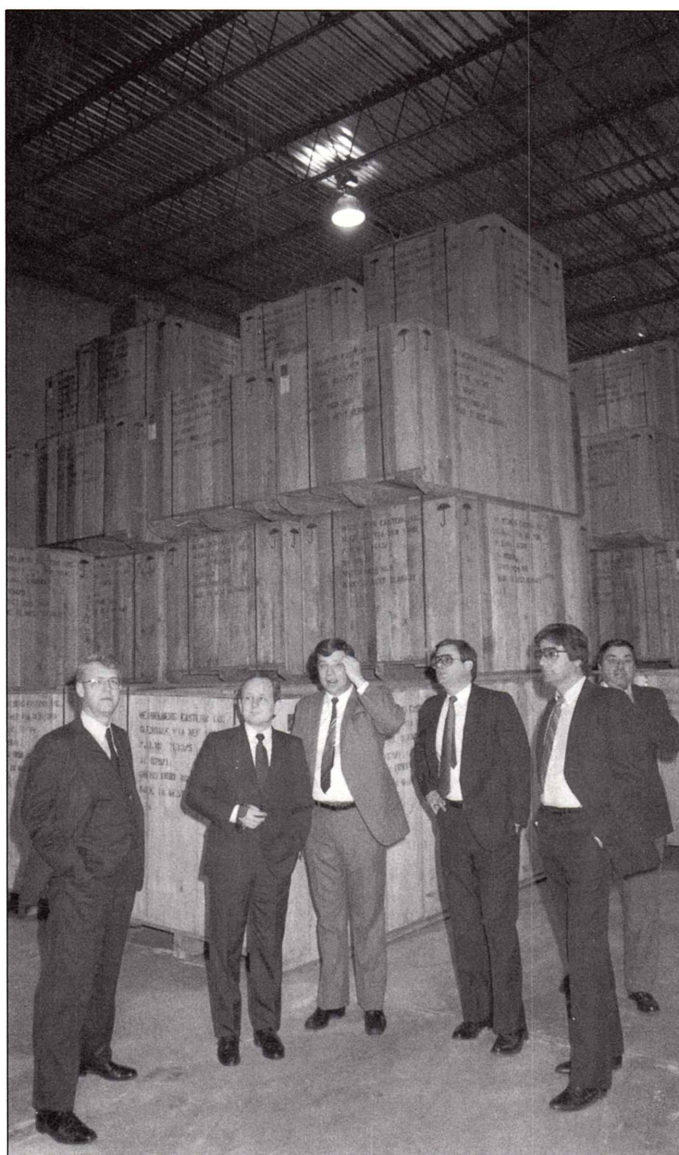
## Besparelser i New Jersey's udenrigshandels-zone

Omtrent samtidig etablerede Rockefeller-koncernen New Jersey's største udenrigshandels-zone ca. 100 km vest for EAC USA's koncernhovedkvarter i Queens, New York City.

De besparelser, der opnås i dette område, bl.a. i form af udsat toldbetaling, såvel som den fordelagtige beliggenhed lige uden for Interstate 80 – USA's mest trafikerede highway og en af landets vigtigste øst-vest akser – gjorde dette sted til et logisk valg for EAC USA's nye, landsomfattende distributionscenter.

## Kæmpemæssig flytteoperation

I midten af januar tilbragte Heidelberg Eastern's kørselsleder, Randy Laut, en weekend i den nye, 11.000 m<sup>2</sup> store bygning, medens blokvojn efter blokvojn rullede ind til de fem læs-



*Hans Peetz-Larsen, president of EAC USA, Inc., and Heidelberg Eastern, Inc. (second from left) tours the new distribution centre. With him (l. to r.) are Karsten Hess, David Dolinsky, Karl Vittery, Randy Laut and Svend Pedersen.*

*Hans Peetz-Larsen, præsident for EAC USA, Inc. og Heidelberg Eastern, Inc. (nr. 2 f.v.) Karsten Hess, David Dolinsky, Karl Vittery, Randy Laut og Sven Pedersen.*

*107 vognladninger blev leveret til det nye distributionscenter.*

*107 truck loads were delivered to the new distribution centre.*

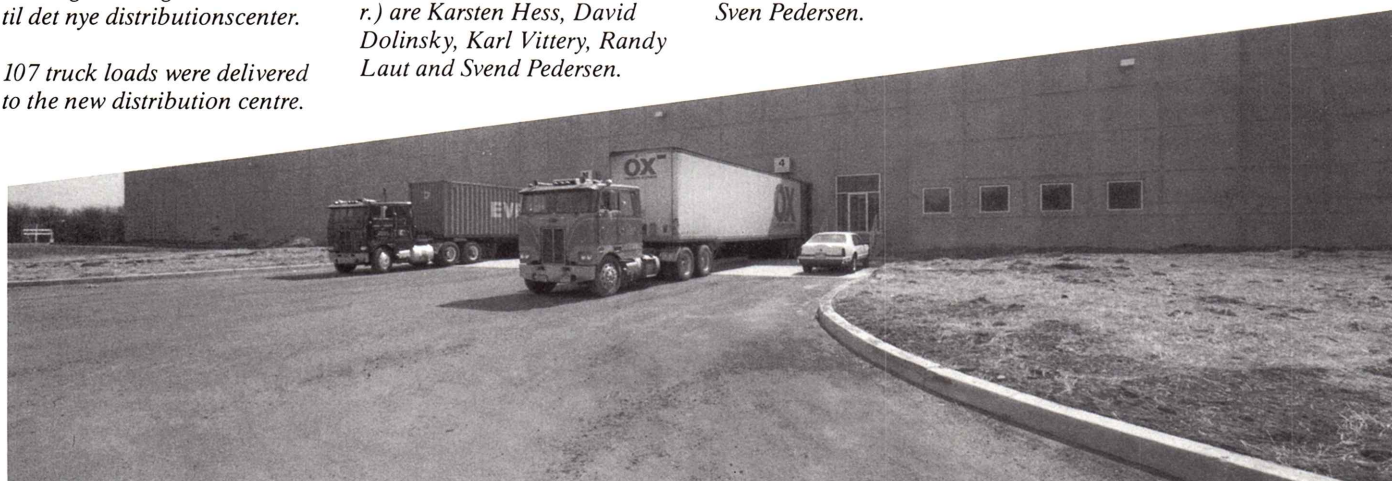
seramper og begyndte at fylde den rummelige lagerbygning. I alt 107 vognladninger, væsentligst 48 fods anhængere med offset presser, skæremaskiner og bogbinderimaskiner blev leveret. Efter tre dages konstant aktivitet var det gamle lager tomt, medens der stadig var rigelig plads til overs på det nye.

