



Bladet

Magazine 3/86

SPECIAL EDITION DRUPA' 86



DRUPA86

2.-15.5.1986

DRUPA86

Willkommen

Welcome

Bienvenue

欢迎

Benvenuti

Добро пожаловать

Bienvenido

مرحباً

Boas-vindas

歡迎

DÜSSELDORF
2.-15.5.1986

Our business is service

It started in India

In 1954 The East Asiatic Company Ltd. A/S took on the agency for Heidelberg printing machines for the territory of India. This was the birth of what was to become EACgraphics, today the world's largest distributor of supplies and equipment to the graphic industry.

EACgraphics is a division of The East Asiatic Company Ltd. A/S, a group with a century of experience in diversified international trading on 5 continents.

Over the years EACgraphics has grown to comprise own and associated local organizations in over 25 countries on 4 continents and has become one of the most important divisions of EAC.

Emphasis on High-Tech

It was the strategic decision within EAC years ago to shift emphasis from commodity trading to involvement in marketing of high technology products that laid the foundation for the EACgraphics division. The division has since then enjoyed a high priority which facilitated the building up of the organization to its present position.

The decision to enter the graphic business was based on the anticipation that growth and industrialization throughout the world would cause an acceleration in the already increasing need for printed material for use in the educational process as well as for all kinds of communication.

The Professionals

At EACgraphics we have seen the need for a strong and professional distribution organization to serve the industry. The advantages of being capable of catering for the total needs of our customers was also evident from the outset.

Today EACgraphics represent a range of manufacturers of supplies and equipment of the highest standard catering for the entire graphic process right from repro and typesetting over electronic page-composition to printing as well as bookbinding and other forms of paper conversion.

But it takes more to be a professional marketing organization. EACgraphics provides a complete service to the customer right from consultancy service through own training schools and of course a professional after-sales-service organization. EACgraphics is caring for the graphic industry to an extent which can only be expected of a market leader.

It is evidence of the division's professionalism and commitment to the industry that EACgraphics' training schools are recognized by the authorities as officially approved graphic training centres.

The leading international position of EACgraphics in the market place has been achieved on the basis of a strategy to distribute only the best products and to support these products with a professional organization. Spare parts and service centres in all markets ensure customers of maximum plant utilization.

Our Strength

Our strength is our dedication to the graphic industry. Our customers know that they can depend on us. We deal in solutions and not just goods.

Through the size of our organization and our geographical coverage we benefit from cross fertilization. Substantial exposure to the market needs places us in a key position with a view to serving our customers and achieving that mutuality of benefits which is part of the group's strategic objectives.

Our Objectives

EACgraphics is a relatively young organization, born in 1954. We have confidence in the graphic industry and we are here to stay as partners. We will further strengthen our position a.o. through geographical expansion.

We shall continue to stay close to our customers and the maintenance of the highest level of technical and commercial skills shall be our guiding objective at all times to the benefit of our customers, our suppliers and ourselves alike. EACgraphics is your professional partner in graphic communication.



Bladet
Magazine 3/86
June 1986.

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Printed by Bonde's, Copenhagen.

Published by:

The East Asiatic Company Ltd. A/S
(A/S Det Østasiatiske Kompagni)
2, Holbergsgade
DK-1099
Copenhagen K
Denmark

EACgraphics - *your partner in business*



By Bent K. Kierkegaard
General Manager

It is with great satisfaction that EACgraphics looks back on the DRUPA '86 trade fair which took place in Düsseldorf in May.

We hope that our photographs in this special issue of the EAC Magazine successfully capture the special DRUPA atmosphere and provide a realistic impression of the impressive exhibition and of our own activities in Düsseldorf.

Held every four years, DRUPA has long been acknowledged as the world's leading trade fair for the graphic industry - and this year's event has firmly cemented that reputation. Leading graphic manufacturers from all over the world exhibited, and a total of 349,901 visitors paid for the opportunity to view the latest technological advances before placing orders for new equipment.

From a commercial point of view, EACgraphics and our suppliers have every reason to be extremely satisfied with the results achieved. The 294 members of EACgraphics' international sales staff were kept busy throughout the fair, assisting and advising our many customers at our suppliers' various stands. Everyone did a splendid job in this connection.

It was clear that technology had been making immense

strides. Increasing use has been made of electronics in the automation of the printing process, and the market clearly needs equipment that will make short print runs an economic feasibility. Reducing make-ready time will be the key to remunerative output, rendering new benefits for our customers - and thus ultimately for the consumer. It is obvious that the market expects a higher quality level and even more colour printing, and it is interesting that this development appears to have resulted from competition from the electronic media - which should thus have their share of the credit for the steady rise in production of printed material.

Again the DRUPA exhibition confirmed that EACgraphics is cooperating with the right manufacturers, each a leader in its own sphere and in the vanguard of the latest developments. Our advertising theme in our campaign leading up to the exhibition, 'Meet Our World Champions at DRUPA', was a reference to our suppliers, and could scarcely have been more aptly put. NOWEA, the exhibition organiser, complimented us on our DRUPA campaign.

The exhibition amply justified our strategy of responding to an increasing need for

training in the use of the new equipment in order to harness the new opportunities offered by technology.

As a distributor, it is EACgraphics' primary task to put together and supply a complete package involving consultancy services and customers training plus - naturally - qualified service of all equipment sold.

EACgraphics has set up its own training schools as a natural part of the added value to the products it markets. These services help ensure that our customers get the most out of their new equipment.

