Congratulating Singapore on its 50th Golden Jubilee Anniversary

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A message from Berit Basse, **Danish Ambassador to Singapore**

Ever since Denmark and Singapore agreed on a diplomatic relationship back in 1965, our ties have strengthened.

The close link between the countries has historically been shipping, but today Danish companies in Singapore represent a much wider field from renewable energy, food and pharmaceutical to facility services, information and communications technology as well as lifestyle products and architecture.

On an authority level, the areas of mutual interest include innovation, green technology and environmental solutions as well as developing smart and sustainable cities

The political partnership has most recently been strengthened by strategic agreements for the maritime industry in 2012 and for water technology in 2014.

Thanks to its strategic location and world-class businessfriendliness. Singapore offers excellent opportunities for Danish companies in South East Asia. Likewise, as an important European hub. Denmark offers

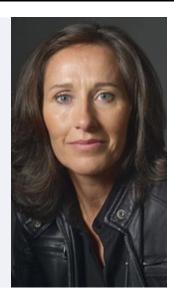
lucrative access to the Nordic markets, a fully flexible labour market as well as excellent investment opportunities.

I see great potential for an even closer partnership and for increased trade between Denmark and Singapore'. www.singapore.um.dk

See www.svnergvmediaspecialists.com for thought-leadership insights into Denmark's shipping industry.

'Thanks to its strategic location and worldclass business friendliness, Singapore offers excellent opportunities for Danish companies in South East Asia'.

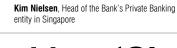
Berit Basse, Danish Ambassador to Singapore



Nordea increases presence in Singapore

Nordea Bank is the largest financial services group in Northern Europe. The Bank, active in Singapore for more than 35 years, has been continuously increasing its presence in the city-state. Since 2013, Nordea's full-service Private Banking entity has been delivering services to customers in the Lion-city.

"We are here to serve the growing community of Nordic individuals in Asia", says Kim Nielsen, Head of the Bank's Private Banking entity in Singapore. "Nordic businesses are growing here and Singapore is attracting more Nordic professionals who are looking to live and work in the



Nordea

Christian Clausen, President and Group CEO of Nordea Bank since 2007, recently visited Singapore. Clausen was President of the European Banking Federation (FBF) from 2011-2014 and is one of only two Presidents in the EBF's history to hold the position twice.

The Chief Executive Officer of Nordea's International Private Banking division. Thorben Sander, will also visit Singapore this year. In addition to meeting employees, Sander is a keynote speaker at the Strategy Forum Banking seminar being held in Singapore on May 13 and 14.

"Asia, with Singapore as a central hub, is growing in importance," says Nielsen. "These two high level visits demonstrate Nordea's commitment to the region and the offer we want to extend to our clients" Nordea's clients are served by

a dedicated private banker with an external network of international specialists to complement their own expertise in areas such as wealth and inheritance planning. Being agile and close to clients in Singapore is something which both Nordic and Asian clients have come to appreciate and Nordea is continuing to successfully strengthen its presence in Singapore

www.nordeaprivatebanking.com

A Danish Maritime 'Cluster-Approach'

By sharing experiences and knowledge and developing 'cluster-approach', three leading Danish maritime companies are creating business opportunities within the Singapore maritime in-

global provider of maritime IT solutions and services has been active in Singapore for over twenty years. The company delivers seamless, optimized solutions between ship and shore organizations for applications including Crew Management, Marine Payrolls, Load Planning and Container Enterprise Resource Planning solutions.

Sea Solutions, a leading,

our continued "Through commitment to Singapore's maritime industry, we have

developed a strong foothold in the market", says Leif Nielsen, Managing Director of Sea Solutions. "We intend to continue driving our business forwards as we strengthen our activities in Singapore"

Having established a subsidiary in Singapore in 2010, Iver C. Weilbach & Co. (Weilbach) is strengthening its activities in Asia through its Singapore

Established in 1755 in Copenhagen, Denmark, Weilbach has become a world-leading supplier of nautical data and charts, maritime publications and digital software products to the maritime industry.

As the shipping industry continues to evolve, so has Weilbach's business. Electronic nautical charts and the electronic publishing of maritime hand books have provided new business opportunities for Weilbach and the company is successfully engaging with customers and partners across

Established in 1987, Logi-

matic offers IT solutions to international shipowners, shipyards, industrial and distribution companies, municipalities, waste handling companies and naval authorities. Sertica, Logimatic's user-

friendly IT-solution, minimizes unnecessary downtime, increases productivity and reduces costs for maintenance, purchasing and fleet manage-

With over eighty percent of Logimatic's projects being delivered outside Denmark, Asia represents a huge market opportunity for Logimatic and Sertica. Moving forwards, the company is looking at using Singapore as a platform to strengthen its relations with partners across Asia.

