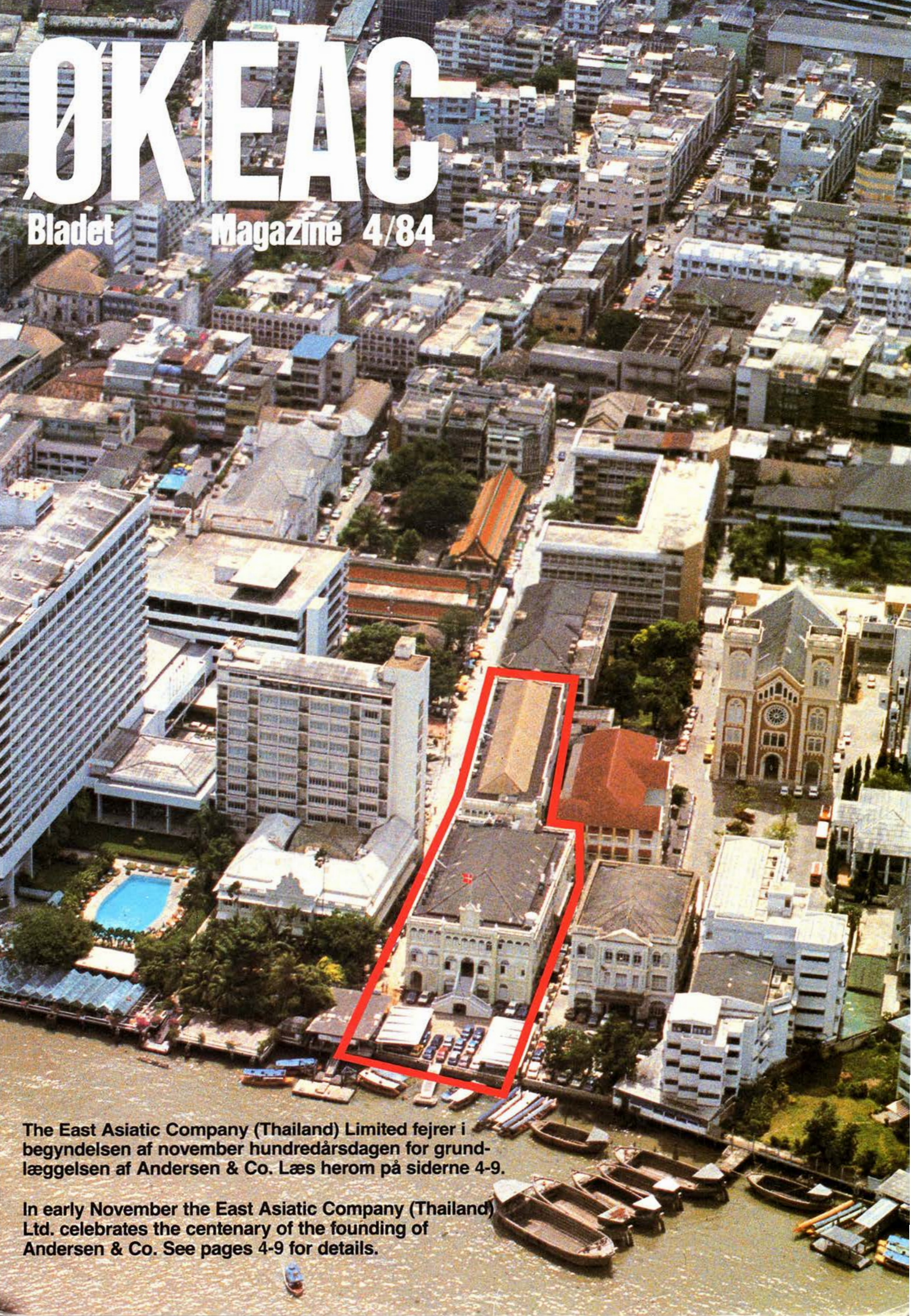


# ØKEÅG

Bladet

Magazine 4/84



The East Asiatic Company (Thailand) Limited fejrer i begyndelsen af november hundredårsdagen for grundlæggelsen af Andersen & Co. Læs herom på siderne 4-9.

In early November the East Asiatic Company (Thailand) Ltd. celebrates the centenary of the founding of Andersen & Co. See pages 4-9 for details.

#### Forsiden

EAC (T)'s bygninger på Oriental Avenue i Bangkok.  
Foto: Casper Thorsøe.

#### Front page

EAC (T)'s buildings at Oriental Avenue in Bangkok.  
Photo: Casper Thorsøe.

#### Bagsiden

Elefanter i Burma

#### Back page

Elephants in Burma

## Indhold/ Contents

- 2 To-sidet tak til EACT  
Thank you, EACT
- 3 Medarbejdermøde om halvårsberetningen. Fremgang skal fastholdes  
Progress – Hang On
- 4 Jubilæumsfest i Bangkok  
Centennial celebrations in Bangkok
- 5 Sådan begyndte det  
How it all began
- 6 En 100-årig yngling på jagt efter talenter
- 7 A century-old youngster bases its future on talent
- 8 Cavling skildrer ØK  
Those early EAC days
- 9 EAC (Thailand) has come a long way  
EAC (Thailand): 100 år med fremgang
- 10 EAC addresses Thai students on modern marketing  
ØK fortæller thailandske handelsstudenter om moderne markedsføring
- 12 ØK tilbage i Burma  
EAC is strongly placed in Burma
- 13 Ny ØK-indsats i Korea  
New EAC presence in Korea
- 14 Skibskirurgi gør ØK-skibe større  
Marine surgeons 'operate' on EAC ships
- 15 Forbedringer på Stillehavet  
Pacific Service improvements
- 16 EAC in Britain  
ØK i UK i sterk vækst
- 18 Nyt ØK-selskab: CompuDan  
CompuDan – a new EAC Company
- 19 Pålidelighed og fart er nøgleordene for Vestafrika Linien  
Reliability and speed are keywords for West Africa Line
- 20 En sømand og hans kamera  
A sailor and his camera
- 22 Billednyt  
Snapshots
- 24 Mit danmarkskort er ændret  
Her map of Denmark has changed
- 26 Nyt om navne  
People

# ØKEAC

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# To-sidet tak til EACT

Som udtryk for den anerkendelse, EAC (Thailand) Ltd. har modtaget og modtager fra mange sider, gengives nedenstående to takbreve, som selskabet har fået i jubilæumsåret.

Det første kom fra Siamesiske Arkitekters Selskab Under Kongelig Protektion, der i september tildelte 19 bygninger i Bangkok et certifikat for fin vedligeholdelse. Blandt bygningerne var EACT's hovedkontor, hvorom selskabets præsident, Mr. Pichai Vasanong, skrev i brevet:

»I anledning af vort selskabs 50-års dag har H.K.H. Prinsesse Maha Chakri nådigst givet sit samtykke til overrækkelse af belønnings-certifikater til historiske bygninger, der er blevet vel bevarede. Gennem sin komite for skønne kunster har selskabet udvalgt Deres kompagnibygning til denne udmærkelse, som vil blive overrakt af Hendes Kongelige Højhed.«

Det andet brev kom fra formanden for Landsorganisationen i Danmark, Knud Christensen,

efter at han sammen med nære medarbejdere havde besøgt EACT, og det sagde bl.a.:

»Vi er mange – også i fagbevægelsen – som er stærkt optaget af, hvordan vi igen får igangsat en dynamisk udvikling for danske aktiviteter herhjemme og i udlandet til gavn for beskæftigelsen og hele samfundsudviklingen. Det er min opfattelse, at løsningen af denne opgave nødvendigvis forudsætter et fordomsfrit samvirke mellem alle betydende grupper i det danske samfund. Under opholdet i Thailand fik LO-delegationen en fornemmelse af, at The East Asiatic Company præges af åbenhed, en fordomsfri og dynamisk ledelse og betydelig opmærksomhed for et konstruktivt samarbejde med medarbejderne. Vi tror, disse træk har medvirket til at skabe grundlaget for den positive udvikling, som trods vanskelige konjunkturer på visse områder præger EACT. På mine ledsageres og egne vegne siger jeg tak for de spændende virksomhedsbesøg

og konstruktive samtaler under vort ophold.«

LO-formandens besøg medførte i øvrigt, at EACT's direktør blev indbudt til at være panel-deltager ved en stor beskæftigelseskonference, som LO arrangerede på LO-skolen ved Helsingør.

Og meget apropos udmærkelsen af EACT-bygningen i Bangkok har det ansete tidsskrift »Institutional Investor«, der udgives i London, også i år udnævnt EACT's nabo, Oriental Hotel, til verdens bedste hotel, denne gang foran Mandarin i Hong Kong, Okura i Tokyo, Shangri-La i Singapore og Regent i Hong Kong – i den nævnte rækkefølge. Oriental, som H. N. Andersen i sin tid gjorde til Bangkoks fineste, har beklædt førstepladsen hvert eneste år, siden tidsskriftet i 1981 indstiftede denne rangliste, der er baseret på over 100 internationale bankfolks vurdering på grundlag af 75-200 hotel-overnatninger om året.

## Thank you, EACT

As examples of the kind of appreciation enjoyed by EAC (Thailand) Ltd., the contents of two letters received by the company during its centenary year are given below.

The first is from the Association of Siamese Architects Under Royal Patronage, which selected 19 historic buildings in Bangkok to receive certificates for fine conservation – among them EAC(T) headquarters. The Association president, Pichai Vasanong, wrote:

'On the occasion of the 50th anniversary of the Association of Siamese Architects Under Royal Patronage H.R.H. Princess Maha Chakri has graciously consented to bestow certificate awards to historic buildings which have been well conserved.'

'Through its Fine Arts Commission the Association has selected your company building for the said award which will be presented by Princess Maha Chakri. The second letter is from the president of the Danish Federation of Trade Unions (LO),

Knud Christensen, following a visit he and a number of his close executives made to EAC(T):

'Many of us inside and outside the trade-union movement give a great deal of thought to how we can once more promote the development of Danish activities at home and abroad, with a beneficial effect on jobs and the whole structure of society. My own view is that the task will be accomplished only if all of the major elements in Danish society pull together. During our visit to Thailand our delegation received the impression that the East Asiatic Company is notable for its frankness, its openminded and dynamic style of management, and a deep awareness of the value of a constructive relationship with its employees. We believe these factors have helped create a basis for the positive development that EAC(T) is currently experiencing despite difficult economic conditions in certain fields. On behalf of my group and myself: thank you for a most absorbing tour of your company and your constructive

contribution to our discussions.' We may add that as a direct result of Mr. Christensen's visit to Thailand the managing director of EAC(T), C. Dencker Nielsen, was invited to participate in a panel discussion at a large conference held by LO to examine the problem of unemployment.

It is interesting incidentally to note in connection with the above award that the distinguished magazine, 'Institutional Investor', published in London, has once again chosen EAC(T)'s neighbour, Oriental Hotel, as the best hotel in the world – ahead of the Mandarin of Hong Kong, Okura of Tokyo, Shangri-La of Singapore, and the Regent, also of Hong Kong. The Oriental, which Capt. Andersen originally transformed into the finest hotel in Bangkok, has been the first choice of the 'Institutional Investor' each year since the magazine first published its list in 1981. The list is based on the evaluations of more than 100 banking people.

# Medarbejdermøde om halvårsberetningen

## Fremgang skal fastholdes

Halvårs-beretningen, som Kom-pagniet offentliggjorde den 26. september, viste bl.a.:

- Et bruttoresultat i de første seks måneder af 1984 på 1800 mio. kr. mod 1600 mio. i samme tidsrum 1983. For hele året budgetteres med 4 mia kr. mod 3,5 mia i 1983.
- En dækningsgrad på 26,1 pct. mod 22 pct. i samme tidsrum 1983 og et budget for hele året på 26,7 pct. mod 24,5 pct. i 1983.
- en forventet stigning i netto-omsætningen for hele året på 1,7 mia. kr. eller 11 pct.
- Et 1984-resultat af den ordinære drift (før ekstraordinære poster, skat m.m.) på ca. 200 mio. kr. mod 29 mio. kr. i 1983.

Halvårs-beretningen blev dagen efter offentliggørelsen gennemgået og drøftet på et stort medarbejdermøde på Hovedkontoret, hvor direktør Henning H. Sparsø på direktionens vegne bl.a. fremhævede

- at beretningen formentlig er det mest usædvanlige, som endnu har været offentliggjort på det danske marked, fordi den kaster blikket helt ind i 1986 og redegør for koncernens hensigt m.h.t. udbytte-politik m.m. flere år frem i tiden,
- at dette kun lader sig gøre, fordi koncernledelsen nu føler at have fået styr på tingene,
- og at sigtet med den fyldige halvårs-beretning er at være så åben som muligt og derigennem skabe ro om Ø.K., som naturligt er genstand for megen opmærksomhed, nationalt såvel som internationalt.

Henning Sparsø understregede også, at temaet for mødet var »Fremgang – Hold Fast«, at vi formentlig kommer ud af 1984 med et bruttoresultat, der er ca. 500 mio. kr. bedre end bruttoresultatet i 1983, og at fremgangen i resultatet af den ordinære drift siden 1982 således vil være godt 600 mio. kr.

Økonomisk-strategisk sigtes på en forbedring af forholdet mellem egenkapital og fremmedkapital, og mål for 1985 blev konkretiseret. Endvidere drøftedes, hvordan nettoresultatet skal se ud inden for en tidshorison på 3 år.

- Vor filosofisk-strategiske planlægning følger disse retningslinier, sagde direktør Sparsø:  
**Ingen artsfremmede investeringer**, hvilket vil sige, at vi ikke investerer i noget, vi ikke har forstand på. Derimod investerer vi netop nu f.eks. 30 mio. kr. i Plumrose Australien og 25 mio. kr. i Fibertex i Aalborg, der begge har opnået fine resultater og er i lovende fremgang.  
**Resultatorienteret organisation**. Der tænkes her på den gennemførte divisionalisering, som bl.a. indebærer øget decentralisering.  
**Asset Management**, d.v.s. mere intensiv udnyttelse og forbedret styring af aktiverne.  
**Push the Winners**, hvilket – sagt på en anden måde – i virkeligheden betyder: Styrk de Stærke! Efter en periode, som var karakteriseret af løsning af akutte problemer, har vi nu kræfter til at vurdere vort idegrundlag og vor effektivitet. Allerede i februar blev det derfor besluttet at foretage en sådan analyse med assistance udefra af vore fremgangsrigte aktivite-

ter i ASEAN-landene, Hong Kong og Nordamerika. De foreløbige resultater af disse analyser vil være blandt emnerne, der skal drøftes på en lederkonference i København den 30. oktober, og de vil blive genstand for yderligere bearbejdning i de respektive områder. Ingen kan tage fra os, at vi har løst mange problemer. Den tilstræbte vending opnåedes i 1983, og en yderligere resultatforbedring forventes i år. Men nu gælder det om at holde fast – at fastholde de fremskridt, vi har formået at frembringe, og at skabe grundlag for endnu

bedre resultater og dermed endnu større respekt om koncernen og dens aktiviteter. Vi skal også holde fast i den sparsommelighed, der har været med til at forbedre resultatet. En virksomhed kan ikke spare sig ud af vanskelighederne, men sparsommelighed er en vigtig forudsætning for, at målene nås. I forbindelse med gennemgangen af halvårs-beretningen besvarede en række spørgsmål fra medarbejdere, og mødet sluttede – som det begyndte –, med en understregning af temaet: Fremgang – Hold Fast!

