

# ØKEAC

Bladet

Magazine 3/85



HEIDELBERG U.S.A.

Heidelberg Eastern på »Print 85«.  
Siderne 1 og 28 samt 14-17.  
Plumrose – et verdensnavn i fødevarer.  
Side 18.  
Nye skibe til Stillehavs-trafikken.  
Side 4.

Heidelberg Eastern at 'Print 85'.  
Pages 1, 28 and 14-17.  
Plumrose – a world name in food products.  
Page 18.  
New vessels for the Pacific.  
Page 4.

#### For- og bagside

Heidelberg U.S.A. beslaglagde en hel hal på Print 85 i Chicago.

#### Front and back pages

The Heidelberg U.S.A. exhibition occupied an entire hall at Print 85 in Chicago.

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# ØK EAC

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# Prognosen holder

De netop ajourførte budgetter fastholder prognosen, der udtrykker forventning om fortsat fremgang.

Sådan hed det i Kompagniets beretning for 1. kvartal af 1985, der offentliggjordes den 13. juni, og som forudsger

- en betydelig stigning i omsætning til mellem 19 og 20 mia kr. mod (18 mia i 1984),

- en fremgang i bruttoresultatet på godt 400 mio kr. til 4,7 mia og

- en fortjeneste på den ordinære drift på 4-500 mio kr.,

hvis de førnævnte tal holder stik.

Beretningen tilføjer, at det overvejes at afhænde de 5 ØK-ejede combi-skibe, da der ikke synes at være fornuftige beskæftigelsesmuligheder, og at et sådant salg kan betyde et tab og dermed højere ekstraordinære udgifter end tidligere forventet. »Dette vil betyde, at ØK's andel af årets fortjeneste bliver lavere end sidste år, men til gengæld er mulighederne tilvejebragt for et forbedret driftsresultat i 1986.«

Kvartalsrapporten affødte en ledende artikel i »Erhvervs-Bladet«, hvori det bl.a. hed:

»Resultater af en virksomhed kan ikke bedømmes blot ved at læse tallene. Det er også væsentligt at vurdere, under hvilke vilkår resultaterne

er opnået. I sidste instans vil den respekt, som omgiver resultatet, være afhængig af, om det er skabt under vanskelige konjunkturf forhold.

ØK har netop offentliggjort resultatet for 1. kvartal. Det viser en betydelig fremgang, og Kompagniet forventer et årsresultat på 4-500 millioner kr. Sidste år var det på 361 mio kr. Mange har været ivrige for at sige, at den berømte concerns fremtid ikke var lys. Da saneringen tog fart, viste der sig ikke blot liv, men også grokraft i Kompagniet. Urentable områder blev skåret væk. Der blev satset på nye. Resultaterne er nu ved at vise sig. Der har heller ikke været frygt for at forsøge sig på nye markeder. Analyserer man konjunkturerne for traditionelle ØK-aktiviteter som skibsfart og træbranchen, er de langt fra gunstige. Det aftvinger derfor en særlig respekt, at det er lykkedes at opnå så gode resultater på trods af vanskelige vilkår....

Det, der aftvinger særlig respekt, er virksomheder, der uanset hvordan konjunkturerne er, kæmper sig frem i forreste linie og danner eksempler for andre. Det er ingen sag at sige, at noget ikke kan lade sig gøre. Det er bedre at bevise, at andre tog fejl, når de sagde, at noget var umuligt.«

## Forecast confirmed

Recent updates of the Company's budgets confirm expectations of further progress.

This information is contained in the Company's report for the first quarter of 1985, published on June 13 and expecting:

- a substantial increase in turnover to D.kr. 19-20,000m (compared with D.kr. 18,000m in 1984),

- an increase in gross profit of more than D.kr. 400m to a total of approx. D.kr. 4.7m, and

- a profit from ordinary operations of D.kr. 4-500m,

if these forecasts prove accurate.

The report says that there would not at present appear to be a basis for sound economic operation of EAC's fleet of five 'combi-type' ships, and that sale of these vessels is being considered.

If the ships are in fact sold, the report says, the transaction is likely to produce a deficit, and this will mean a higher level of extraordinary costs than previously allowed for. This in turn will mean that profit for the year attributable to the Group will be lower than for 1984 - but that the foundations will have been laid for an improvement in the operating result for 1986.

A leading article in the Danish business newspaper, 'Erhvervs-Bladet', made these comments on the Company's quarterly report:

'The results that a company achieves cannot be assessed purely on the basis of figures. The conditions under which the results were obtained

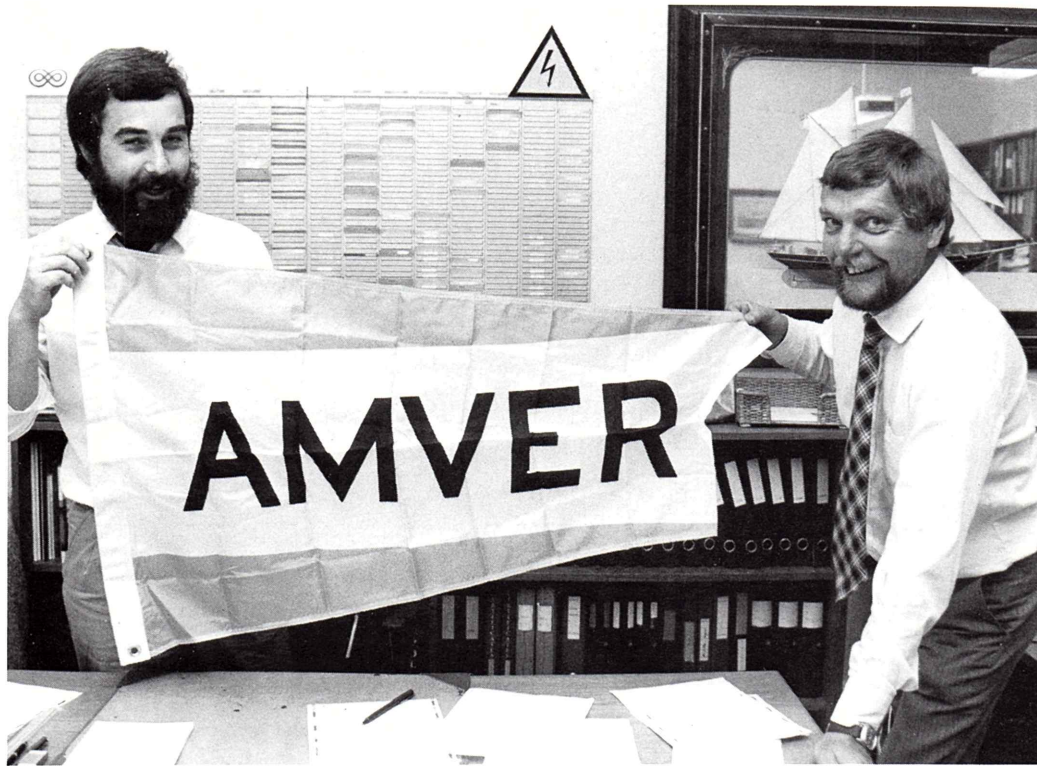
should also be borne in mind. In the final analysis, the respect given to the result will depend on whether it was achieved under difficult trading conditions.

'EAC has just announced its profits for the first quarter. There has been marked progress, and the Company expects to have a profit for the year of D.kr. 4-500m. Last year's profit was D.kr. 361m. Many people have been hasty in their assessment that the future looked bleak for this well-known group of companies. Once the Company started putting its house in order, however, it demonstrated that not only was there life, there was also a great deal of life within its walls. Unprofitable activities were pruned off. New ones were given special emphasis. We are now beginning to see the result. EAC has also proved its willingness to try new markets. Analyses of the outlook for traditional EAC activities such as shipping and timber are far from encouraging. So it is worthy of special respect that the Company has managed to return such fine results in the face of difficult conditions...

'What warrants special respect is that we still have companies which, regardless of trade cycles, fight their way into the front line and provide an example for others. It's easy throwing up your hands and declaring your position hopeless. It's better to prove that others were wrong when they said something was impossible.'

# ØK-flåden bidrager til sikkerheden til søs

ØK-skibe hædret 88 gange af AMVER



»Jeg er meget glad for at kunne lykønske Deres selskab med det høje aktivitetsniveau for deltagelse i AMVER. Skibe fra ca. 80 lande har gjort sig fortjent til AMVER-hæder som en anerkendelse af en fremragende indsats for sikkerheden til søs verden over.«

Sådan indleder admiral J.S. Gracey, U.S. Coast Guard (Den amerikanske kystbevogtnings-tjeneste) et brev til Kompagniet med fremsendelse af vimpler og certifikater til 12 ØK-skibe, et skib der opereres af det delvis ØK-ejede Forest Product Carriers (International) Ltd. samt ELSAM's to bulkcarriers, for hvilke ØK varetager den tekniske drift og bemanning.

Hædersbevisningerne er videre sendt til følgende skibe, idet tallene i parentes angiver det antal fortløbende gange, skibet er blevet denne hæder til del: »Falstria« (11), »Jutlandia« (11), »Selandia« (10 gange, deraf 7 gange i træk), »Lalandia« (9),

»Meonia« (9 gange, deraf 8 i træk), »Sinaloa« (6), »Samoa« (»Mixteco«) (6), »Morelia« (6), »Siena« (»Tarasco«) (5), »FP Conveyor« (3), »Pattaya« (3), »Panama« (3), »Pasadena« (2), samt »Elsam Fyn« (2) og »Elsam Jylland« (2).

AMVER - Automated Mutual-assistance Vessel Rescue System - er et samarbejde mellem rederier og deres skibe, radiostationer verden over og den amerikanske kystbevogtnings-tjeneste. De deltagende skibe holder kystbevogtningstjenesten orienteret om deres position, således at de omgående kan indsættes i eftersøgnings- eller redningsaktioner for skibe eller flyvemaskiner. Samarbejdet gælder hele jordkloden, dog primært Atlanterhavet og Stillehavet.

For at modtage AMVER-vimpel eller certifikat skal skibet have deltaget i rapportering af positioner mindst 128 dage det pågældende år.

# EAC fleet contributes to safety at sea

– the Company's ships have received  
88 AMVER awards

*Inspector J.K. Thomsen and Capt. J. Ulrik Nielsen, assistant departmental manager, with one of the many AMVER pennants awarded to EAC ships.*

*Inspektør J.K. Thomsen og fuldmægtig, kaptajn J. Ulrik Nielsen med en af de mange AMVER-vimpler, der blev sendt til skibene.*

'I am particularly pleased to congratulate your organisation for the high level of active participation in AMVER. Ships flying flags of some 80 countries have merited 1984 AMVER awards and certificates in recognition of their outstanding contributions to world maritime safety.'

These are the words of Admiral J.S. Gracey, US Coast Guard, in a letter to EAC accompanying pennants and certificates for 12 EAC ships, one vessel operated by the EAC joint subsidiary Forest Product Carriers (International) Ltd., and two bulk carriers owned by the Danish Electric Power Co-operation ELSAM but manned and operated by EAC.

The awards went to the following ships (figures in brackets show number of times the vessel has received the honour): 'Falstria' (11), 'Jutlandia' (11), 'Selandia' (10 times, including 7 consecutive years), 'Lalandia'

(9), 'Meonia' (9, 8 consecutive), 'Sinaloa' (6), 'Samoa' ('Mixteco') (6), 'Morelia' (6), 'Siena' ('Tarasco') (5), 'FP Conveyor' (3), 'Pattaya' (3), 'Panama' (3), 'Pasadena' (2), 'Elsam Fyn' (2) and 'Elsam Jylland' (2).

AMVER – Automated Mutual-assistance Vessel Rescue System – is a system of co-operation operated by shipping companies and their vessels, radio stations throughout the world, and the US Coast Guard. The participating ships keep the Coast Guard informed of their position in order that they can be directed immediately to any emergency area to help ships or aircraft in distress. The system operates throughout the world but primarily in the Atlantic and Pacific.

In order for a ship to receive an AMVER pennant or certificate, the vessel must have contributed position reports on at least 128 days of the year concerned.

# 3 new container vessels for the Pacific

EAC Lines Trans Pacific Service has entered a new, important stage of development which will strengthen its services and forge strong ties with other shipping and trade interests in the Far East, thus laying the foundation for further expansion in the future.

EAC has reached an agreement with Perbadanan Nasional Shipping Line Bhd. (PNSL), owned by Malaysian government interests, and the Liverpool-based Harrison Line for the establishment of a new company - EAC Lines Trans Pacific Service Limited. The new company will have a share capital of US\$ 6m and will take over the activities presently carried out by EAC Lines Trans Pacific Service. EAC TPS of Pasadena will retain responsibility for day-to-day running of the line, which will undergo a number of rationalisation measures.

The line has chartered three new container vessels, each with a capacity of 1,800 TEU containers. These vessels satisfy the Line's need for increased capacity while at the same time offering better transportation economy than the relatively smaller vessels presently in service. By agreement with the owners of the vessels, technical operations - crew, maintenance, etc. - will be the responsibility of EAC Ship Management Services (SMS) and each vessel will have six Danish EAC officers. 'Falstria' and 'Meonia', which now sail for TPS, have been transferred to EAC-PNSL Services Ltd., which is owned equally by EAC and PNSL.

Hong Kong and Taiwan have become increasingly important markets for EAC Lines Trans Pacific Service and consequently it has been decided to discontinue direct calls at Singapore. Singapore and other areas hitherto served by a feeder service

via Singapore will in future be served via Hong Kong by EAC-PNSL's feeder service, which serves the ports of Hong Kong, Singapore, Port Kelang, Jakarta and Fremantle.

The new EAC Lines Trans Pacific Service will mean the opening up of a large new market - South Korea - and the Company has high expectations for this development. In future, the new service will comprise Tacoma, Long Beach, Oakland, Busan, Kaohsiung, Hong Kong, Keelung and Busan - returning to Tacoma.

The present arrangement between EAC and Mitsui OSK - a cross space charter agreement, under which the two lines place cargo space at each other's disposal - will also include the new EAC Lines Trans Pacific Service and will make it possible for the Line to offer regular weekly departures.

# 3 nye containerskibe til Stillehavstrafikken

Kompagniets Stillehavs-linie, EAC Lines Trans Pacific Service, er inde i en ny, betydningsfuld udvikling, der medfører en umiddelbar styrkelse af linien og samtidig betyder etablering af et samarbejde med andre rederi- og handelsinteresser i Det fjerne Østen, som vil kunne danne grundlag for yderligere, fremtidig ekspansion.

ØK er gået i samarbejde med rederierne Perbadanan Nasional Shipping Line Bhd. (PNSL) i Kuala Lumpur, der ejes af malaysiske regeringsinteresser, og Harrison Line i Liverpool m.fl. om dannelsen af et nyt selskab - EAC Lines Trans Pacific Service Limited. Det nye selskab får en aktiekapital på 6 mio. US\$ og overtager EAC Lines Trans Pacific Service's aktiviteter. EAC TPS i Pasadena vil fortsat varetage den daglige ledelse af linien, og der iværksættes en række rationaliseringsforanstaltninger for denne.

Tre nybyggede containerskibe med en kapacitet på hver 1800 containers (20-fods) er indchartret til linien. Disse skibe opfylder liniens behov for øget kapa-

citet og frembyder tillige en bedre transportøkonomi end de nuværende, relativt mindre containerskibe. Den tekniske drift af nybygningerne - bemanning, vedligehold etc. - varetages ifølge kontrakt med skibenes ejere af EAC Ship Management Services (SMS), og hvert skib bemannes med bl.a. 6 danske ØK-officerer. »Falstria« og »Meonia«, der nu sejler for TPS, er overført til EAC-PNSL Services Ltd., som ejes 50/50 af ØK-PNSL.

