

News

THEME CSR

Promotion of Shipping

Cruising under sail

Premier at Prøvestenen

NEWS FROM COPENHAGEN MALMÖ PORT ● No 3 2012





PHOTO: DENNIS ROSENFELDT

The Star Flyer, a sailing cruise ship, visited Copenhagen this summer.

CSR – an investment that pays off

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They are promoting the development of shipping

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A broad responsibility

CORPORATE SOCIAL RESPONSIBILITY (CSR) is the theme of this autumn's first edition of our company magazine. In just a few years, CSR has become an obvious concept. In more or less every industry, companies must show that they are taking a broad responsibility, particularly with regard to the environment and social issues. We are no exception and I am proud that CMP has taken a more prominent position in these areas. Environmental work has been made much clearer, primarily via annual reports where targets, guidelines and results achieved each have their own place. Two years ago, we also produced a collective CSR policy that summarises our ambitions with regard to taking social responsibility. Traditionally, we have carried out many different kinds of work. They are now covered by clear guidelines, which Povl Røjkjær, the person at CMP with responsibility for CSR, tells us more about. We support, for example, the seaman's church activity in Malmö and take part in training programmes for seamen from the developing countries. Our cooperation with the Association for Promotion of Danish Shipping – an association with its headquarters in Copenhagen that works towards promoting interest on a wide front and strengthening the positions of Danish shipping, is presented in a special report.

THIS SUMMER HAS BEEN INTENSIVE, particularly in the cruise business, where passengers from all over the world have decided to spend part of their holiday in the beautiful and welcoming Danish capital city. The cruise ships' crews also spend some of their time in Copenhagen, which we look at in an article in this edition. As regards to cruises, I can tell you that work on the new cruise quay is progressing as planned. This means that we can welcome cruise passengers to a new ultramodern quay facility in 2013.

WE ARE ALSO PRESENTING the company, Dansk Natursten - a customer in the dry bulk industry that has moved into the new areas of Prøvestenen outside Copenhagen. We have recently made these areas available to new companies and this is creating exciting growth opportunities for CMP. Soon, even more companies will be moving into this area and we will also look at this in future editions of CMP News.

Pleasant reading!

Johan Röstin, CEO of CMP

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CSR expert Torbjörn Brorson:

Increased credibility – and better business!

CSR can make companies more credible and provide better business relationships. It can also pave the way for product development and make recruiting easier. So says CSR expert Torbjörn Brorson.

TORBJÖRN BRORSON HAS BEEN the environmental manager at Pharmacia and the Trelleborg Group. Today he is an adviser on CSR issues and visiting professor at the International Institute for Industrial Environmental Economics at Lund University. In these roles, he has followed the development of Corporate Social Responsibility (CSR) at close quarters.

– in the 1980s and 90s, environmental work mostly involved following legislation. Nowadays, companies must also show that they are taking social and economic responsibility, Torbjörn Brorson states.

Behind this development lie globalisation and increased awareness in society. In order to be credible, companies need to attend to things other than just their financial targets. But CSR must not be regarded as just a requirement; it can also increase business benefits and profitability.

– CSR paves the way for mapping in companies; when we see for example what energy and waste cost, this leads to efficiencies, says Torbjörn Brorson. The focus on climate issues can also benefit the development of new technology, e.g., cleantech, with a clear environmental content.



– Other business benefits are dealing with the requirements for social responsibility set by customers and employees. Today, several global groups are carrying out ethical audits of their businesses in order to increase credibility. This can improve business relationships and make future recruiting easier.

TORBJÖRN BRORSON PROVIDES A FEW TIPS on how companies should work. He emphasises how important it is to have a healthy corporate culture and good internal ambassadors who can take forward the CSR work. Companies should take as their starting points established standards and policies and have a clear strategy for following up and reporting on their work.

The Öresund region then – how good are Danish and Swedish companies at CSR in reality?

– Generally speaking, the countries in Northern Europe are good at CSR, Torbjörn Brorson points out. The Danish company, Novo Nordisk, has attracted attention several times for its work. The same applies to the Skåne companies, Hexpol and Nolato, who work with rubber and plastic products.



– CSR paves the way for mapping in companies; when we see for example what energy and waste cost, this leads to efficiencies, says Torbjörn Brorson.



