

# NEWS

**THEME Cruises**

**New Autogate in North Harbour**

**MV Don Carlos visits Malmö and Copenhagen**

**CMP 10 years, 2001 – 2011**

NEWS FROM COPENHAGEN MALMÖ PORT ● No 2 2011





PHOTO: DENNIS ROSENFELDT

## New Autogate in North Harbour

New technology improves security and improves access to CMP's new port terminals in Malmö. **Page 3**

## New paving for Købmagergade

19,000 square metres of stone will give a facelift to one of Copenhagen's popular pedestrian streets. The cut granite comes from China and is being delivered through CMP. **Page 4**

## The 2011 cruise season

CMP looks forward to yet another season with more passengers and arrivals than the year before. **Page 5**

## Premiere for MSC Orchestra

The first cruise ship for the season called at Copenhagen on 30 April. 369 arrivals are expected in 2011. **Page 6**

## Network for successful collaboration

Cruise Copenhagen Network coordinates and develops cruise activities in Copenhagen. Collaboration among the various players is a key success factor. **Page 8**

## Problem solved for MV Don Carlos

Ice caused problems in early spring, changing the routes in the Baltic. CMP provided the solution. **Page 9**

## CMP 2001 – 2011

Ten years have passed since CMP was formed. The company has grown strongly over the years and has helped to increase the attractiveness of the Öresund region. **Page 10**

## Notices

**Page 11**

## Profile: Robert Hansen

Meet Robert, who works with cruise ship arrivals in Copenhagen. **Page 12**

# Successful teamwork

**THIS YEAR, TOO, CRUISES** are the theme of the spring edition of CMP News. We are proud to have booked 368 arrivals at our terminals in Copenhagen for the 2011 cruise season. This is a sharp improvement on last year, when we had 310 arrivals. The successes have encouraged us to continue our efforts to offer passengers the best possible experience. By this I mean that we improve the service we provide as well as the welcome we give to visitors so that CMP is always associated with a consistently high level of quality. This year, too, we will be offering cruise information via push mail and SMS. This allows taxis, buses and other affected parties in Copenhagen to access early information on when ships are due to arrive, enabling them to adapt accordingly.

**A WELL FUNCTIONING NETWORK.** Cruise ship tourism in Copenhagen is and remains a team effort, as shown in several of the articles. For more than 25 years tourist organisations, business owners, transport companies, CMP and the City of Copenhagen have worked together to create a good environment for this form of tourism. We are part of the Cruise Copenhagen Network (CCN), which brings together about 50 different groups pursuing a single goal – to make cruise tourists' visit to Copenhagen an unforgettable experience. And we have succeeded. The number of cruises has increased steadily for many years. And in 2010 Copenhagen was voted "Best Destination Experience" in a survey in which cruise passengers themselves were asked to rate various destinations around the world. The city is praised for its wide choice of attractions, but also for the friendliness of the people. Another plus is the proximity of the cruise ship terminals to the city centre and Kastrup Airport.

**NEW CRUISE SHIP TERMINAL.** For its part, CMP will seek to further improve the high quality of our cruise activities. The biggest investment for the future is the new cruise ship terminal that will be taken into use for the 2013 season. We are expanding capacity and improving logistics, which will result in significant improvements for future cruise traffic. Yet it's still a while until 2013. Until then you will have a chance to learn more about our cruise activities through a series of articles in this edition of CMP News.

Enjoy the read!

Johan Röstin, CEO of CMP

CMP News is distributed by Copenhagen Malmö Port AB (CMP). A web edition of this newsletter is available in Danish, Swedish and English at [www.cmpport.com](http://www.cmpport.com).

Distributor: Johan Röstin.

Authors: Nils Francke, Kajsa Jacobsson, Fredrik Lilieblad and Lotta Solding.

Contact address: CMP, Terminalgatan 18, Box 566, 201 25 Malmö, Sweden.

CMP, Containervej 9, Box 900, 2100 København Ø.

Subscription: Anette Lindgren, [anette.lindgren@cmpport.com](mailto:anette.lindgren@cmpport.com).

Production: Helium. Print: Holmbergs.

Read more about CMP at [www.cmpport.com](http://www.cmpport.com).