## Store udvidelsesmuligheder

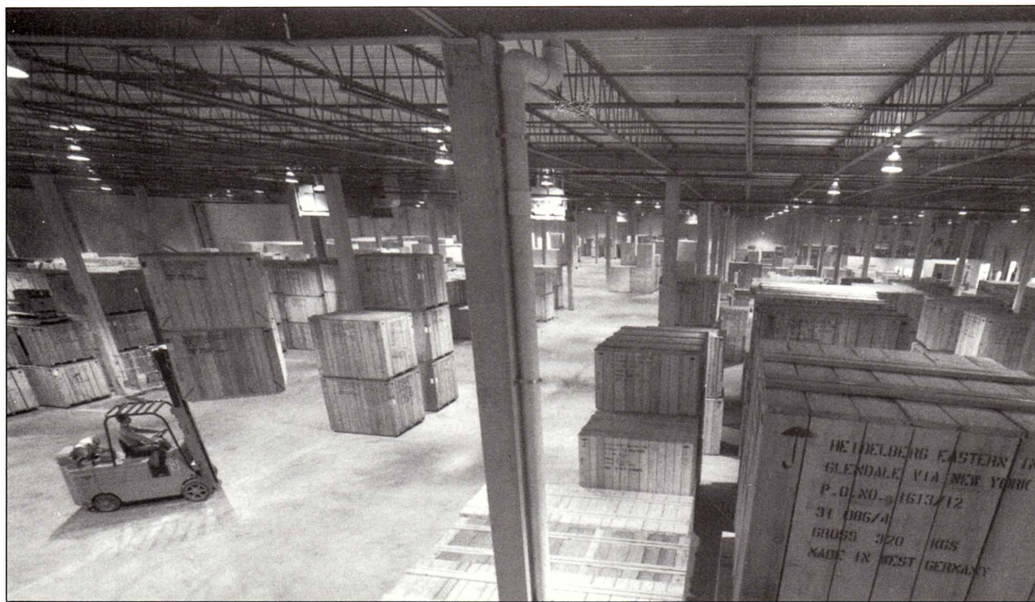
Med dette lager, der kan rumme falsemaskiner i kasser – fire oven på hinanden – og stadig har plads til to fodboldbaner mellem trykkerimaskinerne, kan EAC USA nu lagerføre alt det grafiske udstyr, der er behov for. Og skulle lagerkapaciteten alligevel ikke slå til, kan denne store ØK-virksomhed i USA udnytte sin option på yderligere 5.000 m<sup>2</sup> inden for de næste fire år.

## 12 millioner småkager

Og måske bliver det nødvendigt med en udvidelse. Heidelberg Eastern's søsterdivision, Plumrose USA, har allerede oplagret ti containere med DAK småkager. Det er omtrent et hundrede velmagende tons, – eller nøjagtigt 12.600.000 småkager. Og alligevel repræsenterer de kun én procent af Plumrose USA's årlige import af småkager.







*EAC USA kan lagere alt det grafiske udstyr, der er behov for, i det 11.000 m<sup>2</sup> store distributionscenter.*

*EAC USA can store whatever graphic arts equipment it needs in the 11,000-m<sup>2</sup> distribution centre.*

## New 11,000 m<sup>2</sup> distribution centre in United States

With the growth over the past few years of EAC's large graphic arts subsidiary in the United States, Heidelberg Eastern, Inc., and the establishment of EAC Graphics USA, Inc., it has been increasingly clear for some time that the New York warehouse was too small to meet expanding needs.

### Cutting costs in New Jersey foreign-trade zone

At about the same time the Rockefeller Group was developing New Jersey's largest foreign-trade zone, some 100 km west of EAC USA's head office in Queens, New York City. The savings in duty deferrals and other costs associated with the foreign-trade zone as well as its prime location just off Interstate 80, the busiest highway in the United States and one of the country's most important east-west routes, made the location a logical choice for the site of EAC USA's new national distribution centre for graphic arts equipment.

*Heidelberg Eastern's kørselsleder, Randy Laut, foran læsse-rampene i det nye lager.*

*Randy Laut, Heidelberg traffic manager, in front of the truck-loading bays at the new warehouse.*

### Truck after truck

In mid January 1987 Heidelberg Eastern's traffic manager, Randy Laut, spent a week-end in the newly-finished 11,000-m<sup>2</sup> building, as truck after truck rumbled up to the five loading bays and began filling the huge warehouse.

A total of 107 truckloads (mainly 48-ft. trailers) arrived with offset presses, high-speed cutters, folders and other press and bindery accessories. After three days of constant activity the old warehouse was empty — and the new one still had plenty of unfilled space.