## Progress - Hang On

The Company published its report for the first half of 1984 on September 26. A summary of the principal details:

- A gross profit for the period of D.kr. 1,800m compared with D.kr. 1,600m for the first six months of 1983. For the year as a whole the Company is budgeting for a profit of D.kr. 4,000m compared with D.kr. 3,500m in 1983.
- A contribution margin of 26.1% compared with 22% for the same period of 1983 and a budgeted figure of 26.7% for the year as a whole compared with 24.5% in 1983.
- An expected increase in net turnover of D.kr. 1,700m (11%) for the full year.
- A profit on ordinary activi-

ties for 1984 (before extraordinary items, tax, etc.) of approx. D.kr. 200m compared with D.kr. 29m in 1983.

The day after the report was published it was the subject of analysis and debate at a well-attended staff meeting at Head Office. The theme of the meeting was 'Progress – let's maintain it', and on behalf of the Executive Board Henning H. Sparsø, managing director, gave an account of the economy and philosophy behind the Group's strategic objectives. After the analysis of the half-year report, answers were given to a number of questions from employees, and the meeting concluded – as it had begun – with a repetition of the theme: 'Progress – Hang on'.



# Jubilæumsfest i Bangkok



Head Office of EAC  
(Thailand)

Hundredårsdagen for daværende kaptajn H.N. Andersens etablering af »Andersen & Co.« i Bangkok vil – som den thailandske begivenhed, jubilæet er – blive stærkt markeret i Thailand.

Festlighederne begynder den 1. november, hvor 9 buddhistmunke deltager i en religiøs ceremoni på EAC (Thailand) Ltd.s hovedkontor på Oriental Avenue og velsigner såvel virksomheden som dens medarbejdere.

Den 4. november fejres det 25-års jubilæum, der falder sammen med hundredårsdagen for oprettelsen af Andersen & Co.: repræsentationen siden 1959 af de berømte, tyske Heidelbergfabrikker i Thailand. Jubilæet markeres med introduktion på det thailandske marked af Heidelbergs vidundermaskine Speedmaster og med en tale til de mange, indbudte repræsentanter for EACT's leverandører i den grafiske industri af Heidelbergs generaldirektør, Dr. Wolfgang Zimmermann.

Den 5. november er der åbent hus i EACT-afdelingen på Super Highway, der også rummer den grafiske forretning.

Den 6. november foregår den egentlige hundredårsfest, og den kulminerer med en friluftskonception på pladsen foran ØK-bygningen og mellem EACT's hovedkontor og Oriental Hotel. Der ventes 16-1800 gæster med repræsentanter for det thailandske kongehus og Thailands regering i spidsen.

Blandt de øvrige, tilrejsende gæster vil være ca. 150 forretningsfolk – leverandører, kunder og andre forbindelser – fra Amerika, Asien og Europa. Fra Heidelberger Druckmaschinen kommer foruden Dr. Zimmermann bl.a. salgsdirektør Jakob Kettenmann, fra Polar-Mohr hr. Karl Mohr og fra Stahl hr. A. Doepfert.

ICI repræsenteres ved formanden, hr. R.C. Hampel, og marketingdirektør J.C. Mitchell fra selskabets store afdeling for

plantebeskyttelse samt dr. J.D. Rushton, der er formand for ICI Malaysia, og dr. S.A. Ridgwell, formand for ICI i Japan. Fra Danmark kommer De Forenede Bryggeriers administrerende direktør, Poul J. Svanholm og bryggeriernes tekniske direktør E. Bjerl Nielsen, Dumex-chefen direktør Flemming Bogø Jensen og Novo's administrerende direktør Mads Øvliisen. Svensk erhvervsliv repræsenteres ved bl.a. Volvo Pentas direktør B. Nyhlen og SKF's regionalchef i Singapore, direktør G. Bengtsson. Og af EACT's principaler inden for skibsfarten kommer bl.a. direktør Erik Waage Nielsen fra Barber Blue Sea.

Festlighederne forestås af EACT's bestyrelse, hvis formand er direktør T. Wøldike Schmith, og som også vil være repræsenteret ved H.H. Prins Georg, direktør John Arthur Hansen og direktør Otto F. Andreasen. Fra Danmark kommer endvidere fuldmægtig Jens Gert Andersen, der er barnebarn af etatsråd H.N. Andersen og knyttet til Kompagniets juridiske afdeling, og en delegation af danske erhvervsledere, der deltager i en stor eksportkonference i Bangkok 1.-5. november.

Deltagelsen i disse jubilæumsarrangementer bliver så stor, at EACT udsætter festlighederne for selskabets egne medarbejdere til dagene 30. november-2. december, hvor man venter et nyt besøg af Aalborg Rytmske Sportsgymnastikforenings dameelitehold, hvis 12 gymnaster skal på turne i Thailand og under opholdet indkvarteres hos ØK-folk og andre danskere i Thailand.

## Centennial celebrations in Bangkok

The 100th anniversary of Capt. H.N. Andersen's founding of Andersen & Co., the start of the East Asiatic Company in Bangkok, will be well and truly celebrated as a major Thai event. The celebrations will commence on November 1, when a chapter of nine Buddhist monks will perform a religious ceremony at the office of EAC (Thailand) Ltd. on Oriental Avenue, chanting prayers and blessing the company and its staff.

On November 4 a 25th anniversary will coincide with the centennial: representation in Thailand since 1959 of the famous German Heidelberg printing-machinery company. To mark the jubilee the outstanding new Heidelberg printing press, Speedmaster, will be launched in Thailand. And Dr. Wolfgang Zimmermann, presiding managing director of Heidelberger Druckmaschinen AG, will address the many invited representatives of EAC(T) graphics suppliers.

On November 5 there will be an open-house demonstration at EAC(T) offices, Super Highway. The grand centennial celebration itself will be on November 6, with an open-air reception in front of EAC(T) offices and between the main building and the Oriental Hotel. A total of 16-1800 guests are expected, with representatives of the Thai Royal Family and Thai government.

About 150 members of the international business community are also expected: suppliers, customers and other business associates from the United States, Asia and Europe. Dr. Zimmermann of Heidelberger Druckmaschinen AG will be accompanied by his

sales director, Jakob Kettenmann. Karl Mohr of Polar-Mohr and A. Doepfert of Stahl will be there.

ICI representatives will include R.C. Hampel, Chairman; J.C. Mitchel, marketing director, plant protection products, UK; J.D. Rushton, chairman of ICI Malaysia; and Dr. S.A. Ridgwell, chairman, ICI, Japan.

Danish guests will include Poul J. Svanholm, president, and E. Bjerl Nielsen, technical director, of United Breweries; Flemming Bogø Jensen, managing director of Dumex Ltd.; and Mads Øvliisen, president of Novo Industry. Among Swedish business representatives will be B. Nyhlen, president of Volvo Penta AB; and G. Bengtsson, regional director of SKS, Singapore.

Shipping representatives will include Erik Waage Nielsen, president of Barber Blue Sea.

The celebrations will be headed by EAC(T)'s board of directors under T. Wøldike Schmith, chairman, together with H.R.H. Prince Georg, and John Arthur Hansen and Otto F. Andreasen, managing directors.

The contingent of guests from Denmark will also include Jens Gert Andersen, assistant departmental manager, who is a grandson of Capt. H.N. Andersen and works in the Company's legal department. There will also be a delegation of senior Danish business executives, who will be participating in a major export seminar i Bangkok November 1-5.

The centennial celebrations in early November represent such a heavy programme that it has been decided to postpone the celebrations for the company's own employees for a month (until November 30-December 2) – when another visit has been arranged by Aalborg Rhythmic Sports Gymnastics Association ladies' elite team, whose 12 members will tour Thailand. During their visit the ladies will be the guests of EAC employees and other Danes resident in Thailand.

# Sådan begyndte det

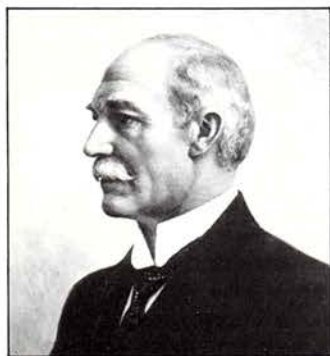
## How it all began ...

Om et par uger – den 6. november – fejrer Kompagniets datterselskab i Bangkok, The East Asiatic Company (Thailand) Ltd., hundredårsdagen for daværende kaptajn H.N. Andersen grundlæggelse af »Andersen & Co.«, som 13 år senere førte til stiftelsen af Det Østasiatiske Kompagni i København.

For den, der kender Bangkok som en moderne storby og ØK som en verdensomspændende virksomhed med 22.000 beskæftiget over hele jordkloden, kan det være svært at forestille sig, hvordan Bangkok så ud for 100 år siden, og hvordan H.N. Andersen bar sig ad med at blive international storkøbmand. Derfor gengives hermed to skildringer – en thailandsk og en dansk – af det, der skete dengang.

Tidsskriftet »Business in Thailand«s skildring gengives i næste spalte forneden.

H.N. Andersen



In three weeks' time – on November 6 – the Company's Bangkok subsidiary, The East Asiatic Company (Thailand) Limited, will be celebrating the centenary of Capt. H.N. Andersen's founding of 'Andersen & Co.', which led 13 years later to establishment of the East Asiatic Company in Copenhagen.

Anyone familiar today with the modern city of Bangkok and with EAC as an international company with 22,000 people employed all over the world may find it hard to imagine what Bangkok was like 100 years ago and how the Danish sea captain succeeded in becoming an international merchant. To try to capture some of the atmosphere of the period we have two reports – one Thai and one Danish – of events a century ago.

The magazine, 'Business in Thailand', writes:

'Andersen & Co. was founded at a time when His Majesty King Chulalongkorn, Rama V, brought about great reforms

modernizing Siam society. He introduced public education, abolished slavery and corvée, and in addition to restructuring government administration, established monetary, revenue and legal systems.

Bangkok in the 1880s was a city of upwards of 400,000 people. The southern part along New Road was occupied by European legations and commercial firms. The central part along the new Road area was populated by poorer Siamese and Chinese districts and the northern part was dominated by the Royal Palace, major wats and the emerging government offices.

The Oriental Hotel was opened in 1880 by two Americans who four years later sold it to Capt. H.N. Andersen, the Dane who had been captain of the King's bark 'Thoon Kramom'.

Captain H.N. Andersen had been based in Hong Kong studying navigation and ship construction and sailing around the region since the 1870s and then got a commission on the 'Thoon Kramon', one of King Chulalongkorn's 150 commercial vessels. He decided to settle in Siam after two years on the ship when he was promoted to captain but decided on one final voyage to Europe before going ashore.

The full load of teak he took with him on that trip made him enough money to come ashore and, based at the Oriental, he took over the hotel which formed the basis of Andersen & Co., a ship chandlery and general store.

By the time he sold the Oriental in 1893 to the Leonowens family, he had built the famous old wing and had launched his company into teak export to England and importing British coal. Andersen & Co. moved out of its original offices in the Oriental into wooden bungalows opposite on the present site of EAC with the help of a loan

from the Borneo Co. of 40,000 Mexican dollars.

Partly from the capital from the hotel sale and partly from the firm's income from teak and provisions trading, Andersen with other Danish investors was able to realise his idea of integrating shipping, trade and industry with the formation of the East Asiatic Company Ltd. in Copenhagen in 1897 with the main branch in Bangkok.

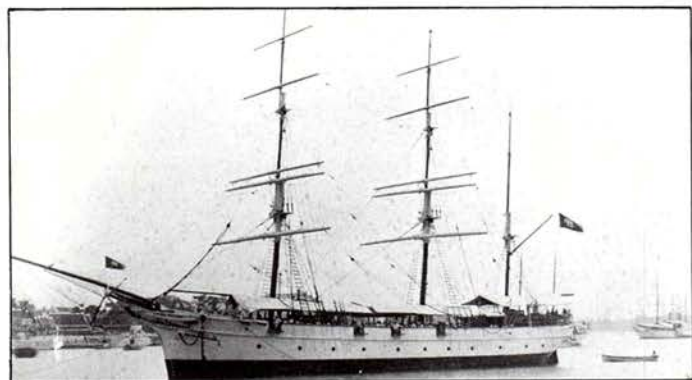
The General Post Office was opened in 1883. That same year Bangkok and Paknam were connected by telephone 'for early warning of foreign intrusion up the Chao Phya river to Bangkok'.

Electricity was first used in 1884, initially in the Grand Palace alone. The first electric tramway was opened in 1887 by Danish interests – ten years before trams appeared in Copenhagen. By 1890 electricity and water mains had been laid.

This then was Bangkok in the last quarter of the 19th century – a bustling port whose waterfront on the Chao Phya was lined with wharfs and warehouses, with legation buildings and commercial houses. It was a city of contrasts with busy commercial areas along New Road, with klongs criss-crossing the city as it expanded eastward. Traditional Siamese style wooden houses on stilts with a palm thatch roof were giving way to brick structures some even as high as three or four stories.

It was a city where Christian churches were appearing along with mosques as well as Buddhist wats. It was a cosmopolitan city where Americans, British, Indians, Danes, Dutch, French, and other Europeans operated freely. But as one early visitor reported, Bangkok did not so much remind him of the Venice of the East so much as Eastern Rotterdam with 'mud banks, wharfs and jetties, unlovely rice mills belching smoke, steam launches by the dozen, crowded rows of native rice boats...'

In many respects Bangkok in the late 1800s was a larger, busier city than those in several European capitals. It was in those times that some of Thailand's most respected foreign companies were established – the companies that today are at least a 100 years old'.



"The Thoon Kramon".

# En 100-årig yngling - på jagt efter talenter

**Jakob Johannsen, der redigerer »Danmarksposten« for udlandsdanskernes organisation, Dansk Samvirke, har besøgt Bangkok i anledning af 100-års dagen for Andersen & Co.s grundlæggelse. I en 6-siders artikel om jubilæet skriver han bl.a.**

Bag et så sjældent jubilæum, der markerer en ualmindelig dansk indsats i det fremmede, står også et usædvanligt firma, der som slogan for jubilæumsfestlighederne har valgt den utopiske ordsammensætning »EAC Thailand - 100 years young«. Et slogan, der først giver mening, når man studerer firmaets - eller rettere koncernens - mange og forskellige aktiviteter.

For 100 år siden var firmaet et ungt handelskompagni i et land, hvor den internationale handel først lige var begyndt. I dag er firmaet forvandlet til en højteknologisk koncern i et ungt industriland, der netop er kommet ind i en rivende udvikling, og produkterne, det sælger, spænder fra gravemaskiner og bulldozere til computere og tekstbehandlingsanlæg, fra shipping og trykkerimaskiner

til kuglelejer, kemikalier, ukrudtbekæmpende midler, maling, babyfood, medicin og - fra næste år, håber man - også øl.