New Autogate makes

# North Harbour more accessible

A major new feature of CMP's move to Malmö's North Harbour is the installation of an Autogate, which will scan all lorries entering and leaving the area. The automated handling saves time for all parties and will make the North Harbour accessible 24/7. 2011 is a trial and development period; the ambition is to ensure that everything works smoothly from 2012.

**"WE ARE IMPLEMENTING THE TRANSITION** step by step. It is important to ensure that we develop and implement the system together with our customers," Thomas Bendtsen, Project Manager for the introduction of the Autogate, says.

The aim is to create a system in which today's manual check-in procedure for trailer and container lorries will eventually be fully automated. Simply put, the idea is that a customer should be able to give prior notice of his arrival via the Internet by entering his registration and container numbers and other data.

When the lorry arrives at the North Harbour it is scanned in the Autogate. If all the data is correct the driver receives a ticket with information about where he should deposit his load and where to pick up the next trailer. When the lorry leaves the area it is scanned again to check that the right registration number has been combined with the right trailer number.

"Initially, the Autogate will of course be manned, to ensure that both we and the drivers learn the system and to get a good flow in the traffic. But in the longer term the idea is that we should be able to keep the terminal open round the clock, with virtually no staff at all," Thomas Bendtsen explains.

**PER AXELSSON IS THE RECENTLY** appointed Terminal Manager for Malmö's North Harbour and looks forward to the introduction of the Autogate.

"This will save a lot of time, for the hauliers and for us. We want to ensure that we always give our customers the best possible service using the best possible technology. Manning the terminal round the clock would not have been tenable for us. The investment in the Autogate will eventually enable us to handle significantly larger volumes than we do today," he says.

CMP News meets up with Per and Thomas a few weeks before the move to the North Harbour. These are busy days, and many pieces need to fall into place. The technology as well as the actual physical site need to be "run in".

"This feels very exciting! The North Harbour has great potential," Per Axelsson adds.



PHOTO: JOHAN RAMBERG

#### FACTS: Autogate

CMP will be installing an Autogate in the North Harbour in 2011, which will automate the check-in and check-out procedure for all lorries. The vehicles will be scanned when entering and leaving the area and all documentation will be registered on the Internet directly by the customers. After testing and development in 2011, the system will become fully operational in 2012. [www.cmpport.com](http://www.cmpport.com)

Per Axelsson, Terminal Manager for the North Harbour at the new Autogate, which will be taken into use in May 2011.

## New stones for busy pedestrian street

# delivered through CMP

The new paving stones for one of Copenhagen's main pedestrian streets are being delivered from China in containers.



PHOTO: DENNIS ROSENFELDT

The work of laying the new granite stones is a real craft. Here it is in full swing on Købmagergade.

**MORE THAN 4,000 TONNES** of granite will be used to create a pleasant new surface for the busy Købmagergade pedestrian street and the adjoining open spaces, Kultorvet and Hauser Plads, in Copenhagen.

Some 30,000 people and large numbers of vans and lorries carrying deliveries to the shops pass through the area every day, and the badly worn and damaged street paving has needed replacing for many years now. Over the years broken stones have simply been replaced with asphalt, and the result has not been pretty.

Now work is finally in under way on Købmagergade, which retains some of the characteristic, winding streets of a medieval town. The whole area, some 19,000

square metres, will be given a much-needed facelift. In addition to new paving stones for the street, which will form a continuous carpet of various hues of granite, new trees will be planted and new benches installed as part of the project, and on Hauser Plads a new playground will be built.

**THE GRANITE IS BEING PROVIDED** by S.A. Granit A/S, which specialises in natural stones and granite from all regions of the world, and will be delivered through CMP to S.A. Granit's business in Nordhavnen, Copenhagen's North Harbour.

"The granite has been cut to form paving stones measuring 12 x 12 x 8 centimetres and will be delivered in 20-foot containers," S.A. Granit's Managing Director, Stig Anthony, says.

"The granite will be delivered from China continuously until the end of the project in November 2012. I have been inside to view the first areas to be repaved, and it was very encouraging. It really looks nice."

**THE PROJECT COVERING KØBMAGERGADE**, Kultorvet and Hauser Plads was designed by Polyform Architects of Denmark and Karres en Brands of the Netherlands, who won the international competition. The work is being carried out by Skælskør Anlægsgartnere.