### More space, if necessary

With a warehouse that can accommodate crated folders stacked four high and still have enough room for two soccer fields between the piles of presses, EAC USA can now store whatever graphic arts equipment it needs. And if that isn't enough, the company has an option to add another 5,000 m<sup>2</sup> within the next four year.



### 12,600,000 cookies

And maybe that will prove necessary. Heidelberg Eastern's sister company, Plumrose USA, has already stored 10 containers of

DAK butter cookies in the new warehouse. Which is roughly 100 tasty tons or 12,600,000 butter cookies — and yet only 1% of Plumrose's annual cookie imports!



*Ralf »Sonny» Zito har masser af plads at manøvrere på i den nye bygning, hvor han midlertidigt stod for oplæringen af nyt personale.*

*Ralph "Sonny" Zito has plenty of room to manoeuvre in the new warehouse, where he was assigned temporarily to train new personnel.*

# EAC in Italian shipagency

## Siamar is one of the leading shipping agencies in Italy

Italy is one of Europe's main economic powers, and EAC's stake in Italy's foreign trade dates back to the early years of our existence, when EAC ships started to call at Italian ports. For a great many years our shipping lines were represented in Italy by Avigdor & Co. In 1968 this company merged with Agenzia Marittima Olandese —

and Siamar S.r.L. was formed, owned jointly by EAC and the Nedlloyd Group of the Netherlands.

Siamar's head office is located in Genoa, a traditional centre of Italian shipping and home of the headquarters of many Italian shipping lines, forwarding agents, shipbrokers, etc.

## Serving Italian industry

Italy's most industrialised areas, however, are the Piedmont, Lombardy and Veneto regions north of Genoa, and to service this important cargo-generating area, Siamar has established an office in Milan.

Leghorn, about 150 km south of Genoa, is another important port, and in 1985 Siamar acquired a 50% share in Tedeschi & Capanna, a well-known company which had been a sub-agent for Siamar in Leghorn for many years.

## All transport fields

With a total staff of 96 in Genoa and Milan, Siamar is active in all fields of shipping and forwarding, including liner and tramp agency, forwarding, trucking, rail transportation, and container leasing. Siamar also has its own travel agency, and acts as general sales agent for SAS and Thai International.

## Many liner agencies

In the liner agency field, Siamar's main principals are the joint operating consortia in which EAC and/or Nedlloyd are partners: ScanDutch, Johnson ScanStar, ScanCarriers, NedScan, EMEC and Cobra, and Nedlloyd's own line to the US East Coast.

Siamar's liner agency business is not confined, however, to the 'captive' business of its owners. The company has also succeeded in obtaining the agencies for other lines, including DAL/SEAL, Bangladesh Shipping Corp., Transocean Lines, Black Star Line and Bugsier Lines.

## Own forwarding department

The liner shipping market in Italy is characterized by a marked predominance of forwarding agents who control movements of cargoes from the majority of industries and international trading houses. Siamar's organisation is therefore specially geared to satisfying the needs of these customer groups. Siamar has its own forwarding department, able to offer customers all sorts of door-to-door transport services, complementing the normal activities of a liner agency.

## Growth opportunities

While in the past the emphasis has been on liner agency business, the present aim of management is to exploit growth opportunities in the total transportation field to complement liner and tramp-agency business.



Ponte Libia — Genoa container Terminal.

# ØK i italiensk skibsagentur

Siamar er et af de førende skibsagenturer i Italien.

ØK's engagement i Italiens udenrigshandel går mange år tilbage i tiden, idet nogle af de første ØK-skibe anløb italienske havne. ØK var i mange år repræsenteret i Italien af Avigdor & Co. I 1986 sammensluttedes dette firma med Agenzia Marittima, og Siamar S.r.L. blev stiftet med ØK og den hollandske Nedlloyd-gruppe som ejere.

Siamar's hovedkontor ligger i Genoa, der altid har været centret for Italiens skibsfart med hovedkontor for mange rederier, speditører og skibsmæglere.

## Betjener industriområderne

Italiens vigtigste industriområ-

der er imidlertid Piedmont-, Lombardy- og Veneto-regionerne nord for Genoa, og til at betjene disse vigtige områder har Siamar oprettet et kontor i Milano. Også Leghorn, ca. 150 km syd for Genoa, er blevet en vigtig havn, og i 1985 erhvervede Siamar 50% af aktierne i Tedeschi & Capanna, et velkendt firma der i mange år havde været underagenter for Siamar i Leghorn.

## Alle transportområder

Med en stab på 96 i Genoa og Milano omfatter Siamar's aktiviteter alle områder inden for transportsektoren, herunder agenturer for linie- og trampfart, spedition, lastbiltransport, jernbanetransport og containerleasing. Siamar har også sit eget

rejsebureau og er salgsgent for SAS og Thai International.

## Mange linieagenturer

Inden for linieagenturvirkomheden er Siamar's væsentligste principaler de konsortier, i hvilke ØK og/eller Nedlloyd er deltagere: ScanDutch, Johnson ScanStar, ScanCarriers, NedScans, EMEC og Cobra, såvel som Nedlloyd's egen linie til USA's østkyst. Herudover er Siamar agent for en række andre linier, f.eks. DAL/SEAL, Bangladesh Shipping Corporation, Transocean Lines, Black Star Line og Bugsier Lines.