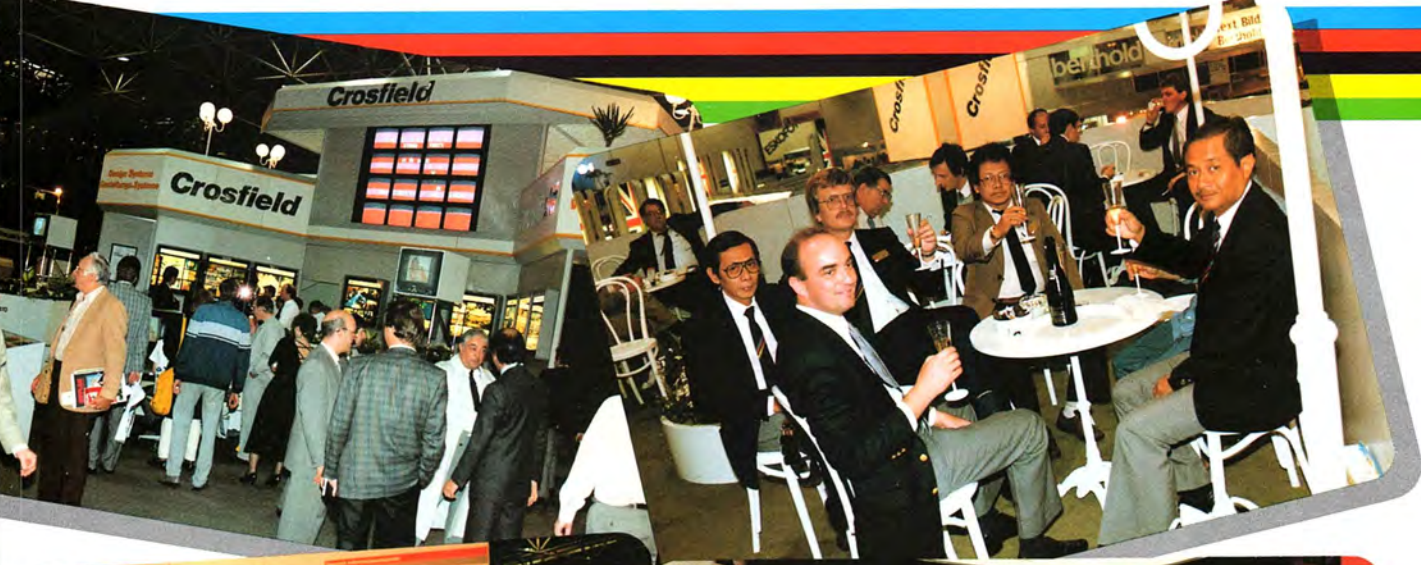
Our latest development in this field is the establishment of a repro training school in Beijing in conjunction with China Printing Materials Corporation and with our suppliers.

The future looks extremely bright for EACgraphics, with the prospect of expansion into new markets - and we look forward eagerly to DRUPA 1990.



From the outset our business in EACgraphics was dedicated to marketing of equipment for printing and bookbinding applications. In the 1970ies, however, the portfolio was widened to also include pre-press equipment and consumables such as graphic film material and printing plates which have grown to account for a sizeable share of our business. We are currently witnessing an electronic evolution opening up new exciting opportunities in particular in pre-press.









Our tradition in China dates back to year 1900 when first an EAC office was opened in The Middle Empire. 71 years later the graphic business was added and today accounts for a major share of our group activities in China. A very close working relationship with China Printing Materials Corporation includes a joint service center in Beijing catering for the graphic industry, and during DRUPA

another initiative took form when equipment was donated to CPMC for setting up of a scanner repro training center likewise in Beijing. At DRUPA a number of official Chinese delegations took part as our guests counting members of the Corporations associated with the graphic industry as well as a number of end-users.



There is a tradition that EACgraphics stages a DRUPA Gala Dinner in honour of our suppliers. This year EACgraphics was saluting its "World Champions" - the reading of our slogan for DRUPA - on May 5th when we had the honour of the presence of the management of the leading manufacturers in the industry.

Also internally in EACgraphics we have "World Champions" and the outstanding locomotive in EACgraphics' success has been our fully owned subsidiary in U.S.A., Heidelberg Eastern Incorporated, leading the way in a market which for the second consecutive year is at the top of Heidelberg's sales statistics. Other EACgraphics markets also feature prominently on the list of Heidelberg's most important territories.





Our Gala Dinner became especially memorable for EACgraphics when our presiding managing director, Mr. H. H. Sparsø, was presented with the coveted Heidelberg Gold Pin with a Diamond by Dr. Jur. Wolfgang Zimmermann, managing director of Heidelberger Druckmaschinen AG, in recognition of the performance achieved by the EACgraphics organization in marketing of Heidelberg printing machines.



Danish press on DRUPA '86

EAC's attendance at the DRUPA '86 has been widely covered in the Danish press.

Erhvervs-Bladet 7. maj 1986

ØK sælger grafisk udstyr for 5 mia. kr.

Næsten 300 medarbejdere fra 25 lande har gjort ØK til verdens største sælger af grafisk udstyr, og på DRUPA-messen i Düsseldorf, fik det danske verdensfirma ros i lange baner for kvalitet og service. 25.000 danskere besøgte verdens største grafiske messe.

Af Niels Kallesøe

ØK eller EAC, som Det østasiatiske Kompagni hedder internationalt, har i løbet af de sidste år kæmpet sig frem til en position som verdens største distributør af maskiner og udstyr til

den grafiske industri. ØK virksomheder fremstiller ikke grafisk udstyr. De sælger, formidler, markedsfører og yder service.

Et beskedent agentur i 1954.

Det begyndte beskedent med at ØK sikrede sig agen-

turet for Heidelberg Druckmaschinen i 1954.

I 1981 blev ØK divisioneret og den grafiske division er vokset lige siden og repræsenterer i dag nogle af branchens førende verdensfirmaer. Chefen for den grafiske division, underdirektør Bent K. Kierkegaard indrømmer da også gerne, at divisionen er et af hvis ikke det største aktiv ØK har.

I 1986 vil omsætningen blive på et godt stykke over 5 milliarder kr. til trods for at nogle markeder har været meget vanskeligt at komme ind på. I dag står ØK for en tredjedel af Heidelberg-salg, og offentliggørelsen af Heidelberg's topliste viser, at det er de områder, hvor ØK står for salg og service, der er blandt de største successer.

