

News

THEME Cars

**Increased freight volumes
in 2012**

Passenger transport grows

CMP focuses on sales

NEWS FROM COPENHAGEN MALMÖ PORT ● No 1 2013



Increased freight volumes in 2012

CMP is going against the flow and increasing its volumes of freight. In 2012, these rose by around 3 per cent. Behind the growth are cars, oil and RoRo. **Page 3**

Passenger transport with the wind behind it

Three years ago, Finnlines chose to focus more on passenger transport between Malmö and Travemünde. Since then, passenger numbers have more than tripled. **Page 4**

Autolink investing heavily

AutoLink is continuing to grow and develop with CMP. In 2012 the company expanded its premises in Malmö and took the opportunity to invest 10 million in its own installation in the port. **Page 5**

Scandinavia's largest car handling port gets bigger

Being Scandinavia's largest car handling port is not enough. Now CMP is to grow even more and there is plenty of room for expansion. The closest focus is on 2013, when the goal is to handle 520,000 cars. **Page 6**

The final finish in the centre

SkandiaTransport specialises in what is known as PDI [Pre-Delivery Inspection], and thus in dealing with the final finish of cars and fitting them out according to customers' wishes prior to onward delivery. **Page 8**

Positioning Cruise – popular alternative

Not all cruises are about going on a round trip. In the case of positioning cruises, the vessel travels from one geographical market to another and they are now a popular alternative. **Page 9**

Ann Charlotte – our new force in sales

- I will work actively on outreach to customers and on helping to develop business. Quite simply, we are talking about networking. This from CMP's new Key Account Manager. **Page 10**

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Profile: Key figure in China

Joanna Pan is CMP's eyes and ears in the Chinese market. She works as a consultant and is a key figure in the work on which CMP is currently engaged in that market. **Page 12**

Full speed towards the future

THE THEME OF THIS YEAR'S FIRST ISSUE of CMP News is cars. It is one of our fastest-growing areas of business and a real success story. Today we have Scandinavia's largest car handling port in Malmö, with 457,000 cars unloaded last year. This is slightly less than the record year of 2007 when we unloaded 514,000 cars, but still shows that there has been an upturn in the market after the recession in recent years. Car handling activity is, moreover, also an important reason for us being able to increase our volumes in 2012 – this at a time when virtually all other ports in Scandinavia have lost freight volumes. Overall, CMP today has car terminals covering 970,000 m².

AND SPEAKING OF CUSTOMERS, we can boast 15 different brands of cars. Toyota is clearly dominant and it was the establishment of their business to Malmö in 2002 which by and large laid the foundation of the operations we conduct today. Obviously we are particularly pleased about this partnership, which has been ongoing for a long time; this confirms that we can meet the very tough quality standards which Toyota imposes on its partners.

HAPPILY, NEW BRANDS OF CARS have been regularly added to the others. In 2012, it was Subaru and Mercedes which began partnering CMP. Car handling activity is also a shining example of the logistical hub which we want to be for our customers. Cars are a living logistical flow, where the vehicles are unloaded on our premises in CMP for gradual onward transport to final customers in Scandinavia and also Russia and the Baltic states. Perhaps the funniest thing of all is that we are also seeing continued healthy growth for this business. Through the relocation of several freight terminals to the North Port in Malmö, new areas have been freed up for cars. Hence I am sure we can promise that even more makes of car will choose to begin partnering CMP, probably as early as 2013. In this issue of the magazine we also write about passenger transport and positioning cruises plus we introduce Ann-Charlotte Halldén Åkeson – our Key Account Manager.

Pleasant reading!

Johan Röstin, CEO of CMP

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Lennart Pettersson and Johan Röstin are pleased that CMP is one of the few ports which increased their freight volumes in 2012. It was cars, oil and RoRo which increased the most.

PHOTO: JOHAN RAMBERG

Lennart Pettersson and Johan Röstin:

Increased freight volumes in 2012

Few Scandinavian port operators showed rising volumes last year. But CMP went against the flow and increased freight volumes by about 3 per cent. It was mainly transit oil, RoRo and cars which paved the way for the pleasing figures.