Lederen af denne store koncern er Carsten Dencker Nielsen, 44-årig ØK-mand, der havde arbejdet i Østafrika, Nigeria, Indonesien og Japan, inden han satte sig i chefstolen i Thailand i 1977. Om området, han nu arbejder i, siger han til »Danmarksposten«:

- Vi må se i øjnene, at den almindelige gamle købmandsforretning, hvor man køber og sælger hen over disken ikke længe er vor primære rolle i Thailand. Vi formidler stadig denne form for forretning, selvom thailænderne og kineserne kan klare den mindst lige så godt som danskerne - ofte til halvdel af omkostningerne. Vort primære strategiske sigte er derfor en højteknologisk, service-minded koncern, hvor vort forhold til kunderne, populært sagt, først starter den dag, hvor vi formidler et salg.

Hvad enten det drejer sig om en trykkerimaskine, en computer, landbrugskemikalier eller veterinærprodukter, så er kunden afhængig af, at vi vil bibringe ham konstante muligheder for at kunne udnytte produktet bedst muligt.

Vi videreuddanner hans medarbejdere, vi giver service på de maskiner han har købt hos os, og vi holder seminarer for vore kunders kunder, f.eks. landbrugsfolk. I vort landbrugsprogram har vi 45 universitetsuddannede agronomer, som ikke bestiller andet end at køre

rundt i Thailand for at undervise vore forhandlere og bønder i den korrekte brug af vore kemikalier.

- Vi har altid befundet os vældigt godt i Thailand, og fra starten har vi haft et ønske om at identificere os så meget som muligt med landet. Det var derfor i tidens ånd, at vi i 1977 stiftede East Asiatic Company Thailand og forpligtede os til at få thailandsk aktiemajoritet i løbet af en 10-årig periode. - Vi havde ikke behøvet dette, og der lå ikke noget politisk diktat bag denne ændring, men vi følte, at det var det rigtige. Og selvom København stadig ejer 68 pct. og kun 32 pct. af aktierne er på thailandske hænder endnu, så har vi allerede nydt godt af aftalen flere gange, siden den blev indgået i 1977.

Da vi f.eks. byggede kemikaliefabrikken, vidste myndighederne, at selvom det på daværende tidspunkt drejede sig om et udenlandsk ejet firma, så ville i hvert fald EAC-delen være thailandsk ejet i 1987.

At vi bliver et Thai-firma, vil sikkert også hjælpe os i vore bestrebelse for at få tilladelse til at brygge Carlsberg-øl.

Overfor København er det så vor opgave, at sørge for, at de 49 pct. som ØK ejer af selskabet den 1. april 1987, er mere værd i

*Tekstbehandlingsanlæg indgår i EAC(T)'s produktsortiment.*

*EAC(T)'s range of products includes word processors.*

nutidsværdi, end de 100 pct. var i 1977. Og det er vi godt på vej til at leve op til, siger Dencker Nielsen. I slutningen af juni i år blev aktiekapitalen i EACT, hvis formand er T. Wøldike Schmith, forhøjet fra 200 mio Baht til 300 mio, hvilket svarer til en forhøjelse på ca. 40 mio kr.

- Når man i gamle dage nævnte Bangkok-filialen, så sang det i korridorerne i Holbergsgade i København, siger Carsten Dencker Nielsen.

- At blive sendt herud var et privilegium for en ung mand. Forretningen var den gang så mangetsidig, at et ungt menneske, der havde været her i fire år, kunne bruges overalt i verden.

Sådan er det ikke mere. Vi er blevet for specialiseret, og vi har ikke de samme muligheder for at uddanne unge mennesker, som før i tiden. Da jeg kom hertil i 1977, var vi stadig 33 danskere i virksomhederne. I dag er vi 15 ud af et samlet medarbejderantal på over 1500. Til gengæld satser vi meget på, at gøre koncernen attraktiv for unge talentfulde thailændere. På alle niveauer i koncernen findes thailændere, og næsten alle de danskere, der er ansat her, har thailændere, som de rapporterer til. Det er vigtigt for os, at vi kan vise de unge thailændere, at de hos os har mulighed for at komme til tops. Samtidig må vi tilbyde vore manager-talenter en videreuddannelse på de bedste skoler og universiteter rundt om i hele verden, sådan som de moderne, rent thailandske firmaer gør det.

I vor personalepolitik gælder Etatsrådets ord om »kun himmelen er grænsen« derfor stadigvæk. Ellers kommer de bedste ikke til os.

Det giver også den firma!oyalitet, som altid har været ØK's store styrke.



*T. Wøldike Schmith, formand for EAC(T)'s bestyrelse.*

*T. Wøldike Schmith, chairman of the board of directors of EAC(T).*



# A century-old youngster bases its future on talent

**Jakob Johannsen, editor of 'Danmarksposten', a magazine for expatriate Danes, visited Bangkok just before the centenary of the formation of Andersen & Co. The following is an extract from a 6-page article Mr. Johannsen wrote to mark the centenary.**

It is a rare anniversary and marks an unusual Danish success abroad – but behind it is rather an unusual company, which has chosen as its slogan for the centenary year the utopian words: 'EAC Thailand – 100 years young'. It is a slogan which makes sense only after a closer study of the many and varied activities in which the company – or rather the group – engages.

A century ago it was a newly-started trading company in a country in which international commerce had only just begun to penetrate. Today it is a hightech group of companies in a young industrial nation with a bright development future. The

*ICI ASIATIC (Agriculture) Company Limited, EAC(T)'s joint venture with ICI.*



*The Dumex factory in Bangkok manufactures nutritional products.*

*Dumex-fabrikken i Bangkok, der fremstiller ernæringsmidler.*



*The Dumex factory in Bangkok manufactures nutritional products.*

is to be a hightechnology, service-minded group whose relationship to the customer only starts the day we make a sale. 'Whether we sell him a printing press, a computer, agro-chemicals or veterinary products, the customer depends on our keeping him continuously aware of how to derive maximum benefit from the product.

'We train his staff, service the machinery he has purchased from us, and hold seminars for our customer's customers, e.g. the farming community. In our agricultural operation we have 45 agronomists with university degrees whose sole job is to drive around Thailand instructing our dealers and local farmers in the correct use of our chemicals.

'We have always felt at home in Thailand, and from the outset we have wanted to identify as strongly as possible with the country. It was a reflection of that policy which persuaded us in 1977 to establish the East Asiatic Company Thailand and undertake to have a Thai share majority within a decade. We didn't have to do that, and there was no political pressure behind the change – but we felt it was the right thing to do. And although Copenhagen still owns 68% of the company shares and only 32% are in Thai hands at the present time, we have already felt the good of our agreement on a number of occasions since it was signed in 1977. For example, when we built the chemical works, the authorities knew that although at that time the builder was a foreign-owned company, the EAC part at any rate would be transferred to Thai ownership by 1987.

'Being a Thai company will no doubt also help us in our efforts to obtain a permit to brew Carlsberg beer.

'Our duty to Copenhagen is to make sure that the 49% share of the company held by EAC on April 1, 1987, is worth more in current terms than the 100% holding was worth in 1977. And we're well on the way to doing just that', says Mr. Dencker Nielsen. At the end of June EAC(T), whose board chairman is T. Wøldike Schmith, increased its share capital from 200m Baht to 300m, the equivalent of a 40m-kroner rise.

'In the old days, when you were posted to the Bangkok branch, there was jubilation in the corridors of Holbergsgade in Copen-

hagen,' Mr. Dencker Nielsen reminisces.

'Being sent out here was a privilege for a young man. Operations here were so varied that after a four-year tour in Bangkok a young chap could be used just about anywhere in the world. It's not like that any more. We have become too specialised, and we haven't the same opportunities as before for training young people. When I arrived in 1977, we had 33 Danes in our Thai operations. Today we have 15 – out of a total workforce of 1,500.

'The other side of the picture is that we go to great lengths to make EAC(T) an attractive prospect for young talented Thais. There are Thai employees at all levels of the group, and almost all of the Danes working out here report to Thai superiors. It is important for us to show the young generation of Thai employees that at EAC(T) they really do have a chance of reaching the top. And we must be able to offer our budding managers courses of advanced education at the best schools and universities all over the world – precisely as modern, native-Thai companies are doing.

'In our personnel policy we still adhere to the principle established by our founder, Capt. Andersen: The sky's the limit. Otherwise we wouldn't be able to attract the best of the bunch'. Carsten Dencker Nielsen concludes: 'It generates the company loyalty that has always been one of the East Asiatic Company's great strengths'.



*Carsten Dencker Nielsen, managing director of EAC(T).*

*Carsten Dencker Nielsen, administrerende direktør for EAC(T).*

# Cavling skildrer ØK

1984



1884

Om alle de aktiviteter, som ØK fik startet og til at blomstre i Thailand, skrev skaberen af moderne dagspresse i Danmark, redaktør Henrik Cavling, i sin bog »Østen«, der udsendtes i 1901 – fire år efter stiftelsen i København – og tilegnedes H.N. Andersen:

»Den sidste og langt den største af de danske Virksomheder i Bangkok er det Østasiatiske Kompagni, der paa forskellig Maade omspænder hele Landet. Men i disse Linier skal vi særligt omtale den Del af Virksomheden, som en Rejsende ser med sine egne Øjne.

I et Komplex af Bygninger findes Kontorerne for Firmaets Import og Eksport. Denne Del af Virksomheden er en Kæmpeforretning, der omfatter alle mulige større Artikler, Maskiner, Jærn, Cement, Bølgeblik, Kul, Kokes o.s.v., der afsættes ikke til en By men til et Opland paa c. otte Millioner Mennesker. Om denne Forretnings Størrelse gør man sig vanskeligt nogen Forestilling hjemme. Det er i Ordets sandeste Betydning en Tropevirksomhed *en gros*, der har sin Overledelse i København.

I Forbindelse med en-gros-Forretningen driver Kompagniet en Detailhandel, der er kendt under Navnet *Oriental-Store*, et Navn, der har samme gode Klang i Bangkok, som Félix Potin har hos Husmødre i Paris. Efter engelsk Mønster sælger *Oriental-Store* alle mulige Artikler, fra Skibsankere ned til Knappenaale, fra Smør til nye Bøger. Det er hundrede Butiker, som er slaaede sammen og forenede til en eneste stor Butik. Der arbejdes her med fuld Kraft, thi Betingelsen for Værnernes Friskhed er den store Omsætning. Forretningen har sine egne Vogne og Baade, der bringer Artiklerne ud i Byen, ligesom Bestillinger modtages pr. Telegraf og Telefon. Der er da heller ingen Tvivl om, at *Oriental-Store* har distanceret alle

konkurrerende Forretninger. Danske Rejsende, der færdes i Bangkok, træffer Storens Artikler paa Embedsmændenes og Konsulernes Middagsborde og ved Udenrigsministerens Diner. Man ser det danske Smør og Hirschsprungs og Alexander Rasmussens Cigarer paa de flydende Købmandshuse ved Ayuthia: langt op ad Floderne er de kinesiske Købmænds Varer mærkede: *The East-Asiatic Company Limited, Bangkok*. Det er hjemme lidet kendt, at Kompagniet har sine egne Dampere, der besørger Eksport- og Importforretningen til Malakkakysten: til Smaahavne, der ligger spredte over en Kyststrækning paa ca. 500 engelske Mile. Langs med denne Kyst har Kompagniet anlagt en Række Faktorer for Salg og Opkøb af Varer efter en større Maalestok...

Men de Virksomheder, vi her har skildret, blegner, naar man for første Gang besøger Kompagniets Savmølle, hvor c. 300 Indfødte mellem hvislende Baand- og Rundsave tumler og bakser med vældige Træstammer, der fiskes op af Vandet og i Løbet af faa Minutter forvandles til det sirligste Plankeværk og Tømmer. Selve Savmøllen gør i sin ydre Form et imponerende Indtryk. Kontorbygningerne er et Par tidligere Budhatempler, der rager op over Møllens vældige Skraaplan. Paa Pladsen foran Møllen ligger opskaaret Træ, der til Tider repræsenterer en Værdi af 45.000 Pund Sterling (c. ¼ Million Kr.), og foran Pladsen findes tre store Broer, ad hvilke Træet paa Jærnbanevogne føres ud paa Selskabets egne Dampere. Med disse transporteres det til Japan, Kina, Forindien og Evropa...«

Henrik Cavling skildrer derpå arbejdet i teaskovene ca 500 km nord for Bangkok, som ØK havde fået koncession på, flåden ad floden ned til Bang-

kok – med told-kontrol undervejs på det sted, hvor Menamfloden træder ned i lavlandet –, og med efterfølgende betaling af 10 kr. pr. stamme. I skoven beskæftigedes dengang 60 elefanter, som kostede 4000 kr. pr. styk, og 400 arbejdere. Og skildringen slutter med en om-

tale af de danskere, der ledede Kompagniets forskellige afdelinger, samt disse linier:

»Flertallet af Kompagniets Folk er Mænd i Alderen mellem tyve og tredive. De udretter i Stilhed et stort Arbejde, først og fremmest for deres Foresatte, i videre Forstand for deres Land.«

## Those early EAC days ...

The many activities initiated by the East Asiatic Company in Thailand were described in 'Østen' (The East), a book by Henrik Cavling, Denmark's then best-known journalist and editor. It was published in 1901, four years after the Company's formation in Copenhagen, and dedicated to its founder Capt. H.N. Andersen.

Cavling writes about the Company's import and export business (which he calls 'a tropical wholesale enterprise') and of the retail business, *Oriental Stores*, which sells everything from ships' anchors to dress-making pins. He also provides a vivid impression of the Company's own steamers, which convey export/import goods to and from the Malacca coast.

But these activities pale into insignificance, he writes, when you make your first visit to the Company's sawmill, where about 300 native employees manhandle gigantic logs, which are sliced within minutes into a neat pile of planks and boards. Cavling went on to visit work in the teak forests about 500 km north of Bangkok, where EAC had been given a licence to operate, and to see logs being floated downriver to the Thai capital. In those early EAC days the company had 60 elephants and 400 workers in the forest.

*Travlhed på kajen i Bangkok omkring år 1900.*

*Activity on the quay in Bangkok about the year 1900.*





# EAC (Thailand) has come a long way

Many things have changed since the small company Andersen & Co. was founded in Bangkok in 1884 and gradually grew until it became The East Asiatic Company in 1897 in Copenhagen. During its early years, EAC supplied Thailand with manufactured goods and provisions and was actively engaged in shipping, sawmilling and rice milling. In 1931, EAC acquired Oriental Machinery Stores situated in Chinatown and began marketing machinery and accessories.

Through its association with ICI, which dates back to 1932, the Company is a major supplier of a wide range of chemicals to a number of industries; it also supplies dyestuffs, pharmaceuticals and agricultural chemicals and is responsible for distribution of ICI paints.

On 1st April 1977, the Bangkok branch was transformed into a locally registered company, The East Asiatic Company (Thailand) Limited, with the aim of inviting Thai participation and ownership by offering the new company's shares to Thai investors. This change reflected the Company's confidence in the future economic development of Thailand.

For 25 years EAC has played an important role in improving printing standards in Thailand by providing training for printing personnel and introducing new equipment such as the Heidelberg printing press, and computerized typesetting machine incorporating the Thai alphabet. In July 1978, the Company's machinery offices and facilities at Vibhavadi Rangsit Road were renovated and a training school was opened, commensurate with the Company's expansion in the technical field.