Hong Kong og Taiwan er i stigende grad blevet centrale markedsområder for EAC Lines Trans Pacific Service, og i konsekvens heraf er det besluttet at ophøre med direkte anløb af Singapore. Singapore og andre områder, som hidtil er blevet betjent med feeder-service via Singapore, vil i fremtiden blive betjent via Hong Kong med EAC-PNSL's feeder-service, der betjener havnene Hong Kong, Singapore, Port Kelang, Jakarta og Fremantle. Den nye EAC Lines Trans Pacific Service vil betyde åbningen af et nyt, stort marked - Sydkorea -, og Kompagniet nærer store forventninger til denne udvikling. Den nye fartplan vil herefter - i rotationsorden - omfatte Tacoma, Long Beach, Oakland, Busan, Kaohsiung, Hong Kong, Keelung, Busan og Tacoma. Den eksisterende aftale mellem EAC og Mitsui OSK - et såkaldt Cross Space Charter Agreement, hvorved parterne gensidigt stiller skibsrum til rådighed for hinanden -, får også virkning for den nye EAC Lines Trans Pacific Service og gør det muligt for linien at tilbyde ugentlige afsejlinger på faste ugedage.

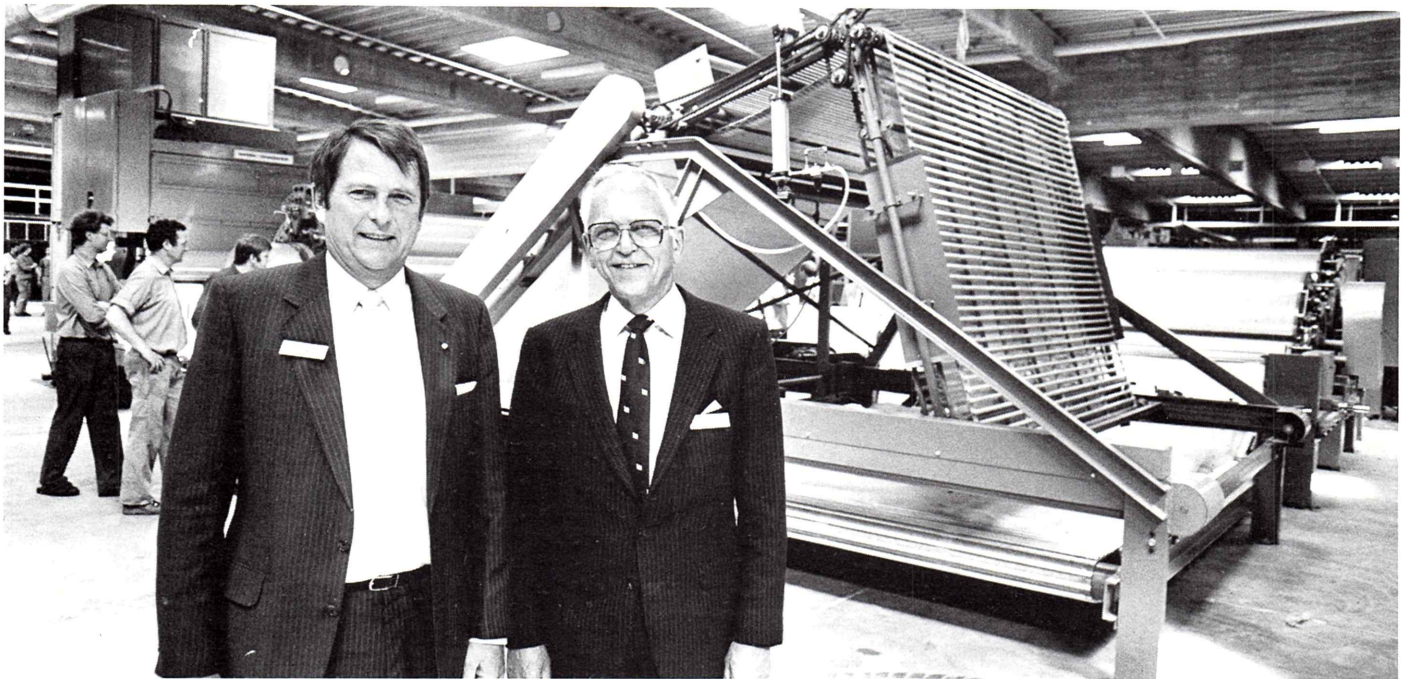


'M.s. Arosia', one of the three new container vessels. The two others are 'M.s. Alameda' and 'M.s. Astoria'.

»M.s. Arosia«, et af de tre nye containerskibe. De to andre er »M.s. Alameda« og »M.s. Astoria«.

# Fibertex øger produktionen med 25 procent

# Fibertex increases output by 25%



En ny produktionshal på 1.900 m<sup>2</sup>, en ny produktionslinie og en ny 1.700 m<sup>2</sup> lagerhal indviedes på ØK-virksomheden Fibertex ApS i Aalborg i maj. Pris: 22 millioner kroner.

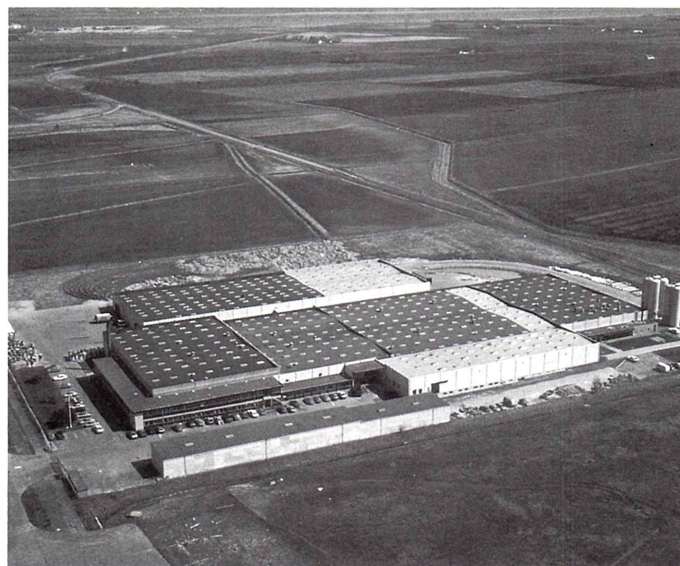
Resultat: En produktionsudvidelse på 25%, ca. 25 nye arbejdspladser og en forøget omsætning, væsentligst på eksportmarkederne.

Udvidelsen af virksomheden har sin glædelige baggrund i en stadig stigende efterspørgsel efter firmaets produkter.

Anvendelsesmulighederne er mange. Fibertex' produkter bruges som bæredug i tæpper, som indlægs- og beskyttelsesstoffer i møbler og madrasser og til isolering og lydæmpning i gartnerier. Som geo-tekstiler anvendes Fibertex som underlag i veje, til kystsikring, m.m. Fibertex kan efter udvidelsen fremstille 65 mio. kvadratmeter banevarer om året, og ikke mindre end 90% af produktionen eksporteres til bl.a. Europa, Nordamerika, Det fjerne Østen og Australien.

*Fibertex' administrerende direktør, Mogens Larsen (t.v.) og bestyrelsens formand, direktør Otto F. Andreasen, ØK, foran en maskine i det nye produktionsanlæg.*

*Mogens Larsen, Fibertex managing director (left), and Otto F. Andreasen, EAC managing director, pictured in the new factory extension.*



*Fibertex har nu 17.000 m<sup>2</sup> under tag.*

*Fibertex now has 17,000 m<sup>2</sup> of closed factory space.*

Fibertex ApS, an EAC subsidiary, opened a new 1900-m<sup>2</sup> production hall, a new manufacturing line and a new 1700-m<sup>2</sup> warehouse in Aalborg in May. Cost: D.kr. 22m.

Result: a 25% increase in production, approx. 25 new jobs, and increased sales, chiefly in the export market.

Expansion has been necessary to meet the growing demand for the company's products.

Fibertex products have a wide range of applications. They are used as carpet backing, as lining in furniture and mattresses, and as thermal and black-out screens, insulation and capillary mats in greenhouses. Fibertex is also used in the form of geo-textiles for securing roads, coastal defences, etc.

With the new factory extension, Fibertex now has an annual capacity of 65m square metres of fabric. More than 90% of production is exported to Europe, North America, The Far East and Australia.

# Malaysian prime minister visits the Company



Prime Minister Dato' Seri Dr. Mahathir bin Mohamad of Malaysia photographed on arrival at EAC Head Office, accompanied by (l. to r.) Henning H. Sparsø, EAC managing director; Knud Enggaard, Danish minister of energy; and (extreme right) T. Wøldike Schmith, EAC board chairman.

The prime minister of Malaysia, H.E. Dato' Seri Dr. Mahathir bin Mohamad, made an official visit to Denmark recently with a delegation of ministers, officials and representatives of the business community.

During his visit the Malaysian head of government, accompanied by the delegation, honoured The East Asiatic Company by attending a lunch at EAC Head Office, where the distinguished Malaysian party met the Danish minister of energy, Mr. Knud Enggaard, representing the Danish government, as well as Ambassador Otto E. Møller, Foreign Ministry director, and other foreign office representatives, including Denmark's ambassador to Malaysia, Mr. Anders Georg.

In a speech the Company chairman, T.W. Schmith, reminded the Malaysian guests that EAC has had associations with their country since the turn of the century. In 1977 EAC set up a locally registered company, The East Asiatic Company (Malaysia) Berhad, which was admitted to the Kuala Lumpur stock exchange within a year.

Today, the Company's activities in Malaysia include three plantations, which are extremely efficiently operated by local managers, the manufacture of pharmaceutical prod-

ucts and food products, sale and service of graphic-arts equipment, export of sawn timber, marine services to and from Malaysian ports, and the manufacture of Danish beer at the Carlsberg brewery set up outside Kuala Lumpur in conjunction with United Breweries, Copenhagen. Close relations were recently formed with the Malaysian state company, Perbadanan Nasional Shipping Line.

Mr. Schmith spoke of the firm contacts the Company has always maintained with the authorities and business community in Malaysia.

In his reply Dr. Mahathir expressed his great appreciation of the contribution EAC has made in Malaysia over a period of many years. The skills and know-how which the company and its employees had brought with them have had great significance in Malaysia's development, he said. And the Malaysian prime minister went on:

'We would like to see more Danes in Malaysia, and we hope and believe that increase in aviation and tourism will mean even better links and contacts between our countries and will further strengthen the economy, affluence and development of Malaysia.'

# Malaysias statsminister besøgte ØK

Malaysias premierminister, H.E. Dato' Seri Dr. Mahathir bin Mohamad, har aflagt officielt besøg i Danmark med en delegation af ministre, embedsmænd og erhvervsfolk.

Regeringschefen glædede under besøget Kompagniet ved sammen med delegationen at deltage i en frokost på ØK's hovedkontor, hvor det fornemme, malaysiske selskab mødtes med energiminister Knud Enggaard som repræsentant for den danske regering, med udenrigsministeriets direktør, ambassadør Otto E. Møller og andre repræsentanter for udenrigsministeriet, deriblandt Danmarks ambassadør i Malaysia, Anders Georg.

I en tale til de malaysiske gæster mindede Kompagniets formand, direktør T.W. Schmith, om, at ØK har haft forbindelse med Malaysia helt fra århundredskiftet. I 1977 etableredes et lokalt registreret datterselskab, The East Asiatic Company (Malaysia) Berhad, der allerede året efter noteredes på børsen i Kuala Lumpur. Og i dag omfatter Kompagniets aktiviteter i Malaysia tre plantager, der drives meget effektivt af lokale ledere, samt fremstilling af far-

maceutiske produkter og næringsmidler, salg af og service på grafisk udstyr, eksport af savet træ, besejling af malaysiske havne og fremstilling af dansk øl på det Carlsberg-bryggeri, der er etableret uden for Kuala Lumpur i samarbejde med De forenede Bryggerier i København. Der er fornylig etableret et nært samarbejde med det malaysiske rederi Perbadanan Nasional Shipping Line.

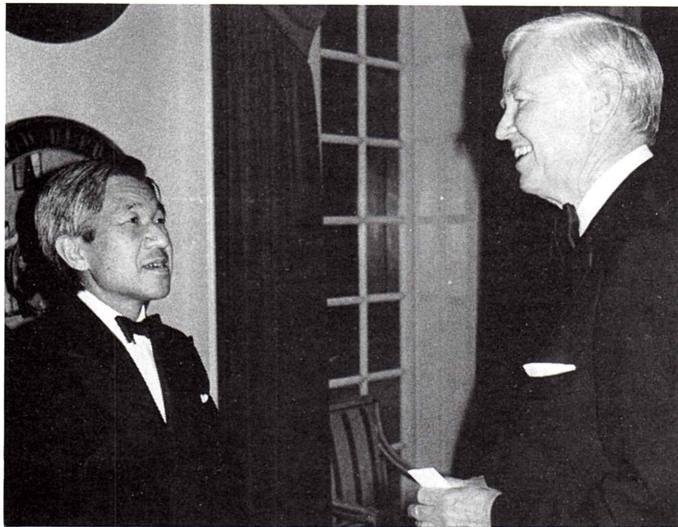
Direktør Schmith omtalte den gode kontakt, Kompagniet altid har haft med myndighederne og erhvervslivet i Malaysia. Og Dr. Mahathir udtrykte i sin svartale sin store påskønnelse af den indsats som ØK i en lang årrække har ydet i Malaysia. Den viden, Kompagniet og dets medarbejdere har bragt med sig, har haft særdeles stor betydning for Malaysias udvikling, sagde regeringschefen. Vi vil gerne se flere danskere i Malaysia, og vi håber og tror, at den voksende lufttrafik og turiststrøm vil betyde endnu bedre forbindelser og kontakter mellem vore lande og vil styrke Malaysias økonomi, velfærd og udvikling yderligere.



Hovedbordet med nogle af deltagerne i ØK's frokost for Malaysias regeringschef og med smukke blomsterdekorationer i de malaysiske farver.

Guests at the main table at the EAC lunch in honour of the Malaysian head of government. The flower decorations were in the Malaysian national colours.

# Imperial visit

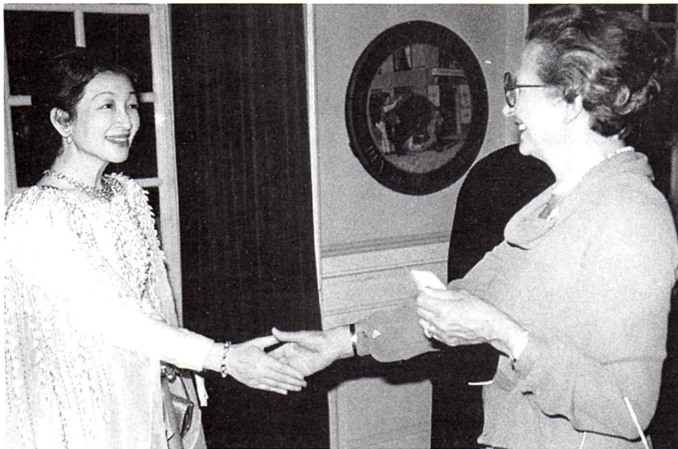


H.R.H. Crown Prince Akihito, who visited EAC Head Office in 1953, pictured with EAC Chairman T. W. Schmith (right).

Their Japanese Imperial Highnesses, Crown Prince Akihito and Crown Princess Michiko paid an official visit to Denmark on June 6-8. The eldest son of the Japanese emperor and the crown princess were received at Copenhagen Airport by Queen Margrethe and Prince Henrik of Denmark. During the visit, their Japanese Highnesses gave a banquet at Sølyst where the guests in-

cluded members of the Danish business community. Among these were EAC chairman, T. W. Schmith, and Mrs. Schmith. The photographs were taken at the banquet.