DESPITE A WEAK ECONOMIC SITUATION and a debt crisis in Europe, CMP went against the flow and increased its volumes in 2012. A grand total of 14.1 million tonnes of freight was handled at the terminals in Copenhagen and Malmö. The year before, the corresponding figure was 13.7 million tonnes.

- Given the economic developments in the outside world, I am very pleased with the year's figures, said Johan Röstin, CEO of CMP. Cars, transit oil, but also RoRo transport, are the main reasons why we were up about 3 per cent in 2012. For example, we unloaded 457,000 cars, while the number of lorries in RoRo transport between Malmö and Travemünde rose by 7 per cent. In the case of transit oil – which is stored in Malmö – volumes went up by just over half a million tonnes.

MOST OF THE FREIGHT AREAS which showed the greatest increase are linked to Malmö. And if the figures for that part of the business are uncovered they show that the volumes rose by 11.7 per cent. But besides freight volumes, there was also an increase in cruise traffic in Copenhagen - by 3 per cent to 840,000 passengers. In total, 372 port calls were handled in 2012.

- This consolidates Copenhagen's position as Scandinavia's leading cruise destination, a point highlighted by Lennart Pettersson, Deputy CEO of CMP. This year and next year, extensive investments are also being made in cruise traffic. A new and larger terminal is being brought

into operation in 2014, and this will enable us to receive up to 500 port calls per year in Copenhagen.

- And in 2013 a cruise service is also being introduced in Malmö via the company Pullmantur, which will make ten port calls beginning in mid-May, he said. That's why we and the City of Malmö are now also focusing on a cruise terminal, which opened in late April/early May.

CAR HANDLING, TOO, IS SHOWING signs of further expansion. CMP handles 15 different makes of car in Malmö today as it is. Last year new makes also swelled the numbers and at the beginning of 2013 existing customers are indicating that they will step up their volumes.

- Mercedes, which will handle more cars for the Swedish market with us, is a case in point, said Johan Röstin. During 2013, we expect it to be able to handle 4,000-5,000 cars. Furthermore, we believe that new partnerships will be established with another couple of car makes.

- We notice that interest in CMP'S activity is growing and investments in the North Port are gradually beginning to bear fruit. Volumes are rising in several areas and we are primarily seeing growth in construction materials, recycling and the energy sector, he concluded. Thus now, in early 2013, we can see that container handling in Copenhagen has increased in volume and we are obviously also pinning hopes on this development.



PHOTO: JOHAN RAMBERG

Finnlines believes in

increased Malmö – Travemünde traffic

In 2009, Finnlines decided to supplement freight transport with passenger transport. With a major input into the Malmö – Travemünde line, the company entered a tough market. Since then, traffic has risen steadily.



PHOTO: JOHAN RAMBERG

- Since the commitment to passenger transport began in 2009, the number of passengers has more than tripled, noted Antonio Raimo, Line Manager with Finnlines.

- **IN 2009, WE BEGAN ACTIVELY** marketing the passenger side. In three years, passenger numbers have more than tripled and we anticipate a continued positive development, said Antonio Raimo, Line Manager at Finnlines in Malmö.

Finnline's fleet transported freight almost exclusively until 2009, with room for 140-200 transport lorries per vessel. The focus was not on tourist buses, as some of the vessels did not allow this for reasons of facilities. In 2009-2012, it was mainly the motoring public who travelled between Malmö and Travemünde. The convenience and the proximity to Lübeck are believed to be one of the reasons for passenger transport having increased.

- In October 2012, we launched our newest vessel model, Star Class, with 200 cabins and space for more than 500 passengers. It gave us the opportunity to open up for bus transport also, said Antonio Raimo.

cus on the development of passenger transport.

- We are proud to be the first company on site in North Port. This is, from many points of view, one of the best ports in Europe for us. However, it is still pretty hard to find here and we do sometimes hear that we are located well away from the centre. It is, on the other hand, all the easier to get to if you are coming by car from outside, said Antonio Raimo, adding:

- Together with CMP and Malmö we are working actively to develop the port. We want to continue our efforts to make North Port even more attractive to private and tourist travellers.