How the finished pavement will look.



[www.sagranit.dk](http://www.sagranit.dk)



PHOTO: DENNIS ROSENFELDT

## Copenhagen is the hub of a cruise

# Success story

The 2011 cruise season has begun, and CMP has taken it on with plenty of confidence and amid much praise, from the industry as well as from passengers.

**ALL IN ALL, A PERFECT PRELUDE** to a new season. Arnt Møller Pedersen, General Manager Cruise at CMP, and his colleagues will this year welcome about 770,000 passengers – 16 per cent more than last year – and 200,000 crew members from 115 countries. And the number of arrivals has increased by as much as 20 per cent, with 368 arrivals expected this year.

"In addition to a good product, developed by CMP and its partners in the Cruise Copenhagen Network (CCN), the success is also due to Copenhagen's geographic location. As a hub for the many exciting destinations in the Baltics, the Norwegian Fjords and the North Sea, CMP is able to offer its shipping customers the best possible opportunities for planning their cruises with turnarounds in Copenhagen, where both passengers and crew benefit from the short distance to Copenhagen Airport," Arnt Møller Pedersen says.

**A BALTIC CRUISE IS A CLASSIC PRODUCT** which draws passengers who are attractive to both Copenhagen and CMP. The typical passenger is mature, interested in history and culture, spends more money at the destination and has a higher income than the average European cruise passenger. It is an interesting group, which is keen to go ashore at the destination and happy to spend money there.

A classic Baltic cruise starts in Copenhagen and may include cities like Stockholm, Helsinki, St Petersburg, Visby, Tallinn and Berlin (Warnemünde).

**ANOTHER POPULAR PRODUCT**, but going in the opposite direction, is the Norwegian Fjords, a route which passes along the Norwegian coast up to Bergen and Trondheim, or even to Honningsvåg. These cruises are designed for people who are looking to experience the stunning scenery of the fjords and Norwegian coast.

CMP is also taking an increasingly active role in its shipping customers' planning process for North Sea cruises, which cover Dover, Amsterdam, Brittany, the Channel Islands, or a combination of Norway and the UK.

**THE SHIPPING COMPANIES COME** to Copenhagen because of the high quality of the product that is offered. This is borne out by a survey of the city as a destination conducted by BREA (Business Research & Economic Advisors) and G.P. Wild Ltd. among passengers and crew:

Copenhagen is a fantastic product, the cruise ships can berth close to the city centre, and guests are enthusiastic about the Danes, who are seen as open and friendly. The planned guided tours in and around Copenhagen are highly rated, and visitors spend 18 per cent more money in Copenhagen than at other European destinations. 25 per cent of passengers come from Germany, 19 per cent from the United States and Canada, 14 per cent from the UK, and 10 per cent from each of Italy and Spain.

"But there is also a lot of work behind the success. CMP is continually developing the product, so that passengers and crew members feel welcome and want to return," Arnt Møller Pedersen says.

"We have increased the service we provide to our passengers with a range of new initiatives that make it easier for them to discover the city on their own. We have painted a blue line on the road to help them explore the port area, and we have improved the signage. Last year, in a joint initiative with CCN we placed "Ask me" guides on the quay, who can show people how to get to places and provide ideas on experiences and attractions. This year the service has been increased through two new specially designed delivery bicycles on the quay, which are packed with materials and ideas and attended by knowledgeable guides."

**"THOSE PASSENGERS WHO PREFER** to explore the city on their own are perhaps the hardest to please, yet we have clearly succeeded, as shown by the "Best Destination Experience (Independent) 2011" award given to Copenhagen at the Cruise Shipping Miami convention. But we can be better still," Arnt Møller Pedersen says.

[www.breanet.com](http://www.breanet.com)  
[www.cruisecopenhagen.com](http://www.cruisecopenhagen.com)



PHOTO: DENNIS ROSENFELDT

## First ship arrives

# under a bright sun

MSC Orchestra from MSC Cruises of Italy and its 2,500 passengers had brilliant weather for the season's first meeting with Copenhagen on the last day of April.

**THE SUN SHINES IMPECCABLY** from a flawless blue sky, giving a warm reception to the season's first big cruise ship, the MSC Orchestra, its 2,500 passengers and 925 crew, of whom 700 work under the direction of hotel director Antonio Castellano.