PHOTO: JOHAN RAMBERG

CMP considering a merger

CMP and the Port of Helsingborg are presently considering the possibility of merging their activities into a joint operating company. And this is being done with a view to creating a stronger and more competitive port operator in the Öresund region.



PHOTO: DENNIS ROSENFELDT

Johan Röstin
CEO, CMP

IT WAS IN JUNE THAT THE OWNERS of both port companies approved investigatory work on cooperation being carried out. Since then, the management teams of both companies have been analysing their operations to see what advantages a merger could provide.

– The aim is to find out how we can establish a more competitive port operation in the Öresund region. This involves offering a wider range of services, or rather a greater range for customers, says Johan Röstin, CMP's CEO.

– We can state that the economic conditions for a joint port operation are very good at the moment, Jo Kristian Okstad the CEO of the Port of Helsingborg, points out. The focus of our work is on developing a range of services, long-term investment optimisation and efficiencies in operations. In this way, our competitiveness will be strengthened.

ONE REASON WHY A MERGER is being considered is that competition from other kinds of transport and other port

and transport-intensive regions is becoming increasingly tougher. In addition, trade between the countries in the Baltic region is increasing at the same time as environmental requirements are becoming stricter all the time. All these trends and demands from various factors will be easier to manage in a larger, joint organisation.

– In a globalised world, we must strengthen our roll as a logistics hub in Northern Europe and attract new customers and freight volumes, says Johan Röstin. It is equally important to be able to offer the specialised services that our customers require. In a larger operation, there are improved opportunities for adapting our technology and competence in the respective business segment.

THE ANALYSIS WILL RESULT in a report that will be presented to the boards of both companies in the autumn. If the owners then decide to proceed with the merger, port operations could be merged into a new joint company in 2013.

Flying the flag for the benefit of ourselves and others with CSR

Our CSR is moving away from being a purely social declaration to a higher degree of mutual benefit for both the company and the world around us, says CMP's HR manager.



PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT

Povl Røjkjær
CHRO, CMP

CMP's diesel consumption has reduced by approximately 25 percent over the last few years as a result of the Eco Drive training programme. Nowadays there are also ignition interlock devices in all vehicles.

CSR, OR CORPORATE SOCIAL RESPONSIBILITY, is part of every company's toolbox. CMP also has a CSR policy, which is based on the company's position in relation to the outside world, the environment and employees, which means that CMP can fly the flag in areas that are not strictly business but nevertheless an essential part of a responsible company's image.

– CSR is an important element in our company, says Povl Røjkjær, Chief Human Resources Officer at CMP.

– And the good thing about it is that it doesn't only come from the management. We have a project group that meets once a quarter across the organisation and that consists of employees and managers from the whole of CMP. They perform practical work in CSR projects and are ambassadors for this in relation to their colleagues and also come up with ideas for future projects in the area.

TO A GREAT EXTENT, CMP considers the interests of the environment when it comes to internal CSR projects. This applies to, among other things, a solar powered installation that supplies hot water to the changing room, gantry cranes that produce electricity when they lower containers into place and Ecodrive, a training programme for environmentally correct running of machinery.

External projects may be CMP personnel teaching at

the World Maritime University in Malmø or in Danish schools via the Association for Promotion of Danish Shipping [Foreningen til Søfartens Fremme], which supports careers in maritime Denmark.

– There is a tendency to speak more of CR than of CSR, i.e., Corporate Responsibility, but with a Social element. This is based on the company putting greater emphasis on reciprocity and this being relevant in relation to the company itself and not external one-way projects that may be a bit distant in relation to our business, says Povl Røjkjær.

– We need to be able to learn something from it, to develop ourselves during the process. That is why we are in the process of adjusting our CSR policy, so we continually do things in the future that are important for society but, at the same time, develop both ourselves and others in a positive direction.

– This is in areas we would like to improve, but we need to be realistic. To cut a long story short, we would like to, and certainly can, but we also need to find the right framework for this in the future.

The crew members from the cruise ships are far from home and they work for long periods between each visit to their family. For them, contact with home is important. It is also difficult for seamen to keep in contact. They are at work and what opportunities do they have for making contact while the ship is in port? CMP makes welfare facilities available. This is what Captain Paolo Fusarini of the Costa neoRomantica says on the subject: "It is most appreciated".