Finnlines

Finnlines (part of the Italian Grimaldi Group) is one of the biggest players in Northern Europe in terms of both RoRo and passenger transport. The company has three daily departures between Malmö and Travemünde. The crossing takes nine hours.

www.finnlines.com

AT FINNLINES' MALMÖ OFFICE, six of the employees fo-

Autolink backs a broad front

Despite the very tough times for the automobile industry, Autolink, together with CMP, is fully committed to Malmö. The vision is clear: an increasingly professional business to be launched into the future.



From left: Dimitris Emmanouilidis, Head of Production, Bart Steijaert, CEO and Martin Smedå, Head of Marketing.

Last year, Autolink extended its area at CMP in Malmö from 90,000 sqm to 300,000 sqm.

- **WE SEE 2013 AS A** stabilising year. In our PDI facility alone we invested 10 million last year, including a new car wash. We also invested in a web shop and new lorries, said Bart Steijaert, CEO.

Autolink is basically a Norwegian group which has existed in Sweden since 2005. The business is twin-pronged: PDI and the transportation of cars to dealers. 60 per cent of sales are in transport.

- The group is not only active in Sweden and Norway, but also in Finland, the Baltic and Denmark, said Martin Smedå, Head of Marketing.

Last year Autolink extended its area at CMP in Malmö from 90,000 sqm to 300,000 sqm.

- We have good cooperation with CMP. We are in touch on a daily basis and they are always there for us, said Bart Steijaert. It is important that we understand each other's work in order to be able to maximise cooperation.

SIMULTANEOUSLY WITH THE EXPANSION in area, work focused on the car wash, new lifts, equipment and better and more efficient logistics in order to reduce the risk of damage.

- We have taken on a few new people; today we are upwards of 40 here in Malmö alone. Throughout the

group there are 350 of us, said Bart Steijaert.

In the workshop there are cars, in long lines, from much of Europe, the USA and Asia. Peugeot, Chevrolet, Mitsubishi, Mercedes vans and Suzuki are represented. The cars are inspected one by one, washed, transfers and license plates are affixed, van fittings are built, any options are added to each individual car and so on.

- 55,000 cars pass through here every year, said production manager Dimitris Emmanouilidis, not without pride. He talks about investments in the company's lorries.

- All cars have GPS and using it we can, for example, leave messages for drivers. We can see the flow and contact customers and tell them where each car is in the logistics chain.

www.autolink.se

FACTS: Autolink Sweden AB

- Finishing off and transporting new cars to dealerships.
- Number of employees: 350 (group), 40 (Malmö)
- Turnover: SEK 235 million/year (Autolink in Sweden), NOK 650 million/year (Autolink Group)
- Number of cars/year: Approximately 190,000 cars are transported through Sweden/year. The Malmö facility handles 55,000.
- Vehicle makes: Peugeot, Chevrolet, Mitsubishi, Mercedes vans and Suzuki.



457 000 new cars were handled
by CMP in 2012

Scandinavia's largest car handling port continues to grow

CMP has imported cars since 2002, when Toyota chose Malmö as its hub for deliveries to Scandinavia, the Baltic and Russia. In 2012, CMP handled 457,000 cars and for 2013 the goal set at 520,000.

- We have plenty of space and want to continue to expand. Moreover, we are located in a region with potential and are very keen to grow with our customers, said Björn Larsson, Terminal Manager in Malmö.



PHOTO: JOHAN RAMBERG



PHOTO: HÖEGH-AUTOLINERS

The shipping company Höegh called at Malmö car handling port for the first time in February 2012.

791 Chevrolets rolled off Höegh St. Petersburg for several intense hours.

PHOTO: JOHAN RAMBERG

CMP NEWS VISITED THE PORT on a grey, snowy morning in early February; at the quay lay the vessel Höegh St Petersburg. For Malmö car handling port to play host to such a large, long-distance vessel with a cargo not from Toyota is rare. Here 791 Chevrolets are carefully rolled off onto Swedish soil for prompt onward transport.

- We had an enquiry a week ago and were quickly able to receive them. It feels really good that Höegh should choose Malmö for their transit goods, said Björn Larsson.