ØK vil med et salg på over 2 milliarder kr. grafisk udstyr i USA og 1,2 milliarder i Kina i 1986 sikrer sig en endnu stærkere placering. Heidelberg's ledelse pluds ledelserne af en række andre virksomheder, ØK samarbejder med, erkender ærligt og åbent, at de aldrig - og slet ikke på de markeder - kunne opnå resultater i den målestok og baseret på en sådan forståelse af de enkelte markeder og deres særlige forhold, som ØK

ØK har nu i nogle år har arbejdet sammen med et britisk firma Crosfield, der på helt afgørende vis vil ændre avisfremstillingen, fremstillingen af tryksager, og som er langt foran mange konkurrenter.

Givtig division

ØK's grafiske division, udgør en af de mest givtige dele af ØK's virksomhed. Det var trods ihærdige forsøg ikke muligt at få tal for denne effektivitet, men det er mere end bevist, at de gamle kompagni med ændret ledelse, ny vitalitet og en indsats baseret på at kombinere ekspertviden med kendskab til fremmede markeder har formået sætte nye normer for, hvad der kan nås, så producenter, distributører og ydere af service og uddannelse og grafiske virksomheder i en lang række lande giver udtryk for tilfredshed med resultaterne.

har kunnet præstere.

Det hører også med at ØK arbejder i denne branche i 25 lande. Danske virksomheder - først og fremmest Eskofot med en omsætning på 500 millioner kr. og et stærkt voksende marked, og Glunz & Jensen fra Ringsted - omsætning ca. 200 millioner kr. - har fået helt nye muligheder i kraft af samarbejdet med ØK. Der kunne nævnes andre virksomheder, der på den ene eller den anden måde har samarbejds- og servicereationer med ØK.

En sælgerskare på 294 ØK-medarbejdere fra 25 lande gav et imponerende indtryk af en avanceret organisation, der er gearret til at kunne klare opgaver af forskellig art under de mest fremmede himmelstrøg. ØK og de virksomheder, ØK arbejder sammen med, var særdeles stærkt repræsenteret på den største messe for grafisk udstyr i verden. Denne messe holdes Düsseldorf i Vesttyskland. De dominerede messeområdet og var let genkendelige med slips og emblemer i de olympiske farver.

Der kommer alene 25.000 danske gæster på DRUPA. Heraf regner man med, at ca. 5000 er tilknyttet den grafiske branche.

Eddie Skoller-show

Ved et møde under festlige former, under ledelse af ØK's øverste direktør Henning H. Sparsø, demonstrerede ØK en anden del af dansk samfundsliv. Eddie Skoller havde lavet et international show, der tog køglø og rystede en international sælger- og servicestab sammen.

Der kommer omkring 300.000 besøgende, og bemærkelsesværdigt er det, at ØK har formidlet rejser, arrangeret kontakter, demonstrationer, forhandlinger, beskrevet service og forklaret tusinder af andre ting for grupper fra Kina og fra mange andre lande.

Bruger 750 tons papir til demonstration

Mest imponerende er nok Heidelberg-standen der er i en af de største udstillingshaller. Her sås mestrelere og sagkyndige fra alle dele af den grafiske branche. Her viste virksomhedens eksperter de nyeste maskiner på en arbejdende stand, og her bruges i løbet af udstillingsperioden 750 tons papir. Ejere af trykkerier og deres medarbejdere kom med lup, måleinstru-
menter for at se, hvad den nyeste datateknik kan sikre af avanceret trykteknik, hurtig omstilling, besparelser af tidligere besværlige og arbejdstunge arbejdsprocesser.

Vesttysk grafisk udvikling

Adskillige har fået et chock, for de har opdaget, at deres egne maskiner i mange tilfælde ligner et arbejdende museum i forhold til, hvad der laves nu.

Det hører også med, at den grafiske industri i Tyskland før krigen lå i og omkring Leipzig i det nuværende Østtyskland. Efter krigen blev den placeret i Vesttyskland. På nogle områder var tyskerne længe om at indse i hvad retning udviklingen gik. Da de indså det, gik det stærkt med at komme i forreste linie.

Samarbejde med avanceret britisk firma

Det hører også med, at der indgår mange elementer i en succes - også når det gælder om at sælge grafiske maskiner og udstyr. Der er mange, der godt kan forstå, at et verdensfirma som Heidelberg erkender sin begrænsning i salgs- og servicefunktionen, og overdrager den del af virksomheden til andre, der har bevist at de kan.

"Erhvervs-Bladet", for example, wrote:

EAC sells D.kr. 5,000m worth of graphic equipment

A team of nearly 300 employees in 25 countries has made EACgraphics the World's no. 1 distributor of graphic equipment. At DRUPA '86 in Düsseldorf the international Danish company won praise for its quality and service. Approx. 25,000 Danes visited the world's largest graphic-arts trade fair.

By Niels Kallesøe

Over the past few years the East Asiatic Company (EACgraphics to its friends) has won for itself the position as the world's biggest distributor of machinery and equipment for the graphic industry. EAC companies do not themselves manufacture graphic equipment; they sell, arrange, market and provide service.

Modest start in 1954

It began unassumingly in 1954, when EAC secured the agency in India for Heidelberg Druckmaschinen AG.

In 1981 EAC was reorganised into product-area divisions - and the graphic division has expanded ever since. Today it represents some of the leading international manufacturers in the graphic field. And EAC general manager, Bent K. Kierkegaard, who heads the division, admits that it is one of EAC's biggest assets - if not the biggest.