The Italians become more forthcoming when you can say something to them in their own language, says Niels-Erik Mortensen.



PHOTO: DENNIS ROSENFELDT

Our guests need to know that they are in good hands

Our contact with passengers is easier when you can say something in their own language, says port worker, Niels-Erik Mortensen.

IT IS NOT JUST THE BIG EXPENSIVE investments that mean year after year, Copenhagen and CMP are nominated the best cruise port and destination. The details must be taken care of. Such as a warm and polite welcome.

When one or more cruise ships call at CMP for a turnaround, there are several thousand passengers disembarking and just as many embarking. This means a busy day ashore. At the cruise terminal in Frihavnen, port worker Niels-Erik Mortensen is in the "front line" and one of the few CMP employees the cruise-ship passengers actually meet because he helps them with their luggage and shows them the way in the terminal.

THERE ARE RESPONSIBILITIES ASSOCIATED with this. Normally, all the passengers and crew members speak a bit of English, which is the general language. But in order to make contact easier with the Italian passengers, who are the regular guests when the Costa ships call, Niels-Erik and some of his colleagues took a course in Italian.

"Some of us began to learn Italian and our teacher, Marina, taught us a lot of phrases that we can use in our day-to-day work when we meet the Italian passengers, such as "Go round the corner", enter at the first door,"

"follow the blue line" and that kind of thing, says Niels-Erik Mortensen.

"Italian is actually a very easy language! It is pronounced the way it is spelled. But you need to maintain it. And the Italians are more forthcoming once they hear that you can greet them and say a few phrases in their own language. But the guides out at the front of the terminal also speak Italian so we don't get to use it very much"

"If a Costa ship is here on a turnaround and a couple of thousand passengers leave the ship, 1,300 of them will be going straight to the airport by bus. The other 700 will typically be going to a hotel in Copenhagen and then we take their luggage from the ship on a sack truck and drive out to the taxi queue, and it is a long one, I can tell you that! The Americans are very forthcoming. They like service. While the Italians may be more reserved and not too interested in the fact that we want to take their case."

"The passengers may be stressed when they disembark and not really know where to go next. Then you can say to them: just relax, you are in good hands," says Niels-Erik Mortensen.

A future in

The Blue Denmark

The maritime industry needs a steady supply of young people and, via the Association for Promotion of Danish Shipping, CMP is involved in informing school pupils about the many careers available.



PHOTO: DENNIS ROSENFELDT

"The school pupils benefit greatly from employees at CMP taking part in school visits and being able to tell them about the opportunities for working with a port authority," says Steen Sabinsky.

FINISHED WITH SCHOOL, SO WHAT NOW? Thousands of school pupils face that dilemma every year and it can be difficult to choose the right career path. A career in the maritime world is a good choice because there is such a great variety of careers and workplaces that you can easily find one to suit you.

The aim of the Association for Promotion of Danish Shipping is to inform young people about their opportunities to gain qualifications leading to a career, and what better than meeting people who have themselves forged a career on ships, at shipping companies, in ports or in the offshore industry.

"It is of great value for the pupils to meet people who have themselves found a career and an exciting job, and who can tell them their own story about their everyday life and the opportunities existing in the industry, at sea or on shore, on a face to face basis. We arrange 270 talks every year nationwide with people from all trades in the industry, who spend their time meeting school

pupils," says Steen Sabinsky, the CEO of the Association for Promotion of Danish Shipping.

"THE SCHOOL PUPILS BENEFIT greatly from the employees at CMP taking part in this work and being able to tell them about the opportunities for working with a port authority. With the Open Port event, CMP also makes a valuable contribution in showing those parts of the port that are normally closed to the general public."

The Association for Promotion of Danish Shipping also takes part in 30 career fairs a year, where young people can, together with their parents, obtain information about the wide range and quality of further education and career opportunities.

"Although the level is already high today, we need young people to become even better because we are subject to increased competition from places like the BRIC countries*," says Steen Sabinsky.

* Brazil, Russia, India, China

– I am satisfied that our risk assessments have become more extensive, says Torbjörn Ängquist. We have also produced wall charts that show how different loading and unloading tasks should be performed in a safe manner.