During the visit an aide was appointed to the crown prince, a Danish lady with a link with The East Asiatic Company. She is Marianne Boel, whose father was Gunnar Buch, formerly EAC branch manager in Japan.



H.R.H. Crown Princess Michiko (left) greets Mrs. Hertha Schmith.

## Kejserligt besøg

Japans kejserlige højheder kronprins Akihito og kronprinsesse Michiko aflagde officielt besøg i Danmark 6.-8. juni. Det japanske kejserspærs ældste søn og kronprinsessen blev i Københavns Lufthavn modtaget af det danske regentpar, dronning Margrethe og prins Henrik. Under opholdet i Danmark gav de kejserlige højheder en banquet på Sølyst for bl.a. dan-

ske erhvervsledere, deriblandt Kompagniets formand direktør T.W. Schmith og frue. Ovenstående billeder blev taget ved denne banquet. Under besøget havde kronprinsessen attachéret en dansk dame, Marianne Boel, med en vis tilknytning til Kompagniet, idet hendes far, Gunnar Buch, i sin tid var ØK's filialbestyrer i Japan.

# Korean minister on EAC visit

On June 5 (Denmark's Constitution Day) the Korean minister of trade, Mr. J.H. Kum, visited the Company's Head Office, where he attended lunch as a guest of EAC executive board.

The minister was on an official visit to Denmark, accompanied by a Korean trade delegation. His party included senior officials from his ministry and representatives of the Korean Ministry of Finance and the Korean Foreign Ministry. The lunch was also attended by the Danish minister of industry, Mr. Ib Stetter, and Ambassadors Jørgen Holm and H.J. Assing as well as the Korean ambassador, H.E. Hakoo Yeon.

The Korean trade delegation included representatives of our joint-venture partners, Lucky Goldstar International, led by

H.J. Lee, president.

Prior to the lunch, representatives of EAC's H & I Division held meetings with senior executives of Lucky Goldstar International. After lunch, Henning H. Sparsø, EAC managing director, had the opportunity to discuss the possibility of expanding relations with Lucky Goldstar International with President Lee.

In the picture Mr. Sparsø is seen in conversation with the Korean Minister of Trade J.H. Kum, the president of Lucky Goldstar International, H.J. Lee, and Denmark's former ambassador to Korea, H.E. Jørgen Holm. In the background are B. Uhde Nielsen, EAC branch manager in Seoul, and U.S. Park, head of department at the Korean Ministry of Trade.



## Koreansk ministerbesøg

Grundlovsdag den 5. juni, besøgte den koreanske minister for Handel og Industri, Mr. J.H. Kum, Kompagniets hovedkontor, hvor direktionen var værter ved en frokost. Ministeren var på officielt besøg i Danmark sammen med en koreansk handelsdelegation. Han var ledsaget af ledende embedsmænd fra sit ministerium, og desuden var der deltagelse fra det koreanske Finansministerium samt Korea's Udenrigsministerium. I frokosten deltog også den danske industriminister Ib Stetter og ambassadørerne Jørgen Holm, H.J. Assing og den koreanske ambassadør i Danmark, Hakoo Yeon. I den koreanske handelsdelegation var repræsentanter fra vor samarbejdspartner Lucky

Goldstar International. Forud for sammenkomsten havde repræsentanter fra H&I Divisionen haft møder med ledende funktionærer fra Lucky Goldstar International. Efter frokosten fik direktør H.H. Sparsø lejlighed til at tale med præsidenten for Lucky Goldstar International om mulighederne for en udvidelse af samarbejdet. På billedet ses direktør H.H. Sparsø i samtale med den koreanske handelsminister, Mr. J.H. Kum, og præsidenten for Lucky Goldstar International, Mr. H.J. Lee samt den nyligt afgåede danske ambassadør, Jørgen Holm. I baggrunden ses Kompagniets filialbestyrer i Seoul, B. Uhde Nielsen, og departementchef Mr. U.S. Park.

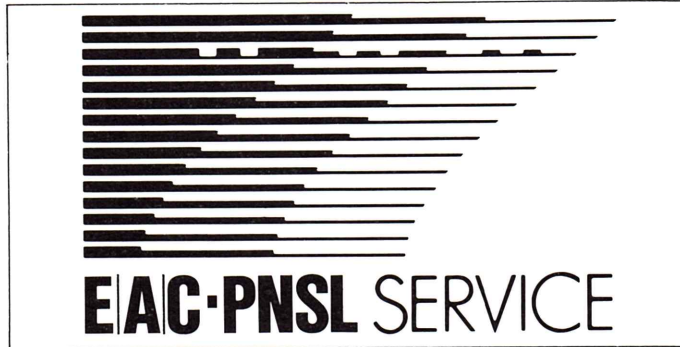
# ØK i nyt rederi-samarbejde

# EAC in new shipping venture

ØK's Stillehavslinie - EAC Trans Pacific Service - og det malaysiske statsrederi PNSL (Perbadanan Nasional Shipping Line) har etableret en skibsrute, der dækker Fremantle i Vestaustralien, Port Kelang i Malaysia, Jakarta i Indonesien, Singapore og Hong Kong.

Den nye linie - EAC-PNSL Service - er en udvidelse af ØK's EAC Fremantle Service, og den anløber de nævnte havne på faste dage med 14 dages mellemrum. På ruten er indsat to skibe - »Falstria« og »Meonia« - med en betydeligt større kapacitet end den hidtidige tonnage på ruten, og som har en betydelig kapacitet for kølegods i containere.

Denne nye, udvidede service dækker de vigtige samhandelsområder Vestaustralien, Sydøstasien og Hong Kong samt Taiwan, Sydkorea, Østmalaysia og Brunei med feeder-skibe. Desuden dækker EAC-PNSL Service trafikken mellem Vest-



*Bomærket for det ny rederi-samarbejde.*

australien/Sydøstasien og USA/Canada gennem et arrangement med EAC Trans Pacific Service, der tilbyder ugentlige afsejlinger.

Perbadanan Nasional Shipping Line er et fuldt ejet datterselskab af Perbadanan Nasional Berhad (PERNAS), der etableredes af Malaysias regering i 1969 med det formål at styrke landets handel og industri.

*The logo used by the new shipping venture.*

EAC Trans Pacific Service and the Malaysian national operator PNSL (Perbadanan Nasional Shipping Line) have set up a service linking Fremantle in Western Australia, Port Kelang in Malaysia, Jakarta in Indonesia, Singapore and Hong Kong.

The new line - EAC-PNSL Service - is an extension of The East Asiatic Company's EAC Fremantle Service and will call at the five ports at regular 14-

day intervals. Two vessels, 'Falstria' and 'Meonia', have been transferred to the service, providing a considerably larger capacity than the tonnage previously sailing between these ports. The two also have substantial capacity for containerised, refrigerated goods. The new, expanded service covers the important trading regions of Western Australia, South-east Asia, Hong Kong, Taiwan, South Korea, Eastern Malaysia and Brunei with feeder ships. EAC-PNSL Service also supports traffic between Western Australia/SE Asia and USA/Canada through an arrangement with EAC Trans Pacific Service, which has weekly sailings. Perbadanan Nasional Shipping Line is a wholly owned subsidiary of Perbadanan Nasional Berhad (PERNAS), established by the Malaysian government in 1969 to strengthen trade and industry in the country.

## Forest Product Carriers

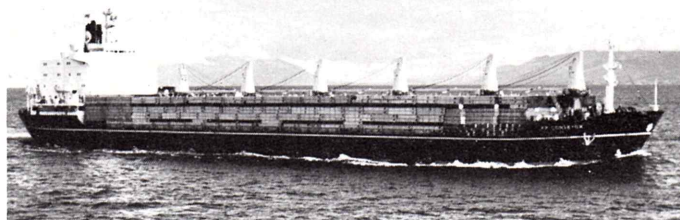
### udvider aktiviteterne

Forest Product Carriers (International) Ltd. (FPCI) - der drives af ØK og Mitsui OSK Lines, Japan, begynder om få uger en regelmæssig vestgående service fra Nordeuropa til Nordamerikas vestkyst, fortrinsvis for transport af stål, gødning og andet masse gods.

Dette er en udvidelse af FPCI's aktiviteter, der hidtil har omfattet transport af skovprodukter fra Nordamerikas vestkyst til UK og Nordeuropa.

Linien har tre skibe og tilbyder afsejlinger ca. hver 5. uge fra basishavnene Brake i Tyskland og Antwerpen i Belgien til Los Angeles eller Long Beach, Oakland, Portland, Seattle og Vancouver eller New Westminster B.C.

Den første afsejling på den nye vestgående rute bliver »FP Conveyor« i første halvdel af august, efterfulgt af »FP Carrier« i september og »FP Clipper« i oktober.



*»FP Conveyor« - første skib på den nye, vestgående rute. The 'FP Conveyor' will open the new westbound service.*

### expands its activities

Forest Product Carriers (International) Ltd. (FPCI), a company operated jointly by EAC and Mitsui OSK Lines, Japan, will commence a regular westbound service from northern Europe to the west coast of North America, primarily for the shipment of steel, fertiliser

and other bulk cargo.

This is an expansion of FPCI's activities, which have hitherto involved the shipment of forest products from the west coast of North America to the UK and northern Europe.

The line has three ships, offering a service approximately every five weeks from base ports Brake (Germany) and Antwerp (Belgium) to Los Angeles or Long Beach, Oakland, Portland, Seattle (in the USA) and Vancouver or New Westminster (Canada).

The first shipment in the new westbound service will be with the 'FP Conveyor' during the first half of August, followed by the 'FP Carrier' in September and the 'FP Clipper' in October.



# Øget kapacitet på ScanCarriers-ruten til Australien og New Zealand

Den skandinaviske samsejling ScanCarriers, hvis danske deltagere er ØK, har truffet aftale med rederiet Barber Blue Sea i Oslo om tonnage-samarbejde.

Aftalen betyder, at ScanCarriers nuværende ro/ro-service til Australien og New Zealand opretholdes ved indsættelse af fire BBS-skibe til at besejle ruten sammen med ScanCarriers' to skibe: m.s. »Tourcoing« og m.s. »Boogabilla«.

Alle seks skibe er af den såkaldte 2. generation med en kapacitet svarende til ca. 1.800 20' containers hver, og det vil sige, at den nuværende afsejlingsfrekvens på ruten opretholdes, men at ScanCarriers forøger kapaciteten i forhold til den hidtidige besejling med bl.a. 1. generationsskibe, som nu er solgt. Der er direkte anløb af følgende havne i Europa: Göteborg, Hamburg og Rotterdam, og i Australien/New Zealand anløb

bes Fremantle, Melbourne, Sydney, Brisbane og Auckland. Efter at have losset i Australien og New Zealand fortsætter skibene til Det fjerne Østen for at laste i BBS' service derfra til USA, og fra USA's østkyst fortsætter skibene til Europa for at laste på ScanCarriers-ruten til Australien og New Zealand.

Det nye arrangement sikrer og forbedrer ro/ro-servicen fra Europa til Australien/New Zealand og giver ScanCarriers større fleksibilitet med hensyn til dækning af europæiske afskiberes behov. Udover containere med tør- og kølelast modtages flat racks (åbne containere), hele units, dellaster i samlecontainere, kørende materiel, svært gods og projektladninger. Endvidere tilbyder ScanCarriers fortsat afskibninger med specialskibe til biltransport.

# Increased capacity on ScanCarriers service to Australia and New Zealand

ScanCarriers, the Scandinavian joint service in which EAC is the Danish partner, has arranged with Barber Blue Sea, the Norwegian line, for tonnage co-operation.

Under the agreement ScanCarriers' present ro/ro service to Australia and New Zealand will be maintained when four BBS vessels join ScanCarriers' two ships: m.s. 'Tourcoing' and m.s. 'Boogabilla'.

All six ships are so-called 2nd generation vessels, each with a capacity corresponding to 1,800 20' containers. This will make it possible to maintain the present sailing frequency on the service – but with a greater capacity than the 1st generation ships previously on the service (and now sold).

There will be direct calls at Gothenburg, Hamburg and Rotterdam in Europe and Fremantle, Melbourne, Sydney,

Brisbane and Auckland in Australia/New Zealand.

After discharging cargo in Australia and New Zealand the ships will proceed to the Far East to load as part of the BBS service to the United States, and from the east coast of the USA they will sail to Europe to reload for the ScanCarriers service to Australia and New Zealand.

The new arrangement secures and improves the ro/ro service from Europe to Australia and New Zealand and improves ScanCarriers' flexibility with a view to meeting the needs of European shippers. In addition to containers with dry and refrigerated cargo, the service will handle flat racks, whole units, part loads in shared containers, rolling equipment, heavy cargo and project cargo. ScanCarriers will also continue to offer shippers special-purpose vessels for motor-vehicle shipments.



*Et af skibene i ScanCarriers-samsejlingen.*

*One of the vessels serving on the ScanCarriers joint service.*

# Fransk ordre og amerikansk agentur til ØK Data

Informatik-systemer til stort, fransk rederi

# French order, American agency for EAC Data

Informatics systems for large French  
shipowner



*Lene Mørk, EAC Data programmer, with Nadia Becker, programmer with Chargeurs Reunis, and the French company's EDP manager, H. Creusat.*

ØK Data har sluttet kontrakt om levering af edb-løsninger til Chargeurs Reunis, Frankrigs største privatejede rederi, der dermed får en moderne, integreret informatikløsning til dets linietrafik.

Systemerne omfatter løsninger, der sættes i drift på rederiets hoved-computer, og en computerisering af alle liniens egne agenturer, der gennem General Electric Information Service Company's (GEISCO) ver-

densomspændende netværk binder alle rederiets linieaktiviteter sammen i ét stort system. Installationen af systemerne gennemføres af ØK Data's egne medarbejdere, der også står for træning af det franske rederis edb-stab. De systemer, som ØK Data har udviklet og raffineret gennem de seneste 15 år, benyttes også af danske rederier, blandt andre Mercandia Rederierne og Rederiet Dannebrog, samt naturligvis ØK.

## Agentur for amerikansk programmefabrik

ØK Data har fået agenturet for Danmark for Cullinet, en af verdens største programfabrikker, hvis markedsandel i USA kun overgås af IBM.

Det mest moderne på programmel-området er døbt relationsdatabasesystemer med 4'ede generationsværktøjer, der mulig-

gør, at systemudviklingen i langt højere grad end hidtil bliver udført og præget af de daglige brugere.

Det nye programmel passer ind i ØK Data's øvrige produktsortiment, der henvender sig til store private og offentlige virksomheder.

EAC Data has signed a contract for the supply of data systems to Chargeurs Reunis, France's largest privately owned shipping company, securing for that company a modern, integrated informatics system for its liner traffic.

The systems will operate on the French company's mainframe computer and will computerise all of the line's own agencies, linking them into one complete system via the international

network maintained by GEISCO (General Electric Information Service Company). The systems will be installed by EAC Data personnel, who will also train the French company's computer staff.

The systems have been developed and updated by EAC Data over the past 15 years and are also used by Danish shipping companies, including Mercandia, Dannebrog – and, of course, EAC.

## Agency for American software house

EAC Data has obtained the agency for Denmark for Cullinet, one of the world's largest software houses, with a market share in the United States second only to IBM.

The latest development in software is relational database systems, fourth generation tools

enabling system development to a greater extent than hitherto to be undertaken and influenced by the end user.

