

December 2009

## Dear Readers !

This is a special issue of our Dynasty Update as we are celebrating our 25 years anniversary on December 1, 2009.

25 years is quite a long time and looking back I don't understand where all these years have gone but they have been the best of my life.

My 2 sons - Klaus and Morten - got married, we have got 5 fantastic grandchildren, we have overcome all the problems we were facing at the start of our company and we have also learnt a lot during these 25 years about how to run a company.

We have today some of the finest suppliers of refractory and carbon products, we have had most of these products approved by our clients worldwide plus we have so many fine clients and contacts all over the world - yes, it has indeed been worth all the problems we have had until we came to where we are now.

However, don't think we do not face problems today but experience gained over the years helps us solving the new problems in a better way.

It has been my golden years and hopefully they will last a while as I still want to stay in business even if I am not working "nine to five" as the song goes but probably "ten to three".

We have added cathode blocks to our sales programme which again has led to a close cooperation with R&D Carbon in Switzerland who will control all our cathode blocks produced in China before their shipment to our worldwide clients.

I shall not - as I used to - comment on all the worldwide problems such as the global warming, war being fought in Afghanistan and the "usual" problems in the Middle East.

Let those handle these problems who have been elected to do so.

However, we try to do our best to give the weak elements of this world our support such as the endangered animals, the children suffering in Africa and other places etc. since I believe it is everyone's duty to do your best to help your "neighbours" as much as you can.

I hope you will enjoy reading this special issue of Dynasty Update 2009:

### **the anniversary issue**

and I want to thank everyone who has contributed with photos etc.

A handwritten signature in dark ink, appearing to read 'Jörgen', with a long, sweeping horizontal line extending to the right.

## The 2009 Tie

This years tie has a very special colour which seems to be THE colour these days, namely lilac. Some may not like it but it will probably be difficult to design a tie that matches everyones taste.

For the ladies we have produced a silk scarf in the same colour and I believe that the ladies won't mind using a scarf in this pretty eye-catching colour.



## Cover and Envelope

Our Dynasty Update cover and the envelope this year are printed with our panda Sica which has become a part of our logo.

## Our 2009 Christmas Card



The photo was taken during our trip to Greenland this summer and shows icebergs in the midnight sun.

## Our family

The family is still doing well and the grandchildren are growing and growing.

**Klaus** and **Sanne's** son **Frederik** has turned 16 and would like to get a moped which you may drive when you reach 16. We shall see if we can meet his wish. **Sara** is working on a farm and she is now 19 years old. Her wish is to become a zookeeper as from next year but unfortunately such jobs do not grow on trees. Sara is now living on her own and sometimes comes to see us and to enjoy her grandmother's lovely food. **Nikolaj** is still playing his drums and has become quite good at it. We have been invited to concerts where he plays the drums in "his" band. He is now 12 years old.

**Morten and Marianna's** two daughters have turned 13 and 11 and are also having a good time sometimes travelling with their parents. **Laura** has started playing tennis in the local tennis club where Morten is the chairman of the youth division. **Olivia** also plays tennis but both have several other activities and they are very good girls who often come to see us like Klaus and Sanne's children. Having your grandchildren that close on a daily basis is "unpayable" - what a pleasure.

Morten plays tennis as well and Klaus plays football. Marianna and Sanne do a lot of work-out so the younger part of our family keeps fit.

## Klaus' 50 years birthday

On 5th June Klaus turned 50 and on that very day Klaus intended to take it easy UNTIL all the ladies from the office showed up at his home address singing a special birthday song outside his front door. Klaus was still asleep. He got out of bed and invited the ladies inside. They brought a special birthday cake, coffee and tea plus a present (a new letter box) so Klaus only had to sit down and enjoy.



It is a bit strange that our older son is now on his way to the 60'es. At the end of August Klaus was celebrated at a big party he gave where the family participated together with all his friends and what an evening we had.

Klaus is very popular among the staff.



## Golden Wedding Anniversary

Tove's and my golden wedding anniversary took place and was celebrated in Thula Thula - our favourite game reserve in Natal, South Africa - together with Klaus' and Morten's families. We are 11 persons all in all.