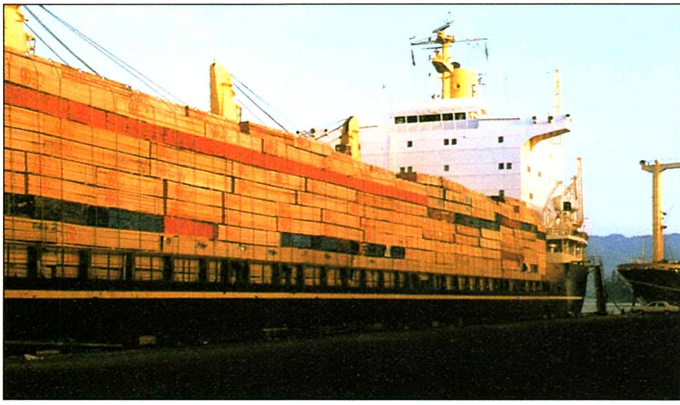
## Egen spedititionsafdeling

Shippingmarkedet i Italien er kraftigt domineret af speditører, der kontrollerer transporten af

last fra størstedelen af industri-erne og de internationale handelshuse, og Siamar's organisation er derfor specielt opbygget med henblik på betjening af disse kundegrupper. Siamar har en spedititionsafdeling, der tilbyder kunderne alle former for transportservice fra dør-til-dør, og har på denne måde udbygget et linieagenturs normale aktiviteter.

## Andre områder udvikles

Medens der hidtil har været lagt stor vægt på linieagenturvirkomheden, stræbes der nu mod at udnytte de muligheder, der ligger inden for andre områder af transportsektoren, som et naturligt supplement til og udbygning af forretningen inden for linie- og trampfart.



»FP Clipper» takes cargo aboard in Vancouver

»F.P. Clipper« under lastning i Vancouver.



— and is ready for departure.

— og færdiglastet.

# FPCI operates purpose-designed ships for forest products

In 1983 a new shipping line, FPCI, was set up as a joint venture between EAC and the large, reputable Japanese shipping company, Mitsui O.S.K. Lines Ltd., Tokyo. The new service was based on know-how from EAC's own forest-products service from British Columbia to Northern Europe.

## Own and chartered ships

FPCI, operated by EAC's Non-Liner Division, is engaged in the transport of such forest products as sawn timber, plywood and woodpulp. At present the company has three ships of its own, 'FP Carrier', 'FP Conveyor' and 'FP Clipper', plus a large number of chartered vessels engaged in the shipment of forest products from British Columbia to Northern Europe.

## 24 shiploads in 1987

In 1987 FPCI, one of the leading

carriers of forest products, expects to load 24 vessels from British Columbia to U.K., Belgium, France and Germany, transporting a total of 1.5m m<sup>3</sup> of forest products.

FPCI is constantly alive to opportunities for expanding its forest-product service to other destinations.

## General agent in Vancouver

Johnson Walton Steamships, Vancouver, is FPCI general agent in British Columbia and in this capacity maintains daily contact with shippers besides being responsible for day-to-day loading operations while vessels are being loaded in British Columbia.

## Return loads: steel

The three FPCI-owned ships return from Europe to the West Coast on a charter basis, primarily with cargoes of steel.



»FP Clipper» leaves the quayside in Vancouver

— and passes Narrows bridge on her way to Europe with a full load of forest products.

»F.P. Clipper« forlader kajen i Vancouver.

— og passerer Narrows Bridge på vej til Europa med en fuld last skovprodukter.



## FPCI: Transport af skovprodukter med specialskibe

Baseret på ØK's mangeårige know-how fra egen skovprodukt-service fra Britisk Columbia til Nordeuropa stiftede ØK og det store, velrenommerede japanske rederi MITSUI O.S.K. Lines Limited, Tokyo, FPCI i 1983 — på 50/50 basis.

## Mange egne og befragtede skibe

FPCI, der opereres af ØK's NON-LINER DIVISION, er beskæftiget med transport af skovprodukter, såsom savet

træ, papirmasse og krydsfiner. For tiden er de tre egne skibe, »FP Carrier«, »FP Conveyor« og FP »Clipper«, suppleret med et omfattende antal befragtede skibe, beskæftiget i sejlads med skovprodukter fra Britisk Columbia til Nordeuropa.

## Lastet 24 skibe i år

I 1987 regner FPCI — der er en af de førende inden for transport af skovprodukter — således med at laste 24 skibe, hovedsageligt på kontraktbasis, fra Bri-

tisk Columbia til U.K., Belgien, Frankrig og Tyskland.

FPCI ser løbende på muligheder for at udvide sin skovprodukt-service til andre destinationer.

## Generalagenten i Vancouver

En meget vigtig funktion i FPCI varetages af Johnson Walton Steamships, Vancouver, der i egenskab af FPCI's generala-

gent i Britisk Columbia er i daglig kontakt med afskiberne, samt foretager de daglige operationelle opgaver i forbindelse med lastningen af skibene i Britisk Columbia.

## Stållaster med retur

De 3 egne skibe returnerer fra Europa til vestkysten på befragningsbasis, hovedsageligt med stållaster.

# EAC TRADEX

## a branch in Copenhagen



EAC TRADEX is a trading department based at EAC Head Office in Copenhagen and is part of the newly-established EAC Trading Division. Its main activities can be divided into three profit centres:

### **Purchases for branches and associated companies**

As buying representative for a number of offices in the Far East and Africa, EAC TRADEX arranges a substantial export of printing machinery, motor vehicles, pneumatic equipment, ball bearings, welding equipment, emergency power supplies, batteries, spare parts, etc. At the request of the office in question, which for special commercial reasons may wish the department's assistance, EAC TRADEX places orders with principals in Europe (and occasionally in other parts of the world). TRADEX also handles such functions as cargo bookings, negotiations with suppliers, document processing and banking arrangements.