The new software complements EAC Data's other products, which are aimed at large private and public enterprises.

## ØK repræsenterer kommunikationsudstyr fra CASE

Det første år, hvor det danske ØK-datterselskab, CompuDan ApS, var distributør for CASE udstyr, har virksomheden med succes udnævnt de danske telemyndigheder som underdistributører, hvilket har resulteret i, at CompuDan/CASE nu har en markedsandel på 30% af det danske marked for avanceret data kommunikationsudstyr.

CompuDan markedsfører dedikerede tekst- og databehandlingsanlæg i Danmark og opnåede i 1984 agenturet for CASE i Danmark inkl. Grønland og Færøerne.

For at beholde sin position som den førende leverandør af kommunikationsudstyr og for at opnå en højere markedsandel i U.S.A., opkøbte CASE firmaet RIXON, som tidligere var agent for CASE i U.S.A., men som også selv producerer produkter som supplement til CASE's sortiment.

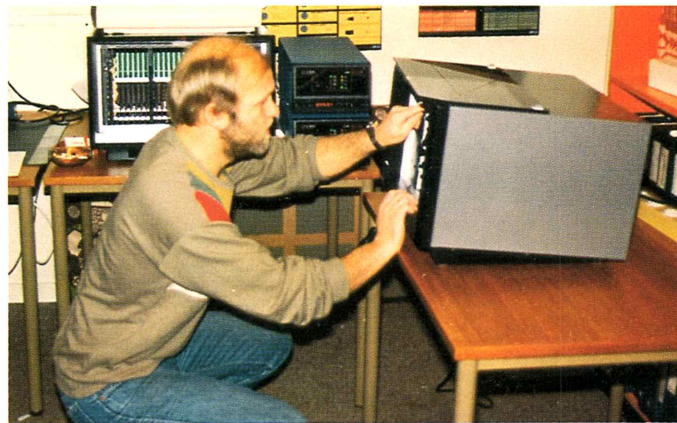
CASE's produkt-strategi er at tilbyde et sammenhængigt sortiment, som kan tilfredsstille ethvert behov for datatransmission. Dette være sig en mikro-datamat, som kan tilsluttes større edb-anlæg i en anden del af verden.

CASE's produktsortiment består af 3 hovedprodukter, hvor GRAPEVINE er et lokalt netværk, der ikke kræver ny kabelføring eller dyre koblinger, da udstyret benytter det allerede

eksisterende telefonnet uden nogen form for forstyrrelse af almindelige samtaler.

GRAPEVINE kan umiddelbart sammenkobles med DCX produktet, således at det interne netværk har adgang til verdensomspændende kommunikation. De forskellige modeller i DCX sortimentet tillader brugere at opbygge et datanetværk, som forbinder et firmas forskellige afdelinger over hele verden.

Det nyeste produkt fra CASE er BEELINE, et elektronisk postsystem. Et enkelt BEELINE system tilsluttet et datanetværk vil gøre det muligt for alle terminaler, der er tilsluttet – enten lokalt eller fjernt – at udfærdige meddelelser og sende disse automatisk.



Allan Andersen, CompuDan, tester CASE-udstyr på Grønland.  
Allan Andersen, CompuDan, tests CASE equipment in Greenland.

## EAC represents CASE communications equipment

In its first year as distributor of CASE equipment, CompuDan ApS, a Danish EAC subsidiary, has successfully appointed the Danish telephone authority as a sub-distributor. This means that CompuDan/CASE now enjoy a market share of approximately 30% of the dedicated data and message switching market in Denmark.

CompuDan distributes word and data processing equipment and took on the agency a year ago for CASE Ltd. for Denmark, Greenland and the Faroe Islands.

In order to maintain its position as the leading supplier of communications equipment and to enjoy a higher market share in the United States, CASE acquired RIXON, an American

company whose products complemented the CASE range.

CASE's product strategy is to provide an interlocking set of products which can satisfy any computer communication requirement. This may be a personal computer wishing to have dial-up access to a larger, remote machine for exchange of data – or it may be a worldwide network embracing mainframes, mini computers, word processors, micros and terminals from a wide variety of vendors.

CASE's product range includes three major products, one of which is 'GRAPEVINE'. This is a local area network which requires no new cabling or expensive interface units, as it makes use of existing internal telephone wires without any interference with normal voice usage.

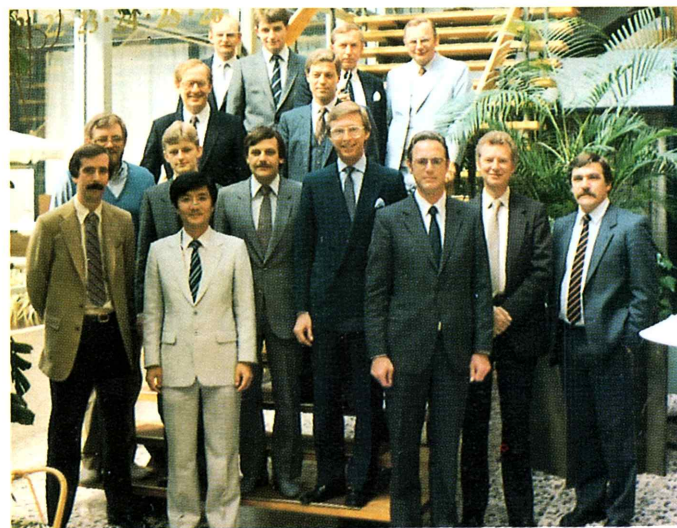
GRAPEVINE has ready access to the world via the DCX range of wide area products. DCX products enable users to build data networks which link all their locations across the country or around the world.

The latest product from CASE is BEELINE for electronic mail exchange. A single BEELINE system interfaced to a data network will allow all terminals or devices, locally or remotely, to prepare messages and have them sent automatically.

## Informatik Divisionen på Hannover Messen

ØK-medarbejdere fra Europa, Afrika, Det mellemste og Det fjerne Østen samt Nordamerika deltog i Hannover Messen for at studere de udstillede produkter og føre drøftelser med nuværende og eventuelle nye leverandører.

Før messen havde Informatik Divisionen arrangeret et CPT-salgseminar hos ØK-dattervirksomheden CompuDan. Messebesøget blev yderligere fulgt op af et to-dages møde i København til diskussion af messen og divisionens fremtidige strategier. Billedet viser informatikmedarbejdere efter besøget på Hannover Messen.



## Informatics Division at Hannover Fair

EAC staff based in Europe, Africa, Middle East, Far East and North America attended the Hannover Fair to study the products on display and negotiate with existing and potential suppliers.

Before the fair, the Informatics Division had arranged a CPT sales seminar at the offices of CompuDan, the EAC subsidiary. And the fair was also followed by a two-day meeting in Copenhagen to discuss the fair and the Division's future strategy.

Informatics staff are photographed after visiting the Hannover Fair.

# R.T. Briscoe (Nigeria) klar til at møde nye udfordringer.

Nyt hovedkontor i Nigeria



Den nye kontorbygning i Matori. *New office building at Matori.*

R.T. Briscoe (Nigeria) Limited, hvori ØK har en 40% aktieandel, har taget et nyt hovedkontor i brug. Det ligger i Matori i udkanten af Lagos, 16 km fra byens centrum og tæt ved Murtala Mohammed International Airport. Her er nu alle divisioner samlet, med undtagelse af motordivisionen.

Denne har fået til huse i egne lokaler i Isolo, fem minutters kørsel fra hovedkontoret. Motordivisionen sælger og yder service på VW-automobiler, der samles i Nigeria, og yder service på Toyota og Volvo, som Briscoe importerer før indførelsen af importforbud for automobiler.

Efter nogle år med utilfredsstillende økonomiske resultater, giver R.T. Briscoe nu atter overskud. Udsigterne for det kommende regnskabsår bedømmes med forsigtig optimisme, og efter de gennemførte rationaliseringer og konsoliderin-

ger er virksomheden godt rustet til at møde nye udfordringer.

Fremtidsplanerne omfatter investering i industri, idet lokal industri er et vigtigt led i regeringens udviklingsprojekter som et middel til at bevare udenlandsk valuta og nedsætte importen.

Planerne for det første industriprojekt er langt fremme, og det ventes, at startskuddet vil lyde senere på året.

R.T. Briscoe har iøvrigt måttet afpasse organisationen efter Nigerias alvorlige økonomiske situation. Dette har medført lukning af et antal filialer rundt om i landet og indskrænkning af medarbejderantallet. I dag drives virksomheden fra Lagos med filialer i Ibadan og Kano. Den nye fireetages kontorbygning er nabo til den gamle tekniske divisions toetages kontorbygning. Derudover består komplekset i Matori af 10 lager- og værkstedshaller, kantine, ri-

gelig parkeringsplads og en generatorbygning med tre kraftige generatorer. I kontorbygningerne er udstillingslokaler, uddannelseslokaler, lægeværelse, m.m.

Den økonomiske tilbagegang

for Nigeria har også medført en nedgang i antallet af ikke-nigerianske medarbejdere, og de tilbageværende bor nu næsten alle i en beboelsejendom, som Briscoe ejer i Apapa.



*Chairman of the board at R.T. Briscoe (Nigeria), Chief O.J. Odoji (second right) during a visit to EAC Head Office, Copenhagen. Also in the picture (r. to l.): Henning H. Sparsø, EAC managing director; Klavs R. Thomsen, assistant general manager; Flemming Marcher, general manager and Briscoe director; and, extreme left, Peer Marcher, Briscoe managing director.*

# R.T. Briscoe (Nigeria) ready to face new challenges

## New head office in Nigeria

R.T. Briscoe (Nigeria) Ltd., in which EAC has a 40% holding, has moved into a new head office. It is in Matori on the outskirts of Lagos, 16 km from the centre of town and close to Murtala Mohammed International Airport. It houses all divisions except Motors.

The Motors division has its own premises at Isolo, less than five minutes' drive from the new head office. It sells and services Volkswagen vehicles assembled in Nigeria and services the Toyota and Volvo vehicles sold by Briscoe prior to the government's ban on motor-vehicle imports.

After several years' unsatisfactory economic results, R.T. Briscoe now shows a profit. The immediate outlook for the coming financial year is one of guarded optimism, and with rationalisation and consolidation plans almost complete, the company is now well prepared

for the challenges that lie ahead.

Future plans include investment in industrial ventures, local manufacturing being a priority area in the Nigerian government's industrial development programme as a means of conserving foreign exchange and reducing imports.

Plans are well under way for the first of these industrial ventures, and it is expected that the final go-ahead will be given later this year.

R.T. Briscoe has gradually adjusted its organisation to Nigeria's severe economic recession. This has included the closure of several up-country branches and staff reductions. Today, the company is operated from Lagos, with branches in Ibadan and Kano.

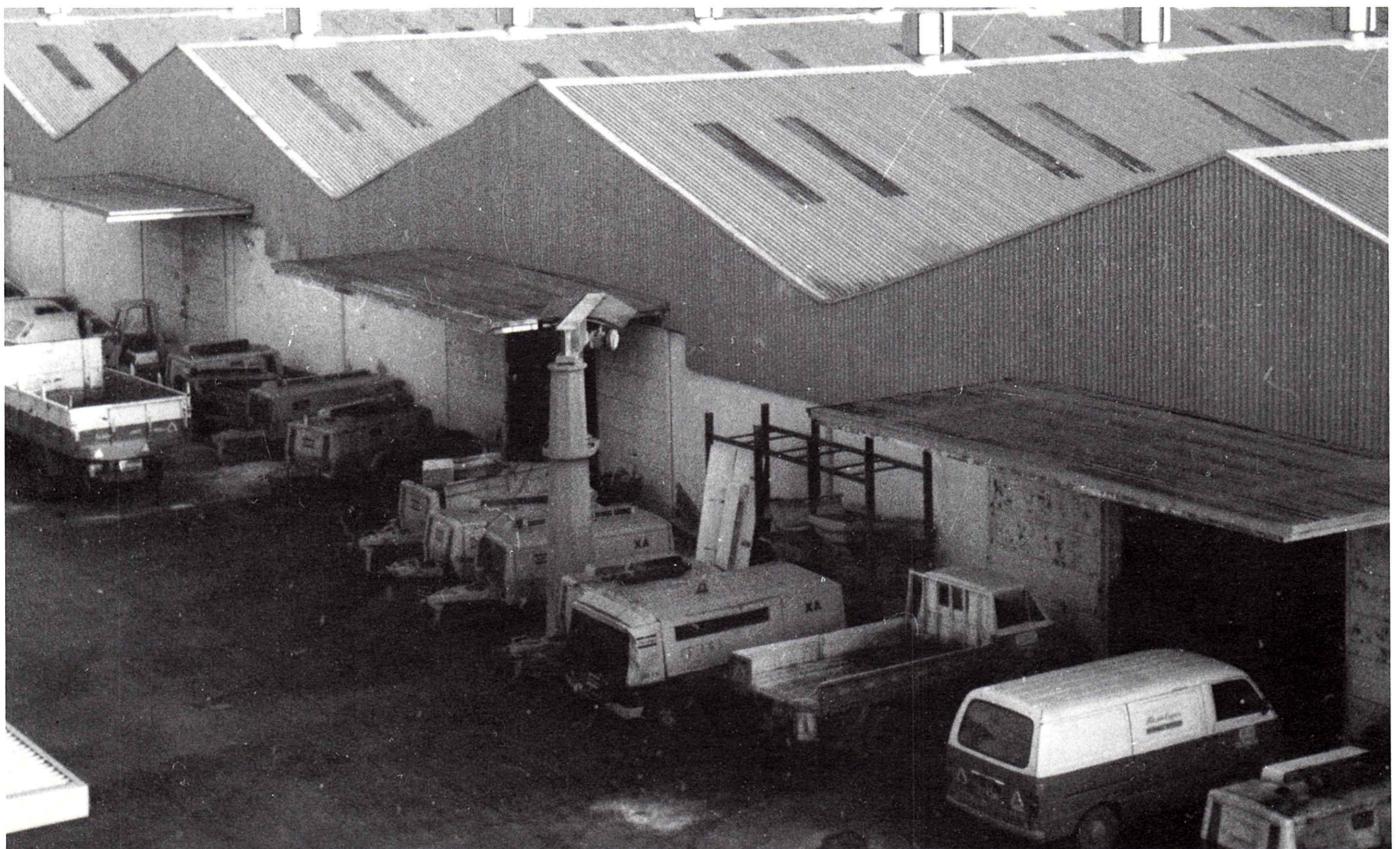
The new four-storey office building is situated next to the two-storey office block formerly occupied by the Techni-

cal Division. In addition, the property in Matori comprises 10 warehouses and workshops, staff canteen, ample parking space, and a generator house with three large generating sets. The office premises include showrooms, training facilities, staff clinic, etc.

Nigeria's economic recession has also necessitated a sharp cutback in the number of expatriate staff, and it has been possible to accommodate almost all remaining staff in a company-owned block of flats at Apapa.

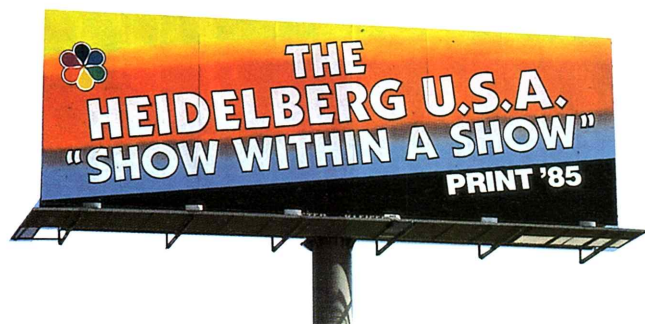


*Lejligheder i Apapa for den udsendte stab.  
The expatriate staff residential flats at Apapa.*



*Del af lagerkomplekset i Matori. View of part of the warehouse complex at Matori.*

# US exhibition great success for EAC print subsidiary



During the period April 13-20, 1985, the EAC subsidiary, Heidelberg Eastern, Inc., participated in the Print 85 Exhibition in Chicago, a graphic arts machinery show covering 674,000 sq. ft. of show space for the 705 exhibitors.