Sales in 1986 will be well over D.kr. 5,000m - despite the fact that some markets have been very difficult to penetrate. Today, EACgraphics is responsible for one-third of Heidelberg's sales, and the publication of Heidelberg's top-selling list reveals that the areas in which EACgraphics handles sales and service are among the biggest successes. With sales of graphic equipment in 1986 topping D.kr. 2,000m in the United States and D.kr. 1,200m in China, EACgraphics aims to win an even stronger position for itself.

Danish press on DRUPA '86

Erhvervs-Bladet 12. maj 1986

Grafisk Division større end ØK's skibsafdeling

Verdenskoncerner inden for produktion indrømmer, at handel, service- og uddannelse udgør en stadig større og vigtigere del af det samlede produkt, og at de står sig ved at »blive ved deres læst«.

Af Niels Kallesøe

ØK's succes med at sælge grafisk udstyr og maskiner bygger på et solidt grundlag.

I 1954 fik ØK agenturet for Heidelberg Druckmaschinen for Indien. I 1981

blev kompagniet divideret, og en af divisionerne blev grafisk division, der i dag arbejder i over 25 lande og er delt op i en lang række virksomheder.

Flere og bedre agenturer

Heidelberg agenturet er

blevet udvidet gang på gang. Det samme er agenturer for andre fabrikanter af grafisk udstyr fra foldemaskiner, kameraer, fremkaldere, fotomaterialer til skæremaskiner og elektronisk udstyr.

USA og Kina er blevet hovedhjørnestene i grafisk

divisions arbejde. Det gælder også det største agentur Heidelberg Trykmaskiner. Den samlede virksomhed betyder i dag mere økonomisk for ØK end de to divisioner, der beskæftiger sig med skibsfart, tilsammen gør. Det gælder både liniesejladsen og den division,

der har hele ØK's rederi-virksomhed uden for linie-trafikken.

Successens baggrund

Erhvervs-Bladet søgte på DRUPA-messen i Düsseldorf at finde ud af, hvordan det kan lade sig gøre, og hvad der er baggrunden for denne eksportsucces.

Der er stor åbenhed blandt forretningsfolk, når det gælder principper, men åbenheden hører op, når det er konkrete tal og noget, der kan tolkes som forretningshemmeligheder, som eventuelle konkurrenter kan drage nytte af.

Store industrikoncerner inden for den grafiske branche siger lige ud, at de først og fremmest er specialister med hensyn til produktion, men at den endelige produktion først er en forretning, når der tale om langvarige forretningsforbindelser, baseret på viden, koordinationssevne og ikke mindst forståelse for, hvad det er det pågældende marked har brug for.

Det agentur er ikke i fare

De to markeder for Heidelberg Trykmaskiner, som ØK arbejder på med størst succes, er USA og Kina, og disse to markeder er så forskellige som nat og dag. ØK sælger for næsten 3,5 milliarder kr. på disse to markeder alene.

Man kan ikke lave ens markedsføring, for behovene er forskellige, mentaliteten er forskellig, uddannelsesniveauet varierer voldsomt. Det politiske system i de to lande bygger på hver sit grundlag.

En af ØK's forretningsforbindelser bemærkede tørt, »at der ingen fare er for, at kompagniet vil miste sine agenturer«.

Med et salg på der kr. på årsbasis sælge andre virksomheder produkter er afgørende værdi dokumentet specielt når alle i er tilfredse.

Koncerners salgspolitik

De store koncerner ofte deres mellem deres deling og agenturer. Er agenturerne tvivl og kan de bedste resultater stadig flere opstår.

Forretningsmæssigt er agenturerne for egen salgsmæssig effektivitet.

En koncert således lige og anerkendelse somhed ikke salg til enhed - og udenlandsk med mindre ge fordel det.

Kræfter bruges

Der kan stor gevinst kræfterne bedst til ikke billige drive salg delinger lande.

Den serviceværdi digt vo stadig dukter Det er for de med d else i

Det og de at k speci gæld kend det

Erhvervs-Bladet, May 12, 1986

EAC's graphic division bigger than EAC's shipping division

International manufacturers acknowledge that trading, service and training have become an increasingly vital part of the overall product and that their best policy is 'to stick to what they do best'

By Niels Kallesøe

There's a solid, well-tryed background to the success The East Asiatic Company (EACgraphics) enjoys in its distribution of graphic equipment and machinery.

In 1954 EAC was granted the agency for Heidelberg Druckmaschinen for the territory of India. In 1981 the company was reorganised into divisions. One of these divisions was the graphics division which now operates in more than 25 countries and is made up of many different companies.

More and better agencies

The Heidelberg agency has been expanded again and again. The same applies to the agency agreements with other manufacturers of graphic equipment, ranging from folding machines, cameras, processors and photographic materials to guillotines and electronic equipment.

The USA and China have become two of the primary centres of focus for the graphic division. Another is the division's largest agency: Heidelberg Druckmaschinen AG.

The overall activities of the graphic division represent a bigger economic factor for EAC than the combined activities of the Group's two shipping divisions: liner and non-liner.

Important to acknowledge and correct one's faults

The concept of service in an area of advanced technology such as the graphic industry has taken on a completely new meaning and it is important for a company like EAC to be frank enough to acknowledge any mistakes and to show that by modifying its personnel policy, recruitment, training, advancement and appointment of managerial staff it demands of its staff a high level of professionalism, dignity, good sense, sincerity and natural behaviour with a clear understanding of the conditions under which their business connections in export markets work.

Grafisk messe samler 300.000 gæster på få dage

DRUPA er slet og ret den grafiske industris mekka og gennemføres kun hvert fjerde år

Af Niels Sandøe

EAC-graphics, ESKOFOT samt Glunz & Jensen ofrer tilsammen over 15 mio. kr. for at være godt med på DRUPA 86, der er verdens største messe for grafisk udstyr. DRUPA er slet og ret den grafiske industris Mekka, der kun slår dørene op en gang hvert fjerde år. En begivenhed, der i år forventes at tiltrække mere end 300.000 mennesker til de 125.000 kvadratmeter udstilling. Det er her man lægger grundlaget for fremtidens store forretninger i den grafiske branche. ØK-divisionsen EAC-graphics er repræsenteret af ikke mindre end 294 medarbejdere selvom de ikke har lejet en eneste stand. EAC-graphics har nemlig ingen egen produktion, men er verdens største sælger af grafisk udstyr.