Further diversification and expansion within the high technology and electronics field began in 1981 when the Company acquired several new product lines comprising word proces-



sors and advanced office equipment. Another significant step was taken with the introduction of mini-computers in the fall of 1983.

The Company actively pursues participation in Thailand's industrial development by means of investment, and in a joint venture with Imperial Chemical Industries, U.K., a plant to manufacture herbicides commenced operations in 1983 under the name of ICI ASIATIC (Agriculture) Company Limited. Shipping has always been one of EAC's mainstays. The Company's Shipping Department not

only represents ScanDutch, which is one of the major lines operating on the Far East-Europe route, but also represents EAC's Transpacific Service. In 1975, The East Asiatic Company (Transport) Limited was formed in Bangkok as an associated company to represent the Barber Blue Sea's U.S. and Canada services. Most recently, EAC has become the local agent for Willine, offering regular services between Asia and the Middle East.

EAC (Thailand) has come a long way. The annual turnover tops Baht 2.1 billion (Danish

*The well-known EAC(T) building in Bangkok.*

*EAC(T)'s berømte bygning i Bangkok.*

Kroner 1,4 b) and the Company's total staff comprises 1,500 employees, including 15 expatriates and 100 Thai executives. EAC (Thailand) has been, and will continue to be, closely linked to the fast-growing development of Thailand, and is proud of being able to celebrate its Centennial on the banks of the Chao Phya River where it all started in 1884.

## EAC (Thailand): 100 år med fremgang

Meget er forandret, siden det lille firma, Andersen & Co., stiftedes i Bangkok i 1884 og gradvis voksede, indtil det i 1897 blev til Det Østasiatiske Kompagni.

I de første år forsynede ØK Thailand med industriprodukter og levnedsmidler og drev skibsfart, savmøller og risemøller. I 1931 erhvervede ØK Oriental Machinery Stores og begyndte at sælge maskiner og tilbehør.

Gennem samarbejde med ICI er selskabet storleverandør af kemikalier til industrier, m.m., og i et joint venture med ICI opførtes i fjor en fabrik for ukrudtsbekæmpende midler.

Den 1. april 1977 blev Bangkok-filialen omdannet til et lokalt indregistreret selskab, The East Asiatic Company (Thailand) Ltd., der har tilbudt thailandske investorer aktier.

I 25 år har ØK spillet en fremtrædende rolle i den grafiske in-

dustri i Thailand, og i 1981 optoges adskillige nye produkter, bl.a. tekstbehandlingsanlæg og avanceret kontorudstyr.

Skibsfart har altid været en af hovedhjørnestenene i EAC (T)'s aktiviteter i form af agenturer for flere rederier. Omsætningen er over 2,1 mia Baht (1,4 mia d.kr.), og staben tæller 1500 incl. 15 danskere og 100 thai'ere i ledende stillinger.

# EAC addresses Thai students on modern marketing

A large contingent of young Thai graduates of Thammasat University, Bangkok, recently completed their studies with a tour of Europe, which began at EAC Head Office, Copenhagen, where five executives addressed them on the subject of contemporary marketing practice.

Headed by Ajjima Chandradibya, director of Thammasat's MIM (Masters in Marketing) faculty, and accompanied by Prof. Prayoon Boonprasurud and Sornchai Chatikavanij, deputy director of the faculty, and Dr. Holger Formgren, head of the Institute of Advanced Marketing in Gothenburg, Sweden, with which the Bangkok faculty has close links, the Thai party met the following marketing experts from the EAC Group or associated companies:

Conrad Lawrence, marketing director, Plumrose,

Svend Erik Ledersborg, marketing director, Erik Levison Ltd., B. Møller Pedersen, technical manager, EAC Ship Management Services,

John Prag, managing director, DAISY, and Flemming With-Seidelin, general manager, Carlsberg Brewery, Hong Kong.

Summaries of the five addresses are given on these pages.

A lunch rounded off the visit to Company headquarters, the Thai party having the opportunity to meet a number of EAC employees who had previously served EAC in Thailand.

Later in the afternoon the young Thais were off on the next leg of their tour, which was to take them to Sweden and Belgium.

**Conrad Lawrence**, marketing manager, Plumrose, emphasised the two principal factors that guide his company's approach to marketing: (a) the life cycles of products, and (b) structural changes in the market.

'Life cycles' said Mr. Lawrence

'are often described as S-shaped curves representing the different stages of the product's lifetime. It is important for us to realise the stage our products have reached in their respective markets.

'We often extend the lifetime of a product by changing the design of the packaging or the quality of the product itself.

And he went on to say: 'With regard to structural changes in the various markets we are aware of growth in single-person and single-parent households and growth in two-income families and in disposable income. People are concerned with health and food quality.

'Our products must offer convenience, high quality (which means high price), low salt/sodium/nitrite/fat and high protein. Natural structure and small portions in see-through packaging - that's the future!'

**Svend Erik Ledersborg**, marketing director of Erik Levison Ltd., briefed the Thai party on EACgraphic's main function, markets, agencies and global objectives. After describing his company's business plans, Mr. Ledersborg went on to talk of Levison's marketing strategy, concluding with the following marketing objectives:

- ★ Concentrate on the most valuable agencies.

- ★ Represent only first-class suppliers.

- ★ Provide outstanding technical support functions.

Achieve these objectives by adopting the following policy:

- ★ Aggressive sales staff but fair marketing in an effort to generate continued business relations.

- ★ Professional staff dedicated to each product line/agency.

- ★ Maintain a good image and excellent service at all stages.

- ★ Consider suppliers' reactions as important as those of customers.

**B. Møller Pedersen**, technical manager, EAC Ship Management Services, gave the following definition of the ship management business: 'To create an organisation which can operate vessels with optimum reliability at minimum cost to yield a high profit per staff person'. He stressed that strategy is based on four analyses: The Selling Guidepost, the Buying Influences, The Salesman and Sales Aids, and The Possible Pitfalls. Mr. Pedersen presented EAC Ship Management Systems' strategic planning model, and illustrated his presentation with a description of EAC's SMS contract with Danish State Railways, one of the largest ferry operators in the world, for the introduction of microcomputers for technical management of its ferry fleet. The systems will be used for preventive maintenance and management of spare parts aboard ferries.



1. Conrad Lawrence

2. Svend Erik Ledersborg

3. B. Møller Pedersen

4. John Prag

5. Flemming With-Seidelin





EAC, he said, also offers ship-owners all over the world full technical management including crewing, and owners have shown great interest in the systems as they represent an important step towards improved monitoring, efficiency and productivity – and thereby lower costs.

**John Prag**, managing director of DAISY, began his presentation with the information that DAISY is a consortium of six result-oriented professional companies which have pooled their resources and formed a limited company. DAISY's accumulated knowledge and experience of consultancy and data processing in project planning, administration, legislation and worldwide trade, said Mr. Prag, are second to none. DAISY combines the ability to build a total information infrastructure for an entire nation with the capacity to design technical and business systems to exploit and rationalise resources. National and international transportation, communication and energy – these are just a few of the possibilities. DAISY directs the resources of

*The Thai graduates listening to addresses from EAC executives.*

the six participating companies, drawing upon the complementary expertise of the partners to ensure the right results.



**Flemming With-Seidelin**, general manager of Carlsberg Brewery, Hong Kong, described the development of the brewery, starting with EAC and United Breweries' co-operation worldwide and in Hong Kong since 1934. This led in 1979 to the building of a local brewery which was officially opened by H. M. Queen Margrethe of Denmark on April 28, 1981. Mr. With-Seidelin described how the project has since developed – in terms of marketing, advertising and sales and participation in the neighbouring export markets of Macau and China. He gave details of the organisational structure, advertising objectives, and the way these had been tied in with the traditional beer-marketing situation in Hong Kong, with special emphasis on wholesalers. He also touched upon participation in television advertising and in point-of-sale activities via Carlsberg promotion girls.

**Erik Eriksen**, EAC director of information, who had arranged the marketing conference, received a beautiful plaque from MIM director, Ajjima Chandradibya, who led the study tour to Europe.

Mr. Eriksen took the opportunity to relate to the Thai visitors the story of the Company and its founder, Capt. H.N. Andersen.

From its establishment in Copenhagen in 1897 the East Asiatic Company has become one of Scandinavia's largest companies – with interests in international trade, shipping, forestry and industry. The EAC Group now comprises 125 subsidiaries. It operates 34 modern ships and 22,000 employees throughout the world, with associated companies employing another 7,000 people.

When the visitors returned to

Bangkok, Ms. Chandradibya told the 'Bangkok Post' she was pleased with the faculty's first marketing trip to Europe.

'Participants' she said 'met executives of leading firms, and in some instances this resulted in trade and business relations. In so doing, we have fulfilled one of MIM's objectives: to contribute to the country's economic growth'.

And Ms. Chandradibya added: 'We also found that most businessmen in Scandinavia have confidence in Thailand's continuing economic stability and are greatly interested in the country's investment potential'.

*MIM director Ajjima Chandradibya presenting Erik Eriksen, director of information, with a plaque.*



## ØK fortæller thailandske handelsstudenter om moderne markedsføring

Et større selskab af unge thai'er har afsluttet deres studier på Thammasat University i Bangkok med en Europa-rejse, der indledtes med besøg på ØK's hovedkontor, hvor fem ØK-ledere fortalte dem om moderne marketing.

Ledet af direktør Ajjima Chandradibya fra universitetets MIM-fakultet (Masters in Marketing) og ledsaget af professor Prayoon Boonprasurd og vice-direktør Sornchai Chatikavanij fra fakultetet samt dr. Holger Formgren, formand for Institutet for Højere Markedsføring i Göteborg, som fakultetet samarbejder nært med, mødtes thai'erne med følgende markedsførings-eksperter fra ØK koncernen eller associerede selskaber:

Marketingchef Conrad Lawrence, Plumrose, Marketingchef Svend Erik Ledersborg, Erik Levison Ltd., Teknisk chef B. Møller Pedersen, ØKs Skibsafdeling, Direktør John Prag, DAISY, og Direktør Flemming With-Seidelin, Carlsberg-bryggeriet i Hong Kong.

Et koncentrat af foredragene, der affødte en lang række spørgsmål, gengives omstændigt. Besøget hos ØK sluttede med en frokost, hvor thai'erne mødte ØK-medarbejdere, som tidligere har været stationeret i Thailand. Og allerede samme eftermiddag fortsattes Europa-rejsen til Sverige og Belgien.

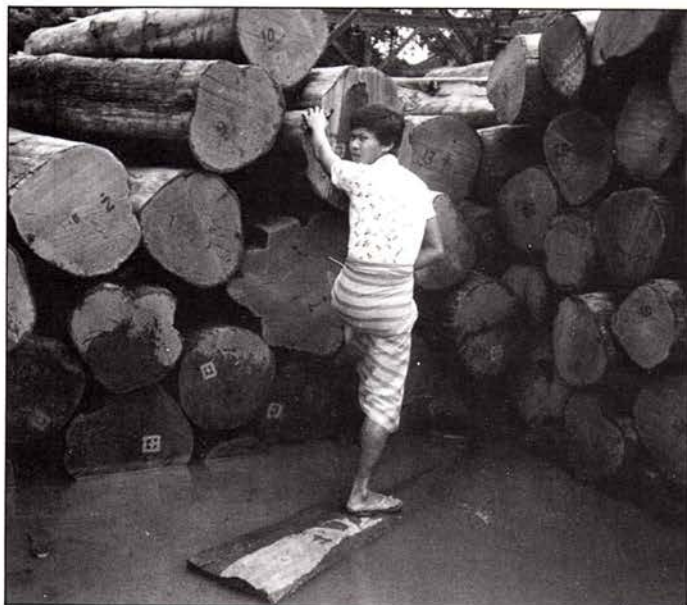


# EAC is strongly placed in Burma

The East Asiatic Company has been conducting business in Burma for more than 50 years. Today it is one of that country's largest exporters of timber and is steadily increasing its imports of technical equipment, printing machines, chemicals, etc. Project business is also gaining in importance.

EAC has engaged in the export of timber from Burma ever since it established its branch office in Rangoon in 1931. When EAC's Burmese subsidiary – like those of all other foreign companies – was nationalised in the early 1960s, the timber business was permitted to continue and EAC was appointed agents for teak and hardwoods. At the present time Burma's Timber Corporation exports teak in the form of logs and conversions, and EAC handles a substantial share of the country's export of this fine timber.

*Inspection of Burmese teak is frequently a difficult task. Here, for example, the logs are almost submersed in water.*



In 1975, in conjunction with EAC (Thailand) Ltd., Bangkok, the Representative Office of EAC Rangoon set up technical activities and began the import of John Deere equipment, Mack trucks and the other heavy equipment Burma requires.

The technical-activities business continues to develop, and in 1983 the organisation in Burma was strengthened by the return of a promising young Burmese, after a three-year period of training abroad (which included work at some of the manufacturers we represent in Burma).

EAC helps to an increasing degree to import spares, printing machinery and chemicals to Burma.

Our Representative Office in Rangoon is also heavily engaged in project business, primarily in agriculture but also in other fields given high priority by the Burmese government, such as forestry and fisheries; the country's own resources can be developed still further with the aid of multi- and bilateral finance.

## ØK er for alvor tilbage i Burma.

ØK, der har drevet forretning i Burma i mere end 50 år, er i dag en af landets største træeksportører og har en stadig stigende handel med teknisk udstyr, trykkermaskiner, kemikalier m.m. Projektforretning er også blevet en stor aktivitet.

Kompagniet har deltaget i Burma's eksport af træ lige siden etableringen af en filial i Rangoon i 1931.

Da ØK-virksomheden – som alle andre udenlandske foretagender – blev nationaliseret i begyndelsen af 60'erne, fik træforretningen lov til at fortsætte, og ØK udnævntes til salgsagent for teak og hårdtræ. Nu eksporterer Burma's Timber Corporation teak som både stammer og savet træ, og ØK varetager en væsentlig del af landets eksport af denne fine træsort.

ØK's repræsentation i Rangoon optog i 1975 i samarbejde med EAC (Thailand) Ltd. i Bangkok handel med teknisk udstyr og importerede i begyndelsen John Deere-udstyr, Mack-trucks og andet tungt udstyr, som Burma havde hårdt brug for.

Denne forretning er i fortsat udvikling, og i fjor styrkedes organisationen i Burma yderligere

ved, at en af vore unge, lovende burmesere returnerede til Burma efter 3 års oversøisk træning hos bl.a. vore principaler. Han er nu udelukkende beskæftiget med salg af teknisk udstyr. Reservedele, trykkermaskiner og kemikalier er andre produkter, der importeres i stigende målestok ved EAC's mellemkomst.

Herudover er Rangoon-kontoret stærkt engageret i projektforretning, primært inden for landbrug, men også inden for andre burmesiske prioritetsområder, såsom skovbrug og fiskeri, hvor landets egne ressourcer ligger til grund for en udvikling, baseret på fremskaffelse af multi- og bilaterale finansieringsmidler.