Over 90,000 visitors went to P-85 and saw the record-breaking 75,600 sq. ft. Heidelberg U.S.A. exhibition which occupied an entire hall and was quickly dubbed "The Show within the Show" because the size and the fact that 88 separate pieces of equipment were exhibited by far dwarfed other exhibitors' booths.

Many months of planning and preparation went into this show and some of the logistics were staggering – 500 EAC/Heidelbergers occupied 350 hotel rooms – 36 40-foot tractor trailers went to Chicago with machinery that was consolidated for shipment in one of Heidelberg Eastern's warehouses. Traffic in Glendale, New York, came to a standstill when the huge caravan went on the road – 75 mechanics and several Chicago crews assisted in putting the machines on the floor and taking them down again. A total of 85 tons of paper and 1 ton of printing ink were consumed for production on and demonstration of the equipment during the exhibition. Total sales at the show came to US\$ 26.5 Million – with much more expected from the 3700 leads obtained.

## Heidelberg Eastern produced 100,000 books

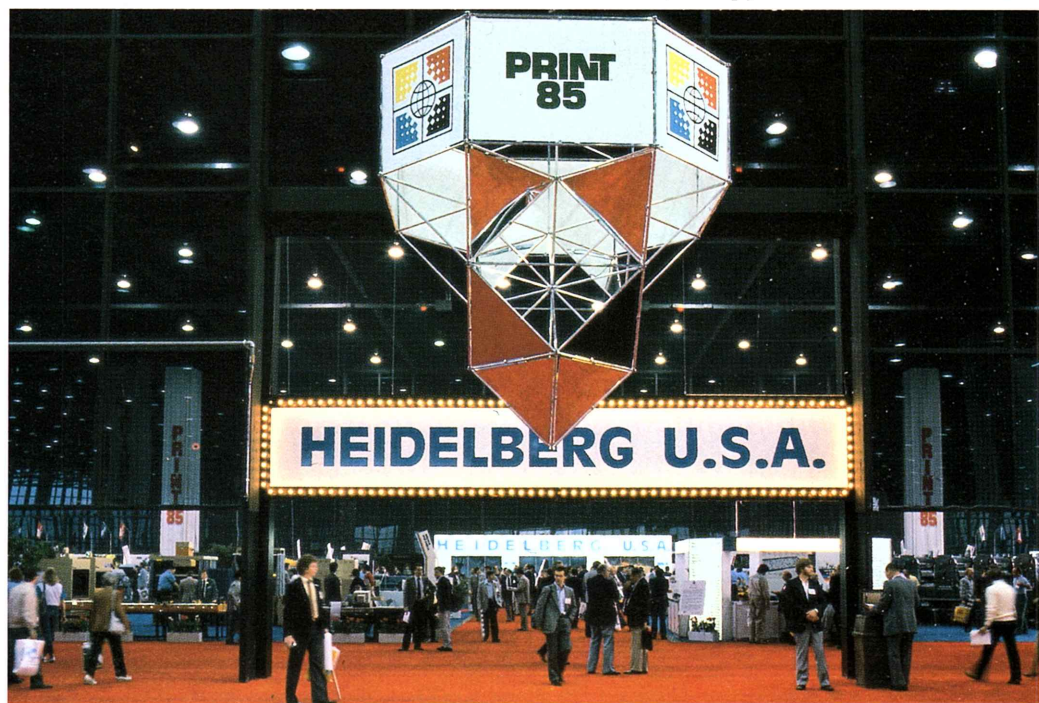
As usual, when Heidelberg Eastern is at a show, most ma-

chines on the floor were running actual jobs, the most impressive of which was the production and completion of the largest "live" job in graphic arts machinery show history. In cooperation with the National Association of Printers and Lithographers U.S.A., 100,000 full-colour 64-page perfect-bound books were produced needing 8 million impressions for the 800,000 signatures required. The text and illustrations were printed on the new Heidelberg, 8-page, web-offset press shown for the first time in public in the U.S.A. The covers were produced on a 6-colour Heidelberg 102 Speedmaster and a M-Offset, 2-colour perfector. The books were then perfect bound on a Sulby 4000 Binder and finished in-line on a Stahl VBF 3-knife trimmer.



*The 100,000 Heidelberg Offset Press, a 102S-Speedmaster with CPC controls.*

*Entrance to the 75,600 sq.ft. HEIDELBERG HALL.*



The logistics of producing such a job in the high-risk, high-exposure setting of a trade show were, of course, enormous but six months of preparations spent in developing time-critical schedules and co-ordinating arrangements paid off with an outstanding success that will remain the topic of conversation, the source of inspiration and a good sales argument for the Heidelberg web for a long time to come – as a matter of fact, Heidelberg Eastern sold 2 web presses at the show.

### Star attraction went to good customer

Another of the star attractions at Print 85 was the 100,000th offset printing press manufactured by Heidelberg – a Speedmaster, 6-colour, complete with CPC controls and dampening system, which was purchased by a very good Heidelberg Eastern customer, L.P. Thebault Co., who already owns two Heidelberg webs and 27 Speedmaster printing units.

Dr. Wolfgang Zimmermann of Heidelberg Druckmaschinen formally turned over the anniversary press to Mr. Thebault and presented him with a commemorative copper plaque engraved with the signatures of all the designers, engineers and everyone else involved in the manufacture and service of this press. This ceremony was performed at one of two champagne breakfasts at which prestigious customers and members of Heidelberg Eastern's "Speedmaster Club" were invited.

### April 15 was Heidelberg Day

Due to the extraordinary commitment made by Heidelberg Eastern at Print 85, Mayor Harold Washington, of Chicago, officially proclaimed April 15, 1985 as "Heidelberg U.S.A. Day" in Chicago. The actual proclamation was quickly type-set in Old English style lettering and printed on the T-Offset for distribution to the customers who with pride shared this honour, signifying the city of Chicago's and the Illinois customers' support of Heidelberg Eastern's efforts. In support of Chicago's endeavours to continuously improve possibilities for graphic arts education, Heidelberg Eastern's

president, Mr. Hans Peetz-Larsen, donated a T-Offset press to Dr. Howard Denton of the Chicago Board of Education.

As a tribute to all the principals EAC represent worldwide, Mr. Bent Kierkegaard, general manager EAC, hosted a cocktail party during the show, the many EAC branch representatives attending.

To honour and thank the manufacturers Heidelberg Eastern represents for their help at Print 85, a gala dinner was also held in Chicago during which Mr. Hans Peetz-Larsen presented Dr. Wolfgang Zimmermann, Heidelberg Druckmaschinen, with an original lithograph by the famous American artist Norman Rockwell. The lithograph shows Benjamin Franklin, patron of all American printers, signing the Declaration of Independence. In presenting the picture, Mr. Peetz-Larsen thanked Heidelberg Druckmaschinen for the honour of allocating the 100,000th offset press to Heidelberg Eastern for exhibition at Print 85.



*Dr. W. Zimmermann displays the Norman Rockwell Litho presented by Hans Peetz-Larsen, left. To the right Mr. Henning H. Sparsø, managing director, EAC.*



*Three old friends met at the gala dinner, from left Rolf and Karl Mohr, Polar and S-J. Højtved Pedersen, Heidelberg Eastern Inc. P-85 co-ordinator.*



*It took 85 tons of paper and 1 ton of ink to produce all the »show jobs«.*

# Stor succes for ØK-selskab på graf

ØK-datterselskabet Heidelberg Eastern, Inc., New York, deltog med stor succes i april i Print 85, Chicago, en grafisk udstilling, hvor ca. 63.000 m<sup>2</sup> udstillingsareal var til disposition for de 705 udstillere.

Over 90.000 besøgte P-85 og så Heidelberg U.S.A.'s rekordstore udstilling på over 7.000 m<sup>2</sup>, 1/9 af den samlede udstilling. Den beslaglagde en hel hal og blev hurtigt døbt »Udstillingen i udstillingen« på grund af størrelsen. 88 forskellige enheder var udstillet, og de andre udstilleres stande forekom små i forhold dertil.

Mange måneders planlægning lå forud for deltagelsen i messen, og logistikarbejdet var kolossalt. 500 medarbejdere fra EAC/Heidelberg optog 350 hotelværelser, og 36 40-fods traktortrailere transporterede maskiner til Chicago fra en af Heidelberg Eastern's lagerbygninger. Trafikken i Glendale, på Long Island, gik i stå, da den store karavane satte sig i gang. 75 montører og mandskab fra udstillingen medvirkede ved opstilling og nedtagning af maskinerne. 85 tons papir og een ton trykfarve blev forbrugt til produktion på og demonstration af det udstillede udstyr.

Det totale salg rundede 26,5 mio US\$, og mange flere ordrer ventes efter de 3.700 forespørgsler, der modtoges på messen.

## Heidelberg Eastern fremstillede 100.000 bøger.

Som sædvanlig på Heidelberg Eastern's udstillinger udførte de fleste maskiner bestillingsarbejde, hvoraf det mest imponerende var den hidtil største produktion på nogen grafisk udstilling. I samarbejde med National Association of Printers and Lithographers U.S.A. fremstilledes 100.000 indbundne bøger på 64 sider med farveillustrationer, hvortil medgik 8 millioner aftryk til de ca. 800.000 signaturer, som bøgerne indeholdt.



*The Web-offset in action.*

Teksten og illustrationerne blev trykt på den nye Heidelberg 8 A4-siders offset-rotationspresse, der her vist for første gang offentligt i U.S.A. Bogomslagene fremstilledes på en 6-farve Heidelberg 102 Speedmaster og en M-Offset, 2 farve for skøn- og vider-tryk. Bøgerne blev derefter indbundet på en Sulby 4000 bogbinderimaskine og skåret til på en Stahl VBF 3-knivs trimmer. Logistikarbejdet i forbindelse med etableringen af en sådan udstilling var som nævnt enormt stort, men seks måneders forberedelse lønnedes med en enestående succes, der i lang tid vil være et samtaleemne, en kilde til inspiration og et godt salgsargument for Heidelberg rotationspressen. Allerede på selve udstillingen solgte Heidelberg Eastern to af disse maskiner.

## Udstillings-attraktion leveret til god kunde.

En anden attraktion på Print 85 var Heidelberg offset-presse nr. 100.000, - en 6-farve Speedmaster, komplet med CPC-kontrol og fugtesystem. Den blev købt af en god Heidelberg-kunde, L.P. Thebault Co., der allerede har to Heidelberg offset-rotations-

pressionspresser og 27 Speedmaster trykenheder.

Dr. Wolfgang Zimmermann, Heidelberg Druckmaschinen's administrerende direktør, overdrog formelt jubilæumsmaskinen til Mr. Thebault og forærede ham en kobberplakette med indgravning af underkrifter for alle de designere, ingeniører og andre, der havde deltaget i fremstillingen af maskinen. Ceremonien fandt sted ved en af de champagnefrokoster, hvortil fremtrædende medlemmer af Heidelberg Eastern's »Speedmaster Club« var inviteret.

## 15.april udnævnt til Heidelberg dag

På grund af Heidelberg Eastern's ekstraordinære indsats på



*Hans Peetz-Larsen presents a T-Offset press to Dr. Howard Denton, Chicago Board of Education.*



# sk messe i U.S.A.

Print 85 proklamerede Chicago's borgmester, Harold Washington, officielt den 15. april 1985 som »Heidelberg U.S.A. Day« i Chicago. Selve proklamationsdokumentet blev hurtigt sat og trykt på en T-Offset maskine og uddelt til kunderne. Til støtte for Chicago bys arbejde for til stadighed at forbedre mulighederne for den grafiske uddannelse skænkede lederen af Heidelberg Eastern, Hans Peetz-Larsen, en T-Offset presse til Dr. Howard Denton fra Chicago's uddannelsesråd. Til ære for alle de principaler, som ØK repræsenterer verden over, gav underdirektør Bent K. Kierkegaard, lederen af ØK's grafiske division, et cocktail party, hvori også deltog mange repræsentanter for ØK-

virksomheder verden over. Under en gallamiddag for de mange fabrikker, som Heidelberg Eastern repræsenterer, overrakte Hans Peetz-Larsen Dr. Wolfgang Zimmermann, Heidelberg Druckmaschinen, et originalt litografi af den berømte amerikanske kunstner Normann Rockwell. Det forestiller Benjamin Franklin, alle amerikanske bogtrykkes protektor, der underskriver uafhængighedserklæringen. Samtidig takkede Hans Peetz-Larsen Heidelberg Druckmaschinen for den ære, det var for Heidelberg Eastern at få stillet offsetpresse nr. 100.000 til rådighed under Print 85.



Checking the NAPL-job.



Table No. 1 at the gala dinner: From left Karl Mohr; B.K. Kierkegaard; Mrs. Zimmermann; Hans Peetz-Larsen; Dr. W. Zimmermann; Henning H. Sparsø; and W. Jeschke.



(L to r) Hans Peetz-Larsen, president, Heidelberg Eastern, Inc.; Louis P. Thebault, chairman L.P. Thebault Co.; Brian Thebault, president; and Dr. Wolfgang Zimmermann managing director, Heidelberg Druckmaschinen Aktiengesellschaft, with the copper plaque in front of the »Golden Anniversary« press.



Guests at EAC's cocktail party.- From left: Horst Schade, Polar; S-J. Højtved Pedersen; Peter Poulsen; David Dolinsky, HEI; B.K. Kierkegaard; Rolf Hunkeler; and Hans Peetz-Larsen.



Summit meeting. - From left Henning H. Sparsø; Dr. W. Zimmermann; Hans Peetz-Larsen; and B.K. Kierkegaard.

# Plumrose – a world name in food products

By Erik Bang-Jensen

## 20 years in the EAC Group

It was on July 12, 1965, that The East Asiatic Company officially took over the Danish food company, Plumrose, by then a world-renowned exporter of Danish canned meats and other food products and also a well-established brand on the Danish home market.

Plumrose was founded in January 1864. For many years development concentrated on the production of canned meats, cheeses, canned fruits and vegetables in Denmark, partly for export, partly for the domestic market.

A privately-owned company, Plumrose reached the stage where it wanted to accelerate its internationalisation and expand into an internationally oriented food company. The East Asiatic Company, with its international network of activities, purchased Plumrose. EAC expertise in international trade, combined with Plumrose expertise in food processing and marketing proved a successful combination.

Today, the Plumrose is a group of 21 companies, as it appears from the organisation chart.

Annual turnover has increased from D.kr. 460m in 1967 to D.kr. 3,800m in 1984, and the Plumrose Group employs about 4,000 people. The chairman is J. Arthur Hansen, managing director, EAC.

The following is a summary of its many activities:

**Plumrose Food Division Denmark** operates two factories in Viby and Ebeltoft, producing about 25,000 tons of meat annually. The Viby factory concentrates on canned meat for export, the Ebeltoft facility specialises in refrigerated meats and delicatessen for the Danish market.

**Plumrose-Böklunder, West Germany** engages in sausage production, annually manufacturing about 20,000 tons – or 20% of the total volume of industrially produced sausages consumed in West Germany. Plumrose-Böklun-

Plumrose worldwide assortment.



der also operates a catering company and a transport company. Its aim in diversification is to avoid the vulnerability of a one-product company.