BEFORE A PORT CALL, CMP receives a ship notification from a broker, with an estimated arrival date and information about the number of cars to be unloaded. Based on this, CMP plans how many employees are needed for the vessel operation.

Höegh St. Petersburg has lain at the quay since the previous evening and unloading operations are in full swing this morning. The staff work in different teams, with 6 people and one minibus per team. The minibus driver drives the onboard staff to the correct car deck. Once there, each is assigned a car and then they drive

off the boat as a collective team.

The cars are parked at a predetermined location in the port. The staff jump into the minibus which drives aboard the vessel again, where the next set of cars is driven out. And so it goes on until all the cars bound for Malmö are unloaded.

SOME CARS STOP IN THE PORT for two to five days. Others are placed in the so-called PDI (Pre-Delivery Inspection) terminals for about two weeks, waiting for orders and onward transport. The cars then leave Malmö via ship, rail or lorry to destinations in Russia, the Baltic and Scandinavia.

- Railway handling is a great asset, with daily consignments to Sweden and Norway, said Björn Larsson, and concludes:

- Another one of our great strengths is our professional staff combined with our active quality work in everything from car handling to staff attire and how they move on board.

www.scandinavianshipping.se



PHOTO: JOHAN RAMBERG

Björn Larsson
Terminal Manager, CMP

All car handling takes place in Malmö Free Port, with parking spaces for 40,000 cars and expansion opportunities in the North Port. Of the Free Port's total area of 950,000 square metres, 890,000 square metres are dedicated to car handling.



At SkandiaTransport the cars are handled and fitted out according to customers' every wish – Hub Manager Peter Mansson.

PHOTO: JOHAN RAMBERG

SkandiaTransport takes care of the final finish on cars

SkandiaTransport ensures that the cars coming from all corners of the world via CMP are inspected and fitted with various accessories. The check is meticulous. Cooperation with Motortransport has resulted in SkandiaTransport now focusing entirely on PDI (pre-delivery inspection).

IT IS NOW JUST OVER TWO YEARS AGO that SkandiaTransport bought up the PDI facility of former competitor Motortransport. SkandiaTransport wanted its operations to centre on just PDI while Motortransport would in turn take care of the transport business. This was a successful move, according to local manager Peter Månsson.

- We have an extremely good working relationship with Motortransport today. We offer a joint total concept from reception to preparation and to final delivery to the dealer. Today we have an 80 per cent share of the PDI market in Sweden.

THE ENORMOUS WORKSHOPS are bustling with activity. It's surprisingly

FACTS: AB SkandiaTransport

www.skandiatransport.se

- Offers storage and a fully fitted-out car on delivery
- Number of facilities: Seven in Sweden, headquarters in Halmstad
- Number of cars/year: 50,600 (Malmö facility 2012)
- Vehicle makes: Citroen, Mitsubishi, Subaru, Nissan, Iveco, Mercedes, Honda, Ford, Isuzu
- Number of employees: 325 (Sweden total), 120 (Malmö)
- Turnover: SEK 120 million (Malmö facility 2012)

quiet on the premises; much work has been done to maintain high quality in the work environment. The cars are handled and equipped according to the customers' every wish. This can involve inspection, cleaning and polishing. A large proportion of them are fitted with accessories such as flat beds, tail lifts, volume cabinet fittings, leather upholstery, a fuel-powered engine and car heater. Some will also undergo anti-rust treatment before being transported on to the end customer.

SKANDIATRANSPORT BEGAN OPERATIONS in 1950 and since 2003 it has been housed in the CMP area in Malmö and Copenhagen. In Malmö alone, the company has an area of nearly 200,000 square metres. But then a great number of cars are stored – currently 7,000.

Peter Mansson said that most of the employees have many years in the business behind them and thus have solid experience on which to base their work.

- We are very flexible as to what the customer requires. Lead times, quality and assembly work must always match agreed customer requirements.

He laughed a little when asked whether an interest in cars was a must for working there.

- It helps, he said, and told us he enjoyed circuit racing in his Nissan 370 Z during his leisure hours.