On the very day - December 27th 2008 - Tove and I woke up to the sound of singing at 06:30 in the morning which is a traditional Danish custom at that kind of events where a special psalm is always sung at weddings, silver and golden wedding anniversaries etc. Very touching.



Outside were our two sons and their families standing with Danish flags in their hands plus several gifts for us. After the song we were congratulated and then two rangers, Wusi and Promise, arrived with several Zulu ladies bringing us our breakfast. "Oh, what a beautiful morning....."

*This photo shows from left to right:*

***Nikolaj, Marianna, Frederik, Klaus, Olivia, Laura, Sanne, Sara and Morten***

Later that day we enjoyed our lunch together with Lawrence Anthony (the elephant whisperer) and his wife Francoise. Most enjoyable. In the evening a fantastic dinner was arranged by Francoise which we enjoyed while listening to Zulu music and watching Zulu dancers.

Early that day Lawrence and I went in his jeep together with all 5 grandchildren to watch elephants. We saw the herd and one of Lawrence's friends Frankie, the elephant and her baby came quite near to say hello to Lawrence or to congratulate!



We left the place but Lawrence said that now Frankie had been smelling him she might turn up near the lodge pretty soon and he was right. During the dinner Lawrence came up to me and said that maybe we should make a break in the dining as the elephants were on their way.

So we all went to the terrace outside the main lodge and shortly after suddenly 8 elephants came through the bush to say hello to us. It was fantastic and what an end to a wonderful day. A day which we shall never forget and we feel blessed being able to celebrate with our entire small family at some friends in the heart of Africa. Unbelievable!

## Our STAFF

Below you will see a photo of our complete staff as of today taken one of these seldom days when everyone was present in the office:



From left to right: (Back row) **Birthe, Connie, Hanne, Susanne, Louise and Lisbeth.**  
(Front row): **Grethe, Marianna, Trine, Maria, Sanne and Jeppe.**  
In front to the right: **Jorgen, Morten and Klaus.**

As from 10th August we have employed a new trainee, **Jeppe Romby Larsen**, to replace Maria who finished her trainee period on July 31st.



**Jeppe Romby Larsen**

**Neal Wai-Poi** left our company late last year.

**Mette** is on maternity leave and gave birth to a son on 25th September. She will be back again next autumn around November.

This photo shows **Maria** on the day she finished her trainee period with flowers and gifts from her colleagues and the company





Usually I use to write about the activities of our various suppliers, production improvements, expansions, new products etc. etc.

However, this year I shall instead present letters in the suppliers' original languages plus translations into English giving you an impression of our relations to the suppliers which are absolutely first-class but judge for yourselves by reading the following letters in German, Italian, Danish and Chinese (or maybe easier for you - the translations).

I am not exaggerating by claiming that we are proud of these letters from these fine companies which are the backbone of our business - as without good suppliers no clients.

Thanks to: **LIRR**  
**Sinosteel**  
**Burton**  
**Mosconi**  
**Calsitherm**  
**Techno-Physik**  
**Staring**

for all their kind letters on the occasion of our 25 years anniversary.

It has been a pleasure doing business with you all. You have all been listening to our feedback from the market - the aluminium smelters - as we always found it important to tailor our products according to what was needed in this special business where we are making our daily bread and butter.

We hope for a continued close cooperation with all of you in many years to come.

**STARING**

Staring Maskinfabrik A/S er en dansk producent af blødemaskiner til Ildfast Materialer.  
Virksomheden som er beliggende i Brønderslev har arbejdet tæt sammen med firmaet SIMONSEN A/S i snart 25 år.

Tilsammen har de 2 virksomheder udviklet det der i dag hedder en "SIMONSEN" bløder - altså en 125 liters blødemaskine af ekstra stærk kvalitet til kunden som vær at det i længden godt kan svare sig at købe kvalitet.

Igenennem disse 25 år har virksomheden SIMONSEN A/S været en god samarbejdspartner for Staring. Ligeledes har der været altid været åbne til SIMONSENs kunder, og der er derfor blevet løst opgaver i fællesskab.

At SIMONSEN A/S er et professionelt firma kan ingen være i tvivl om. Der svarer prompte på henvendelser til virksomheden, mellemværende økonomisk som andet afvikles som det skal, så for Staring Maskinfabrik A/S har vi udelukkende positive tilkendegivelser overfor SIMONSEN A/S.