PHOTO: JOHAN RAMBERG

Better risk analyses

– fewer accidents

Following a workplace accident in 2011, CMP has been investing in improving safety by means of, among other things, extensive everyday risk analyses.

LAST YEAR, CMP WAS AFFECTED by a workplace accident. An employee was seriously injured while steel plate was being unloaded in Malmö. Several investigations followed the accident. As a result of this, the risk assessments for several work operations have become more extensive. At the same time, CMP will invest in more crisis therapy.

– We dealt well with the emergency handling of the accident, Torbjörn Ängquist, the environmental manager at CMP, states. On the other hand, we noted that subsequent crisis therapy needed to be strengthened. We are now entering into cooperation with psychologists, who can help support our employees if something happens.

WHAT HAPPENED ON THAT FEBRUARY morning in 2011 was that an employee was hit by a so-called pike – an instrument attached to the crane that lifts the rolls of steel plate from the ship's hold up onto the quay. The instrument weights around 800 kilos and began to swing around in the hold, which meant that the employee was

squeezed between the pike and the rolls of steel.

– He injured his chest, collar bone and jaw, Torbjörn Ängquist tells us. An ambulance was quickly called and good care was taken of the injured employee.

AFTER HOSPITAL TREATMENT and a sickness absence of about ten months, the employee is now back at work again. CMP has carried out its own investigation and also been working together with the police and the Work Environment Authority, since these authorities have also carried out investigations into the accident.

– I am satisfied that our risk assessments have become more extensive, says Torbjörn Ängquist. The risks are documented in a clearer fashion. We have produced wall charts that show in detail how different loading and unloading tasks should be performed in as safe a manner as possible.

– When it comes to the unloading of steel plate, our employees have also developed a new technique themselves, which minimises the risk of the pike beginning to swing around, he concludes by saying.



The Star Flyer at Nordre Toldbod.



Married couple, the Stamms from Frankfurt, are on their seventh cruise with the Star Flyer – the first time was 18 years ago.

Cruises at full sail

Star Clippers offer exclusive, informal cruises on beautiful, modern sailing ships, which regularly visit CMP

THE IMPRESSIVE, FOUR-MASTED CLIPPER, the Star Flyer, berthed at Nordre Toldbod is, at first glance, far from what you would expect from a modern cruise ship – but nevertheless. It is a different and more unique experience for passengers when the engines are shut down, the sails are set and the ship leans into the wind. The maximum of 107 passengers can enjoy the genuine yacht sensation and the informal atmosphere onboard. And this cruise experience has many fans.

"Half of the passengers have sailed with the ship before. When we sail in Europe, we primarily have German guests, but, in the Caribbean, it is fifty-fifty from Europe and the USA", says Ximenia, the ship's Cruise Director.

THE STAR FLYER IS ONE OF THREE CLIPPERS the German shipping company, Star Clippers, has launched since 1991. The idea is to let the passengers experience an exclusive way of sailing that does not signal mass tourism and that still pays.

"We say that the passengers need to entertain themselves but they can get involved in raising the sails, they have the chance to get out in our laser dinghy or they can try windsurfing when the conditions are suitable. We also have talent evenings and local entertainment, such as fashion shows or dancing classes."

"The informal atmosphere is also demonstrated in our "open bridge" policy, i.e., our passengers can always have a chat with the officers on the bridge when we are at sea. And, during meals, the crew always dines with the guests and there is no such thing as the captain's table," says Ximenia.

The Star Flyer calls at Copenhagen five or six times over the course of a season and, on the day we visit the ship, 105 passengers have gone ashore to experience Copenhagen in beautiful sunshine and, in the meantime, provisions are taken onboard.

"We are not here on a turn-around, but Copenhagen is a good place to take supplies onboard because it is easy to get to when we are berthed at Nordre Toldbod."



The Cruise Director, Ximenia, is from Mexico and has been trained in the hotel business, speaking Spanish, German, French and English whenever necessary.

www.starclippers.com

The "Yeoman Bridge" unloading broken stones from the Glensanda quarry in Scotland. With a DWT of 97,000 it is one of the largest ships ever to have visited CMP's bulk terminals.



PHOTO: SØREN BALKEN

Operations are expanding at the bulk terminal

Dansk Natursten is bringing larger, purpose-built ships to the new bulk terminal at Prøvestenen.