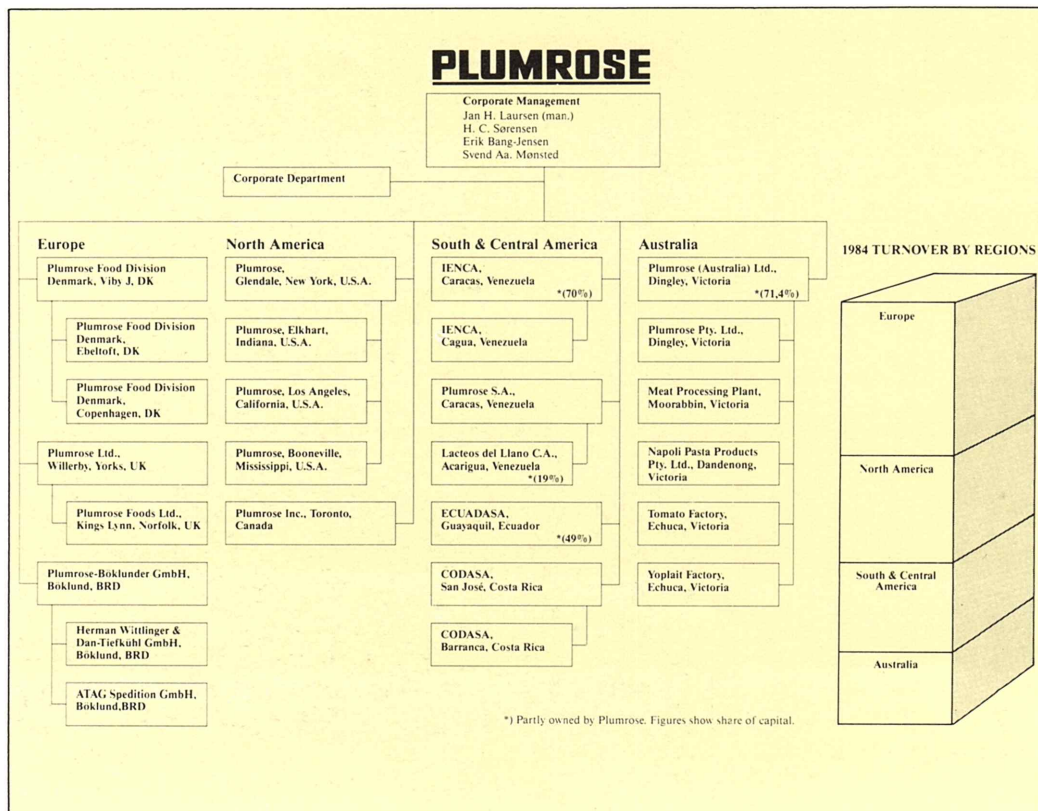
**Plumrose Ltd., Britain** trades about £20m worth of food products per annum. A

major part of its volume consists of canned and refrigerated meat products from Food Division Denmark, but also includes a substantial volume of canned fish. The slicing unit at King's Lynn concentrates on high-quality sliced meats.

**Plumrose Division, USA** operates three factories in Elkhart, Indiana, Booneville, Mississippi, and Los Angeles, California. Sliced ham and sliced bacon are the main products in this special-sector company with an annual turnover in 1984 of US\$ 83m. Hams and bacon for these slicing units are supplied from Food Division Denmark or bought locally.

**Plumrose Inc., Canada** is a specialist in cheese, canned meat and biscuits, primarily imported from Denmark.

**I.E.N.C.A., Venezuela** has developed a substantial meat production since 1969, with 250,000 pig slaughterings p.a. and production of about 30,000 tons of canned and refrigerated meat products. A nationwide distribution net services about 11,000 customers, and turnover amounts to D.kr. 1,000m. Turnover also includes co-packed



products such as cheese, canned fish and marmalades.

**Ecuadasa, Ecuador** slaughters about 5,000 head of cattle and 20,000 pigs a year. The market share is substantial: according to the latest survey, no less than 70% of supermarket customers buy Plumrose products, which also includes co-packed products such as canned fish and marmalades.

**Codasa, Costa Rica** was originally established as a production unit for export sales to the CACM. Due to the political situation in Central America, emphasis has been placed on the domestic market, and in 1984 Plumrose succeeded in doubling the Costa Rican turnover, at the same time considerably increasing exports to Panama, which has turned Codasa into a profitable unit.

#### **Plumrose (Australia)**

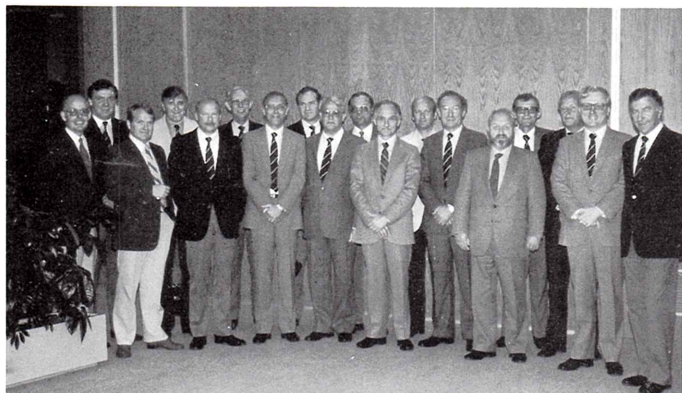
**Ltd.** from a small start in 1969, has grown into one of the most

important members of the Plumrose Group. Today, its activities include a meat factory, a tomato plant, a dairy product unit, and a pasta factory. The market share is impressive: from 25% on pasta products to 50% on dairy products. Annual turnover is approx. (A)\$75m. Production units have a high degree of technology. One example is the company's output of 15,000 tons of yoghurt per year.

The Plumrose Group objective for quality is defined as a desire to be in the upper part of the market as regards quality and to be consumer-oriented.

The management of the Plumrose Group members recognises that image is created not only by quality and packaging but also by punctuality, reliability of deliveries, avoidance of errors, etc.

A high level of motivation and dedication among Plumrose employees is the key to future expansion in Plumrose activities.



*Corporate and individual managements pictured at the recent strategic management meeting in Australia: left to right – Jan H. Laursen, corporate managing director; Ole Nielsen, USA; Erik Larsson, Costa Rica; Finn Sørensen, Venezuela; K.A. Fejerskov, USA; Erik Bang-Jensen, corporate general manager; Hildur Jacobsen, Venezuela; Sv.Aa. Mønsted, corporate general manager; J.S. Danielsen, Denmark; J.M. Robinson, UK; Ole Andersen, Canada; Jørgen E. Nielsen, Ecuador; J. O'Toole, Australia; Preben Bjerregård, Germany; J. Buur Jensen, Mogens Jensen, Werner Hansen and Maurice Ryding, all of Australia.*

#### **Plumrose Corporate Image and Identity**

The Plumrose Corporate Image and Identity are defined as:

The Plumrose Group of companies are to be managed professionally around advanced production, marketing and distribution of quality food products and quality services.

Investments are to be sound and secure long-term value and allow for an independent financial standing of the Plumrose Group of companies.

Emphasis is put on recruiting, developing, and maintaining

human resources to comply with the Company's demand for high standard of performance throughout the organization.

The Plumrose Group of companies will show impeccable business conduct and will procure full social and environmental acceptance.

The Plumrose Group of companies are high profit oriented to ensure financial background for continuous growth and an acceptable return to the shareholders.

# Plumrose: Et verdensnavn i fødevarer

## 20 år i ØK-koncernen

Der er i disse dage gået 20 år, siden ØK overtog Plumrose, som dengang var storeksportør af konserver og andre levnedsmidler og desuden et kendt navn på det danske marked.

Plumrose har i de forløbne år ekspanderet stærkt i udlandet, og Plumrose-koncernen omfatter i dag en lang række virksomheder i ind- og udland, der på basis af dansk fødevarerexpertise fremstiller og sælger forædlede levnedsmidler.

I Danmark er aktiviteterne koncentreret omkring fabrikkerne i Viby J. og Ebeltoft, der fremstiller charcuteriprodukter og ferske udskæringer til hjemmemarkedet og eksport.

Plumrose-koncernen, hvis bestyrelsesformand er direktør J. Arthur Hansen, ØK, havde i 1984 en omsætning på ca. 3,8 mia kr.

Igennem alle de år, Plumrose har eksisteret, er fastholdt en koncernkultur og identitet, der er defineret på denne måde:

\* Virksomhederne i Plumrose-gruppen skal ledes professionelt omkring avanceret pro-

duktion, markedsføring og distribution af fødevarer og tjenesteydelser af høj kvalitet.

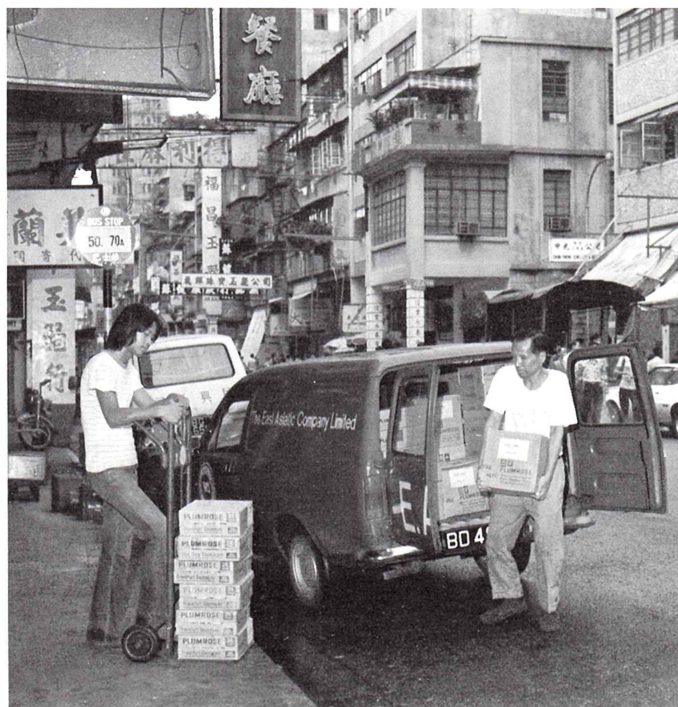
\* Investeringer skal være sunde og skal sikre langsigtet gevinst og skal muliggøre, at virksomhederne i Plumrose-gruppen står uafhængigt finansiel set.

\* Der skal lægges vægt på rekruttering, udvikling og fastholdelse af menneskelige ressourcer i overensstemmelse med firmaets høje præstationskrav i hele organisationen.

\* Virksomhederne i Plumrose-gruppen skal udvise ulastelig forretningsmoral og skal skaffe sig fuld samfunds- og miljømæssig accept.

\* Virksomhederne i Plumrose-gruppen skal være orienterede mod høj indtjening for at sikre finansiell baggrund for stadig vækst og et acceptabelt udbytte til aktionærerne.

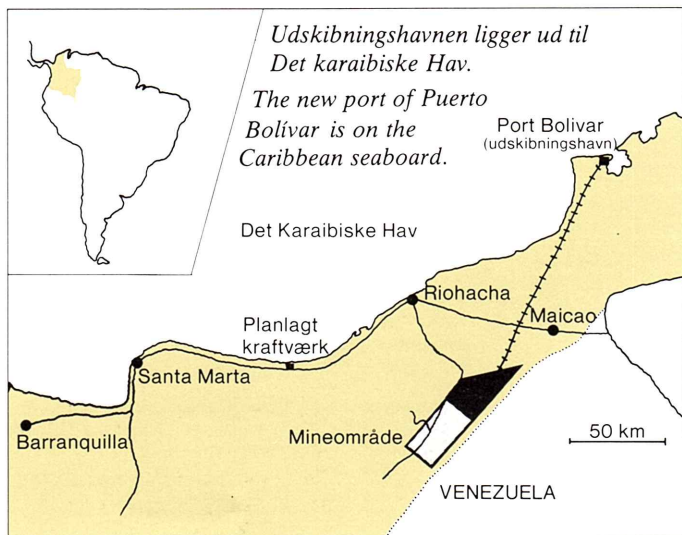
I den engelske tekst fortælles om nogle af de vigtigste aktiviteter i Plumrose-koncernen.



*Plumrose products are distributed throughout the world. Here, Plumrose Frankfurt Sausages and Pork Shoulder Picnics are delivered to a customer in Hong Kong.*

# ELSAM-skibe laster kul i Colombia

Ny gigant-havn under bygning i projekt til over 40 mia kr.



De to store ELSAM-bulkskibe, »Elsam Fyn« og »Elsam Jylland«, som ØK varetager den tekniske drift og bemanning af, vil i de kommende år hente kul til Danmark fra Colombia, hvor de lastes i en helt ny, gigantisk havn.

Det Jysk-Fynske Elsamarbejde ELSAM har skrevet kontrakt med EXXON om levering af to millioner tons kul om året i 15 år, hvilket er ca. en tiendedel af de kulmængder, der omfattes af et stort projekt i Colombia, hvori indgår den nye Cerrejon-mine og udskibningshavnen Puerto Bolívar ved Det karaiiske Hav. Disse store aftaler og den ny kulhavn er omtalt i artikler i ELSAM-POSTEN, skrevet af ELSAM's informationschef, Per Andersen.

Havneanlægget bliver færdigt i foråret 1986, og flere tusinde arbejdere er i færd med at bygge lastepier og kultransportanlæg, som dels fordeler de ankomne kul på lagerpladsen, dels bringer kullene ud på lastepieren, når kulskibene skal lastes. Lastningen kommer til at foregå med 11.000 tons i timen. Lagerpladsen, der kan rumme 1,7 mio tons, betjenes af tre »stackers/reclaimers«, og på lastepieren kan et lasteapparat betjene skibene i hele deres længde ved hjælp af skinnesystemer og »harmonikaed«.

Lastepieren kan modtage skibe på 150.000 tons dødvægt, - og således også de to ELSAM-skibe på 137.000 tdw.

Mellem minen og havnen er anlagt en 150 km lang jernbanelinie, og når udskibningen er kommet rigtigt i gang, vil der dagligt blive kørt fem ture med tog, der hvert består af 93 vogne à 90 tons. Det vil sige 8.300 tons pr. tog, svarende til 42.000 tons kul pr. dag.

Indtil havneanlægget er færdigt næste forår, benyttes til udskibningerne et særligt »Early coal« system. Det omfatter sporanlæg, lagerplads til 100.000 tons kul og et båndsystem, der bringer kullene fra lagerpladsen ud i pramme. Disse skubbes af slæbebeåde ud til de ventende skibe, der lastes med to grabberkraner, monteret på pontoner. Ialt vil der være brugt 3.500 mio US\$ eller over 40 mia kr., inden projektet er færdigt. Det er det største enkeltprojekt, som EXXON nogensinde har været engageret i. Projektet gennemføres i fællesskab af EXXON's datterselskab Interco og det colombianske, statslige kulselskab Carbocol.

Den første prøveladning kul blev lastet i februar, og den regelmæssige besejling af den nye havn indledes med »Elsam Fyn«, der laster i Puerto Bolívar i august måned.

## ELSAM ships load coal in Colombia

**Large new port being built at a cost of 3,500m US\$**

The two large ELSAM bulk carriers, 'Elsam Fyn' and 'Elsam Jylland', for which EAC has responsibility for the technical operation and manning, will be bringing coal to Denmark in future from Colombia, where a large new port is currently being built for coal export.

ELSAM, the Danish electricity organisation (covering Jutland and Funen), has contracted with Exxon for the supply of two million tons of coal annually for the next 15 years. This represents about 10% of the total volume of coal produced by the massive Colombian project involving the new Cerrejon mine and the exit port of Puerto Bolívar on the Caribbean.