Vi ønsker jer hjerterlig tillykke med de 25 år, og ser frem til mange års godt samarbejde fremover.  
Med venlig hilsen  
*Tommy Brøder*  
Administrerende Direktør

Staring Maskinfabrik A/S is a Danish manufacturer of Pan Mixers to the Refractory Industry (LCC).  
The Company which is located in Brønderslev has been co-operated with Company SIMONSEN A/S in nearly 25 years.  
Together the two Companies have developed the Concrete Mixer named "SIMONSEN MIXER" - a 125 liter Pan Mixer specially for Mixing Low Cement Castables. The Mixer is made to meet the expectation from the customer that SIMONSEN A/S always deliver high Quality products.

During the last 20 years the Company SIMONSEN A/S has been a perfect cooperation Partner for Staring. It has always been an open and honest cooperation where SIMONSEN A/S never have tried to hide anything like name of customer etc. This has helped solve Questions, tasks and challenges direct at the customers plant.

There is absolutely no doubt that the Company SIMONSEN A/S is a professional driven Company and loyal cooperation partner with big experience within their area.

When it comes to communication there is always a prompt reply. The outstanding like economy as well as other matters have always been taken care of in right time, so we can only congratulate the Company SIMONSEN A/S with their 25 Years anniversary and give our best recommendation to other Companies about them.

At the same time we look forward to continue the good cooperation in many years from now.  
Kind regards  
*Tommy Brøder*  
Tommy Brøder  
Managing Director

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Tel: +45 98 62 14 22 | Fax: +45 98 62 15 91 | OMR: DK.2167 2761 | www.staring.dk  
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**CALSITHERM**  
Silikathautstoffe GmbH  
An der Eiche 15  
D-33175 Bad Lippspringe

CalSitherm Silikathautstoffe GmbH - An der Eiche 15 - D-33175 Bad Lippspringe

30. Juli 2009

Simonsen a/s  
Attn: Jørgen Simonsen  
Mogelvangs Plads 7  
7900 Nykøbing Mors  
Danmark

CalSitherm gratulates you 25<sup>th</sup> birthday

Dear Jørgen,

— Since more than 30 years CalSitherm Silikathautstoffe GmbH in Werk Paderborn-Sennelager, Germany, as one of the leading manufacturers of micro porous calcium silicate thermal insulation products. Our products are used worldwide in various industrial plants: Apart from the primary and secondary aluminium industry these insulation products are also applied to a wide range of chemical and industrial sectors, such as the petro-chemistry, cement plants, industrial furnaces, metallurgy or the ceramic industries. Due to their fire impeded and non-flammable properties they also form part of fire protection constructions. Within the housing and building industry, CalSitherm Klimaplatte serves as an interior insulator and anti-mould protection. Furthermore, these calcium silicates can also be found in domestic chimneys and fire places. Our high density calcium silicate called CALCAST is commonly used in NF-metallurgy or as functional ceramics that is to control the flow of liquid metal or to distribute molten metal in direct contact to the metal.

In connection with aluminium melting furnaces, CalSitherm totally relies on Simonsen and Sons, especially on their know-how and excellence regarding the low density calcium silicate called INSULITE. Past meetings with Jørgen Simonsen and Dr. Klaus Hölcher, both founders of family-owned enterprises, resulted in a mutually rewarding and trusting cooperation which has also been passed on to their sons, Klaus and Moritz Simonsen and Dr. Tobias Hölcher. Their relations go far beyond valuable business contacts.

Initially, there was no sign of a "cooperation" between these companies. CalSitherm tried to supply these markets directly. Then they realised that they had to treat this customer similar to their other ones, meaning they had to offer the full package. Simonsen used to have different sub-suppliers, but CalSitherm professionally managed to convince him of its quality, reliability and flexibility which then formed an incredible symbiotic relationship.

The corporate culture of both businesses is very similar: they are second-generation owner managed. It is a well-proven partnership that, even at hard times such as now, proves their firm and financially secured basis. Together we are strong and this is why we are able to offer the best possible service to our customers.

CalSitherm wishes you all the best for the next 25 years and great success. Remember: If Simonsen is successful, CalSitherm will also be successful.