PHOTO: DENNIS ROSENFELDT

Brian Kristensen
COO Oil & Bulk, CMP

Dansk Natursten

Dansk Natursten A/S, located in Randers, is a part of the Swiss group Holcim, which works with cement, stone, gravel and sand in 70 countries. Dansk Natursten supplies granite, marble, loose stones and ground stone. The products are used for all forms of construction projects as well as small jobs such as table tops and terrazzo floors.

OPERATIONS AT CMP'S NEW BULK TERMINAL at Prøvestenen are steadily expanding, and Dansk Natursten A/S has recently taken on part of the area. The business supplies broken stones and other materials for the many building- and construction projects that are underway in the Copenhagen area.

"It is beneficial for us that we are now able to bring larger ships into the terminal that have the technology on-board to unload the broken stones. We need between

20 and 30,000 square metres, but we haven't settled on that yet," says Rene Gosvig, chief executive of Dansk Natursten A/S, which has had a smaller area at Prøvestenen for ten years.

ON 29 JULY Dansk Natursten brought in the bulk

carrier "Yeoman Bridge", which unloaded about 48,000 tonnes of broken stones from the Glensanda quarry in Scotland. With a DWT of 97,000 it is one of the largest ships ever to have visited one of CMP's bulk terminals.

WHEN THE DEVELOPMENT is completed CMP's bulk terminal at Prøvestenen will comprise a total of 180,000 square metres.

"We would very much like to have more operations underway in the terminal, and it is nice to see that is being used, even though there still some work remaining as well as the final environmental surveys," says Brian Kristensen, COO oil and bulk, CMP.

"We hope to have the definitive environmental approval within the next 6 months so that we can carry out the last construction jobs to complete the terminal. This will enable us to activate a few more leases."

180 000 m² New bulk terminal at Prøvestenen



International journal awards CMP prize for being trendsetter

The Baltic Transport Journal has awarded CMP a prize for its investment in Malmö's North Port.

"We've looked at what we consider the most important factors with regard to the development of transport and logistics around the Baltic during 2011," says Piotr Trusiewicz, the journal's editor-in-chief. He recently visited the port to personally hand over the prize of a plate made of wood and metal and inscribed 'The Baltic Trendsetters Club 2011 Certificate'.

The reasons are as follows: 'Copenhagen Malmö Port AB – for opening North Port in Malmö, raising the port's handling potential and diverting cargo away from the city'.

"It's really gratifying for CMP to be receiving such a prestigious award for its investment in Malmö," comments Claus Ellemann-Jensen, COO Port and Terminal Operations at CMP.

It is the first time the prize has been awarded. Other recipients apart from CMP include Maersk Line and Unifeeder A/S.

Baltic Transport Journal is an international journal with its headquarters in Poland that specialises in transport in the Baltic area.

Complete list of prizewinners in 2011:

- 1) Maersk Line – for introducing the world's biggest container vessels to the first direct liner service linking the Far East with Gdańsk

- 2) Unifeeder A/S – for opening of a regular service to Ust-luga as the first liner operator and continuously developing the Baltic container network
- 3) Polzug Intermodal GmbH – for opening of the hub Terminal Poznan and accelerating the development of intermodal transport in Poland
- 4) PCC Intermodal SA – for opening of the hub Terminal PCC Kutno and accelerating the development of intermodal transport in Poland
- 5) Nord Stream AG – for activation of the Nord Stream Gas pipeline, a stepping stone in gas deliveries from Russia to Western Europe
- 6) Port of HaminaKotka Ltd – for the successful merger of Hamina and Kotka ports and creating the biggest multi-purpose port in Finland
- 7) Port of St. Petersburg – for exceeding 2 million TEU annual throughput benchmark for the first time in the port's history
- 8) Copenhagen Malmö Port AB – for opening of Norra Hamnen in Malmoe, raising the port's handling potential and diverting cargo away from the city

Cardiopulmonary resuscitation increases security

CMP has acquired two defibrillators ('heart starters') for the oil terminals at Malmö Port, and they are now to be found in the security guard's huts at two of the terminals' quays. As well as the security guards, CMP and the security company G4S have access to these huts, and the defibrillators are also registered in the special registers set up for them.