In the case of orders for African destinations, exports are conducted in collaboration with the international inspection agencies: checking prices, quality and quantity at the time of ordering and shipping. These

markets require substantial trade know-how and local knowledge to avoid the many risk factors that exist. We sell know-how relating to various countries, and our principals are pleased to deal with Copenhagen instead of directly with the areas concerned.

In the motor and machinery field, which is the responsibility of EAC Trading Division, EAC TRADEX is the link to European principals. The department has helped launch a number of new agencies, and efforts are continuously being made to find suitable new agencies in conjunction with EAC Machinery.

### **Trade outside the Group**

The department also deals with firms outside the EAC Group, an activity of growing importance in places where the Group is not represented by its own trading offices. In these markets contacts are usually made with local agents, and business activities relate primarily to automotive and machinery products and raw materials. In this profit centre the department takes advantage of extensive TRADEX contacts with suppliers, trading houses and shipping companies. The skill employed here is good,

*The manager of EAC Tradex, Jens Mortensen (seated), discusses company business with Henrik Rasmussen (right) and Børge Overgaard.*

old-fashioned trade know-how, and the department possesses a wide knowledge of many different products. If anyone in the EAC Group (or indeed outside the Group) has an idea which could be developed with the aid of the department's supplier contacts, know-how or country expertise, he is welcome to contact the department.

### **Counter trade**

The latest activity in which EAC TRADEX engages is counter trade. Contracts have been concluded between Africa and Europe, and the department keeps in close touch with many firms in this highly specialised area of business.

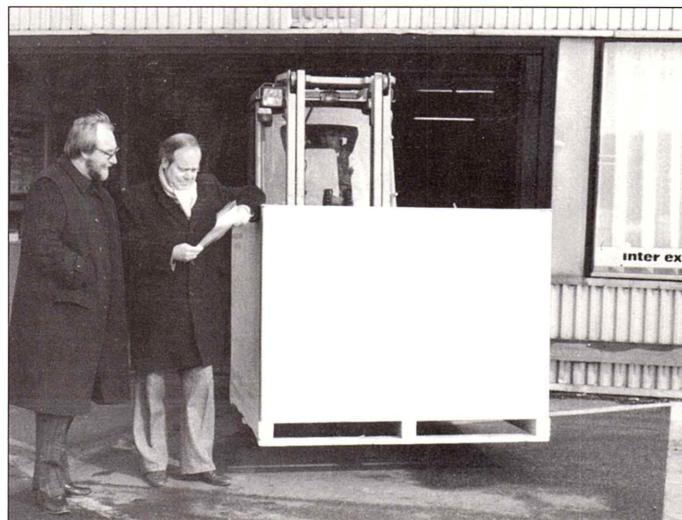
It is part of the department's strategy to keep up to date with new developments in this interesting field of commerce and to assist other members of the EAC Group.

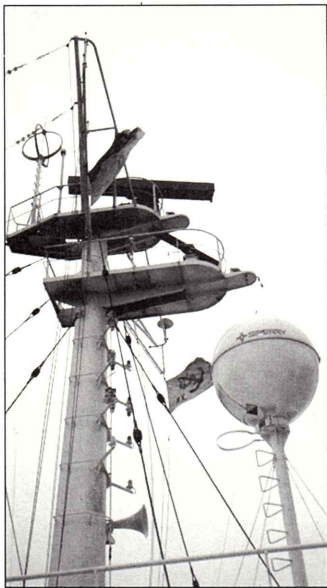
### **Staff sales/service**

In addition to the above functions, the department also handles internal staff sales at Head Office and provides assistance for branch offices and branch employees when an acute need arises.

Finally, EAC TRADEX operates as an independent profit centre across divisional boundaries with broad contacts to many of EAC's most important principals, shipping companies and banks, as well as to the department's own business connections. With its highly diversified range of activities EAC TRADEX is comparable with other branches - and is in fact seen as EAC's general trading branch in Copenhagen.

*John Sørensen, air-cargo manager, inter express, and Jens Mortensen, manager, inspect a cargo before shipment.*





The Sperry SATCOM aerial handles ship-to-shore data transmission.

# Lastplaner fra computer til computer

Hurtig kommunikation mellem skib og land er af yderste vigtighed, og ØK arbejder til stadighed på at videreudvikle kommunikationen mellem skibene og Hovedkontoret i København.

*SPERRY's SATCOM-antenne, der sikrer datatransmissionen mellem skib og land.*

## Vellykket prøve med datatransmission

Som led i dette arbejde har Kompagniets Tekniske Inspektion foretaget en vellykket datatransmissions-prøve under et af de anløb af Hamburg, som Vestafrika Liniens skibe regelmæssigt foretager.

Til forsøget anvendtes lastkonditions-data (fordeling af last og vægt i skibet) fra Vestafrika Liniens EASECON-stabilitetsprogram. Selve transmissionen

foregik mellem en personlig computer i Teknisk Inspektion og m.s. »Meonia's« SATCOM-computer.

EASEACON stabilitetsprogrammet er udviklet i et samarbejde mellem ØK's Ship Management Services, ØK's Vestafrika Linie og firmaet Marine Alignment i Farum.

## Lastplaner som data

I øjeblikket foretages lastberegningerne centralt af planlæggerne på Hovedkontoret, og instrukserne transmitteres til skibene i form af telex eller lignende.

I fremtiden vil det være teknisk muligt at transmittere lastkonditionen som data til skibet. Officererne om bord kan derefter viderebearbejde lastfordelingsplanen og sende den opdaterede plan tilbage til kontoret.