With Singapore the way in the advancement

sea solutions



Weilbach[®]



SERTICA

and Logimatic are continuing to strengthen their commitment to Singapore and win "Danish maritime companies

of the global maritime indus-

try, Sea Solutions, Weilbach

understand the importance of Singapore as a global shipping hub and want to increase their activities in Singapore.' says Nielsen. "As individual companies, and collectively, we recognise there are exciting opportunities in the Asian Through our marketplace. 'cluster-approach' we are seeing the benefits of being closely associated with the ongoing maritime developments taking place in Singapore" www.seasolutions.dk/contacts

www.weilbach.com www.logimatic.dk

Rapid Solutions for Water-Quality Control in Asia

Effective water-quality control depends on rapid, robust and reliable microbiological testing methods. Mycometer A/S, the global leader in the rapid quantification of bacteria, is delivering cutting-edge solutions to customers in

Water used in industry and utilities requires efficient and accurate testing for bacteria. Any necessary adjustments can then be made to ensure clean, high-quality water is produced. Founded in 1998 as a spin

off from a University of Copenhagen research group, Mycometer's technology focuses on delivering rapid methods for the quantification of bacteria. 1999 saw the company launch 'Mycometer®-test' for

Danish entrepreneur, Einar

Viggo Schou, acquired the

Palsgaard Estate in Denmark

in 1908 before inventing and

patenting the world's first

commercial emulsifier in

1917. With a unique owner-

ship structure through 'The

Schou Foundation', Pals-

gaard delivers solutions to

global food manufactures.

The company is continuing

to strengthen its ties to Asia

through its regional hub in

Palsgaard supplies emul-

Singapore.

Portable fluorometer for analysis

measuring the level of funfor quantifying bacteria on gal biomass on surfaces. surfaces after flooding and 'Bactiquant®-water test' for 'Mycometer®-air', a new methquantifying bacteria in water od for measuring the level of and other liquids was launched mould in the air were launched in 2006. 'Bactiquant®-surface',

> several patents and registered trademarks. The company's technology has been States Environment Protection Agency.

Today, Mycometer holds

In Europe, the largest drinking water company in the Netherlands, Vitens, has spent two years working closely with Mycometer. 2015 will see the company run approximately 18,000 water analyses utilizing Mycometer's technology.

In addition to offices in Horsholm, Denmark and Tampa, USA. Mycometer is successfully bringing its technology to Singapore and the rest of Asia through its new office in Singa-

"Competent and skilled technicians have enabled Singapore to be at the cuttingedge of water technology", says Dr. Morten Miller, Co-

verified by the United
States Environment Pro

founder of Mycometer. "We appreciate the spirit of collaboration Singapore offers within our field of expertise and we want to continue partnering with technology-driven clients. We are a member of the Danish Water Technology House in Singapore and are working closely with Singapore's Public Utilities Board"

By actively driving water-

monitoring technology into the future, Mycometer is in a strong position to work with both public entities and private businesses in Asia. Crucially, while international sales channels are being developed, Mycometer is continually innovat-

ing and developing new technologies. "We are developing

an automated watersampler solution and committed to delivering innovation-driven technologies to our clients," says Miller. "Our success in Singapore has inspired us to engage with other Asian markets. While we remain firmly committed to Singapore, we look forward to developing our activities across the region over the coming years"

www.mycometer.com

J. Lauritzen - Strengthening relationships in the Singapore maritime industry

Since the company's founding in 1884, J. Lauritzen has established itself as a leader in Danish shipping. "Our business is, and has always been, about people", says Jan Kastrup-Nielsen, President and Chief Executive Officer of J. Lauritzen. "The traditional values we hold dear within the company have enabled us to achieve the strong position we are in

With 1,300 employees from over twenty different countries, today, the company's business portfolio includes Lauritzen Bulkers (dry bulk cargoes), Lauritzen Kosan (petrochemical and liquefied petroleum gases) and part-ownership of Axis Offshore Ltd. An increasing amount of

J. Lauritzen's business is being created and controlled in Asia. The company's offices in Shanghai, Manila and Singapore are enabling J. Lauritzen to strengthen its position across the Asian market. The company's largest over-

seas office, with more than thirty five employees, can be found in Singapore and covers the company's activities in the Pacific Rim. "Over the last ten years,

through our presence and activities in Singapore, we have been able to contribute to the economy by supporting the



in Singapore taking care of J. Lauritzen's activities there before becoming President and Chief Executive Officer of the Group. He is also serves on the board of the Danish Shipowners' Association which represents the interests of the entire Danish shipping

Singaporean people," says Kastrup-Nielsen.

J. Lauritzen is actively creating opportunities for people living in Singapore through education and training and has recently launched a community engagement platform to attract talent and further strengthen the company's ties with the industry.