*Seated: Peter Mo Kyaw, Manager, Technical Act. From left to right: U Phone Htut, Assistant Liaison Officer, Victor Than Oo Nyunt, General Assistant, Tin Maung Aye, Deputy Manager, Technical Activities.*



# New presence in Korea: EAC to market Mars chocolate

The Company is expanding its efforts in the growing South Korean market. EAC has acquired the agency in that country for M&M/Mars Inc., USA, the largest confectionery manufacturer in the world. EAC already co-operates with M&M/Mars in Hong Kong and Singapore.

A branch office of our new subsidiary, EAC Marketing Services Ltd, Copenhagen, has been set up in Seoul, the South Korean capital. It will initially employ a staff of 25 female merchandisers and supervisors all of whom have received product, sales and motivation training from EAC and M&M/Mars personnel.

One of the largest business groups in Korea, Lucky Goldstar International Corp., has been appointed distributor, and the first consignment of chocolate reached the market in September.

A total of 7,000 retail outlets in Seoul will be covered before the end of the year, with the campaign expanding to all other major South Korean cities during 1985.

EAC MSL will later offer marketing services to other foreign manufacturers wishing to introduce and promote their goods in Korea. As the first foreign company to provide this special service, EAC MSL has already received inquiries from a number of market leaders with a view to introduction of their products.

The branch office is headed by Lars Boe (28), who has been engaged in similar marketing operations in Singapore for the past four years.

South Korea liberalised imports of some foreign manufactured goods with effect from July 84 as a first phase in what is expected to be a gradual easing of import restrictions in step with the country's increasing importance in international trade.



## Ny indsats i Korea: ØK som markedsfører af Mars-varer

Kompagniet udvider nu indsatsen på det hastigt voksende marked i Sydkorea. ØK har fået agenturet for Korea for verdens største fabrikant af konfektvarer, M&M Mars Inc., USA, som Kompagniet allerede samarbejder med i Hong Kong og Singapore.

Der er i Seoul oprettet et filialkontor af det nystiftede selskab EAC Marketing Services Limited, København, til at varetage markedsføringen i Korea. Det har i starten en stab på 25 kvindelige sælgere og salgsspektører, der alle er blevet undervist i produktkendskab og salg af medarbejdere fra ØK og M&M/Mars.

En af de største handelsgrupper

i Korea, Lucky Goldstar International Corp., er udnævnt til distributør, og det første parti chokoladeprodukter var på markedet i september.

I alt vil ca. 7.000 detaillister i Seoul være dækket i år, og i løbet af næste år udvides salget til at omfatte alle større byer i Korea.

EAC MSL's filialkontor i Korea vil senere tilbyde markedsføring af andre udenlandske fabrikkers produkter i Korea. Det er det første udenlandske firma, der tilbyder en sådan service, og flere førende virksomheder har allerede henvendt sig om markedsføring af deres produkter.

Filialkontoret ledes af Lars

*Some of the elegant, well-trained and enthusiastic salespersons who will help promote sales of Mars products in South Korea.*

*Nogle af de elegante, dygtige og entusiastiske sælgere, der skal sikre en stor omsætning i Mars-produkterne.*

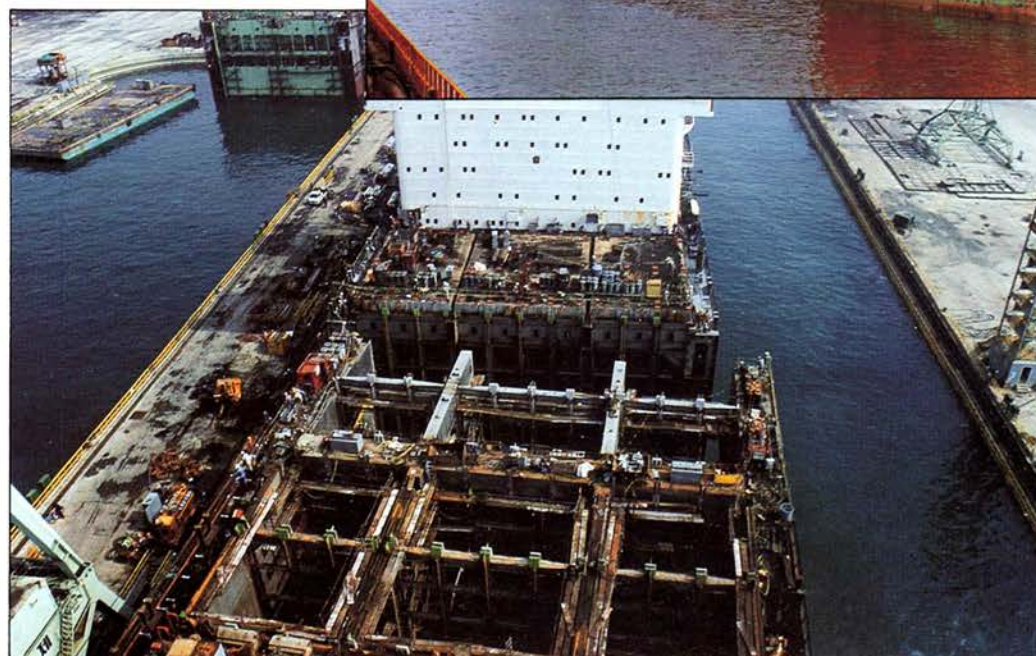
Boe, 28, der de seneste fire år har beskæftiget sig med samme område hos ØK i Singapore. Korea liberaliserede i juli 1984 importen af visse udenlandske varer som et første skridt i en forventet, gradvis liberalisering af importen som et resultat af Korea's stigende betydning i international handel. Afholdelsen af The Asian Games i Seoul i 1986 og De olympiske Lege i 1988 ventes at ville fremme liberaliseringen af importen yderligere, og ØK kan her komme til at spille en fremtrædende rolle.

# Skibskirurgi gør ØK-skibe større

M.S. »Selandia« er atter tilbage i service for samsejlingen ScanDutch, efter at have været på operationsbordet på værft, 15 meter længere, med kapacitet til 244 flere containere og med et endnu mere brændstofbesparende motoranlæg. Ændringerne er udført på Hyundai Mipo Dockyard, Ulsan, Korea, der udfører tilsvarende forlængelser på søsterskibet »Jutlandia« og skibe fra de to andre skandinaviske partnere i ScanDutch: Transocean i Göteborg og Wilh. Wilhelmsen, Oslo. På det øverste foto ses »Selandia« i tørdok efter overskæring midskibs. Der er påny fyldt vand i dokken, og forskibet er klar til at blive slæbt til den anden tørdok, hvor den nye midtersektion står klar til at forenes med forskibet.

Det midterste foto viser forskibet, med den nye sektion på svejst, på vej tilbage i dok 1, og på det nederste billede er denne del af skibet ved at blive bragt på plads i dokken for at blive svejst sammen med agterskibet.

Forlængelsen betyder, at »Selandia« og »Jutlandia« bliver 289 meter lange med en capaci-



tet på 2.821 containere (TEUs), der sætter dem bedre i stand til at imødekomme det fremtidige behov på containerruten Europa-Det fjerne Østen.

## Marine surgeons 'operate' on EAC ships

After successful 'surgery' the m.s. 'Selandia' is back in service. You might say she's been longing to get back to sea: she's 15 metres longer after modifications at a Korean Yard!

The 'Selandia' sails for ScanDutch and the increase in length means that she can carry an extra 244 containers. She has also been fitted with more efficient engines. The work was done by Hyundai Mipo Dockyard, Ulsan, South Korea, which is carrying out similar surgery on her sister-ship, 'Jutlandia', and vessels owned by the two other Scandinavian companies in the ScanDutch partnership: Transocean of Gothenburg and Wilh. Wilhelmsen of Oslo.

The top photograph shows the 'Selandia' in dry dock after being cut in half amidships. The dock has been flooded, and the stem is ready for towing to dock 2 for welding to the new midships section.

In the centre picture the stem, with its newly-welded extension, is on its way back to dock 1, and the lower picture shows it prior to the final welding operation.

The extended length means that both the 'Selandia' and the 'Jutlandia' are now 289 metres long, with a capacity of 2,821 containers (TEUs), enabling them to meet future demands on the Europe-Far East container service.

# Forbedringer på Stillehavet: bedre frekvens, øget kapacitet

Det store udbud af last fra Det fjerne Østen har igen øget behovet for kapacitet på ØK's Stillehavsrute – EAC Lines Trans Pacific Service – mellem Nordamerika, Sydøstasien og Australien.

For at imødekomme de stigende krav har TPS skilt Fremantle ud fra selve Stillehavsruten og oprettet en separat »EAC Fremantle Service«.

TPS tilpassede senest ruten til de skiftende forhold ved indsættelsen i april af m.s. »Australia« til erstatning for et mindre skib. Med udskillelsen af Fremantle fra ruten er rundrejsetiden nu afkortet fra 60 dage til kun 45 dage, hvilket med fire containerskibe har gjort det muligt for Stillehavs Linien at forbedre frekvensen fra en af-

sejling hver 15. dag til en afsejling hver 11./12. dag. Dette større antal afsejlinger betyder samtidigt et større udbud af kapacitet.

Til betjening af den nyoprettede EAC Fremantle Service har EAC Lines Trans Pacific Service befragtet m.s. »Holsatic« med en kapacitet på 350 containere. Skibet sejler under navnet »Atrevida« i pendulfart mellem Fremantle og Singapore, hvor der er forbindelse til og fra Stillehavsruten.

*M.s. »Australia« er med til at øge kapaciteten på ØK's Stillehavsrute.*

*The m.s. 'Australia' provides increased capacity on EAC's Trans Pacific Service.*

## Pacific Service improvements: higher frequency, greater capacity

With the current heavy flow of freight from the Far East EAC Lines has again been obliged to increase the capacity of its Trans Pacific Service between North America, South-east Asia and Australia.

To keep up with the rising demand, TPS has removed Fremantle (in Western Australia) from the Pacific circuit and established a separate operation: EAC Fremantle Service.

TPS adjusted its service in April to suit fluctuating needs by introducing the m.s. 'Australia' to replace a smaller vessel. Establishment of a separate Fre-

mantle operation has reduced the round-trip time from 60 to 45 days, enabling TPS's four container ships to increase their sailing frequency from 15 days to 11-12 days. And, of course, the frequency improvement has increased capacity.

For its new EAC Fremantle Service, TPS has chartered m.s. 'Holsatic' with a capacity of 350 containers. Under the name of 'Atrevida', she maintains a shuttle service between Fremantle and Singapore, which is a port of call on the Trans Pacific Service.



# EAC in Britain

Insurance, timber, and the manufacture and sale of foodstuffs – these are the principal EAC activities in the United Kingdom, where the following companies are registered:

East Asiatic Insurance Brokers (UK) Ltd., London  
 East Asiatic Timber Ltd., London  
 Plumrose Ltd., Hull  
 East Asiatic UK (Holdings) Ltd., London  
 Falstria Services Company Ltd., London  
 East Asiatic Company (London) Ltd., London

## Insurance

East Asiatic Insurance Brokers (UK) Ltd. was formed in 1979



with David J. Vander as managing director, the company initially sharing office accommodation with East Asiatic Timber Company Ltd., which was already operative in the UK.

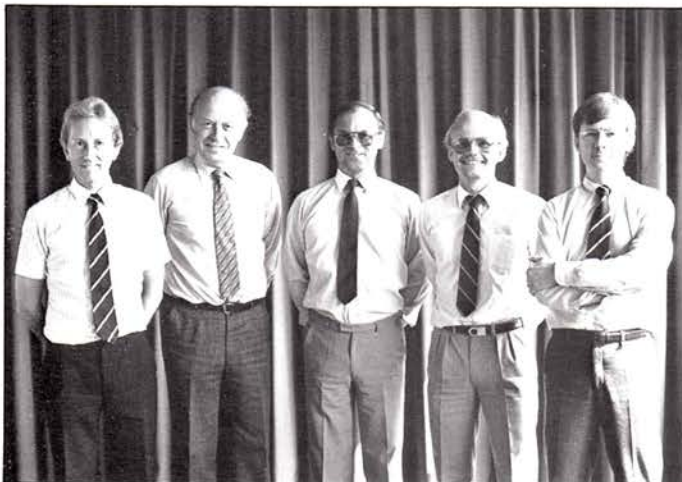
EAIB was formed in order to expand and engage more extensively in group insurance on the London market.

Over the past five years the company has grown steadily (it now has a staff of eight). The Company is responsible for maintaining contact with the London market and offers consulting and advisory service to overseas Group Companies. It also has a Pensions and Life Department which advises in regard to pension schemes, life insurances and other related insurance categories.



*East Asiatic Timber Ltd.: Seated, Robert Spiers, managing director, with Bent Petersen (left) and Svend Ishøjer.*

*East Asiatic Insurance Brokers (U.K.) Ltd.: Seated, David Vander, managing director, and standing (left to right) Claus Bang Hansen, George Clark, William Laird, Jean Hunter and Jens Hansen Lise.*



*Plumrose: Left to right: Paul Massey, general sales manager, chilled; Stuart Turnbull, general sales manager, canned; Jim Robinson, managing director; Torben Weiße, financial controller; and Alec Grant, marketing manager.*

## A century of timber trading

EAC has been engaged in the British timber trade for more than a century – since 1883, when the Company's founder, Capt. H. N. Andersen, brought the 'Thoon Kramon' to Liverpool with a cargo of Thai teak. With the formation of East Asiatic Timber Ltd. in 1976 EAC made a direct entry into the important British timber market, and sales have risen from £2m in 1977 to £15m in 1983. EATL supplies the UK market chiefly with tropical hardwoods from producers both within and outside the EAC Group. And by supplying brand products and an efficient back-up service, EATL has achieved a strong and reputable position in the market place.

The company's Croydon office has a staff of 13 plus a permanent representative in Liverpool, who covers the north of England and Scotland. In addition, EATL has its own staff in Belem, Para, Brazil, under the umbrella of EACI Brazil.





*EAC insurance and timber operations in Britain operate from this building, which was formerly two Victorian dwellings dating from about 1875. The building was converted to offices in or around 1940 and survived wartime bombing raids on the southern London area. It is now a fine example of Victorian architecture – and part of the modern decentralisation from the City.*

## Plumrose expects growth in UK

It is 30 years since Plumrose set up operations in Britain as a continuation of a business originally begun in Hull by Kidsons Ltd. in 1949.

Plumrose in Britain today is in fact two companies: Plumrose Limited (Willerby) and Plumrose Foods Limited (King's Lynn). The two companies have a total of 125 employees and a combined turnover of approx. £23m.

Until the mid 1970s Plumrose sales in the British market consisted mainly of Danish meat products and were later expanded to include canned fish and cream. By this time Plumrose had established itself as a household name in canned meat products with chopped ham and hot dogs as its main lines.

Eating habits in the UK, however, had begun to shift away

from canned products into frozen and chilled. Plumrose decided to extend its sales range to canned fish and long-life paté – so successfully that the Plumrose brand of canned fish (and tuna in particular) is one of the leading names in the market. Patés manufactured by Plumrose factories are now among the company's biggest sellers in Britain.

In 1981 a Plumrose factory was set up in Kings Lynn, Norfolk, which cooks, slices and packs a range of British and Continental chilled meat products, patés and alu-foils.