EAC-graphics største salgssucces er de grafiske maskiner fra Heidelberg-fabrikkerne, der er verdens største producent af grafisk udstyr. EAC-graphics solgte sidste år ikke mindre end 30 procent af Heidelberg's samlede omsætning på 5,5 mia. kr.

At Heidelberg er den grafiske industris gigant kunne ingen være i tvivl om på

udstillingen. De har sat 93 trykkemaskiner op i en hal for sig selv, hvor hovedparten er i drift under udstillingen. I blandt dem er deres store nye 16 siders Web. En kæmpeoffset-trykker, der i timen kan producere 40.000 helark i det fineste farvetryk. Når udstillingen lukker på torsdag vil de 93 Heidelbergmaskiner have produceret ikke mindre end 700 ton tryksager i løbet af 14 dage.

En anden af de firmaer, som EAC-graphics er agent for, er det danske Glunz & Jensen, der ligesom EAC-graphics har et grafisk verdensmesterskab. De er verdens største producent af grafiske fremkaldemaskiner.

Nyeste

På udstillingen viste de deres nyeste skud på stammen, den såkaldte 80-RA-P. En fremkaldemaskine, der er forsynet med mikroprocessorer, som gør det muligt for ejeren at lægge forskellige programmer ind. Endvidere kan hele fremkaldprocessen ændres ved tryk på et lille simpelt tastatur, der mest af alt ligner en regnemaskine. Model 80-RA-P koster 90.000 kr.

Men EAC-graphics er i 28

lande også agent for det danske firma ESKOFOT. ESKOFOT præsenterer ikke mindre end 18 nye produkter, der repræsenterer en investering i nyudvikling på 25 mio. kr. En udgift, der ifølge dir. Berge Nielsen er forklaringen på, at firmaet sidste år kun kom ud med et nettoresultat på 29 mio. kr. ESKOFOT var mere end overvældet over de resultater udstillingen giver.

759 tilbud

- Vi har aldrig oplevet noget lignende allerede i løbet af messens tre første dage har vi modtaget 759 forespørgsler om ordretilbud, sagde dir. Berge Nielsen, da Børsen besøgte standen forrige søndag.

Men EAC-graphics har også eneagenturet i en række lande for de tyske firmaer Müller Martini og Stahl samt det engelske Crosfield. Specielt Crosfield er super tidsaktuelt i sine produkter, da det er helt med fremme, når talen falder på elektronisk billedoverførsel, avisombrydning og layout. Produkter, hvor efterspørgslen vil stige eksplosivt den kommende tid. EAC-graphics lægger heller ikke skjul på, at det er meget tæt på at overtage eneagenturet for Crosfield og Heidelberg i henholdsvis Taiwan, Hongkong og Sydkorea.

- Vores mål er helt klart, at få eneagenturerne for det bedste grafiske udstyr i hele det fjerne østen. Det skal vi nok også få, siger ØK's adm. dir. Henning Sparsø.

sammensætning og skabe tillid til, at man anlægger en langsigtet politik baseret på en effektiv service og en vilje til at sikre uddannelse af den lokale arbejdskraft og de lokale ledere.

Vigtigt at erkende egne fejl og rette dem

Service på et højt teknologisk område som det grafiske har fået en helt ny betydning, og det er ikke uvæsentligt, at en virksomhed som ØK er så åben, at den erkender egne fejl og dokumenterer, at den gennem ændret personalepolitik, rekruttering, uddannelse, forfremmelse- og udnævnelse af ledere forlanger professionalisme og en altid værdig, fornuftig, hjertelig og naturlig optræden med en klar forståelse af de forhold, deres forretningsforbindelser på eksportmarkedet arbejder under.

Virksomhedernes begrænsning

Selv de største virksom-

heder f. eks. inden for den grafiske branche har betydelige begrænsninger. En ekspert fra en af de største virksomheder sagde det sådan:

»Det er umuligt at være ekspert på alle områder. Når vi samarbejder med agenturer, hænger det ikke blot sammen med det umiddelbare økonomiske resultat. Det hænger også sammen med, at selv den største trykkemaskine ikke er meget værd, hvis ikke de andre dele i den grafiske produktionsproces kan indpasses i en større sammenhæng.

Derfor er et agentur, der kan indpasses i et handels- og servicehus på et højt niveau, og som har andre højtanerkende specialvirksomheder med i agenturet, af stor værdi for alle parter. Det er oven i købet en inspirationskilde for os i retning af, hvor vi skal lægge vægten i vort udviklingsarbejde og dermed forøge vor konkurrenceevne yderligere.

Børsen, May 13, 1986 300,000 visit Fair in the course of a few days

DRUPA is the Mecca of the graphic industry and is worth waiting for years for

By Niels Sandøe

EACgraphics, ESKOFOT and Glunz & Jensen are investing a total of D.kr. 15m in attending DRUPA 86, the world's biggest exhibition of graphic-industry equipment. DRUPA is Mecca to the world's graphic industry and occurs only once every four years. This year 300,000 people are expected to visit the 125,000-m² show. DRUPA - held at Düsseldorf - is where the graphic industry lays the foundations of its future.

EACgraphics, a division of The East Asiatic Company (EAC), will have no fewer than 294 members of its staff on duty at the exhibition - although the division has not rented a single stand. EACgraphics has no independent production being content to be the world's leading distributor of graphic equipment.

EACgraphics biggest-selling product line is printing equipment from Heidelberg, the world's chief manufacturer of plant for the graphic-arts industry. Last year EACgraphics accounted for no less than 30% of Heidelberg's total worldwide sales of D.kr. 5,500m.