Til selve kommunikationen anvendes SPERRY's SATCOM-installation og STARBAUD software om bord. I land etableres forbindelsen gennem det offentlige telefonnet til en personlig computer på kontoret. Skibet resp. kontoret anvender et elektronisk postkassesystem og kan således sende/modtage uden forudgående advisering af modparten.

## Hurtigere kommunikation

Den nye teknik giver mulighed for hurtigere kommunikation, hvilket bl.a. muliggør en bedre udnyttelse af skibenes containerkapacitet. Samtidig reduceres kommunikationsudgifterne. Datatransmission mellem skib og land via SATCOM kan også blive aktuelt med anvendelse af SMS' data-baserede managementsystemer som »Planned Maintenance System« og »Spare Parts Control System«.

## Konventionelle transmissionsformer

I kommunikationen mellem skibene og land anvendes i dag de øvrige muligheder, som SATCOM-installationerne i skibene muliggør (telefonsamtaler, telex og telefax). Disse mere konventionelle transmissionsformer er dog relativt dyre sammenlignet med egentlig datatransmission (computer til computer).

# Loading plans from computer to computer

Rapid ship-to-shore communication is vital, and EAC is constantly working on the development of communications between its ships and Head Office in Copenhagen.

## Successful tests with data transmission

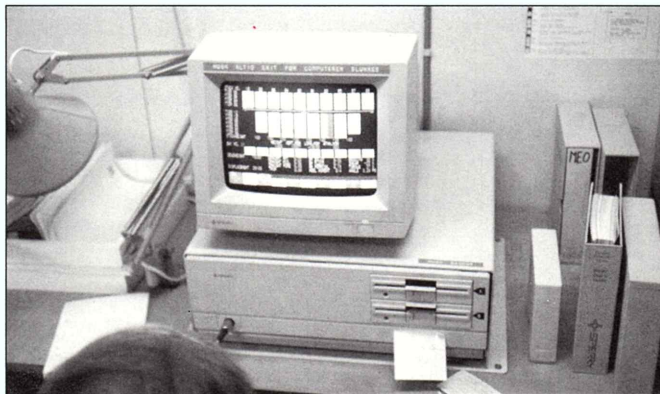
In the course of this work EAC's Ship Management Services (SMS) has conducted a successful data-transmission test (computer to computer) during the regular Hamburg call of a vessel of the West Africa Service.

The data used in the test were information regarding cargo and weight in the vessel from the West Africa Service's EASEACON stability programme. Data were transmitted between a personal computer at SMS and the SATCOM computer aboard the m.s. 'Meonia'.

The EASEACON stability programme has been developed jointly by EAC Ship Management Services, EAC West Africa Service and Marine Alignment, a company in Farum, Denmark.

## Loading plans in data form

At present cargo calculations are made centrally by planners at Head Office, and instructions are transmitted to ships via telex or similar means.



*Datatransmission i gang om bord i m.s. »Meonia«.*

In future it will be technically possible to transmit loading conditions to the vessel in data form. Ship's officers will then be able to process the load-distribution plan and return the updated plan to Head Office. The actual communication makes use of a Sperry's SATCOM computer and Starbaud software. On shore the connection to a personal computer at Head Office is made by the public telephone system. The vessel and Head Office use an electronic mail box system, which means that information can be sent/received without prior notification of the recipient.

## Faster communication

The new technique means faster communication, which per-

*Data is transmitted via a computer aboard the m.s. 'Meonia'.*

mits more efficient use of vessels' container capacity. At the same time communication costs are often reduced.

Data transmission between ship and shore via SATCOM is also of interest in connection with such SMS data-based management systems as Planned Maintenance System and Spare Parts Control System.

## Conventional transmission

Modern ship-to-shore communication already makes use of the techniques available to SATCOM installations (telephone, telex and telefax). These conventional forms of transmission, however, are relatively expensive compared with data transmission (computer to computer).

Recalling a great marine event:

# EAC and B&W launched a revolution 75 years ago with the 'Selandia'

February 17 marked one of the outstanding dates in the history of shipping: 75 years earlier on that date Burmeister & Wain handed over to EAC the m.s. 'Selandia' — the world's first ocean-going diesel vessel. A ship that heralded a revolution at sea.

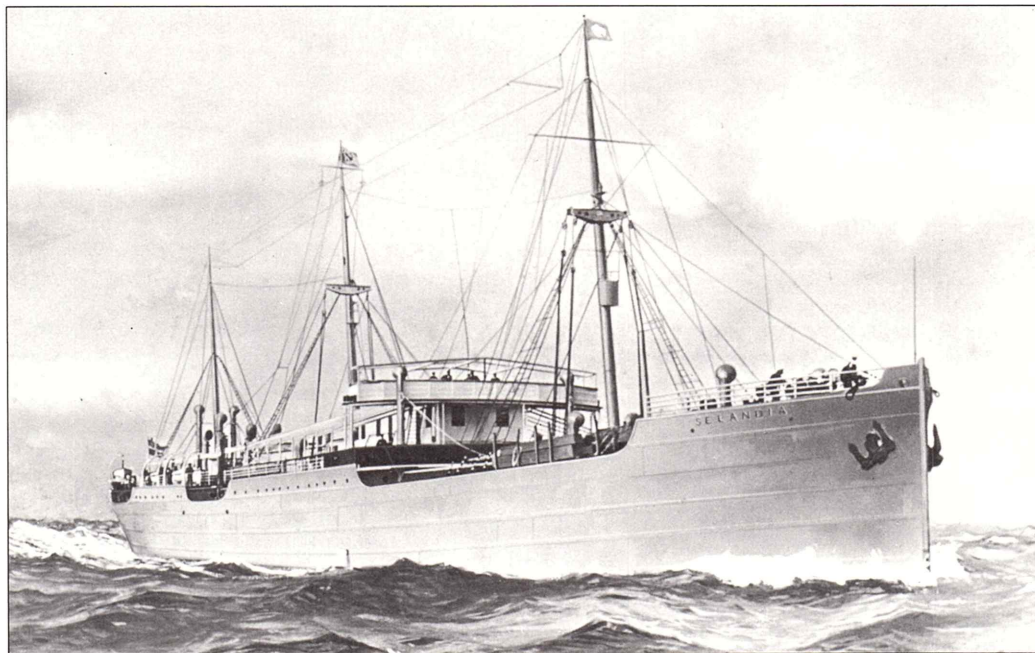
The new vessel, ordered in 1909, had a cargo-carrying capacity of 7,385 tons, and its two diesel engines had a combined rating of 2,500 bhp, giving the ship a cruising speed of 11 knots. Length overall was 117.9 m, beam 16.16 m.