"Throughout our time in Singapore, the Singapore Maritime Authority has proved to be extremely competent and transparent,' says Kas-

tinues to offer a friendly and welcoming business environment - fluent in English and well educated. It is crucial to develop a pipeline of talent and train young people in order to meet tomorrow's needs within the Singaporean, and global maritime industries"

Denmark and Singapore continue to enjoy strong maritime relations. A bilateral double taxation agreement is providing both countries with financial benefits and is helping to further strengthen business ties. With a strong understanding of the global shipping industry, a rational approach to doing business and a strong workforce. J. Lauritzen is focused on growth.

"While we are being tested as an industry, we will ensure that, as a company, we continue to conduct ourselves in a proper and ethical manner in order to run our business in the correct way," says Kastrup-

"As we move forwards, the reputation of our company will be the key to our success and in Singapore; we see huge opportunities to strengthen and grow our business. We congratulate Singapore in this 50th anniversary year and look forward to continuing our close working relationships within the Singaporean maritime industry". www.j-lauritzen.com

clients' needs has enabled us

Moving Cargo with Passion

tivities have expanded to our

Since its establishment in Esbjerg, Denmark in 1972, Blue Water Shipping (Blue Water) has gained a reputation as the natural choice for project management and highly specialized transport and logistics solutions.

With 1,400 employees located in 67 offices in over 27 countries, Blue Water offers international clients a variety of unique solutions. Today, the company operates within dedicated business segments; General Cargo by sea, air and road. logistics for oil, gas and wind energy, marine logistics, reefer cargo and port service, stevedoring and chartering.

The global transportation business has seen rapid developments over the years,' says Kurt Skov, Chairman and Founder of Blue Water. "Our success is based on the commitment of our people and the trust our clients place in us to get the job done by focusing on their needs"

Blue Water's comprehensive transport and project management solutions enable the company to transport any type of cargo worldwide, regardless of dimensions or special requirements.

Over the years, we have gained a wealth of experience and have created a knowledge-based company built on in-house competences and resources," says Skov. "We employ project freight forwarders, shipping and chartering experts, engineers, stevedoring foremen, customs and HSSEQ-specialists, lawyers and IT-developers in order to better serve our clients".

Since establishing its first Asian office in Singapore in 1999, Blue Water has developed a strong reputation for delivering solutions to clients across Asia with Jason Goh as the regions Managing Director.

"In Asia, our main focus was initially transport and logistics for oil, energy and industrial projects. We have a long standing and close cooperation with Keppel FELS, a global leader in design and construction of offshore rigs," says Jason Goh.

"We developed our projectorientated approach to the Asian market through our our client focus and our com Singapore office. Asia is very mitment to keeping our promises will never change. Blue important to the growth of our Water's flexible approach to global business and our ac-



Kurt Skov, Chairman, Blue Water

other segment such as wind energy, cruise and marine".

As Blue Water continues to successfully serve international clients, Kurt Skov remains passionate about the company's

"While our industry is constantly developing and we face global economic challenges,

to create a trustworthy busi ness culture encompassing our people and our clients. Our philosophy within the company to work in partnership with our clients and deliver solutions wil ensure we continue to move our clients' cargo with passion".

🕀 J. LAURITZEN

www.bws.dk

Enjoying relationships and

opportunities in Singapore





'Heart working People' committed

Jakob Thøisen, CEO, Palsgaard

sgaard with research, quality control and analysis services.

As the food industry in Asia continues to mature, following customers into Asian markets has proved successful for Pal-

"We have been in Asia for sixteen years and are active in eighteen countries across Asia with our Singaporean office acting as our strategic hub for the

region," says Jakob Thøisen, Palsgaard's Chief Executive Officer. "Our application facilities in Singapore combined with our state of the art production facilities in Malaysia is the key to our success in Asia". Last year saw Palsgaard in-

stall a margarine pilot plant at its Regional Application Centre in Singapore to offer solutions to margarine manufactures in Asia. Palsgaard's recently opened production facility in Malaysia produces emulsifiers and stabilizers and has a capacity of 20,000 MT per year.

"We are seeing our Asian business grow significantly and are registering double digit growth in the region," says Thøisen. "By being close to our customers we can work in partnership with them to deliver tailored solutions. We will increase our business in Asia through our expertise and our approach to doing business in a responsible manner".

Corporate Social Responsibility (CSR) has played a central role in Palsgaard's growth in Asia and the rest of the world. The company ranks in the Top 25 Danish firms for employee satisfaction and Palsgaard's award winning CSR initiatives

(the company aims to become CO² neutral by 2020), employees, corporate governance and "The Asian market is today increasingly important to us and our strategic decision to establish a presence in Singapore proved to be the right

choice," says Thøisen, "We will

continue to innovate and en-

sure we deliver the best solu-

tions to Palsgaard's customers

to Asia

cover energy and environment

across Asia" www.palsgaard.com

Your transport and logistics expert www.bws.dk