Plumrose is well aware that the British foodstuffs market is a difficult one but expects through diversification, new product development and sales expertise to continue its growth in the British Isles.

## ØK i UK i stærk vækst

Assurancevirksomhed, handel med træ samt fabrikation og salg af levnedsmidler er ØK koncernens hovedaktiviteter i Storbritannien.

East Asiatic Insurance Brokers (UK) Ltd. er vokset stærkt siden stiftelsen i 1979, og selskabet har nu en stab på otte.

Med åbningen af East Asiatic Timber i 1976 begyndte ØK at deltage direkte i det vigtige, britiske træmarked. EATL sælger ho-

vedsageligt tropisk hårdtræ i Storbritannien, både fra producenter i og uden for ØK koncernen. Firmaet har en stab på 13 samt 5 medarbejdere i Brasilien. Det er i år 30 år siden, at Plumrose begyndte sin virksomhed i Storbritannien. Virksomheden består af to selskaber, Plumrose Limited (Willerby) og Plumrose Foods Limited (Kings Lynn) med ialt 125 medarbejdere.



Nyt ØK-selskab:

# CompuDan



ØK har oprettet et nyt selskab, CompuDan ApS, der skal sælge og videreudvikle informationsudstyr, programmel, service og rådgivning i Danmark. Selskabet skal i første række være leverandør af udstyr og systemer inden for kontorautomatisering i nært samarbejde med to andre ØK-selskaber, Erik Levison ApS og ØK Data ApS, således at førstnævnte står for teknisk service og sidstnævnte for softwareudviklingen.

CompuDan's speciale på markedet for kontorautomatiseringsudstyr er brancheløsninger samt EDB-rationalisering. Produktsortimentet består af CPT tekst- og informationssystemer, Totec tekstscannere, Stearns microcomputere, IBM personal computers og CASE kommunikationssystemer.

Bestyrelsen i det nye selskab består af divisionschef René

Schwartz Hansen (formand), direktør Evan Overgaard, Erik Levison, og direktør Ole Stangegård, ØK Data. Administrerende direktør er Uffe Brage Andersen, tidligere markedschef for Erik Levisons tekstbehandlingsudstyr.

Medarbejderstaben tæller ca. 35, der alle kommer fra Erik Levison og ØK Data. Hovedkontoret er indtil videre hos Erik Levison i Ballerup, og der er afdelingskontorer i Odense og Århus.

CompuDan slog sit navn fast i informatik-branchen med en flot stand på udstillingen Kontor & Data '84 i Bella Center i København i begyndelsen af oktober, der havde rekordbesøg af næsten 90.000 gæster.

Fotografierne viser udsnit af selve standen, af CPT Phoenix, et avanceret tekstbehandlings-system, kombineret med grafik og databehandling, her demonstreret af Ingelise Mortensen, samt af CompuDan's demonstrationslokale i Ballerup ved København.



 **CompuDan**

**a new  
EAC  
company**

The Company has established a new subsidiary, CompuDan, which is to develop and market data systems, software, maintenance and a computer advisory service in Denmark.

The product range will comprise CPT word-processing and data systems, Totec text scanners, Stearn's microcomputers, IBM PCs, and CASE communications equipment.

# Pålidelighed og fart er nøgleordene for Vestafrika Linien

For både eksportører og importører er det af overordentlig stor betydning, at man kan stole på de fastsatte afgang- og ankomsttidspunkter for søtransporten af deres produkter, og at transporttiden er den hurtigst mulige. Disse forhold giver store muligheder for at holde omkostningerne nede m.h.t. oplagring, levering, finansiering, m.m.

Sejlplanen for ØK's container service mellem Europa og Vestafrika er udarbejdet med henblik på at hjælpe kunderne bedst muligt i deres forretninger. Sejlplanen er baseret på mange års kendskab til kunder og handelsforløb, såvel som til de forhold, skibet møder på rejsen. Uden at forpligte skibet i alle detaljer er der udarbejdet en standard-sejlplan for hvert af de to skibe på linien, m.s. »Boringia« og m.s. »Fionia«.

Sejlplanen omfatter a) en 35 dages rundrejse, der indebærer, at hvert skib anløber en bestemt havn på den samme ugedag hver femte uge, b) 17½ dages mellemrum mellem skibenes anløb af havnen, c) en hurtig rejse mellem laste- og lossehavnene i Europa og Vestafrika, d) havneanløbene i størst mulige udstrækning afpasset efter det mest økonomiske tidspunkt. Sejlplanen kan på denne måde offentliggøres lang tid i forvejen, hvilket gør det muligt for kunderne at planlægge helt op til 12 måneder frem.

Men hvordan kan linien overholde ankomst- og afsejlings-tidspunkterne? Lad os se på et eksempel, nemlig afgang fra Le Havre sydover, og sammenligne den faktiske afsejling med afsejlingen iflg. sejlplanen en måned før.

Sammenligningen viser, at skibene siden begyndelsen af 1984 i en periode på 7 måneder (13 rejser) i gennemsnit kun har afvejet 1,6 døgn fra sejlplanen, hvilket er et meget fint resultat både sammenlignet med rute-fart i almindelighed og med containerfart.

*Man behøver ikke at gå til en spåkone for at få noget at vide om afsejlinger til Vestafrika.*

*No need to visit a fortune-teller for details of sailings to West Africa!*

Mange faktorer har indflydelse på et skibs operation og kan medføre vanskeligheder med at overholde de averterede datoer. Således kan Douala kun anløbes ved højvande, Abidjan kun når Vridi-kanalen er åben for trafik, adskillige havne er lukkede om natten, skibet kan møde hårdt vejr undervejs, og godshåndteringen kan tage længere tid end beregnet p.gr. af defekt udstyr i havnene.

Hvis nogle af disse – eller andre – vanskeligheder opstår, og skibet faktisk bliver forsinket, vil det imidlertid stadig være muligt at bringe det tilbage til sejlplanen ved at forøge farten eller i nødsfald ved at arrangere en omskibning mellem to havne i Europa. Dette sætter skibet i stand til at springe en lastehavn over og spare tid, men stadig medtage alt gods.

ØK's Vestafrika Linies hidtidige resultater viser en pålidelighed og regularitet, der ikke står tilbage for de moderne og velindrettede skibe, der udfører trafikken på Vestafrika.



**We've taken the magic out of your future shipments to West Africa**

**O**ly EAC has given you a schedule a full year ahead. And there is no guesswork involved. Our timetable reveals twelve months in advance when m.s. FIONIA and m.s. BORINGIA will depart from Europe and arrive in West Africa or vice versa.

This means that instead of chasing your way, you have only to glance through our handy schedule, make your plans and leave the rest to us.

If course, we could never have planned for the future. Had it not been for our past performance.

We've been plying the West Africa route for more than ten years, and we know the area and its customers inside out. Long experience has taught us what it takes to ensure fixed schedules and dependable cargo service.

We offer a full range of containers, including insulated, ventilated dry and bulk, flat-tops and open-top. FIONIA and BORINGIA are purpose-built for the trade and among the most modern in the world, well maintained and equipped to handle containers and non-containerizable cargo with equal ease.

Our own staff, on the spot in every port we serve, are go-downs who are there to deal with a sudden problem, to know the conditions in the country and to ensure smooth and efficient service. So all things considered, you don't need a fortune teller to ensure a successful transport of your cargo. You just call EAC.

**EAC LINES** West Africa Container Service

The East Asiatic Company Ltd., 2, Holmegade, DK-1099 Copenhagen K, Telex: 22000 Telephone: +45 11 83100

## Reliability and speed are keywords for West Africa Line

In today's busy world it is crucial for both exporters and importers that they can rely on scheduled departure and arrival dates for the transport of their goods by sea and that transit time is the shortest possible. Reliability and speed help keep down the cost of warehousing, delivery, financing, etc.

The sailing schedule for EAC's container service between Europe and West Africa has been designed to assure customers maximum assistance. The schedule is based on many years' knowledge of customers' requirements, the flow of trade, and the physical aspects encounte-

red en route. Without being bound in every detail, thereby retaining valuable flexibility, it has been possible to compile a standard schedule for the two container vessels on the service, m.s. 'Boringia' and m.s. 'Fionia'.

Features of the standard schedule are: (a) a 35-day round voyage, which means that each vessel calls at a certain port on the same weekday every five weeks, (b) a spread of 17.5 days between the calls of each vessel at a given port, (c) rapid transit time between load and discharge ports in Europe and West Africa, and (d) an adjustment of calls at individual ports to obtain the most cost-effective day and time.

The schedule can be advertised well in advance, enabling customers to plan as much as 12 months ahead.

How closely can the Line comply with its advertised arrival and departure dates? Let's look at an example, the south-bound departure from Le Havre, France, and compare the actual sailing with the advertised schedule.

The comparison shows that during a seven-month period since the beginning of 1984 (13 voyages) ships operating on the service have fluctuated only 1.6 days from the schedule. This is a remarkably fine result compared with both liner trade generally as well as containerised trade.

Ships are subject to the influence of many factors which can upset even the best-planned schedules. Douala can be navigated only at high tide; Abidjan only when the Vridi Canal is open; some ports are closed to navigation in hours of darkness; the ship can run into bad weather at sea; faulty onshore handling equipment can hamper cargo-handling operations, etc.

If any of these or other factors occur and the ship is in fact delayed, it is still possible to bring her back on schedule either by increasing her speed at sea or, if the worst comes to the worst, by arranging feeder services between two European ports, enabling one port of call to be omitted yet ensuring the loading of all cargo.

EAC Lines, Europe-West Africa container service has built its reputation upon reliability and regularity – based on modern and purpose-built ships.

# En sømand og hans kamera

Fotografierne på denne og næste side er hentet på en udstilling, der det næste år vises på bl.a. landets biblioteker som en vandredstilling fra Danmarks Biblioteksforening.

Udstillingen er med støtte fra Kompagniet produceret af en mangeårig radiotelegrafist i ØK, Thorkild Sandbeck, der anvender sin fritid i skibene på at dyrke sin fotointeresse. Thorkild Sandbeck har de sidste syv år deltaget i Handelsflådens Velfærdsråds årlige fotokonkurrencer og har vundet en sølvmedalje og seks førstepræmier.

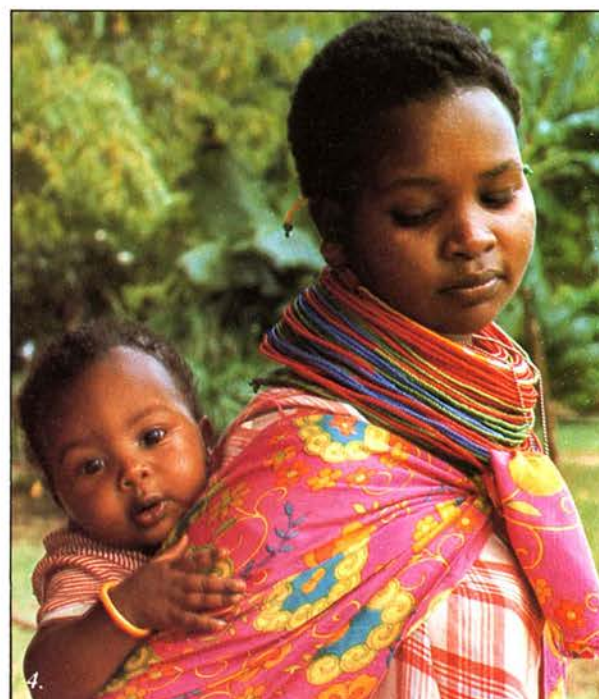
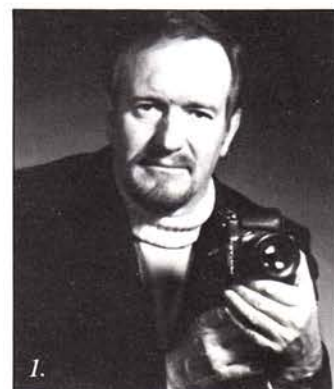
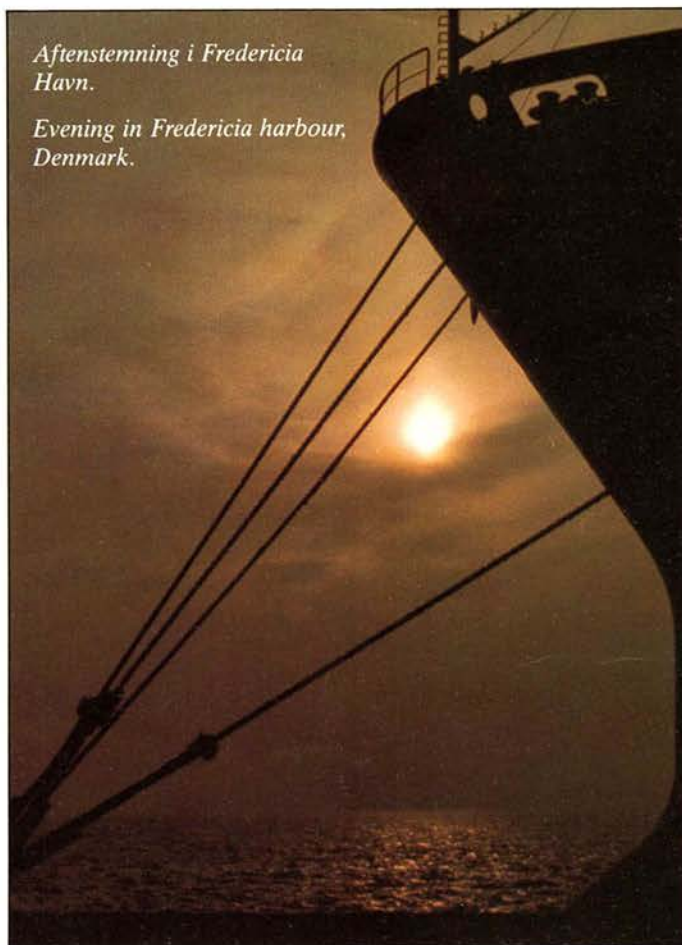
Thorkild Sandbecks hensigt med billederne er at vise de positive sider af livet til søs. Udstillingen rummer billeder af skibe i sol og storm, af arbejdet om bord samt de romantiske aftenstemninger i Malacca-strædet og Bosporus-strædet. Havneophold er skildret gennem en serie billeder fra Afrika, der viser landsbyliv, portrætter og dyreliv på Tsavo-sletten.