## Splendid masterpiece

The 'Selandia' made her maiden trip to the Far East via London. On arrival in Britain Councillor of State H.N. Andersen, the founder of EAC, Capt. J.F. Gabe and B&W Managing Director Ivar Knudsen proudly conducted invited guests on a tour of the vessel, including Winston Churchill, First Lord of the Admiralty, and Admiralty senior staff.

Making a full inspection of the ship with particular interest in the engine room, Minister Churchill expressed his sincere admiration for the 'Selandia' and congratulated H.N. Andersen and Denmark 'the old seafaring nation, on showing the way and taking the lead with a step which will be epoch-making in the development of shipping. This new type of ship is the most splendid maritime masterpiece of the century!'

When the 'Selandia' left London for Antwerp, the Admiralty's chief technicians at the direct request of Minister Churchill sailed aboard the vessel. And the feelings of the official guests aboard the 'Selandia' can be gauged from a telegram which Earl Grey dispatched to King Frederik VIII congratulating the Danish king on 'this remarkable progress in the field of shipping which was made possible by the courage and enterprise of



Councillor of State Andersen and the East Asiatic Company, which once more demonstrates the skill of the Danish nation'. At a banquet in March 1912 Churchill concluded his speech with the words: 'Denmark, which has long shown the way in the field of agronomics, has now also revealed itself as a leader on the seas.'

## German visit and praise

Four months later B&W handed over the second diesel-powered vessel that EAC had ordered. She was named the 'Fionia', and sailed on sea trials the following day for Kiel in northern Germany — where she was suddenly and unexpectedly sold to the Hamburg-Amerika Line. Sale of the barely completed 'Fionia' followed an urgent appeal from the managing director of the German shipping line and a hastily convened meeting between H.N. Andersen and the four EAC directors who sailed aboard the ship.

## 'Selandia II' in Allied service

The first 'Selandia' was sold in 1936 to a Norwegian line, and a

new 'Selandia' was launched two years later, this time built in Nakskov.

The 'Selandia II', a vessel of 8,400 tons and with engines totalling 7,300 bhp, sailed — like 14 other EAC ships — in Allied service during World War II, making 29 voyages totalling 250,000 nautical miles and transporting 13,000 troops and prisoners of war and 200,000 tons of freight. The 'Selandia' was fitted with nine guns and a battery of rockets, and she came through the war without loss of crew and without damage — while 13 of the other EAC ships in Allied service were lost.

## 'Selandia III': another revolution

In 1972 EAC again took delivery of a new 'Selandia', which — like the original ship of that name — was built by B&W, Copenhagen. And the new vessel, too, signalled a revolution at sea. 'Selandia III' was built for the transport of containers, and marked the next major maritime development partly in being the world's fastest diesel-powered cargo vessel, partly in having an unusual power unit: three en-

*'Selandia I' — no funnel and with three masts.*

*»Selandia « 1 — uden skorsten og med tre master.*

engines which can be controlled from the bridge, thus obviating the need for crew in the engine-room during normal navigation. 'Selandia III' has one centre-mounted engine rated at 34,300 bhp and driving a 6.5-metre propeller with four variable-pitch blades. The two side-mounted engines, also built by B&W, each generate 25,800 bhp, driving propellers with six fixed-pitch blades. With an engine capacity of almost 86,000 bhp the vessel was able to maintain a cruising speed of 28 knots, and with a carrying capacity of 2,200 containers the 'Selandia III' was able to handle as much traffic as 5-6 conventional ships. The 'Selandia' and her sister ship the 'Jutlandia', delivered some months later, represented a substantial investment. The two set new standards in container shipping, and it quickly became apparent that EAC had

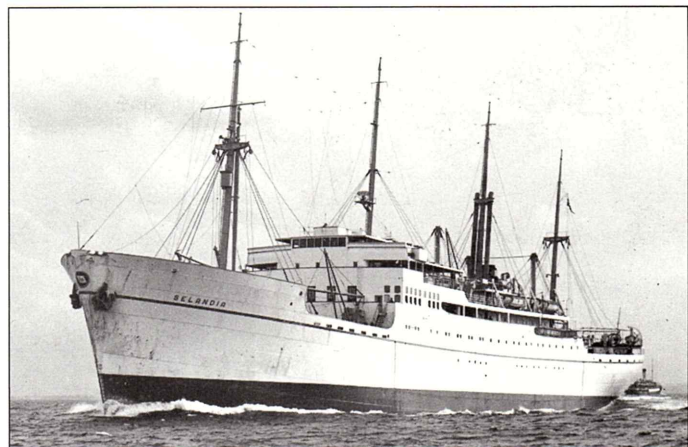
once again made the right decision in fitting diesel engines in the two vessels: many other shipowners had chosen turbines – only to be forced to convert their large container ships to diesel when the oil crisis drove fuel prices up.