Venstrepressens Bureau

294 ØK-folk virker på Drupa-messen

300.000 fra alverdens lande støvner til Düsseldorf for at følge med i den grafiske udvikling

Af Tage Jensen

I disse dage - indtil 15. maj - holdes i Düsseldorf verdens vigtigste internationale udstilling af grafisk udstyr. Denne udstilling, der har betegnelsen DRUPA 86, er den niende i rækken af DRUPA-udstillinger. Dette års udstilling ventes besøgt af 300.000 gæster fra 140 lande.

Betegnelsen DRUPA-messe er en forkortelse af de to tyske

ord Druck og Papier (Tryk og papir).

Düsseldorfs nu traditionsrige tryk-og-papir messe blev skabt af Hubert Sternberg, der dengang var direktør for det kendte vesttyske grafiske firma Heidelberg Druckmaschinen.

I dag har direktør Hubert Sternberg trukket sig tilbage fra sin Heidelberg-direktørpost, men han er fortsat ærespræsident for DRUPA-komiteen, som en naturlig anerkendelse for hans indsats gennem mange

år. Det er bl.a. denne indsats, der er baggrunden for, at DRUPA-messerne efterhånden er blevet stedet, hvor den grafiske verdens fagfolk mødes hvert fjerde år.

Der findes mange store internationale messer vedrørende forskellige dele af det internationale erhvervsliv, men DRUPA 1986 er af særlig interesse for Danmark.

Det er nemlig det danske firma EAC-graphics, der i ganske særlig grad præger DRUPA-

messen. EAC-graphics er een af de syv divisioner, som man i 1981 opdelt Østasiatisk Kompagni i. Men Kompagniets grafiske forretning startede langt tidligere. Allerede i 1954 fik ØK agenturet for den berømte tyske fabrik Heidelberg Druckmaschinen i Indien, og i dag er netop denne fabrik et af de centrale agenturer i Kompagniets grafiske division.

Der er ikke færre end 294 repræsentanter for EAC-graphics internationale sælgerstab i sving på DRUPA 86. De mange EAC-folk, hvoraf omkring 5 pct. er kvinder, skal tage sig af EAC-kunder og lede dem frem til de mange EAC-leverandører.

Ud over det allerede nævnte Heidelberg-agentur, repræsenterer EAC-graphics en lang række andre kendte internationale producenter.

Vor filosofi er, at vi kun

markedsfører de bedste produkter inden for hvert af deres specielle områder - og at markedsføre de samme produkter på alle markeder, siger den dynamiske leder af EAC-graphics, direktør Bent K. Kierregaard til Venstrepressens Bureau.

En sådan formulering er selvfølgelig for EAC-folkene, der alle er prøget af en betydelig stolthed over deres firma og dets resultater.

Helt kontant oplyser de, at EAC-graphics, der i dag er den største ØK-enkeltaktivitet, omfatter lokale organisationer i 25 lande på fire kontinenter. Aktiviteterne under EAC-papirlynen passerer i indværende 1986 ikke mindre end fem milliarder kroner.

Listen over de firmaer, der leverandører til EAC-graphics, omfatter nogle af den grafiske verdens mest kendte - udover Heidelberg navne som Agfa-Gevaert og Crosfield. Men der er også mindre leverandører, bl. a. de to danske firmaer Eskofot, Ballerup, og Gluntz & Jensen International A/S, Ringsted.

Netop disse to danske firmaer, der nok er mindre i international sammenhæng, har gennem de senere år erobret sig betydningsfulde placeringer i den grafiske verden, idet de bedes førende ved at være ubestridt anset for at være ubestridt førende vedrørende de produkter, de, hver for sig, har specialiseret sig i.

"Venstrepressens Bureau" (An association of liberal Danish papers) wrote:

294 EAC employees at work at DRUPA 86 exhibition

300,000 people from all over the world head for Düsseldorf to keep up with rapid developments in the graphics trade.

By Tage Jensen

Until May 15, Düsseldorf will play host to the world's leading international exhibition of graphic equipment. The event - which is called DRUPA 86 - is the ninth time the exhibition has been held. This year's exhibition is expected to draw a crowd of 300,000 visitors from 140 countries.

No fewer than 294 representatives of EACgraphics' international sales force are in action at DRUPA 86. This EAC sales team (5% women) will meet customers and conduct them to the many EACgraphics suppliers.

"Our strategy is to market only the best products in each specialised field - and to market the same products in all markets" says the dynamic head of EACgraphics, general manager Bent K. Kierregaard to 'Frederiksborg Amts Avis'.

This kind of statement is naturally aimed at the EACgraphics sales team - all of whom show considerable pride in their company and its results.

We were informed that EACgraphics, which today is the largest single EAC activity, consists of local organisations in 25 countries on four continents. In 1986 EACgraphics sales to the graphic industry will top D.kr. 5 000m

ERHVERVSBLADET 12. MAJ 1986

Eksportidéer

Praktisk eksportarbejde er mange ting. Det er ikke så let pludseligt at sætte eksporten i vejret og få danske virksomheder til at blive mere eksportorienterede. Med en højere grad af teknologi bliver servicefunktionen af stigende betydning. Hvis ikke det accepteres, at eksport forudsætter viden om de nye markeder, evne og vilje til at yde service og forstå kundernes behov og bl.a. præstere en aktiv markedsføring, bliver det svært at nå de resultater, som regering, Folketing og offentligheden råber efter.