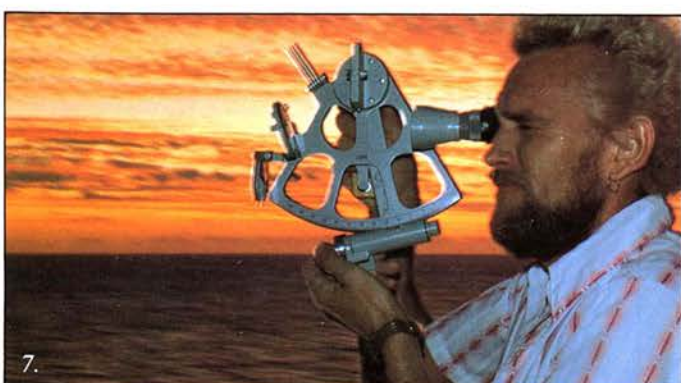
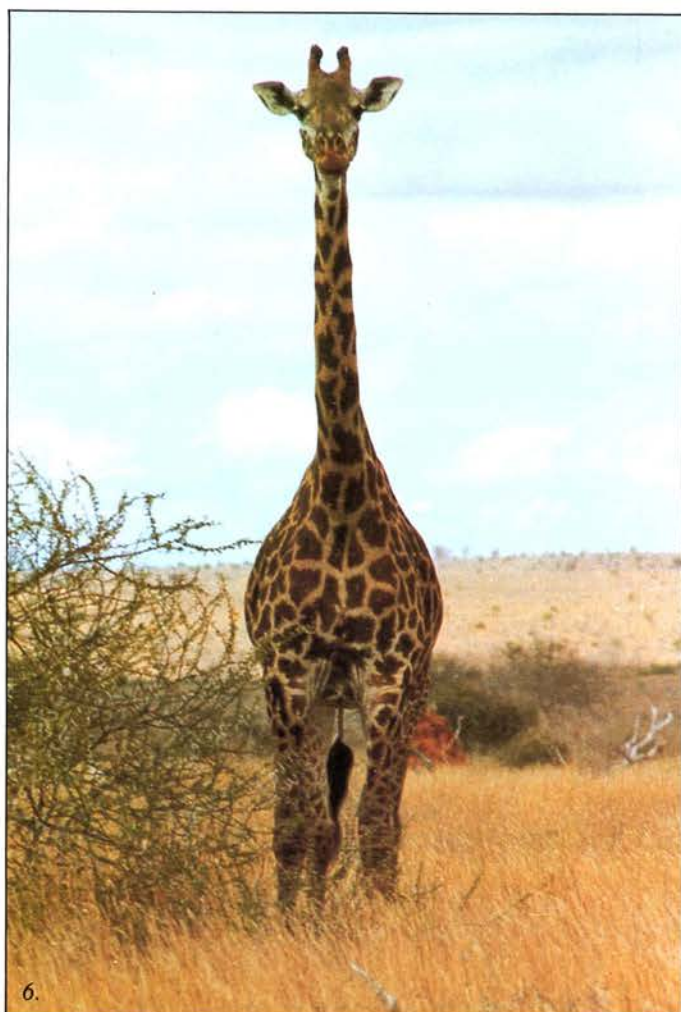
En del motiver er hentet i Det fjerne Østen, bl.a. Thailand, og endelig rummer udstillingen flere billeder fra Canada og USA, bl.a. af vulkanen Mount St. Helens' eksplosive udbrud i 1980. Og turen jorden rundt afsluttes med enkelte naturbilleder fra Danmark.

Udstillingen, der har været vist på Kompagniets hovedkontor i København, giver et levende indtryk af radiotelegrafist Thorkild Sandbecks vågne øje for motiver og stemninger de mange steder, han har været på rejserne over hele kloden med ØK-skibe.

*Aftenstemning i Fredericia Havn.*

*Evening in Fredericia harbour, Denmark.*





1. Radiotelegrafist Thorkild Sandbeck.

2. ØK's »Jutlandia« i dok.

3. Kvinde. – Dakar, Senegal.

4. Massai-kvinde med barn. – Mombasa, Kenya.

5. Samsonposten males. – M.t. »Pasadena«.

6. En nysgerrig giraf. – Tsavo-sletten.

7. Sekstanten.

8. ØK's bulk carrier »Cinchona« laster træ ud for Borneo.

1. Thorkild Sandbeck, radio operator with a photographic eye.

2. EAC's 'Jutlandia' in dock.

3. Woman in Dakar, Senegal.

4. Masai woman and child in Mombasa, Kenya.

5. A fresh coat of paint for the Samson post. The m.t. 'Pasadena'.

6. Inquisitive giraffe on the Tsavo plains.

7. The sextant

8. EAC bulk carrier, 'Cinchona', takes timber aboard off Borneo.

## A sailor and his camera

All the photographs on these two pages were taken by an EAC employee.

They are from an exhibition which will tour Danish libraries next year, arranged by the Danish Libraries Association. The exhibition is devoted to the work of Thorkild Sandbeck, a radio operator with EAC for many years. Mr. Sandbeck is a keen amateur photographer and spends much of his off-duty time pursuing his hobby both at sea and ashore. For the past seven years he has participated in annual photo competitions organised by the Danish Merchant Fleet Welfare Council – winning one silver medal and six first prizes!

Mr. Sandbeck says he intends that his pictures should illustrate the positive aspects of life at sea. The shots chosen for his exhibition show ships in sunshine and storm, shipboard work and idyllic evening settings in the Strait of Malacca and the Bosphorus. Port stopovers are represented by a series of photographs from Africa: village scenes, portraits and animal life in the Tsavo plains.

He has snapped many of his subjects in the Far East, e.g. Thailand, and the exhibition also has photographs from Canada and the United States – including the dramatic volcanic eruption of Mount St. Helens in 1980. The 'world tour' is completed by a few scenic views of Denmark.

The exhibition has already been shown at EAC Head Office, Copenhagen, and provides a striking impression of Mr. Sandbeck's ready eye for the kind of photograph that captures the atmosphere of the many places all over the world he has visited on trips aboard EAC vessels.

# Mit danmarkskort er ændret

Den 16-årige Helle Vibeke Rasmussen fra Rønde på Djursland er vendt hjem til pligterne i 1.g. efter en månedlang Østen-rejse med ØK-skibet m.s.

»Selandia«, der besejler ScanDutch-ruten mellem Nordeuropa og Det fjerne Østen.

Helle Rasmussen forlod container-skibet i Singapore, hvor ØK-medarbejdere viste hende denne travle handels- og søfartsby. Derfra fløj hun til Thailands hovedstad Bangkok, hvor hun også besøgte ØK-aktiviteter og nogle af Bangkoks turistattraktioner. Rejsen var førstepræmien i en stile-konkurrence, der blev udskrevet af Danmarks Rederiforening i forbindelse med foreningens 100-års jubilæum, og den blev skænket Rederiforeningen af ØK. Helle Rasmussen har skrevet denne beretning om den spændende rejse:

ØK-bladet har bedt mig om at fortælle om mine oplevelser og indtryk fra den rejse til Østen, som jeg vandt i en stilekonkurrence, udskrevet af Danmarks Rederiforening. Den fine præmie blev skænket af Det Østasiatiske Kompagni. En avis har kaldt min rejse for en drømme-rejse, og jeg må sige, at alle mine drømme omkring denne rejse blev til virkelighed.

## Afsejling fra Gøteborg

Turen startede den 5. juli, da jeg med bagage, vaccinationer og nyherhvet søfartsbog gik ombord i m.s. »Selandia« i Gøteborg. Efter at have hilst på kaptajn Elgaard Christiansen og besætningen fik jeg anvist min kahyt, der lå på et af de øverste dæk. Dagen efter min ankomst forlod vi Gøteborg, rundede Skagen ved midnat, og efter et døgn sejlads kom vi til Hamborg, hvor en del af besætningen blev udskiftet på grund af ferie. Efter 20 timers ophold var vi på vej til Bremerhaven, hvor jeg var i land med overstyrmandens familie. Vi så flere interessante ting og var bl.a. ombord i en u-båd fra 2. verdenskrig og i et fint gammelt sejl-skib.

Et containerskib spilder bestemt ikke tiden ved havneka-jen. Så snart kranerne var færdige, kastedes fortøjningerne,

og Rotterdam med verdens største havneanlæg ventede forude. Her var jeg i land med min nye kaptajn, J.E. Sørensen. Vi besøgte bl.a. et fornemt kunstmuseum, en japansk udstilling og den 180 m høje Euromast, hvorfra der var en fin udsigt. Det var også her, at en af de kinesiske stewarder tog mig med til byen, hvor jeg skulle lære at spise med pinde, inden jeg kom til Østen.

Næste anløb var Le Havre, hvor jeg så en af verdens største sluser, og så fortsatte vi gennem Kanalen og ud i Atlanten med kurs mod Fos ved Marseille. På denne strækning var jeg med til en båd- og brandmanøvre, der blev taget meget alvorligt af alle ombord. I Sydfrankrig tog kaptajnen og rederiets agent mig med på en biltur til Avignon, hvor jeg så den romerske bymur, pavepaladset, mange smukke, gamle huse og domkirkepladsen. Overalt var der musik og optræden. Avignon vender jeg gerne tilbage til igen.

1. Helle Rasmussen hos Nedlloyd EAC agencies pte. ltd., Singapore, der er agenter for ScanDutch. Fra venstre: Michael Lee, M. Saah, Tang Yue Hon, Charlie Tan, Chong Ah Fatt, Steven Tan, James Tang, Ole Flening Thomsen og Paul Nguan.



2. Der var også sørget for turistoplevelser i Singapore, bl.a. et besøg i Chinatown med dette befordringsmiddel.

3. I Bangkok så Helle både ØK-aktiviteter og eksotiske turistattraktioner, bl.a. the Grand Palace.

4. Ledsaget af EAC Nedlloyd-medarbejdere beså Helle Singapore's store havn. – I baggrunden m.s. »Selandia«.

5. Helle Rasmussen måler solhøjden med sekstant på »Selandia«s brovninge.

6. Helle tilbragte mange timer hver dag på broen. Her sammen med 2. styrmand Ole Skovgaard Jensen.



### 14 dage på havet

Den 17. juli forlod vi Fos – den sidste europæiske havn på ruten, og så skulle jeg ikke sætte mine ben på landjorden, før vi nåede Singapore den 1. august. Vi sejlede forbi Stromboli, hvor vulkanen var i aktivitet og videre gennem det smukke Messinastræde. Næste store oplevelse blev Suezkanalen. Med lodser ombord kom vi gennem den 165 km lange kanal, og fra broen kunne jeg se indover de flade ørkenstrækninger, der hist og her gav plads for grønne oaser. Ingen miner generede os i det 2000 km lange Røde Hav, og gennem Bab el Mandebstrædet kom vi ud i Det indiske Ocean, hvor en strækning så lang som over Atlanten lå foran os.

### Tiden ombord slog ikke til

Mange har spurgt mig, om jeg kunne få tiden til at gå, og jeg må sige, at jeg har haft svært ved at få den til at slå til. Ikke et øjeblik har jeg kedet mig. Jeg har tilbragt mange timer på broen, overværet samtlige anløb og afgang, fulgt hovmesterens og telegrafistens arbejde, hjulpet lidt til i kabyssen, fået forevist og forklaret det enorme maskineri, været med elektrikerne på arbejde, undersøgt skibet på kryds og tværs, fået undervisning i tovværksarbejde, vasket og fotograferet, badet i svømmebassin, ført dagbog og skrevet breve. Tiden fløj af sted, og jeg fik set og lært meget.

### Hurra for »Selandia«

Første anløb i Østen var Port Kelang i Malaysia, og herfra gik turen til Singapore. Her »afmønstrede« jeg, og jeg må indrømme, at det var svært at sige farvel til skibet og besætningen, der havde givet mig så mange oplevelser på den næsten 18.000 km lange sejltur. Et højt hurra for m.s. »Selandia«! Jeg ville ønske, besætningen kunne høre det.

## Spændende dage i Singapore og Thailand

I Singapore blev jeg hentet af ØK-manden Ole Thomsen, og i hans gæstfrie hjem boede jeg de næste 3 dage. I Singapore blev jeg præsenteret for et interessant og meget omfattende program, der gav mig et godt indtryk af havnen, byen og ØKs forskellige aktiviteter. Byen er imponerende og ligger smukt ud mod havet. Overalt er der plantet, og der er rent og ordentligt. Jeg blev fortalt, at det kostede dyrt, hvis man f.eks. blev grebet i at smide et stykke papir på gaden. Jeg var på benene hele dagen og langt ud på aftenen. Efter besøg i ØKs administration var jeg rundt på det store havneområde, hvor der altid ligger omkring 400 skibe, og hvor der hvert 10. minut er et skib på vej ind eller ud af dette centrum for den sejlene trafik i Sydøstasien.

Jeg har været i gamle kinesiske templer, i junglen, i en stor fuglepark, kørt med cykeltaxa gennem Chinatown og oplevet et tropisk regnvejr. Jeg har besøgt det fornemme Raffles Hotel og den danske sømandspræst, Ronald Pedersen, der boede på 45. etage. Han er lige ankommet til Singapore, der anløbes af 400 danske skibe årligt. Et TV- og presseinterview oplevede jeg også. Ligeledes vil jeg nævne et besøg med en dansk sygeplejerske i en FN-flygtningelejr, hvor jeg bl.a. så et hold vietnamesiske bådflugtninge blive undervist i dansk.

Fra Singapore fløj jeg til Bangkok i Thailand, og her var jeg ikke i tvivl om, at jeg var meget

langt hjemmefra. Jeg boede hos det dansk-koreanske ØK-ægtepar, Tousgaard Jensens, der sammen med Steen Mørch-Petersen gav mig 2 spændende dage mellem floder, templer og en vrimmel af mennesker. Også her besøgte jeg ØKs administration, der har til huse i en af de smukkeste bygninger, jeg har set på turen.

Jeg har været i templer med kæmpemæssige Buddhaskikkelser og redet på elefant, spist på restaurant og set flotte danseopvisninger. I den smukke Rose Garden har jeg set hankampe, thaiboksnings og opvisninger af slanger og elefanter. Til sidst vil jeg nævne et besøg på det flydende marked på Bangkoks kanaler. Her solgtes madvarer af enhver slags fra små både, der dagen lang sejlede mellem kanalbreddernes pælehytter.

### Danmark blev større

Overvældet af mange indtryk forlod jeg Thailand, og næste dag landede jeg i Tirstrup. Efter en rejse på næsten 30.000 km er jeg hjemme igen. Verden er blevet mindre, siger vi jo, men på denne rejse opdagede jeg, at Danmark blev større. Overalt har jeg truffet danskere på travle arbejdspladser i det fjerne og på de store have. Mit danmarkskort ser anderledes ud efter denne rejse. Jeg takker de mange mennesker, der i København, ombord i m.s. »Selandia«, i Singapore og i Bangkok gav mig denne oplevelse, som jeg gerne deler med andre, der ikke fik denne mulighed.

*Helle Vibeke Rasmussen*

## Her map of Denmark has changed!

A 16-year-old Danish schoolgirl, Helle Rasmussen, has just arrived home from a month's trip to the Far East aboard the EAC container ship, m.s. "Selandia", which sails on the ScanDutch service between northern Europe and the Far East. The voyage was first prize in an essay competition arranged by the Danish Shipowners' Association as part of its centenary celebrations and had been donated to the Association by the East Asiatic Company.

On return home, Helle wrote

enthusiastically of the trip and of her stay in Singapore and Bangkok, where EAC staff showed her the Company's organisation and the sights of the respective cities. Her Danish report is reproduced in these columns.

'People usually say the world is getting smaller' says Helle 'but on this voyage I discovered that Denmark has grown! I met Danes everywhere, working hard and cheerfully. My map of Denmark has changed after this trip', says Helle Rasmussen.