Kind regards

Klaus Hölcher

Tobias Hölcher

**CALSITHERM**  
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Kind regards

Klaus Hölcher

Tobias Hölcher

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## 中钢集团洛阳耐火材料研究院有限公司

Sinosteel Luoyang Institute of Refractories Research Co., Ltd.

To: SIMONSEN 公司

在我们即将迎来 SIMONSEN 公司成立 25 周年之际, LIRR 公司全体员工对贵公司表示诚挚的祝贺。

在 SIMONSEN 公司 25 年的发展进程中, LIRR 与其携手共同走过了 15 个春秋, 双方建立了深厚的友谊。从 1994 年的第一份订单, 就标志着 LIRR 与 SIMONSEN 公司合作与友谊的开始。在相互合作的过程中, SIMONSEN 始终秉持诚信合作的原则, 双方给予了充分的信任、理解和支持, 使我们的合作一直处在友好的氛围下。我们共同见证了 LIRR 走向国际市场, 看到 SICATEC75 成长为全球铝业行业知名品牌, 亲眼目睹 SICATEC 95 的诞生。

SIMONSEN 诚信认真的对待客户的每一个问题, 并及时反馈到 LIRR 方, 使整个流程高效有序。在 LIRR 公司的努力以及 SIMONSEN 公司和客户的共同支持和帮助下, LIRR 自身得到了快速发展, 产品质量不断提高, 产能不断扩大, 管理体系也日益完善。目前已通过 ISO-9001, ISO-14001, 和 OHSAS18001 三体系同时认证。15 年来, SIMONSEN 与 LIRR 风雨同舟, 面对困境, 我们心平气和, 共寻解决方案, 以满足客户需求为我们的共同目标。

在 SIMONSEN 与 LIRR 的整个合作过程中, 体现着共赢、优质的原则, 共同打造优质品牌。通过合作, 我们建立了深厚的友谊。

祝 SIMONSEN 公司 25 岁生日快乐, 祝愿 SIMONSEN 公司迎来更加辉煌的明天。也祝愿我们精诚合作, 在各自企业发展过程中共同取得成功, 合作更加扎实, 感情更加深厚, 共同创造美好的明天。

中钢集团洛阳耐火材料研究院有限公司

2009.7.24



## 中钢集团洛阳耐火材料研究院有限公司

Sinosteel Luoyang Institute of Refractories Research Co., Ltd.

To: SIMONSEN A/S

On the occasion of the 25<sup>th</sup> anniversary of your company, please accept the sincere congratulations from LIRR.

During 25 years' development of SIMONSEN, we have achieved great success by overcoming many difficulties together for 15 years. At the same time, we have established a profound friendship between two parties and personnel. The cooperation and friendship between LIRR and SIMONSEN have already started from our very first order in 1994. During this period, the cooperation between us has gone smoothly and successfully under the principle of mutual understanding and support. We have together witnessed LIRR into the world market and the product of SICATEC75 grow into a well-known brand in the field of Aluminium electrolysis, now we are expecting the success of SICATEC95.

SIMONSEN always pay high attention to every question from customers and feed them back to LIRR and then back to customers with best answers or suggestions, making sure the whole procedure goes smoothly and effectively. Considering from the customer's side, meeting the customer's requirement is the principle for our both companies.

During the past 15 years, LIRR had a fast development under the support and help from SIMONSEN and final customers. The quality of our products has been constantly improved, along with a dramatic expansion of the capacity and gradually improved management system. So far, LIRR is the only one to get all three certificates of ISO 9001, ISO14001 and OHSAS18001 among all the Chinese refractory manufacturers.

At this special moment, happy birthday to SIMONSEN A/S and wish our business friendship even stronger. We believe we will build up a brighter and more prolific future.

Sinosteel Luoyang Institute of Refractories Research Co., Ltd.

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July 24, 2009



**MOSCONI s.r.l.**

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Spettabile  
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DENMARK

Cari amici

25 anni: quanto tempo è passato da quel breve incontro negli uffici di Asago quando abbiamo deciso di intraprendere insieme quell'avventura che ancora ci unisce.