"The security guards recently did a whole day of training in cardiopulmonary resuscitation, which was organised by Dahl Medical. The training day was also held here in Malmö, and the participants found it very helpful," says Jens Haugsöen, who is responsible for CMP's operations at Malmö's oil terminals.

The course material was sent well in advance of the training. The participants then did preparatory Internet training in accordance with guidelines from the Swedish Resuscitation Council. This Internet course was a prerequisite for participation in the subsequent whole-day training, and the participants had to show the instructor their certificate before this latter training component. The instructor's name was Susanne Andersson, and she very much focused on cardiopulmonary resuscitation,

in terms of both exercises and theory.

"She simultaneously emphasised that cardiopulmonary resuscitation cannot start a heart, as many people think," Jens Haugsöen points out. The skill of the instructor and the involvement of the participants meant that those working at the oil terminals can now feel more secure.

As well as defibrillators, CMP has also bought first-aid rucksacks, which are hanging in the guard's huts at four of the quays. The rucksacks are sealed, and are to be used if there is an extraordinary event. For more everyday needs in terms of bandages etc. there are plaster dispensers and eye rinsers.

State-of-the-art data centre on CMP's premises

The Öresund region's biggest and most secure open data centre is now being established on CMP's premises. In the new data centre Bredband2 will be offering its customers establishment of web servers, e-mail and other systems critical to operations, together with the relevant night services. The data centre was originally adapted to the stringent requirements of the Swedish Armed Forces. This gives it unique features in terms of security and future proof operation for Bredband2's customers.

"We are delighted to be welcoming Bredband2 as a new tenant on our premises in Malmö. The premises offer excellent opportunities for an IT business, and Bredband2 is the very type of company we want to collaborate with on this tenancy," says Göran Sjöström, CMP.

Bredband2 is a national supplier of fast, user-friendly broadband services using fibre-based networks, covering an area from Trelleborg in the south to Kiruna in the north. The company is one of Sweden's biggest suppliers of fibre access, with over 100,000 broadband customers.

The centre is being built in the Port of Malmö, and there is a big emphasis on green technology. It is estimated that it will be completed by autumn 2012, and it will have the latest technology for data-centres and will accommodate over 300 cabinets.

"We are absolutely delighted to have found these unique premises, which both geographically and functionally are ideally suited to our new investment in data centres. In conjunction with this we will also be increasing our investment in data centres in both Stockholm and Umeå," says Daniel Krook, Bredband2's CEO.

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PROFILE: KAROLINA OLSSON

From casual worker to planning manager

Karolina is the right person in the right place. Karolina Olsson, the 29-year old planning manager, works at CMP's planning department in Malmö. Here, she is the spider in the web and negotiates with shipbrokers and keeps terminal managers up to date.

KAROLINA OLSSON IS HAPPY and enthusiastic. She throws back her long, curly pony-tail when she explains what she works at.

– My job is to have an overall picture of what comes in and goes out. We are notified by shipbrokers when a ship is on the way in and we discuss things like the desired departure time with them. We also ensure that CMP has the right staffing so that we can receive the ship in the best manner.

She unconsciously uses the Danish word, "mønstring" (mustering) for staffing when she speaks. She later says that Danish is not a problem in the bilingual CMP. She understands everything and uses Danish words herself where necessary.

– I do a job for our terminal managers. I pull on their ears without stepping on their toes, she says laughing. This requires a good sense of balance and close cooperation.

DEVELOPING COMPETENCES IS ALSO part of Karolina Olsson's remit. At the moment, this mostly concerns producing more specialist signalmen since a few departures are looming in this professional category as a result of retirement.

– I think that it is an advantage for me having worked in so many departments at CMP. I started as a casual worker (an hourly-paid port worker) and I have worked in the vehicle department, on the cruise ships in Copenhagen, at railway loading, on a computer project, as salary administrator and now at the planning department. I've been lucky getting the chance of further development all the time.



PHOTO: JOHAN RAMBERG

Karolina Olsson has made a career for herself with CMP. At the moment she is a planning manager and ensures that ships are received in the best manner.

DURING THE INTERVIEW, KAROLINA'S MOBILE rings a few times: "Hello Mats! How is it going?... Excellent. Everything set for tonight? Three signalmen and two wheel loaders?" Karolina Olsson is on top of the situation.