The port will be completed in spring 1986, and several thousand workers are engaged in building a loading pier and coal-handling facilities which will distribute the coal to relevant storage areas and move it to the loading pier when ships arrive for a coal cargo. Ships will be able to load at a rate of 11,000 tons an hour. The storage area has a capacity of 1.7m tons and will be equipped with three stackers/reclaimers. On the loading pier special equipment will be used to load the ship along its full length by means of rails and a 'concertina' system.

The loading pier can take ships of up to 150,000 dw tons. The two ELSAM ships are 137,000 tons.

A 150-km railway line links the mine and the port, and when coal exports reach capacity there will be five daily trips with trains each comprising 93 90-ton wagons, i.e. 8,300 tons per train or 42,000 tons of coal per day.

Until the port is fully operational next spring, a special 'Early Coal' system will be used. It consists of tracks, storage space for 100,000 tons of coal, and a conveyor system which moves the coal from storage to a series of barges. These are tugged to ships lying at anchor, and their contents are transferred by two scoop cranes mounted on pontoons.

The whole project requires an investment of US\$ 3,500m. It is the biggest single project Exxon has ever engaged in. The project is a joint venture between Exxon subsidiary, Interco, and the Colombian national coal company, Carbocol.

The first trial shipment of coal was loaded in February, and 'Elsam Fyn' will begin regular trips to the new port, picking up a cargo in August.

*Information in this article was obtained from reports in ELSAM-POSTEN written by Per Andersen, chief of information, ELSAM.*



*Den fremtidige udskibningshavn under bygning. The new port begins to take shape.*

# Overføiske ledere p  seminar i Danmark

# Overseas executives attend seminar in Denmark



*Sitting (left to right): John LaCascia, USA; Frederick Owolawi, Nigeria; Toshiko Sugai, Brazil; Nancy Tang, Singapore; Joan Leggio, USA; Charin Pachariyanon, Thailand; and Kenji Fujikubo, Japan.*

*Standing (l. to r.): Albert Reijmer, USA; Prakit Viriyothai, Thailand; Jimmy Wong, Hong Kong; Lui Kwai Leung, Hong Kong; Nestor David, Philippines; Max Stolz, USA; Michael Pondiscio, USA; John A. Adeyemi, Nigeria; Ahmad Asif, Malaysia; Thomas Roche, USA; Mongkol Teonugul, Thailand; Nordin Modh Hassan, Malaysia; Joseph Eddie Aubain, St. Thomas; Emilio Capino, Philippines; Joachim Githinji, Kenya; Payoongsak Tanmesilp, Thailand; Leong Seng Kong, Malaysia; Gerard Lombaard, South Africa; and Hubert Jensen, departmental manager, Head Office.*

25 oversfoiske ledere fra  K-virksomheder i Brasilien, Hong Kong, Filippinerne, Japan, Kenya, Malaysia, Nigeria, Singapore, Sydafrika, Thailand og USA har dygtiggjort sig yderligere under et to-ugers seminar i Danmark i juni.

Det t t besatte program omfattede orientering om de enkelte

divisioner, dr ftelser i afdelingerne p  Hovedkontoret og bes g i dattervirksomheder i Danmark.

En aften var afsat til bes g i hjemmene hos danske  K-medarbejdere, og i l bet af de to uger blev der naturligvis ogs  tid til at se n rmere p  danske turistattraktioner.

Twenty-five overseas executives from EAC companies in Brazil, Hong Kong, The Philippines, Japan, Kenya, Malaysia, Nigeria, Singapore, South Africa, Thailand and the United States improved their skills during a two-week seminar in Denmark in June.

The busy programme included a briefing on the various EAC

divisions, discussions with departments at Head Office, and visits to subsidiaries in Denmark.

One evening was set aside for visiting Danish EAC colleagues at home, and during the course of the two weeks there was naturally also time to take in some of the Danish tourist attractions.



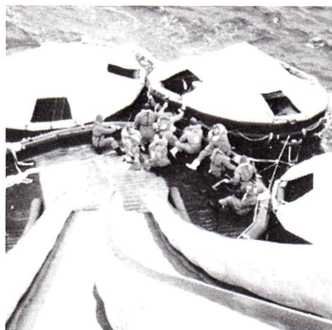
*Under bes get p  Hovedkontoi-ret m dtes de oversfoiske ledere med danske kolleger.*

*At the Head Office the overseas executives had an opportunity to meet Danish colleagues.*

# Nye færger fra Nakskov sætter en verdensrekord

## Får verdens mest moderne redningsudstyr

Endnu inden afleveringen har de to superfærger, som Nakskov Skibsværft er ved at færdiggøre til DSB's overfart mellem Kalundborg og Århus, sat en verdensrekord i form af sikkerhedsudstyr.



*Fra platformen er der adgang til lukkede redningsflåder.*

*From the platform there is access to the liferafts.*

Færgerne får verdens mest moderne redningssystem - leveret af Nordisk Gummibådsfabrik, Esbjerg - i form af redningsslidsker, der kan føre passagererne ned på en platform, hvorfra der er adgang til otte lukkede redningsflåder, som hver rummer et halvt hundrede mennesker. På kun 43 sekunder blæses platformen op ved hjælp af kvælstof. Og hver færge udstyres med seks rednings-slidskesystemer, der vil kunne evakuere 2000 passagerer, hvilket er færrens kapacitet, på blot 30 minutter. Herudover får hver færge fire redningsbåde.

Færgerne blev navngivet i maj af borgmesterfruerne i de to byer, som de skal sejle imellem. Nybygning nr. 233 blev navngivet af fru Edny Simonsen, Århus. Den fik navnet »Peder Paars« og leveres i oktober i år. Nybygning nr. 234, der leveres i april 1986, fik af fru Birgit Brejnrod, Kalundborg, navnet »Niels Klim«. Begge navnene stammer fra Ludvig Holbergs forfatterskab.

De to søsterfærger er store: 134 m lange og 24,6 m brede med en dybgang på 5,54 m.

De kan hver medtage ca. 2.000 passagerer og 350 personbiler

eller 160 biler/32 lastvognstog. De to MAN-B&W dieselmotorer med en ydelse på ialt 17.000 hk giver færgerne en fart på 19,25 knob.

Færgerne har 10 dæk, bl.a. mellemdæk med 75 hvilekamre, lastbildæk, personbildæk, nedre salondæk med ca. 875 siddepladser og øvre salondæk med ca. 975 siddepladser.

Antallet af siddepladser og pladser i hvilekamre udgør således på hver færge tilsammen ca. 2.000.

Færgerne er indrettet med to salondæk, og særlig fremtrædende bliver en central hall.

Restauranterne på de to færger indrettes som grillrestauranter i stil med dem, man finder på en række af DSBs bilfærger. Derimod er indretningen af cafeeterne helt ny i færgesammenhæng. I stedet for en skrankeekspedition, hvor alle står i en lang række, kan man betjene sig selv ved forskellige diske og betale ved udgangen.

Færgerne får salon for 1. klasse, der er fire konferencerum, hver med 30 pladser, hvortil kommer to skrivestuer med hver 20 pladser og to videorum hver med godt 30 pladser. Ligeledes fin-



*»Niels Klim«, søsattes den 29. maj.*

*The "Niels Klim" was launched on May 29. She will be handed over in 1986.*

des der en salon beregnet for de mere ungdommelige kunder. Det vil sige et sted med robust møblement. For de endnu yngre er der legerum.

Færgerne får ca 75 hvilekamre, hver med plads til to og alle med bad og toilet. Fire af dem er såkaldte kontorkahytter, og der er to kamre specielt indrettet til handicappede.

Med de nye færger følger DSB linien op med kunstnerisk udsmykning. Som kunstnerisk ko-

ordinator på »Peder Paars« fungerer Anders Tinsbo, og på denne færge bliver der også udsmykning af Susanne Ussing, Viera Collaro, Peter Hentze og Tom Krøjer. På »Niels Klim« er Freddy L. Lerche kunstnerisk koordinator, og han får følgeskab af Gunnar Westmann, Knud Hvidberg og Lis Nogel. Ved indretningen af færgerne bliver DSB bistået af arkitekterne Chr. Bjørn, Niels Kryger og Kay Kørbing.



*Fru Birgit Brejnrod sammen med generaldirektør Ole Andresen, DSB, og direktør Sv. Rahbek Rasmussen, Nakskov Skibsværft.*

*Mrs. Birgit Brejnrod, wife of the mayor of Kalundborg, photographed with Ole Andresen, director general, DSB, and Sv. Rahbek Rasmussen, managing director, Nakskov Shipyard.*

# World first for new Nakskov ferries

## Fitted with ultra-modern life-saving equipment

Even before they have been handed over to their owners, two superferries being built at Nakskov Shipyard for the DSB (Danish State Railways) service between Kalundborg and Århus in Denmark have set a world record in the form of safety equipment.

The ferries are being fitted with the world's most modern life-saving equipment – supplied by Nordisk Gummibådsfabrik, Esbjerg – in the form of escape slides which land passengers on a platform from which they have access to eight inflatable, covered liferafts, each of them accommodating 50 people.

The platform inflates in just 43 seconds, using nitrogen. And each ferry is equipped with six life-saving slide systems, capable of evacuating 2,000 passengers (the ferry's total capacity) within 30 minutes. In addition, each ferry will have four ordinary lifeboats.



*Fru Edny Simonsen, borgmester Th. Simonsen og direktør Sv. Rahbek Rasmussen.*

*Mrs. Edny Simonsen, Mayor Th. Simonsen, Århus, and Sv. Rahbek Rasmussen.*

The ferries were named in May by the wives of the mayors of the two towns between which they will sail.

Newbuilding no. 233 was named the "Peder Paars" and will be handed over in October of this year. Vessel no. 234, named 'Niels Klim' will be ready for service in April 1986.

The two sister ferries are large: length 134 m, beam 24.6 m, draught 5.54 m.

Each can carry approx. 2,000 passengers and 350 motor cars or 160 cars/32 trucks and trailers.

The two MAN-B&W diesel engines deliver a total of 17,000 h.p., giving the ferries a speed of 19.25 knots.

The new ferries have 10 decks, including an intermediate deck with 75 rest cubicles, truck deck, car decks, lower saloon deck seating approx. 875, and an upper saloon deck seating approx. 975.

## Fra arbejdet på færgerne. From work aboard the ferries.

*Nybygning nr. 233 set agterfra.*

*A stern view of vessel no. 233.*



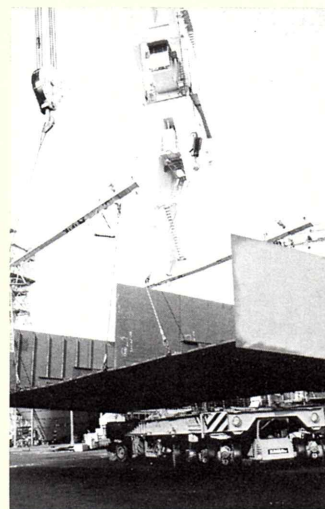
*Nybygning nr. 234 på beddingen, mens der på land arbejdes på de endnu ikke opsatte sektioner.*

*Vessel no. 234 in her building berth. Ashore, work proceeds on her sections, which have not yet been erected.*



*En sektion på vej til nybygning nr. 234.*

*A section on its way to vessel no. 234.*



# Jorden rundt/Round the World

## Besøg fra Mitsui OSK Lines

I forbindelse med et præsident-skifte hos Mitsui OSK Lines (MOL) i Tokyo har den nye præsident, Mr. K. Aiura, besøgt ØK's ledelse i København. Kompagniet samarbejder med MOL bl.a. i det fælles rederi Forest Product Carriers (International) Ltd. og på ØK's Stillehavslinie.



*MOL's præsident, Mr. K. Aiura, (yderst t.h.) modtager en erindringsgave af direktør Henning H. Sparsø. I midten Mr. N. Korenori, der er bestyrelses-medlem i MOL og leder af London-afdelingen.*

## Visit from Mitsui OSK Lines

The new president of Mitsui OSK Lines (MOL) in Tokyo, K. Aiura, has paid a visit to EAC Head Office, Copenhagen. EAC co-operates with MOL in a number of ventures, including the joint shipping company, Forest Product Carriers (International) Ltd. and the EAC Lines Trans Pacific Service.

*MOL President K. Aiura (extreme right) receives a memento from Henning H. Sparsø, EAC managing director. In the centre is N. Korenori, MOL director and head of the London division.*



*Direktør Henning H. Sparsø overrækker en gave til Mr. S. Suzuki, bestyrelsesmedlem i MOL. Iøvrigt ses f.v. N. Korenori, K. Aiura, underdirektørerne K. Stock Andresen og Erik Petersen (delvis skjult) og direktør J. Arthur Hansen.*

*Henning H. Sparsø, EAC managing director, presents a gift to S. Suzuki, MOL director. Also in the picture are (l. to r.) N. Korenori; K. Aiura; K. Stock Andresen and Erik Petersen (partly hidden from camera), EAC general managers; and J. Arthur Hansen, EAC managing director.*

## Malaysiske plantagebestyrere besøger ØK i København

Fra ØK's plantager i Malaysia har group estate manager Hussain bin Shaari og plantagebestyrer V. Panchapakesan aflagt besøg på ØK's hovedkontor i København.

De ses her under et møde med underdirektør I.H. Hansen og plantageinspektør Erik Andersen.

## Malaysian plantation managers visit EAC

Hussain bin Shaari, group estate manager, and V. Panchapakesan, plantation manager, from EAC plantations in Malaysia have been visiting Head Office in Copenhagen.

They are pictured here with I.H. Hansen, general manager, and Erik Andersen, plantation inspector.



## Årets Compugraphic-forhandler

EACgraphics, Malaysia, er for 2. gang udnævnt til årets Compugraphic-forhandler, denne gang for 1984 med et salg på 150% af det fastsatte mål.

Præmien – et antikt præcisionsinstrument – blev overrakt af Compugraphic Corporation's vicepræsident, John Duker (nr. 2 f.h.) til lederen af EACgraphics, Malaysia, Chan Seng Lee (nr. 2 f.v.). Iøvrigt ses f.v. Peter Straessle, direktør for Compugraphic Europe, produktchef Ang Ah Meng og divisionschef Ulrik T. Nygaard, begge EACgraphics, Malaysia.

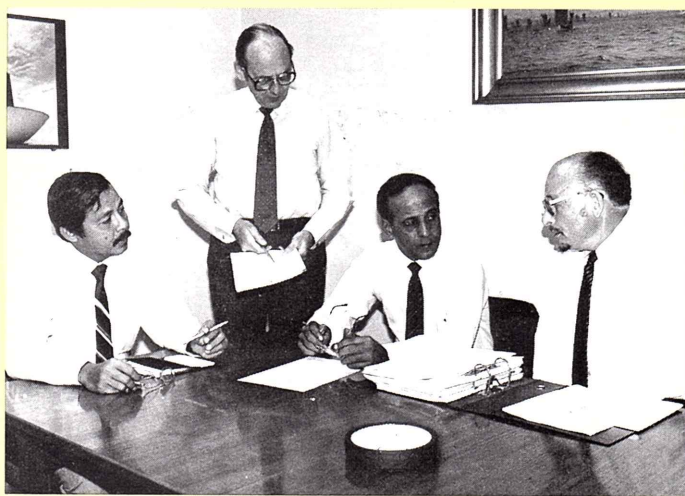
Compugraphic Corporation er verdens førende leverandør af hardware og software til computerstyrede fotosatssystemer og beskæftiger 5.000 mennesker i 12 fabrikker i USA og Irland.