Le circostanze avevano reso possibile di poter trasformare una invalicabile concorrenza in uno strategico sodalizio per sfruttare al meglio le nostre sinergie: profonda conoscenza del mercato da una parte e qualità e flessibilità di produzione dall'altra.

Fin da subito i rapporti sono stati più che corretti sotto la fraterna sorveglianza dell'impetuoso e sempre indaffarato Stefano. Abbiamo imparato a camminare insieme, dapprima con tutte le difficoltà di penetrare il mercato riuscendo a farci una buona base di sperimentata credibilità, di qualità di buon prodotto e accurato e puntuale servizio. E mentre Jørgen penetrava il mondo di imponere un deciso salto di qualità nella produzione perché questo era richiesto dal nuovo mercato.

Con reciproca comprensione e senza troppi traumi ci siamo sempre adattati alle reciproche necessità: intensivati anche dai risultati che cominciavano da subito ad arrivare sempre più gratificanti.

Oltre ai rapporti di lavoro, di pari passo si stringono nel tempo i rapporti di amicizia trovando anche il tempo e il piacere di trascorrere insieme con le famiglie anche qualche periodo feriale: in viaggi turistici e, quando possibile, anche enogastronomici e di cui conserviamo tutti i nostri felici.

Con il passare del tempo sono arrivate le nuove generazioni, apportatrici di nuove energie che hanno permesso l'espansione dell'attività in altri mercati in altri materiali in altre iniziative senza per altro penalizzare quanto già acquisito. L'ampliamento delle attività ha portato certamente ad un aumento degli impegni reciproci portando inevitabilmente al rallentamento delle occasioni di incontro, ma non per questo è diminuita la capacità e la voglia di collaborazione riempiendo soltanto di non riuscire più così facilmente ad avere disponibilità di tempo e di forze per rivivere quegli intensi momenti di vera e profonda amicizia come nei tempi addietro.

Cordiali saluti



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**MOSCONI s.r.l.**  
In. Imp. A. Almasio



Dear friends

25 years: long time has gone since that short meeting in Asago office when we decided to begin this 'adventure' together that is still living on today.

The circumstances enabled us to turn an insurmountable competition in a strategic partnership that made the most of our synergies: deep knowledge and understanding of the market from one site and production quality and flexibility on the other.

Our relationship has been fair from the beginning, when, under the brotherly supervision of the busy and impassioned Stefano, we moved the first steps.

At first we learnt to walk together when we had to face the hard task to penetrate into the market. We built our experienced credibility on the basis of our high quality product and on a prompt and accurate service.

When Jørgen was going up and down around the world he urged and encouraged us to improve our production because that demanded the market.

We always met our reciprocal needs with mutual understanding and without upsets, both motivated to gain good results that soon arrived with more and more gratification.

Our business relations gave us the chance to tighten our friendship and gave us the opportunity to spend good time together with our families during holidays or on pleasure tours, and when possible, to enjoy good food and wine. We save good memories that will never forget.

As time went by the new generation, brought about new energy that allowed the expansion of the product in other markets, into new products and business ventures, without penalizing the existing one. The expansion of the business increased our commitments and inevitably the opportunities to meet were fewer, but this does not mean that our ability and good will to co-operate has diminished, we only regret not to have many opportunities, time and strength to live again the intense and deep friendship like in the old time.

Many regards

**MOSCONI s.r.l.**  
In. Imp. A. Almasio





## 中钢集团上海有限公司

SINO STEEL SHANGHAI CO., LTD

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跨了文化差异这个问题,我与有一支专业的国际业务队伍。他们了解西方文化,容易与对方交流,在商务方面,总是很灵活。非常接近,在一定程度上习惯于中国习俗,这也就是与中国人做好业务的基础。友邦也曾说过,尽管得离与中国相距这么远,但作为人我们却有着很相近的幽默。这也许是我们商业成功的另一个重要因素。至少,我们应该感谢上帝给了我们两个民族如此相似的氛围。

在十五年之后的今天,喜慕森在中国的许多产品均由中钢集团提供,个别产品也是由中钢集团。对于喜慕森来说,中国对它的意义,现在,毫无疑问地包括未来有着举足轻重的意义。并不是很多国外公司像喜慕森这样与中国有着如此的关系。以至于喜慕森在刚踏上陆地的时候就想回来,我们中国似乎让喜慕森得了想家病。