He admits to being slightly nervous prior to the ship's arrival, the first of the season. But unlike the South American ports, where things are now moving in the right direction, as he diplomatically puts it, he has nothing but praise for CMP. The constant ringing of his mobile phone testifies to the busy schedule faced by Castellano and his staff, even though about 700 of the passengers have already boarded the tour buses on the quay:

"CMP is well organised and everything works here, from day one. I've been here before, and one of the biggest challenges on Langelinie is to cope with the large numbers of passengers embarking and disembarking without a cruise ship terminal when the weather gets tough, in the rain and the wind," he says.

**ON THE OTHER HAND**, the crew have the best possible working conditions at these latitudes, where, unlike in Brazil, passengers sleep at night and leave their cabins during the day, some to bask in Copenhagen's generous

sunshine on the ship's pool deck and some, the majority, to go and explore the city.

750 passengers, who in the first month of the season have an average age of 60+, slightly higher than later in the season, have purchased a packaged sightseeing tour taking in various highlights, and many others have gone off to do their own exploring.

At 2 o'clock all is quiet aboard the MSC Orchestra, but barely a couple of hours later the passengers wind their back towards the ship in the shade of the pavement, where many are happy to express their views on Copenhagen.

**LIKE MANY OTHERS**, Karin Krauss and her friend Renate Meyer from Germany have chosen this Baltic cruise to see what cruise life is like. Karin has even given her two grandchildren, Tara and Mona Gentner, a cruise as a Christmas present:

"We've been sightseeing, and obviously saw the Little Mermaid, but also some striking architecture such as the Black Diamond, and we've been on a boat trip around the harbour. Now we're back. We popped into the shops here on Langelinie, but it's the usual tourist stuff, so we didn't buy anything," Karin and her grand-



PHOTO: DENNIS ROSENFELDT

Claire Berghof and Justin Odd from Australia think Copenhagen was easy to navigate on their own.



PHOTO: DENNIS ROSENFELDT

From the left Karin Krauss, her grandchildren Tara and Mona Gentner, and Karin's friend Renate Meyer, who wished they had known how far it was between the ship and the sights, and between the various sights.

children explain.

On one thing they all strongly agreed with each other and with other passengers:

"We would have liked to know how far it was from the ship to the centre and how long it would take to walk or drive. If we had known, we would have gone for a walk in the city after the tour and made our own way back," they explain, and Renate Meyer adds:

"On a previous cruise we were shown an introductory film about the city the night before we arrived at a new port, which was a big help when you go out to explore the city on your own."

**OTHER, TYPICALLY YOUNGER**, cruise passengers, such as London-based Australian couple Claire Berghof and Justin Odd, had done some research at home and chosen to venture out on their own:

"I have a colleague in Copenhagen, who gave us some tips on what to see, and it's really easy to get around on your own. Everything is located in the centre, so we've been around the parks, seen the Little Mermaid, of course, and visited Rosenborg Castle to see the crown jewels," Claire says.

She and her boyfriend had found a good deal on the cruise, and chose it in order to see some of the places and cities they had not yet visited, including Copenhagen, and after five hours in Copenhagen they are ready to set course towards Stockholm.

**WHILE THE PASSENGERS** have gone ashore to go exploring, Antonio Castellano's crew have had time to wash some of the 9–10,000 towels and 14,000 items of bedding that are used each day.

Someone have had time off and have themselves had their first taste of the city they will be visiting once a week over the coming months, while others, with a smile on their lips and a serving tray in their hand, have been ready to serve the remaining and returning passengers who at 6 p.m. will take their seats for the first sitting in one of the ship's big restaurants as the MSC Orchestra bids farewell and au revoir to the Langelinie quay.



PHOTO: DENNIS ROSENFELDT

The MSC Orchestra heading for the quay at Langelinie



PHOTO: DENNIS ROSENFELDT

Antonio Castellano is hotel director aboard the MS Orchestra, which has 1,275 cabins and was carrying over 2,500 passengers for the season's first arrival in Copenhagen.

[www.msccruises.com](http://www.msccruises.com)



Ole Andersen, Sales and Marketing Director at Wonderful Copenhagen



Francis Fossing, Vice President Sales at Tivoli A/S

PHOTO: DENNIS ROSENFELDT

## Working together the key to being a good host

Cruise Copenhagen Network is an effective network for ensuring that Copenhagen remains a good experience for cruise passengers.