PHOTO: DENNIS ROSENFELDT

The companies' positioning cruises are an exciting alternative to the classic tour, especially if the ship docks or departs from Copenhagen or Malmö.

When the cruise ship switches market

Positioning cruises are a popular alternative to the classic cruise.

WHEN CRUISE SHIPS CALL AT CMP in the spring and begin a full summer season with turnarounds in Copenhagen, they come from other regions, such as the Mediterranean or the Caribbean, where they have had a full programme during the winter months. Sailing from one market to another – the positioning cruise - has become a popular product in itself, with many benefits for cruise guests.

For Danes and Swedes it can be very advantageous to fly to, for example, the Mediterranean or Florida, where the cruise begins and to disembark in Copenhagen. In this way, a long flight when the cruise is over is avoided.

AT THE TOUR OPERATOR CRUISE.DK, which specialises in cruises, the Director Ole Kyed notes that choosing that kind of cruise is popular:

'A positioning cruise is offered on one date only but

they are often longer and a combination of port calls can be enjoyed; this is not available on regular cruises by their very nature. Then there are the economic benefits for customers, because the shipping companies often come up with a reasonable price for their positioning cruises, hence it is cheaper per day on board, and so we find an outward flight ticket at a reasonable price, thus it is quite clearly popular.'

FOR PASSENGERS WITH SEA LEGS, a long positioning cruise can also be alluring with more 'days at sea' without the daily port calls. A cruise across the Atlantic with a pit stop in, for example, Greenland or the Azores is a very special experience and one of the classic sea journeys that can be found on the companies' websites or among tour operators.

CMP focuses on increased sales

Ann-Charlotte Halldén Åkeson is new to the job. Yes, actually new in a dual sense: new to a brand new service within CMP in Malmö.

- I will work actively on outreach to customers and on helping to develop business. Quite simply, we are talking about networking. That is the be-all and end-all of the role I have, she said when we met her on her third day in the job as Key Account Manager.

Ann-Charlotte Halldén Åkeson is the new Key Account Manager at CMP.



PHOTO: JOHAN RAMBERG

SHE IS FULL OF ENTHUSIASM for her new assignment but not yet fully at home in the well-appointed port office.

- I am learning the business and will get out there as soon as possible and meet existing and potential customers together with business managers and terminal managers. I will primarily be focusing on developing business in the North Port here in Malmö. It involves contacts with areas such as containers, RoRo and combined transport.

- I have the task of selling the port's services, she continued somewhat pensively. And I'm very humbled by the task - it means responsibility for operations across the board.

There are several explanations for the port's attractiveness :

- A lot happens in a port and at CMP there are additionally two nations. And here there is a strong desire to focus just on selling.

ANN-CHARLOTTE HALLDÉN ÅKESON has never worked in a port before but she does have solid experience in working as a client of a port.

- I have worked in shipping ever since 1992 when I joined Gripen Shipping, as it was then. I was sucked in somewhat, thanks to my brother working there.

The job and the industry whetted her appetite. The next job was at OOCL. Then Danish Maersk, on account of them having opened a sales office in Ann-Charlotte's home town of Helsingborg. Then followed DHL and Geodis Wilson. And now CMP.

- Today a port must be very flexible with its customers in order to be competitive. It feels like CMP is.



PHOTO: JOHAN RAMBERG

NS Laguna at the oil terminal in Malmö

100 million GT during 2012

Ships totalling over 100 million GT (gross tonnes – measured as the size of the vessel's cargo space) docked at CMP during 2012. This is distributed over the 6,000 to 7,000 ships that call into CMP annually.

The trend is moving towards slightly less ships, but nevertheless larger ones. For example, a cruise ship can be up to 120,000 GT. And a car carrier can be around 70,000 GT.

In 2011 the total GT figure for ships calling into CMP was approx. 93 million. Besides cruise liners and ocean-going car carriers in particular, the growing GT figure is due to increases in RoRo traffic as well as within liquid bulk and dry bulk.

- This is a sign of trade developing positively in our part of the world, despite the current recession in large parts of Europe. The trend of larger vessels with more goods docking at CMP's terminals points towards long-term stability in the transport flows, says Lennart Pettersson, deputy CEO of CMP.