如今,多数企业在全球金融危机中面对挑战,处境艰难,这将会是一段较长的时间。然而,对于工业化的历史来说,这只是一个多年而短促的停歇,这个停歇给了我们大家一个喘息的机会,让我们可以在这段时间里认真地回顾与调整。在这多年的快速发展后,我们需要这个机会。

正好值此喜慕森公司迎来了它 25 周年的庆典,我们借此回顾了这么长时间的合作,我们高度评价已有的合作,对于我们来说,喜慕森公司是使得我们今天能来好好思考,好好合作与调整的。

在喜慕森公司 25 周年庆典之际,请允许我衷心地祝愿喜慕森身体健康,阖家欢乐,事业繁荣!

阮波  
副总经理  
中钢集团上海有限公司  
中国上海浦东  
银城中路8号, 36楼



## 中钢集团上海有限公司

SINO STEEL SHANGHAI CO., LTD

上海东 浦东新区 银城中路8号 36楼 邮编: 200120  
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2009年7月20日

丹克王  
葛克侯尔路 7909  
莱茵河畔鲁尔路 7号  
喜慕森公司

亲爱的喜慕森先生们:

我和我的同事第一次与王毅-喜慕森先生-丹克喜慕森公司的创始人-在中国相遇是在 15 年前了,那时我在德国莱茵河畔鲁尔路 7 号(现在为中钢集团莱茵河畔鲁尔路有限公司)工作,没有人能够想象这第一次见面开创了我们的之间如此长久的合作。给两个公司带来了成长的机会,并在国际钢铁行业取得了知名的地位。正如王毅先生多次提到的,在这个行业中能如此短的时间里取得这样的成就是罕见的。幸运的是,我们一起做到了!

如今值此喜慕森公司成立 25 周年纪念,我借此来回顾我们之间的合作历史,在众多的细节之中,我认为以下几点对我们的成功合作有着不可小觑的作用。

一 总是开放和快乐,喜慕森对工作过程中各种各样的技术、商务、关键和重要关键问题时,喜慕森总是表现出非常开放与快乐。而迄今没有许多人会表现出这样的姿态。甚至我们在开始对这种开放感到很茫然,但是,他的这种开放给业务伙伴和朋友带来了平等的气氛,公正的关系和相互的信任,尤其是当大家有着共同利益的时候。这些年来,我们有很多好的年份,但也有不好的时候。并不仅仅像现在在全球金融危机等市场因素带来的影响,但是喜慕森在各种困难和障碍面前总是表现得积极乐观。我认为那是由于每个人长期从喜慕森的生活,大家都相信,任何一个问题都会有它的解决办法。只有保持乐观的人可以建立如此亲近的关系,这种合作伙伴间的高水平的互相了解对公司合作起着关键作用。喜慕森和中国的合作是开放和快乐合作的一个成功例子。

二 为供应商创造价值,在如今这个竞争激烈的社会,大多数人都非常保守,几乎没有人都愿意跟其他人讨论如何做出好的产品。但喜慕森是个例外。在过去的数年里,喜慕森来了中国 60 多次,与我一起参观了多家生产工厂。对于喜慕森与我们合作的工厂,喜慕森不仅在生产技术方面帮助他们,还在管理方面与他们交流经验,也会把最新的技术、产品和市场信息告诉生产工厂,并帮助他们为某些产品建立特殊的质量控制系统,测试和验收系统,以及工厂认证体系。他还自费邀请世界级的专家来做一些交流、培训和项目,使工厂生产的产品质量得以提高,让国外客户认可中国的工厂。同时让喜慕森的名字在国内外行业得到传播。正是这种“给供应商带来价值”的理念使其一方面与生产工厂建立了长期的关系,另一方面开拓了稳定的客户关系。

三 文化与幽默,这两个因素在国际业务中扮演了重要角色,特别是在东西方人之间。在总结这十五年的发展过程之后,我深深地认为我们双方在建立合作的过程中已经理解





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customers will accept Chinese products and made Simonsen's names in this industry in and out of China. This "bring value to suppliers" lead to long term relationships with manufacturers at one side and create stable end users at the other side.