**"BEING A CRUISE DESTINATION** is a big task, which we can only solve if we work together. When thousands of guests arrive all at once it is crucial to ensure that all parties – the port, brokers, incoming agencies, coach operators and tourist sights – are able to meet the challenge by working together," says Ole Andersen, Sales and Marketing Director of Wonderful Copenhagen and Chairman of Cruise Copenhagen Network (CCN).

CCN is a network of 51 businesses and organisations which is responsible for marketing Copenhagen internationally and which works to develop the city as a destination. Since 1992 CCN has been working to create the best possible environment for cruise operators and their guests, to ensure that they have a good experience, which in turn creates publicity and economic benefits for Copenhagen.

"Being a big cruise destination definitely strengthens the Copenhagen brand," Ole Andersen says.

"The cruises generate a turnover of around DKK 1 billion, if one includes supplies to the ships. That's about four or five per cent of total tourism revenues in Copenhagen, so you could say that cruises represent a small segment, but they help to give Copenhagen an exotic image, which creates benefits also in other contexts."

**"IN 2010 WE IMPROVED** the welcome that cruise ship passengers receive when ships call at Copenhagen, and we will continue this work in 2011. We would like to welcome the guests on the quay and give them a warm, local welcome even if they are arriving in a big city. We want to give them a hug, as it were. We have info bikes on the quay, where our

staff provide advice and tips to those guests who prefer to explore the city on their own."

Guests can also visit a new website, [cruisecopenhagen.dk](http://cruisecopenhagen.dk), where they can plan their visit to Copenhagen and find information on everything from gourmet restaurants to design, exhibitions and concerts.

**ONE SITE THAT IS VISITED** by many cruise passengers is the Tivoli amusement park in the centre of Copenhagen.

"Cruise visitors are important for us. They have a significant impact on tourist numbers, which are under pressure in Denmark and throughout Europe. We can see the growth at the entrance, and in the number of visits that are booked up front through partners and incoming agencies," Francis Fossing, Vice President Sales at Tivoli A/S, says.

"Of particular interest are pre-and post-cruise guests with turnaround in Copenhagen, who stay in the city for an extra day either before or after their cruise. We work closely with the incoming agencies and the City Excursion buses, and we have hired a person, Account Manager Cristina Torlini, who works exclusively with our cruise guests."

**"CRUISE GUESTS ARE EARLY RISERS,** so we have developed some unique events specifically for them. The Pantomime Theatre, for instance, puts on an early show for cruise visitors before we officially open at 10 o'clock, and we have developed a combination ticket which covers admittance, food and drink, and a pass for the amusements."

Together with other CCN partners, Tivoli takes part in the important trade fairs, where shipping lines get ideas for planning their cruises. "We brought the Tivoli Guards and dancers from the Pantomime Theatre along to Miami to perform at the Cruise Shipping Miami convention. And it paid off. We got many good contacts," Francis Fossing says.

# Synergies in CMP fully exploited

Ice was causing problems in the Port of St Petersburg, so 2,810 cars were unloaded in CMP by Wallenius Wilhelmsen Logistics' large ocean-going car carrier.

**TWO HARBOURS – ONE COMPANY.** That is life for CMP, and there are great benefits to be gained when one can exploit synergies to find solutions to unexpected tasks.

On Sunday 20 March the impressive MV Don Carlos from Wallenius Wilhelmsen Logistics called at Copenhagen to unload 2,810 new cars. Before that it had been in Malmö, where 814 new cars were driven out onto the quay. All the cars were to have been unloaded at the car terminal in Malmö, but there was not enough space for the full cargo.

Weighing in at 56,893 GRT, the Don Carlos is the largest car carrier to call at Copenhagen for a long time, and never before have so many cars been unloaded in CMP at once. The large number of Toyotas and Lexuses delivered in Copenhagen were destined for the Russian market and were supposed to be moved on quickly on feeder ships, but due to the ice situation the ships were unable to enter the Port of St Petersburg.

Gert Jönsson from Skandia Transport, which handles storage, transportation and PDI (pre-delivery inspection) for Toyota in Malmö, suddenly found himself very busy as the ice closed off St Petersburg and he stood there with 2,810 Toyotas and Lexuses in Copenhagen that he had not expected.