Der er på en gang behov for ydmyghed over for opgaven, og en klar professionalisme i eksportindsatsen. Det er ofte overset, at eksport godt kan være af produkter, som andre har fremstillet. Det kan endda være produkter, der fremstilles i et helt andet land, og som producenten naturligt nok ønsker en virksomhed, der er ekspert i salg, service og uddannelse, til at sælge. DRUPA-udstillingen i Düsseldorf i Vesttyskland - en udstilling af moderne grafisk udstyr - kan give stof til eftertanke. Det er eksempelvis en dansk virksomhed, der sælger en tysk verdensvirksomheds produkter på så afgørende markeder som de amerikanske, indiske og kinesiske. Det sker i konkurrence med andre virksomheder, og det kan kun lade sig gøre, fordi ØK på dette område er blandt verdens førende, når det gælder salg og service i videste forstand. Det afgørende er tilvæksten i produktets værdi, og er man ekspert på dette område, er det lige så godt som at fremstille produktet. Her gælder det om at have systemer, så flere førende virksomheder supplerer hinanden og dermed står med et stærkt kort, hver gang der skal træffes beslutning.

Det var nok klogt, hvis mulige danske eksportører så, hvordan professionalisme ofte er afgørende for, om en ordre bliver afgivet til et dansk eller et amerikansk, britisk eller japansk firma. Service og en værdig, venlig og tillidskabende optræden betyder i denne sammenhæng mere, end de fleste er klar over. Ingen kan undgå at begå fejl. Det er ærfuldt at erkende sådanne fejl og bevise over for sig selv og andre, at man har lært af dem. Det er en præstation af verdensformat i løbet af få år at vise, at man kan blive klodens største sælger af grafisk udstyr. Mange kan lære af det. ØK har gjort i praksis - at sælge for fem milliarder kr. grafisk udstyr og suppleret med en service og viden, som andre ikke kan yde.

"This is your Captain speaking" said Bent K. Kierkegaard, General Manager of EACgraphics, when he blew the whistle for the kick-off to our first match in our internal soccer tournament at DRUPA. 3 teams had been formed of staff from our many markets representing Asia,

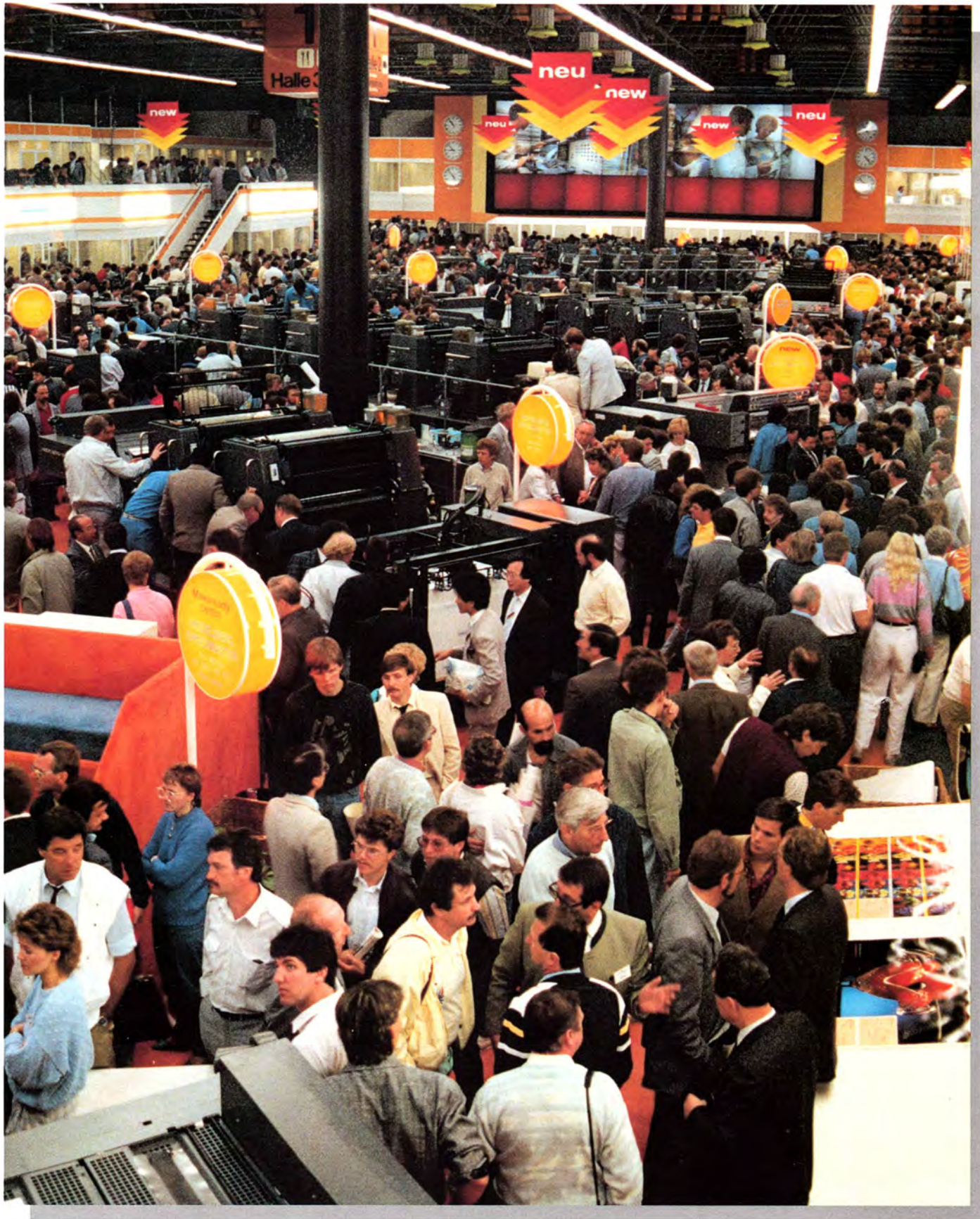


America and Africa/Europe respectively. For the occasion - and in anticipation of many spectators - we had rented the famous Rheinstadium in Düsseldorf providing adequate seating capacity... The event was great fun and in between with some serious soccer playing. The re-inforced



Africa/Europe team became winners with a clear margin which was celebrated till very late and included beer drinking contests, traditional singing and

other entertainment by the staff. Certainly an evening shall be reserved for a similar arrangement at the next DRUPA...