Cultural and humour, these two factors play an important role in international business especially between Western and Eastern people. After so many years when reviewing the cooperation, I believe our two parties well solved this cultural obstacle since the beginning of cooperation. Our side has a professional international team which well understands western cultural and easily communicates. At Simonsen side, always flexible, easy to approach and in some way got used to our customers are the fundament to do decent business with our Chinese. As also mentioned by Jorgen, even Denmark and China are so far away, but we have quite similar humour as the human kind. This probably is another key reason to have a successful business. At least we should thank God to grant our two nations to have this similar humour!

After fifteen years, today Simonsen has a quite wide range of products supplied or manufactured by SinoSteel except very few others but also recommended by SinoSteel in China. China is really something to Simonsen as in the past, today and no doubt in the future. Not many companies like Simonsen has such relationships with Chinese and some of Simonsen always want to come back here as soon as he is leaving China on board. We Chinese really made Simonsen homesick!

Today most of business people are in tough time and facing great challenge than ever from this worldwide financial and economy problem. This period will probably last quite long. But be positive as to the long industrial history this is only a short pause after so many years of climbing. People just take time to review, adjust and breathe. We need that after so many years rush!

It is very good at this moment we have Simonsen's 25 years anniversary. We take time to review such cooperation and think very high of the existing relationship. To us Simonsen is really something needs to think high, act high and export high today and tomorrow.

At this 25 years anniversary moment, may I wish Simonsen healthy, happiness and prosperity!

Sincerely yours

Rainer  
 Deputy General Manager  
 SinoSteel Shanghai Co., Ltd  
 Fl. 36, No. 8 Century Avenue Rd  
 Pudong, Shanghai 200120  
 P. R. China



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July 20, 2009

Simonsen's  
 Møgløvsgade 7  
 7900 Nykøbing Mors  
 Denmark

Dear Mr. Simonsen!

Fifteen years has been passed since I, among others, met Mr. Jorgen Simonsen, the founder of Simonsen's, at the first time in Luoyang, China, when I worked at Luoyang Institute of Refractories Research (LIRR), now SinoSteel LIRR. Nobody can imagine this first meeting would create us such a long relationship, bring opportunity to grow up and develop well-known position in global aluminium industry. As mentioned many times by Jorgen, this success is a very seldom case within this industry in such a short time. Fortunately we jointly made it!

On the occasion of Simonsen's 25 years anniversary, I got a chance to review the history of cooperation. Among other events I think there are several points need to be addressed to this successful existing cooperation.

Always be open and positive, not many people today are that open comparing to Simonsen does when comes to various technical, commercial, critical or non-critical etc. issues throughout the business process and we even were quite miserable about this openness at the beginning. But openness does create equal atmosphere, fair relationship and trustfulness among business partners and friends, typically when we share the same interests. During the years, we had many good time but some bad time as well, not only faces market itself like today's global financial crisis. But Simonsen always shows positive attitude towards various difficulties and obstacles as probably in my view is contributed to the accumulated life and business experiences. People believe every problem should have its solution among partners. Only open and positive people can establish such close relationships. This high level understanding brings key influence to the decent cooperation. Simonsen and SinoSteel are a golden example for such open and positive relationships.

Bring value to suppliers, nowadays people in general are very conservative and quite few is willing to talk others about how to make right things and products. But Simonsen is an exception. During past years Jorgen involved a lot (some 60 times up-to-date) in China with me, we met dozens of manufacturers. To our targeted plants, Simonsen always help them doing improvement not only on technology but also on management. He gives the latest technical, product and market information, teaches them to set up special quality management system for certain products and helps them to establish certain kind of testing, acceptance and works certificate system. He also brings world class experts on his cost for exchange, improvement and training program. All these activities made suppliers improvement, made





## Highlights from our 25 years in business

On the **1st of December 1984** the company was started under the name:

jorgen  
simonsen  
denmark

### 1989

In 1989 we celebrated our 5 years in business and became a limited company.

Our company name was changed to simonsen & sons ltd.

We moved to our present address Møgelvangs Plads 7, meaning that we have been operating this year from the same address for 20 years.

This year we announced that we could now supply silicon carbide bricks from an English producer which does not exist anymore.

The same year we also started using the slogan:

**We are red - we are white - we are Danish dynamite.**

### 1990

This year I had my fatal car accident making me 5% disabled. My right knee was crushed.