"We were informed at very short notice that the cars were to be unloaded in Copenhagen. We didn't have room for all the cars at our terminal in Malmö, so we quickly reached an agreement with Jacob Fogh, the Terminal Manager in Copenhagen, for the cars to be received here. The collaboration in CMP is incredibly good."

**THE CARS WERE TO BE MOVED** on from CMP quickly, but that was no easy task," says Keld Hansen at Motorships Agencies, Wallenius Wilhelmsen Logistics' agent in Copenhagen.

"A week later there is still solid ice in St Petersburg, so the smaller feeder vessels that were to be used for the transport from Copenhagen are still unable to go into St Petersburg."

Don Carlos is a PCTC – pure car truck carrier – whose distinctive silhouette is an impressive sight in a harbour. It is 199 meters long and 32 meters wide, and the high hull signals clearly that it is a car carrier.

Wallenius Wilhelmsen Logistics is a joint operation between two shipping lines, Wallenius Lines of Sweden and Wilh. Wilhelmsen of Norway.

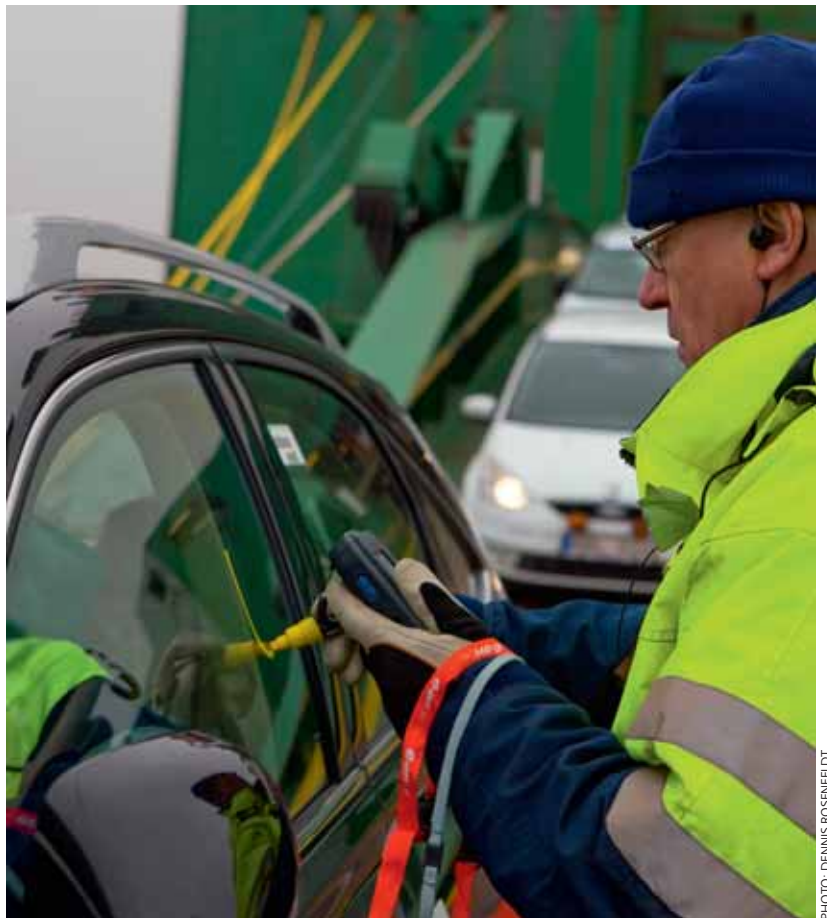


PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT

[www.2wglobal.com](http://www.2wglobal.com)

Wallenius Wilhelmsen Logistics is the world's largest transporter of new cars, carrying some 4.3 million cars annually.



CMP celebrates an anniversary this year. Ten years have passed since the Danish-Swedish port business was established, and today CMP is seen as a successful example of integration in the Øresund region. The years have been marked by progress and new ventures that have helped to put both the port and the region on the map and enhance its attractiveness.