Faster water supply for thirsty cruise liners

Cruise traffic to CMP is continually expanding and, in conjunction with the fact that ships are becoming ever larger with increasing numbers of passengers on board, requirements are being placed on more services and a better infrastructure in the

port. One of the most important things on a cruise ship is to have clean water on board – and enough of it!

On average, cruise ships have to have 300 m³ of water pumped on board, however, a single large ship can take up to 900m³ in total.

In constructing the new quay for cruise ships in Copenhagen's Northern Harbour, CMP is consequently working to increase the capacity of the water supply for the cruise liners for the coming season.

A construction project is underway to install a 3.3 km water pipe with a diameter of 56 cm, it will connect the main water main and the cruise ship quay. When the water pipeline and the accompanying pump system is installed, it will be possible to supply water to the ships much faster and with a much greater volume: with a capacity of 100 litres per second the pipeline can simultaneously supply 33 litres a second to three ships, which is a massive improvement on the current situation.

A new pump system, which will be built into the quay facility, will mean that it will no longer be necessary to have water pipes lying across the quay, which can be a nuisance for both the traffic and the passengers.

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Largest ship ever in Malmö Oil Harbour

On 11-12 February CMP was visited by the largest ship ever to put into Malmö oil terminal. With a margin of only one metre in width and length, the NS Laguna just cleared the terminal's maximum dimensions. The ship is 249 metres long and 44 metres wide.

- We have excellent capacity to receive large ships in the Oil Terminal in Malmö. Receiving a tanker that so precisely clears our dimensions feels very special. It isn't often that vessels of this size dock, and NS Laguna is the largest ever, says Jens Haugsøen, Oil Harbours Manager.

Six years ago CMP invested in four new loading arms and refurbished three of the existing ones. Along with other refurbishment initiatives, this has halved the time needed to load oil compared with before. At the same time an investment was made in new pumps and the oil groove was widened; two highly important prerequisites for today's increased harbour capacity. A wider oil groove simplifies night-time navigation and makes it possible for large ships to enter the harbour round the clock.

- Furthermore, Scandinavian Tank Storage, whose vacuum gas oil the oil tanker came to load, have further increased pumping capacity, says Jens Haugsøen.

The ship takes on some 60,000 tonnes and used three tug boats when it docked at the quay.

PROFILE: JOANNA PAN

She paves the way for contacts in China

Joanna Pan works for CMP on the Chinese market and has been visiting Malmö and Copenhagen.

CHINA IS THE WORLD'S LARGEST market, and it is important for CMP to have a presence in it and to raise awareness of the port in the Øresund Region as a natural gateway to Northern Europe, the Baltic countries and Russia.

Joanna Pan, from Scandic Sourcing, is one of the people working to make that happen. She has been visiting Malmö and Copenhagen getting to know CMP and has been in Copenhagen for a holiday.

'It has been a busy and positive week, during which I have gained an insight into CMP's activities which until now I only knew from company presentations. But it is far better to see it with my own eyes. There is great potential for the Chinese companies here and the government and organisations in China are very active when it comes to making contacts.'

SCANDIC SOURCING IS A Swedish/Chinese consultancy firm based in Shanghai, which helps foreign companies gain a foothold in China. They work closely with CMP to establish contacts with state and private companies within sectors which include automobiles, logistics, machinery and wind energy, which are of interest to CMP.

Joanna Pan is with CMP at trade fairs and company visits in China, where she helps to create important personal contacts, who she maintains by, inter alia, sending out CMP News in Chinese.

'Getting an agreement in place can be a long drawn out process, even if there is goodwill from the Chinese authorities and organisations, but CMP is already in close contact with the major ports in Hebei and Shenzhen and has signed agreements with them which include training and



PHOTO: JOHAN RAMBERG

Joanna Pan is happy to have seen CMP's activities, which she knew only from presentations.

continued collaboration.

Although she is far from home, our part of the world is not unknown to Joanna Pan:

'I studied and followed a business education course in Odense and Jönköping in 2008-10, and when I got the job at Scandic Sourcing the connection to the region was there already.'

www.mnhbp.com