Occupying the entire area of Hall No. 1 the Heidelberg exhibit was the centre of attraction of DRUPA. 93 printing presses were engaged in the "live" production of 720 tonnes of printing jobs, representing the largest installed printing capacity ever shown.

The busy exhibits included the entire Heidelberg product range from the smallest sheed-fed T-offset duplicator to the large 16-page web offset drier press and thus presented an excellent opportunity for demonstrations and clarification of technical specifications prior to finalization of commercial negotiations with customers from around the world.



At our DRUPA Gala Dinner entertainment was given by the world famous - at least in Denmark - Eddie Skoller. Judging from the response from the audience his performance was up to the expectations of World Champions...









Electronics is also making inroads in the traditionally more mechanically-oriented areas of cutting, folding, finishing, and binding and our partners in these areas were present in force at DRUPA to demonstrate the latest technical innovations.



Computer Print Control is widely accepted in the Chinese printing industry and latest trends studied thoroughly.

EAC is facing bright future

»The East Asiatic Company is the world's biggest distributor of graphic arts equipment. EAC's presiding managing director, Henning H. Sparsø said he also hoped to be in the forefront of communication equipment and micro-computers.

The consumer products division will run East Asiatic's brewery, confectionary, tobacco, wine and spirit interests

plus two Dumex milk products factories in Malaysia and Thailand.

Prospects for the Group's traditional timber and wool activities are encouraging, the Company said.« This was stated in a Reuters' report from Copenhagen on April 28, 1986. Michael Duggan, head of Reuters' Copenhagen office went on to say:

DENMARK'S EAST ASIATIC GROUP (DET ØESTASIATISKE KOMPAGNI A/S) FACES A BRIGHT FUTURE AFTER DIFFICULT YEARS IN THE EARLY 1980S AND A RETURN TO PROFIT IN 1983, ACCORDING TO PRESIDING MANAGING DIRECTOR HENNING SPARSOE.

EVERY DIVISION IN THE COMPANY NOW HOLDS EXCITING POTENTIAL, HE TOLD REUTERS.

THE GROUP COVERS 122 COMPANIES IN TRADE, MANUFACTURING, PLANTATIONS AND SHIPPING AND IS LIKELY TO OPEN TWO NEW BRANCHES THIS YEAR IN CHINA, WHERE SPARSOE SAID IT HAS ALREADY THE BIGGEST FOREIGN TRADING HOUSE.

"WE HAVE COME TO LOOK ON CHINA AS BEING THE CENTREPIECE IN A RECTANGLE CONSISTING OF CHINA, HONG KONG, TAIWAN AND SOUTH KOREA. WE HAVE HERE THE MAKINGS OF A POWERHOUSE," HE SAID.

HEAD OF THE GROUP FOR 12 YEARS, SPARSOE HAS NURSED IT FROM LOSSES IN THE EARLY 1980S TO A PRE-TAX PROFIT LAST YEAR OF 380 MLN CROWNS, AND THE COMPANY PREDICTS DIVIDENDS WILL RESUME FROM 1986 AFTER AN ABSENCE OF FIVE YEARS.

"BUT YOU MUST ALSO REMEMBER THAT OUR CONVERTIBLE BOND ISSUE CAME OUT IN 1983, WHICH HAS BEEN OF CONSIDERABLE BENEFIT TO THE SHAREHOLDERS," SPARSOE SAID.

THE GROUP'S SELF-FINANCING HAS IMPROVED SUBSTANTIALLY, WITH EQUITY LAST YEAR AT 23,7 PCT OF ASSETS AGAINST 19 PCT IN 1984 -- NOT FAR OFF THE 25 PCT. TARGET.

EXPLAINING THE TURNAROUND, SPARSOE SAID: "THE SITUATION WITH EAST ASIATIC WAS THAT WE WERE SPREAD TOO THINLY, AND THAT IN YEARS WHEN ECONOMIC ACTIVITY IN THE WORLD WAS PRETTY GOOD, THE PROFITS WE GENERATED WERE TOO LOW TO WITHSTAND THE EXTERNAL PRESSURES IN THE EARLY 1980S, WITH HIGH INFLATION AND VERY HIGH INTEREST RATES."

"WE BELIEVE THAT THERE IS CONSIDERABLE STRENGTH IN BEING DIVERSIFIED, BUT IT IS EXTREMELY IMPORTANT TO ESTABLISH THAT THERE IS A BALANCE IN OUR DIVERSIFICATION," SPARSOE SAID.

"WE DEVELOPED A NUMBER OF MAINSTREAMS, TRANSLATED ORGANISATIONALLY INTO DIVISIONS, AND IT WAS AROUND THESE MAINSTREAMS THAT WE WOULD CONCENTRATE."

HE SAID THE COMPANY HAD DIVESTED ITSELF LARGELY OF ANYTHING FALLING OUTSIDE THESE MAINSTREAMS SUCH AS SOYA BEAN AND FORESTRY PROCESSING PLANTS.

THE GROUP'S DIVISIONS INCLUDE GRAPHICS, COMMUNICATIONS EQUIPMENT AND MICROCOMPUTERS, TIMBER AND CONSUMER PRODUCTS.

SPARSOE SAID THE COMPANY'S STRENGTH WAS IN ITS TRADE-RELATED AREAS, GRAPHICS IS PROBABLY THE GROUP'S MOST PROFITABLE DIVISION AT PRESENT, HE SAID.

"WE SHALL NOT MOVE OUTSIDE WHAT WE ARE DOING. IT WILL BE A QUESTION OF DEVELOPING THE ACTIVITIES WE ALREADY HAVE." IN SHIPPING, EAST ASIATIC IS OUT OF DRY BULK CARGO AFTER SELLING FIVE SHIPS LAST YEAR AT A LOSS OF 112 MLN CROWNS."

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