**2008: ON 28 MAY** the local authority in Malmö approved the plan to move three of CMP's terminals to a new port area in the city's North Harbour, Norra Hamnen. The three terminals that will be relocated to one area are the Freight Ferry Terminal and the Combi Terminal in Nyhamn and the Container Terminal in Frihamnen. "It's a huge investment, which will have a big impact on Malmö's status as a transport hub and as a pioneering venture in environmentally friendly and sustainable transports," Malmö's mayor, Ilmar Reepalu, said.



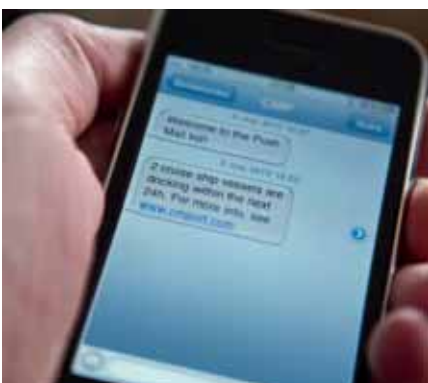
PHOTO: SØREN BALKEN

**2005: A NEW HEAD OFFICE** for CMP is built on Containervej in Frihavnen in Copenhagen. In addition to offices for the administration, checkpoints and security, the building will also house premises for the maritime staff.



PHOTO: DENNIS ROSENFELDT

**2009: JOHAN RÖSTIN** is appointed new CEO of CMP at a time of turbulence in global trade and the global economy. "My ambition is to capture more market share, and for CMP to grow significantly. We mustn't let ourselves be paralysed by the current economic climate. We need to invest so that we can stand strong tomorrow," Johan Röstin said.



**2010: CMP LAUNCHES PUSH MAIL**, a text messaging service which informs pre-cruise passengers, taxi firms and coach operators when a cruise ship is expected to arrive in port. The service is well received and will be provided again in the 2011 season.



PHOTO: FLEMMING ARNHOLM

**2002: CONSTRUCTION FIRM SKANSKA** begins work on a new 700 meter quay for dry bulk at the south-eastern end of Prøvestenen, a terminal to the south of Copenhagen Harbour, which is leased out by CMP. Behind the quays a new 18-hectare area of land is being established for companies working with stones, gravel and other forms of bulk.

**2003: THE NUMBER OF TURNAROUND** passengers, who are especially profitable, grows: In 2003 more than 70 cruise ships are expected shift passengers in Copenhagen, against 51 ships the year before. CMP is voted "Best turnaround port in Northern Europe" by Dream World Magazine.

## Nordö is moving to North Harbour

During spring 2011, Rederi AB Nordö-Link will be moving from Nyhamnen to Norra hamnen. Check-in for all travellers travelling with or without transport will be at the new ferry terminal.

"CMP's new facility is very good," comments Antonio Raimo, line manager at Nordö. "We will have more space at our disposal and so will be able to provide our customers with better service."

The move means that the check-in facilities will be modernised and streamlined.

Travel time will be reduced slightly, as Norra hamnen is close to the entrance to CMP and the proximity to the motorway network for onward travel is better. There will be a ramp at the quayside with a maximum capacity of 700 tons, compared to 100 tons for the ramp currently used by Nordö.

Three test dockings have been carried out on three separate Mondays during the winter, and virtually everything passed off without a hitch.

Nordö, a subsidiary of the Finlines Group, currently has three ferries, with three sailings a day between Malmö and Travemünde. The trip takes nine hours. The concept was primarily intended for freight traffic, but significant investments are now being made in private passengers.

## New Commercial Director at CMP

Copenhagen Malmö Port has recruited Claus Ellemann-Jensen as Commercial Director with effect from 1 May 2011.

"We are delighted that Claus Ellemann-Jensen will be joining CMP. He has an interesting profile as well as extensive experience from the shipping world, where he has mainly worked outside Scandinavia. This will be a great asset to us we seek to strengthen CMP's commercial side," Johan Röstin, CEO of Copenhagen Malmö Port, comments.

In the past four years Claus Ellemann-Jensen has worked for CMA CGM, a French-Lebanese shipping company based in Marseille, initially as head of line operations between Europe and the Far East, and then as global head of refrigerated cargo operations. He was also a Board Director of CMA CGM Scandinavia and Finland, and key account manager for Nordic customers.

From 1987 to 2006 he worked for A.P. Møller Maersk, and he has lived in the French-speaking countries Ivory Coast, Benin, Morocco and Tunisia, with a number of stints in France.