## Compugraphic Dealer of the Year

With sales of 150% of the set target, EACgraphics, Malaysia, has been chosen as Compugraphic Dealer of the Year for 1984. It is the second time the company has received this honour.

The trophy – an antique precision instrument – was handed over by John Duker, vice president of Compugraphic Corporation (second from right), to Chan Seng Lee, manager of EACgraphics Malaysia (second left). Also in the picture (l. to r.) are Peter Straessle, general manager of Compugraphic Europe; Ang Ah Meng, product manager, and Ulrik T. Nygaard, division manager, both EACgraphics Malaysia.

Compugraphic Corp. is the world's leading supplier of hardware and software for computerised phototypesetting systems and employs more than 5,000 people in 12 factories in the United States and Ireland.







### Besøg fra kinesisk trykkeri-industri

Efter besøg på den store grafiske udstilling Print 85 i Chicago af en delegation fra CPMC, Chinese Printing Materials Corporation, har vicedirektør Li Zhong You og Wang Huai Zhang besøgt ØK i København, ledsaget af Billy Tse fra ØK's Kina-afdeling i Hong Kong. CPMC, som EACgraphics samarbejder med i Kina, har en

central stilling inden for landets trykkeriindustri som koordinator af indkøbene til de kinesiske trykkerier.

Gæsterne blev af Eskofot – som ØK repræsenterer i bl.a. Kina – budt velkommen til Danmark med en helsides annonce med kinesisk tekst i en række danske dagblade som optakt til besøg på Eskofot-fabrikker i Jylland. På fotoet demonstreres Eskofot's højtudviklede laser skæremaskine.

### Visitors from Chinese printing industry

In connection with the visit of a delegation from the Chinese Printing Materials Corporation (CPMC) at Print 85, the Chicago exhibition, Li Zhong You, deputy director of foreign affairs and foreign trade, and Wang Huai Zhang visited EAC Head Office, Copenhagen, accompanied by Billy Tse of EAC's China Trade Office in Hong Kong.

CPMC, with whom EACgraphics co-operates in China,

holds a central position in the Chinese printing industry, coordinating purchases to Chinese printing factories.

The guests from abroad were also welcomed to Denmark by Eskofot – which EAC represents in China and other markets – with a full-page advertisement in Chinese in a number of Danish daily newspapers, prior to inspecting the Eskofot production facilities in Jutland. In the picture the party receives a demonstration of Eskofot's high-technology laser cutter.



### Forsikringsseminar for ØK-virksomheder

EAC Assurance Agentur har holdt et to-dages seminar for 25 senior-medarbejdere fra ØK-virksomheder i Danmark.

Forsikringspolitik, skadeforebyggelse, forsikring af bygninger, maskiner, varer og driftstab samt ansvarsforsikring var emnerne på seminaret, hvortil forsikringselskabet Baltica havde stillet foredragsholdere til rådighed.

På fotoet orienterer prokurist Flemming Meyendorff om ØK's forsikringspolitik.

### Insurance seminar for EAC companies

EAC Assurance Agentur has held a two-day seminar for 25 senior employees from EAC companies in Denmark.

Topics discussed included general insurance policy, accident prevention, building insurance, machinery, goods and consequential-loss insurance, and third-party insurance.

In the picture, EAC insurance policy is described by Flemming Meyendorff, assistant general manager.

### Europa-rejse for god indsats

Staben i den farmaceutiske division i EAC(T), Bangkok, er af virksomhedens ledelse, ICI og Novo inviteret på en Europarejse som belønning for en ekstraordinær indsats.

Rejsen bragte naturligvis også de thailandske ØK-medarbejdere til København, hvor de her ses i bestyrelsessalen på ØK's hovedkontor sammen med danske kolleger.

### Did well, rewarded with a trip to Europe

The staff of the pharmaceutical division of EAC(T), Bangkok, was recently treated to a European trip by the company's management, ICI and Novo, in appreciation of an extraordinary team effort on behalf of the company.

EAC's Thai employees also visited Copenhagen, of course, and had the opportunity (picture) to meet their Danish colleagues in the boardroom at EAC Head Office, Copenhagen.





### Guvernør-besøg

En delegation fra Hubei-provinsen i Kina har besøgt Danmark, under ledelse af guvernør Huang Zhizhen, for at drøfte økonomisk og teknisk samarbejde med Danmark. Delegationen var direktionens gæster ved en frokost på hovedkontoret, og forinden gav kontorchef Sven Ankersen en orientering om Kompagniet til guvernøren (nr. 2 f.h.) og hans delegation.

### Governor calls

A delegation from Hubei Province in China headed by the governor, H. E. Huang Zhizhen, visited Denmark in June to investigate the possibility of economic and technical co-operation between the two countries. EAC managing directors were hosts at a luncheon at Head Office, and in the picture the governor and his party are given an introduction to Company activities by Sven Ankersen, departmental manager.



### ØK på bryggeriudstilling

Interbrau '85, verdens største udstilling for maskiner og udstyr til bryggeri-industrien, har været afholdt i München med deltagelse af 881 firmaer fra 28 lande og 60.000 besøgende fra 105 lande.

ØK, der i Det fjerne Østen repræsenterer forskellige leverandører af emballeringsmaskiner samt vaske-, fylde-, etiketterings- og pakkemaskiner til

bryggerier og sodavandsfabrikker, havde fem repræsentanter med på udstillingen: Tan Kim Soon, Malaysia; Paul Fung, Hong Kong/Kina, D.H. Docherty, Manila, og Poon K., Thailand, samt kontorchef Geert Bruun fra Hovedkontoret.

Det ene foto viser de fire førstnævnte (f.v.), medens det andet viser KRONE's imponerende stand.

### EAC at brewery exhibition

Interbrau '85, the world's largest exhibition for machinery and equipment for the brewery industry, was held in Munich in May and attended by 881 companies from 28 countries, attracting a total of 60,000 visitors from 105 countries.

EAC, whose Far East operations represent a number of suppliers of washing, filling, labelling and packing machinery

for breweries and soft-drinks factories, had five representatives at the exhibition: Tan Kim Soon, Malaysia; Paul Fung, Hong Kong/China; D.H. Docherty, Manila; Poon K., Thailand, and Geert Bruun, departmental manager, Head Office. The four first-named of these are seen (left to right) in one picture, while the other picture shows KRONE's impressive stand.

### Gæster fra Kina

Mr. Wang Guang Ying, bestyrelsesformand for China Everbright Holdings Co. Ltd., Hong Kong, har sammen med sin hustru og to medarbejdere været direktionens gæster ved en frokost på ØK's hovedkontor. Everbright, der etableredes i 1983 i Hong Kong af den kinesiske regering som et vigtigt led i det kinesiske indkøbsmønster, er også involveret i udviklingen

af Zhuhai Special Economic Zone. Gæsterne var inviteret til Danmark af udenrigsministeriet og besøgte en række danske industrier.

På billedet modtager fru Wang en erindringsgave af direktør J. Arthur Hansen. Bagest i billedet Mr. Wang flankeret af ambassadør O. Koch og den kinesiske ambassadør Chen Luzhi. Yderst t.h. direktør Otto F. Andreasen.



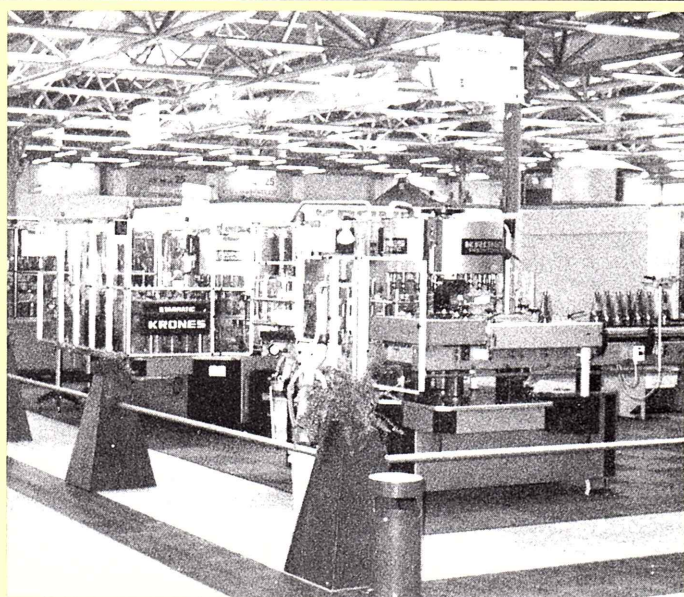
### Visitors from China

Wang Guang Ying, chairman of China Everbright Holdings Co. Ltd., Hong Kong, with his wife and two members of his staff, were guests recently at a lunch given by EAC management at Head Office.

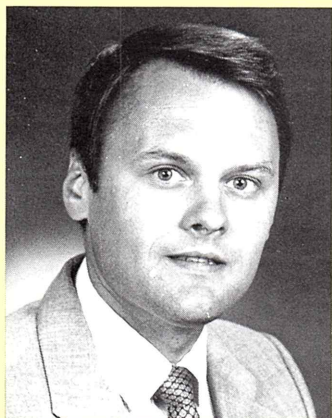
Everbright was set up in 1983 in Hong Kong by the Chinese government and is an important link in the pattern of Chinese economic Zone. The visitors had been invited to Denmark by the Danish Foreign Ministry and visited a number of Danish companies.

In the picture Mrs. Wang receives a memento of her visit from J. Arthur Hansen, managing director. In the background (l. to r.) Ambassador O. Koch, Mr. Wang, Ambassador Chen Luzhi and Otto F. Andreasen, managing director.

The visitors had been invited to Denmark by the Danish Foreign Ministry and visited a number of Danish companies.



# Nyt om navne/People



**Erik Bøgh Christensen**, leder af ØK's Kina-aktiviteter, var med i den danske erhvervsdelegation, der ledsagede udenrigsminister Uffe Ellemann-Jensen under dennes besøg i Kina.

Han blev under et ophold i Shanghai interview'et af journalist Peter Thygesen til »Politiken«, der bl.a. skrev:

»ØK's direktør for Hong Kong og Kina, Erik Bøgh Christensen, fortæller, at samarbejdsformen med kineserne har ændret sig drastisk i de seneste år. Tidligere blev alle forhandlinger om salg til Kina ført i regeringskontorerne i Peking, men i dag gælder det om for de udenlandske virksomheder at komme helt ud til den enkelte kunde.

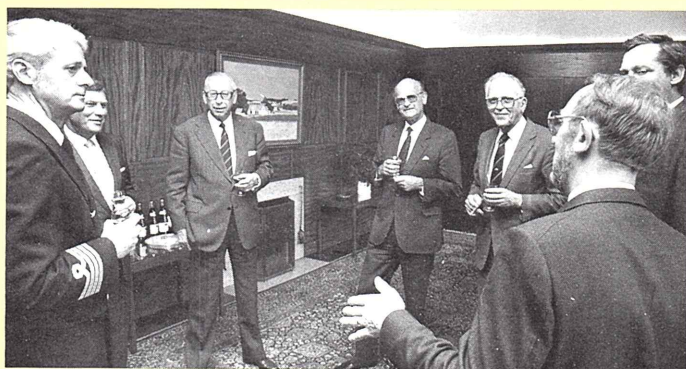
- Alene på grund af Kinas størrelse er det naturligvis en enorm opgave. Men der sker så mange ændringer i Kina i øjeblikket, at vi må være med i hele landet. Vi forsøger at dække alle kundens behov ved at slå flere danske eller udenlandske firmaers produkter sammen og så tilbyde kunden en pakkeløsning.«

**Erik Bøgh Christensen**, who manages EAC's China ac-

tivities, was a member of the Danish business delegation which accompanied Foreign Minister Uffe Ellemann-Jensen during the latter's visit to China. In Shanghai Mr. Bøgh Christensen was interviewed by Peter Thygesen of the Danish daily newspaper, "Politiken", a translated extract of whose report is given below:

'EAC manager in Hong Kong and China, Erik Bøgh Christensen, tells me that the form of cooperation with the Chinese has altered radically in recent years. All negotiations concerning sales to the Chinese market used to be conducted by government offices in Peking—but today foreign companies try to establish contact directly with the individual customer.

'China's' very size, of course, makes this an enormous task. But so many changes are occurring in China at present, says Mr. Bøgh Christensen, that EAC must keep in touch with developments throughout the country. The Company tries to satisfy the customer's total requirement by combining the products of several Danish or foreign companies into a single package deal.'



**J.E. Sørensen**, kaptajn og fører af containerskibet m.s.»Selandia« på 40.824 tons dødvægt og med kapacitet til 2.821 containere, gør et stort arbejde inden for Dansk Skibsadoption, hvorigennem hans skib er adopteret af Birkemose-skolen i Korsør.

Han besøger regelmæssigt skolen og fortæller om skibet og dets rejser, sørger for en livlig brevveksling mellem skib og skole, udskriver stilekonkurrencer, m.m. Han havde også en af de unge vindere af Danmarks Rederiforenings jubilæumsstilekonkurrence, Helle Sørensen, Rønde, med »Selandia« til Østen.

Kaptajn Sørensens navn var i aviserne i fjor, da han og hans besætning reddede 61 vietnamesiske flygtninge fra en synkefærdig træbåd i Det sydkinesiske Hav. 53 af dem kom senere til Danmark, hvor kaptajn Sørensen mødtes med dem, og hvor der udspillede gribende scener, da vietnameserne genså deres redningsmand.

Som påskønnelse for sin indsats har kaptajn Sørensen været til direktionsfrokost på Hovedkontoret, og på billedet ses han - længst til venstre - sammen med direktørerne J. Arthur Hansen, Henning H. Sparsø,

Flemming Hasle og Otto Andreasen, den tekniske chef Bjarne Møller Pedersen og afdelingschef, kaptajn Bjørn Myrthue (med ryggen til).

**J.E. Sørensen**, master of the container ship 'Selandia', is actively engaged in the Danish Ship Adoption scheme. His own vessel (40,824 tons with a capacity of 2,821 containers) is an adopted 'daughter' of Birkemose School in Korsør.

He visits the school regularly, talks to pupils about his ship and her voyages, encourages frequent exchange of letters between the vessel and the school, arranges essay competitions, etc. He had also Helle Sørensen, one of the young winners of a jubilee essay competition arranged by the Danish Shipowners Association, on a voyage aboard the 'Selandia' to the Far East in 1984.

Capt. Sørensen hit the Danish headlines last year when he and his crew rescued 61 Vietnamese refugees from a sinking wooden boat in the South China Sea. Fifty-three of the refugees later came to Denmark, where they met Capt. Sørensen - and there were happy, emotional scenes when they were reunited with the man who had saved their lives.

In appreciation of his various activities, Capt. Sørensen was invited to a management lunch at EAC Head Office. He is pictured (far left) with J. Arthur Hansen, Henning H. Sparsø, Flemming Hasle and Otto Andreasen, managing directors, Bjarne Møller Pedersen, technical manager, and Capt. Bjørn Myrthue, senior departmental manager.



**Niels Børglum**, salgschef i ØK Data, har i London deltaget i udstillingen Expoship og konferencen »Money and Ships in the City«, arrangeret af det engelske skibsfartsblad Seatrade.

ØK Data havde en stand sammen med Geisco, hvor Niels Børglum viste ØK Data's shipping-programmer og knyttede adskillige kontakter. Hele den internationale shipping-verden deltog i udstillingen og konferencen.

**Niels Børglum**, sales manager, EAC Data, took part recently in an exhibition in London, Expoship, including a conference entitled "Money and Ships in the City". The event was organised by the British shipping magazine "Seatrade". EAC Data shared a stand with Geisco, at which Mr. Børglum demonstrated EAC Data's shipping software and made a number of interesting contacts.



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