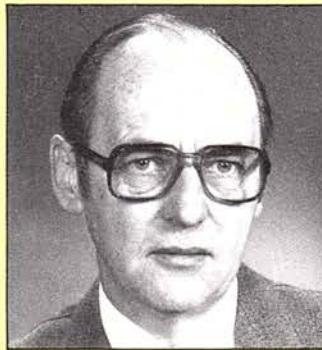
# Nyt om navne/People

**Joti Bhokavanij**, 42, overtog den 1. oktober posten som administrerende direktør for EAC (Singapore) Ltd. efter Klaus V. Mørch, der var hjemkaldt til tjeneste på Hovedkontoret i København.

Mr. Joti Bhokavanij, der er født i Thailand, ansattes i den daværende ØK-filial i Bangkok i 1968 som bogholder, forfremmedes i 1973 til hovedbogholder og udnævntes fem år senere til regnskabschef. I april 1983 blev han medlem af EAC (Thailand) Ltd.'s direktion som finansdirektør.

**Joti Bhokavanij** (42) took over as managing director of EAC (Singapore) Ltd. on October 1 on the return of Klaus V. Mørch to Head Office, Copenhagen. Mr. Bhokavanij, who was born in Thailand, joined what was

then a branch of the East Asiatic Company in Bangkok as an accountant, was promoted to chief accountant in 1973 and to comptroller five years later. In April 1983 he joined the management of EAC (Thailand) Ltd. as financial director.



**Ib Henry Hansen**, 55 år, har fået overdraget ledelsen af Kompagniets sjette og foreløbig sidste division, der etableredes den 16. juli som afslutning på strukturrationaliseringen. H & I Division, som den nye division hedder, skal virke som en paraplyorganisation for aktiviteter, der ikke falder ind under de fem andre divisioner: Graphics, Informatics, Timber, Liner og Non-Liner. Ib Henry Hansen gjorde oversøisk tjeneste i Singapore og Malaysia 1951-1966, bl.a. som chef for plantageafdelingen i Malaysia, tog den engelske ek-

samen Management Accountant og knyttedes ved sin hjemkaldelse til Industriafdelingen, hvor han udnævntes til underdirektør pr. 1. januar 1984.

**Ib Henry Hansen** (55) has been given responsibility for the Company's sixth division set up on July 16 as the final phase in EAC's structural reorganisation.

The new division will be known as H & I (The Danish abbreviation of Trade & Industry) and will be an umbrella organisation for activities which are not covered by the five other divisions: Graphics, Informatics, Timber, Liner and Non-Liner. Mr. Hansen served with the Company in Singapore and Malaysia 1951-66, where his responsibilities included management of the plantations division in Malaysia, passed the English Examination Management Accountant, and on his return to Head Office he joined the Industrial Department of which he became general manager on January 1, 1984.

**Klaus Legind**, 25, har haft en interessant udstationering: et halvt års ophold i Beijing i Kina for Alfragt a/s, som hermed for første gang udstationerede en medarbejder i den kinesiske hovedstad. Alfragt er agent for Sinotrans, Kinas statslige transportorganisation, for al luftfragt fra Skandinavien i samarbejde med Inter Express, som står for det operationelle arbej-

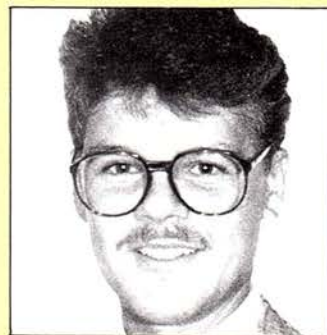
de. I 1983 blev Alfragt også agent for Sinotrans' baneafdeling.

Klaus Legind ansattes i Alfragt i 1979 som elev.

**Klaus Legind** (25) has had an interesting posting: six months in Beijing, China, for Allfreight Ltd. It is the first time the company has posted a representative to the Chinese capital. All-

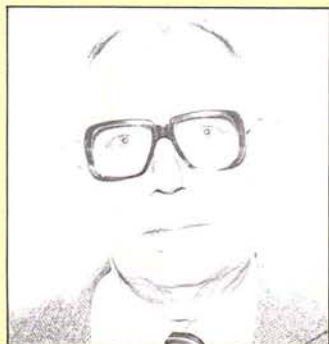
freight is the agent for Sinotrans, the Chinese state transport organisation, for all air freight from Scandinavia in conjunction with Inter Express, which handles the operational side of the project. In 1983 Allfreight became agent for Sinotrans' railway division.

Mr. Legind joined Allfreight as a trainee in 1979.



**Tyge Søndergaard**, Næstved, der har været maskinmester i ØK (bl.a. på »Asia« 1946-47), har i Næstvedavisen »Ugebladet« givet en skildring af Danmark på den tid, hvor H.N. Andersen stiftede Andersen & Co. i Bangkok.

Anledningen var et bane-jubilæum, og på grundlag af Baedecker-håndbogen »Nord-Ost-Deutschland nebst Dänemark« fra 1889, fortæller han følgende



om det København, der mødte tilrejsende:

»På Hotel Europa, Holbergsgade 2 (der hvor i dag ØK's hovedsæde er beliggende) kostede et værelse to kroner, morgenmad 85 øre og betjening 35 øre. Gik man på konditori kostede kaffe eller te 20-25 øre pr. kop, chokolade 35 øre pr. kop, kager kostede 5-10 øre. I restaurant Klosterkælderen på hjørnet af Vimmelskaftet og Hyskenstræde kostede en god middag med øl eller kaffe fra 65 øre til en krone. Droskekørsel kostede halvanden krone pr. time, 15 øre for en kuffert. På badeanstalt kostede et romersk bad 1,80 krone og et varmt bad 75 øre. Ved stranden (mest anbefalet er Klampenborg) kostede det 20 øre, et håndklæde kunne lejes for otte øre. På postkontoret kunne man sende brev til Tyskland for 20 øre, et postkort

for 10 øre, og indenlandske breve kostede otte øre. Tivoli kostede 50 øre og Rundetårn 10 øre«.

**Tyge Søndergaard** of Næstved, Denmark, a former EAC chief engineer (aboard, for example, the 'Asia' in 1946-47), has been writing in his local newspaper about Denmark in the days when Capt. H.N. Andersen founded Andersen & Co. in Bangkok.

Mr. Søndergaard's nostalgic newspaper contribution was in connection with a railway anniversary, and looking back in an issue of Baedecker, 'Nord-Ost-Deutschland nebst Dänemark', from 1889 he found a few interesting prices from Copenhagen a century ago:

'At Hotel Europa, Holbergsgade 2 (the site of EAC Head Office today), rooms cost two kroner per night, breakfast 85 øre,

and a tip 35 øre. At the tearoom around the corner a cup of coffee or tea cost 20-25 øre, hot chocolate 35 øre, cakes 5-10 øre. In a basement restaurant (Klosterkælderen on the corner of Vimmelskaftet and Hyskenstræde) you could have a satisfying dinner with beer or coffee for between 65 øre and one krone. Afterwards you could hire a horse-drawn cab at 1.50 per hour (15 øre for a piece of luggage) and drive to the baths where a Roman bath cost 1.80 and a hot bath 75 øre or to the beach (Klampenborg was the recommended spot) where you could go swimming for 20 øre - and rent a towel for eight øre! At the post office you could send a letter to Germany for 20 øre, a postcard for 10, or letters within Denmark for eight. Admission to Tivoli Gardens was 50 øre and the Round Tower 10'.





**Prins Galavarnadis Diskul**, der afgik ved døden ved årets begyndelse, havde tætte bånd til både Danmark og ØK. Den thailandske prins, der fødtes i 1910 som søn af prins Damrong og nevø af kong Chulalongkorn, blev student fra Gammel Hellerup Gymnasium og gennemgik derefter den danske søofficersskole.

Prins Galavarnadis Diskul var senere flådeattaché for de tre skandinaviske lande, tilknyttet Thailands ambassade i København. Prinsen, der talte flydende dansk, var i en årrække og til sin død medlem af bestyrelsen for The East Asiatic Co. (Thailand) Limited i Bangkok. Han var tildelt Storkorset af Dannebrogordenen.

Fra en mindebog om prinsen gengives dette foto, der viser fremtrædende medlemmer af det thailandske og det danske kongehus sammen med prinsen.

Prins Galavarnadis Diskul ses som nr. 3 fra højre i forreste række ved siden af prins Aksel, der i en årrække var administrerende direktør i og formand for ØK. Skråt bag prins Aksel sidder prins Damrong mellem prins Georg af Grækenland og Danmark (t.v.) og prins Valdemar. Ved siden af prins Georg ses kong Christian X, og i forreste række sidder daværende kronprins Frederik (nr. 3 f.v.) og (yderst t.v.) prins Viggo.

His Serene Highness **Prince Galavarnadis Diskul**, who died earlier this year, had close ties with Denmark and the East Asiatic Company.

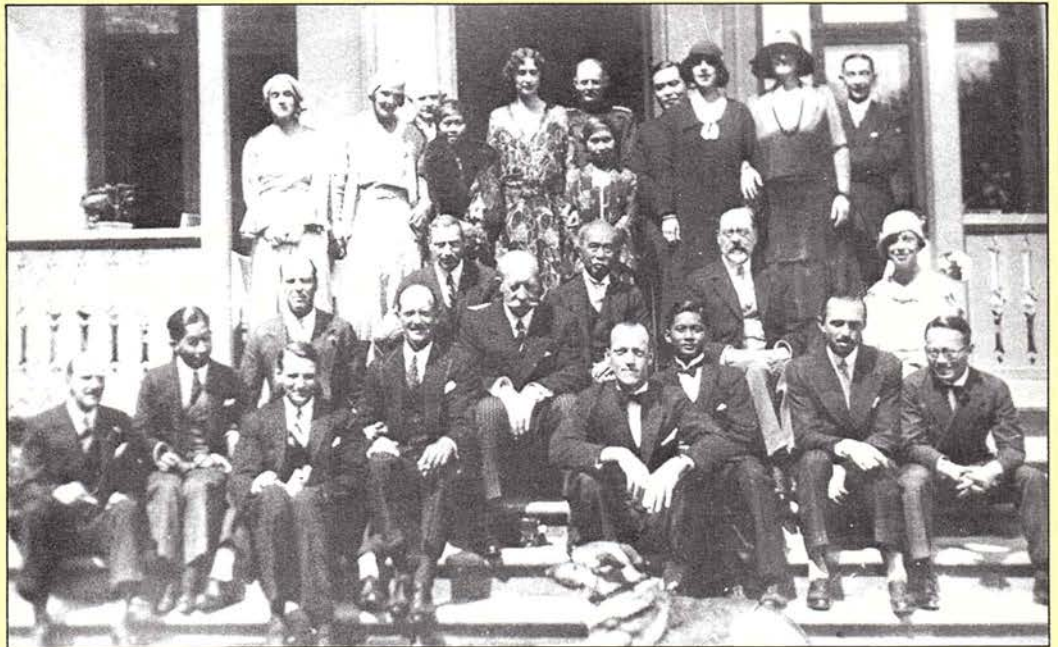
The Thai prince, who was born in 1910 the son of Prince Damrong and nephew of King Chulalongkorn, matriculated from Gammel Hellerup Grammar School, north of Copenhagen, and entered the Danish naval academy.

Prince Galavarnadis Diskul subsequently became naval attaché for the three Scandinavian countries at the Thai embassy in Copenhagen. The prince, who spoke fluent Danish, was for some years until his death a director of the East Asiatic Co. (Thailand) Ltd. in Bangkok. He held the Grand Cross of the Order of the Dannebrog.

This photograph is from a book published in memory of the

prince and shows prominent members of the Thai and Danish royal families.

Prince Galavarnadis Diskul is third from the right in the front row, next to Prince Axel, who was managing director and chairman of the EAC supervisory board for many years. Seated behind Prince Axel and to one side is Prince Damrong, between Prince Georg of Greece and Denmark (left) and Prince Valdemar. Next to Prince Georg is King Christian X of Denmark. Seated in the front row, third from left, is Crown Prince (later King) Frederik, father of the present Queen of Denmark, Margrethe II.



**Merete Rosenfeldt**, gift med administrationschef Peer Rosenfeldt, EAC(T) Ltd., Bangkok, præger kulturlivet i Thailand. Hun har holdt flere udstillinger i Bangkok, senest sammen med en ung, thailandsk billedhugger, Cheewa Komolmalai.

Fru Rosenfeldts arbejder – 40 malerier – var samlet fra det forløbne år og bestod af kollager med forskellige slag rispapir, kombineret med vandfarve og batikklip.

Merete Rosenfeldt, der er uddannet på forskellige kunstskeoler i Danmark, har siden 1967 med sin mand boet dels i Nigeria, dels i Thailand. Hun lærte batik-teknikken i Nigeria og bruger nu dertil de forskellige typer thailandsk rispapir.

Hendes meget dekorative batik-malerier har præget kalendere i både Nigeria og Thai-

land, og Kompagniets produkt-tankskib »Pattaya« prydes af et meget smukt billede, som Merete Rosenfeldt har malet i Pattaya – det kendte, thailandske feriested, som skibet er opkaldt efter.

På fotoet står fru Merete Rosenfeldt foran et af sine batik-malerier.

**Merete Rosenfeldt**, wife of Peer Rosenfeldt, company secretary, EAC(T) Ltd., Bangkok, has been making a name for herself in a cultural context in Thailand with a number of art exhibitions in Bangkok, the most recent of which was arranged with a young Thai sculptor, Cheewa Komolmalai.

Mrs. Rosenfeldt's work – 40 paintings – was a collection of pieces from the past few years and comprised collages with a selection of rice papers, combi-

ned with watercolours and batik.

Mrs. Rosenfeldt, who studied at several art schools in Denmark, has accompanied her husband since 1967 on postings to Nigeria and Thailand. It was while in Nigeria that she learned the technique of batik (tie-dyeing), which she has adapted for Thailand rice papers.

Her decorative batik paintings have appeared in calendars in Nigeria and Thailand, and the East Asiatic Company's product carrier, 'Pattaya', has a very beautiful picture (as on-board decoration) which Mrs. Rosenfeldt painted in Pattaya, the well-known Thai bathing resort after which the ship was named.

*Merete Rosenfeldt in front of one of her batik paintings.*





## Med mor på arbejde i teakskoven

Den burmesiske elefant, der her ses sammen med sine tvillinge-unger, spiller stadig en vigtig rolle som arbejdskraft i skovene – side om side med bøfler og moderne maskiner.

Elefanterne, der i øvrigt er statsejendom og går på pension, når de når en vis alder, bruges navnlig til at bringe kæverne ud af skovene, hvor landskabets beskaffenhed vanskeliggør brugen af moderne tek-

nik. Og ungerne følger med moderen på arbejdet, indtil de når en vis alder og skal afrettes. Se side 12 om ØK's voksende forretning i Burma, hvor Kompagniet deltager i en betydelig træeksport.

## In the teak forest with Mum

The Burmese elephant, here seen with its twins, still plays an important role in the teak forests alongside with the buffalo and modern machinery.

The elephants, which are owned by the state (and are pensioned off when they reach a certain age), are used mainly for removing logs from the forests in places inaccessible to modern technology. And young elephant calves accom-

pany their mothers to work until they themselves reach working age and begin training.

We have details on page 12 of EAC's expanding business in Burma where the Company engages in substantial timber exports.