### Lengthened to 290 m

The 'Selandia' and the 'Jutlandia' were built for a service which was almost as revolutionary as the vessels' design: the ScanDutch partnership, a service operated by five major lines of which EAC is the Dan-

ish partner. ScanDutch sails containers between Northern Europe and the Far East, and the service has proved such a success that in 1984 EAC decided to have both its ships lengthened by 15 m to a total length of 290 m in order to increase container capacity to 2,800 units.

At the same time the engines were modified to increase their economy. The 'Selandia' and her sister-ship thus continue to represent Danish shipping and marine-engine design at its best – and live up to the pioneering effort launched in 1912.



'Selandia II' – again no funnel, but with four masts.

»Selandia« II – også skorstensløs og med fire master.

### Stor mærkedag til søs:

# ØK og B&W lavede revolution for 75 år siden med »Selandia«

Et af de helt store sømærker i skibsfartens historie passeredes den 17. februar. Der var da gået 75 år, siden B&W til ØK afleverede »Selandia« – det første oceangående dieselmotorskib, der faktisk kom til at indlede en revolution til søs.

Nybygningen, der var blevet bestilt i 1909, var på 7385 tons dødvægt, og dets to dieselmotorer ydede tilsammen 2500 IHP, der gav »Selandia« en servicefart på 11 knob. Skibets største længde var 117,90 meter, og bredden på spant var 16,16 m.

### Vakte opsigt og begejstring

»Selandia's« jomfrurejse gik til Det fjerne Østen via London, hvor ØK's grundlægger, etatsråd H.N. Andersen samt kaptajn J.F. Gabe og B&W-direktøren Ivar Knudsen fremviste skibet for mange interesserede, deriblandt marineminister Winston Churchill samt hele ledelsen af det britiske admiralitet. Efter en nøje gennemgang af

hele skibet og ikke mindst motorrummet udtrykte Winston Churchill sin store beundring for ØK-skibet og lykønskede H.N. Andersen og Danmark, »den gamle søfarende nation, der har vist vejen og er gået i spidsen med et fremskridt, som vil blive epokegørende i skibsfartens udvikling. Denne nye skibstype er århundredets mest fuldkomne maritime mesterværk«.

Da »Selandia« forlod London for at gå til Antwerpen, var der efter Churchills ønske udstedt indbydelse til admiralitetets chefteknikere til at gøre rejsen med. Og som udtryk for, hvad de officielle gæster havde følt ved at være ombord i »Selandia« kan anføres et telegram, som Earl Grey sendte til Kong Frederik VIII, og hvor han lykønskede den danske konge til »det bemærkelsesværdige fremskridt på skibsmaskineriets område, der er gjort muligt ved etatsråd Andersen og Østasiatisk Kompagnis mod og foretag-

somhed, hvorved der endnu en gang er givet bevis på den danske nations snille«. Og ved en banket sidst i marts sluttede marineminister Churchill sin tale med disse åbenhjertige ord: »Danmark, der længst har vist vejen på agerdyrkningsområdet, har nu også afsløret sig som førende på havet.«

### Næste motorskib solgt til Tyskland

Fire måneder senere afleverede B&W det næste af de motorskibe, ØK havde bestilt. Det fik navnet »Fionia«, sejlede dagen efter prøveturen på Sundet til Kiel og blev – ganske uforberedt – solgt til Hamburg-Amerika Linien den følgende dag. Det skete efter indtrængende anmodning fra liniens direktør og efter et hastigt møde mellem etatsråden og de fire bestyrelsesmedlemmer, der deltog i præsentationsturen.

### »Selandia II« hjalp de Allierede

Det første »Selandia« afhændedes i 1936 til et norsk rederi og efterfulgtes 2 år senere af et nyt »Selandia«, der var bygget i Nakskov.

»Selandia II«, der var på 8400 tdw og havde en motorkraft på 7300 IHK, deltog som 14 andre ØK-skibe i den 2. verdenskrig i allieret tjeneste og nåede at udføre i alt 29 rejser på tilsammen 250.000 sømil og at transportere 13.000 tropper og krigsfanger samt 200.000 tons gods. Skibet var allerede i august 1940 blevet armeret med 9 kanoner samt raketskyts, og det slap gennem krigen uden tab af besætningsmedlemmer og uden at blive beskadiget, hvorimod 13 andre ØK-skibe, der sejlede for de Allierede, gik tabt.

### »Selandia III«

I 1972 modtog ØK et nyt »Selandia«, der ligesom det første var bygget hos B&W og ligeledes betegnede en revolution til søs. »Selandia III« var bygget til transport af containere og markerede den næste, store udvikling til søs ved dels at være verdens hurtigste, dieseldrevne fragtskib, dels at have et usædvanligt maskinanlæg, bestående af tre motorer, som kunne startes eller stoppes fra kommandobroen og således bruges uden bemanning af maskinrummet.

'Selandia' III – Capacity for 2,800 containers.  
»Selandia« III – har kapacitet til 2.800 containere.





## **ØK-buffet efter generalforsamlingen**

Efter vel overstået generalforsamling i ØK, kunne de næsten 800 deltagere i mødet gå til ØK-buffet – bordene var nemlig dækket med udelukkende ØK-produkter. Reportage og fotos fra generalforsamlingen sidene 4-5.

## **EAC buffet after the general meeting**

After the annual general meeting 800 participants gathered round the EAC buffet – to enjoy a culinary display (and taste) of EAC products. Report and pictures from the annual general meeting pages 4-5.