"I see great opportunities for CMP, not least in connection with the new North Harbour in Malmö, and the expansion projects centred on a large container terminal in Copenhagen. Both for domestic cargo and transit cargo to and from the countries around the Baltic Sea, which are currently among the fastest-growing economies in western World, particularly Russia," Claus Ellemann-Jensen says.

Claus Ellemann-Jensen is 44 years old, married and the father of two girls. Born and raised in Greater Copenhagen, he has spent 18 of the last 25 years of his life abroad and last lived in Denmark 10 years ago.

## New General Manager HR for CMP

Povl Røjkjær has been appointed General Manager HR at CMP. Over the past three years he has worked as a human resources consultant for the company and later as HR partner, so his is a familiar face. He will now be taking on responsibility for human resources issues at the Danish-Swedish company.

"The complexity of CMP is an interesting experience. My impression from my first three years is that there are both similarities and differences in culture between the Danes and the Swedes. The culture is both differentiated and homogeneous. It's hard to put a label on it. Just as we can be different, we can be the same too."

"I will be working to ensure that we become better still at bringing out the best in each other. We need be clear about responsibilities and opportunities – who should do what, when and why – so that responsibility is placed as close to the task as possible," Povl Røjkjær says.

Povl Røjkjær was a psychology graduate focusing on business psychology when he joined CMP three years ago. He also has a past as an officer in the military.

**Would you like to receive news by e-mail? Send an e-mail, with your name, to [cmport@cmport.com](mailto:cmport@cmport.com). Write "Yes please to e-mail news" in the subject heading.**



PHOTO: PERRY NORDBENG

North Harbour in Malmö



Claus Ellemann-Jensen, new Commercial Director at CMP.



PHOTO: DENNIS ROSENFELDT

Povl Røjkjær, new General Manager HR at CMP

PROFILE: ROBERT HANSEN

## Thousands of passengers and bags

Others might have a hard time keeping a cool head when things are busy on the cruise ship quay in Frihavnen, but for Robert Hansen this is an everyday event, and one that he looks forward to.

**WHEN SHIPS ARRIVE** the area by the cruise ship terminal in Frihavnen in Copenhagen is filled with thousands of bags and passengers, who need to embark and disembark, and a steady stream of taxis and coaches. A throng where you would think that something could easily go wrong. But there's a system in place. And for Robert Hansen this is what he's been waiting for all winter.

"No two days are alike. The season practically flies past," says Robert, who together with his colleagues is preparing the terminal to welcome the first cruise ships. The hall has been fitted with carpets and provided with seating, telephones, toilets, scanners and all the equipment needed to ensure that thousands of passengers are able to end or begin their cruise here without hassle.

**AMONG OTHER THINGS**, Robert is responsible for ensuring that all luggage is brought from the taxis and coaches to the terminal, then to the scanner and from the scanner to the ships. Here tags with cabin numbers are attached to the bags, and normally provisions are also loaded onto the ships. The arriving passengers and their luggage are heading in the other direction. Some luggage needs to be transported by road to the airport while some will be taken by the passengers.

"There can be five ships here at a time, and that's when things really get busy! We can easily have up to 10,000 bags in circulation here, and they all need to get to the right place. The agents are responsible for ensuring that they receive the correct colour code, and we then arrange them by colour. We also work a lot with staff from the ships, especially the people from the Costa ships and Princess Cruises; they're here often."

"We work throughout the summer. There are a



PHOTO: DENNIS ROSENFELDT

lot of long days when there's a lot to do. This can be difficult for the family. On the positive side, I am free from October to March, when I can stay at home or take courses."

Robert Hansen has been with CMP for 21 years and has been working with cruises in Frihavnen since last year. He is used to getting to grips with things. Before joining CMP, he dug cable trenches for the Hybridnettet broadband network. He has also worked in baggage handling at the airport, and as a bricklayer, carpenter and landscape gardener.

"Here we are a small family and we work well together. We have just been on a study trip to Barcelona to see how they handle cruises down there. It was very exciting. Their cruise season lasts all year and they have some really nice terminals, but the handling is not better than here," Robert says.

"It's an interesting job. Our task is to ensure that everything works and we mostly meet happy people," says Robert, who looks forward to another busy season.