We introduced cathode blocks from Polgraph.

We continued marketing the Carborundum silicon carbide blocks from the US.

We introduced the Mosconi insulating bricks MSB-450 double size.

Information was given that we could now "track and trace" containers being shipped by Maersk Line from China.

Our Christmas gift that year were playing cards. Unfortunately, these playing cards were not welcome everywhere. Our agent in Teheran at that time was asked to come to the customs where the playing cards were torn to pieces in front of our innocent agent!

### 1991

The Japanese insulating diatomaceous bricks JAI were introduced by us.

This year the aluminium prices were very low.

We made a contest this year about which smelter had the longest lifetime of a Soderberg pot.

I brought an article about the problems with the faxes meaning that the communication became much faster than anyone was used to so far. (At that time no one ever dreamt about the e-mailing system).

### 1992

This year Denmark voted NO to the Maastricht Treaty.

We had a royal silver wedding anniversary and Denmark became European football champions.

The winners of the "long life of a Soderberg pot" contest were announced and the winners were the following:

1. Hydro, Karmoy, Norway
2. Steg, Switzerland
3. Alusaf (now Bayside), South Africa

### 1993

My first grandson, Frederik, was born.

The times were very bad for the aluminium industry.



### 1994

We celebrated our 10 years' anniversary.

See the publication from that year:

On the 1st December the past year the aluminium price was USD 1025.- per MT!

The same year it was decided by Alcan to close the Steg smelter in Switzerland for good.

This year the Hillside smelter started its production.

We got exclusivity from Saint-Gobain in the US for selling their silicon carbide blocks. Also we made an exclusive sales agreement with Pousseur in France producing refractory bricks.

The Danish Great Belt Bridge - the second largest in the world - was inaugurated.

### 1995



Our Christmas card was the photo of Matterhorn.

The Christmas gift was a coin celebrating that thousand years ago the first coin was circulated in Denmark.

### 1996

This year we introduced the Perial fluewall bricks.

Our cooperation with LIRR started officially.

I was invited for the inauguration of the Hillside smelter in South Africa on 19th April. Other guests and officials were Frederick De Klerk, Nelson Mandela plus Bhutelezi.

### 1997

We issued the first Dynasty Update.

Annual production of aluminium worldwide was 18.3 mio. tons.

### 1998

We quoted Mozal their need for refractories for building the smelter - our quotation weighed 12 kilos!

Aluminium price this year was USD 1300.- per ton.

An expert estimated that in 2015 the annual production worldwide would be 31.8 mio. tons.

### 1999

We celebrated our 15 years anniversary.

Aluminium price was USD 1500.- per ton.

We introduced our Staring mixer.

**2000**

An expert made a forecast for the annual aluminium production worldwide in 2008 to be 33 mio. tons.

In 2024 it was predicted to amount to 43 mio. tons.

Inauguration of LIRR I - capacity some 3500 MT.

We introduced our Octopus vacuum lifter.

A large contract was concluded with Bayside Aluminium for 1 million Mosconi bricks.

A container with sicatec 75 bricks for Hydro, Karmoy, was stolen in Rotterdam by the Russian mafia.

The mafia assumed that the contents of the container was beer - they must have been quite disappointed when they opened the container. The container was soon found with the sicatec 75 blocks intact and undamaged.

**2001**

Doubling of LIRR's production to approx. 7,000 MT.

Average production costs for 1 ton of aluminium estimated to be USD 1,182 per ton.

The Nordural smelter on Iceland was inaugurated. Morten participated.

Dr. Li Hongxia became the first female president of LIRR (Luoyang Institute of Refractories Research Co. Ltd.).

**2002**

We were travelling a lot and visited smelters for instance Nadvoitsky, Karelia in Russia and Aluar, Argentina among many others plus we visited VAMI in St. Petersburg and gave a presentation.

**2003**

We gave presentations to many smelters like Alba (Bahrain), Dubal (U.A.E.), Egyptalum (Egypt), Alouette (Canada), Inalum (Indonesia), Trimet (Germany), Corus, now Voerdal (Voerde, Germany), Aldel (Holland), Isal (Iceland), Alcoa (Mt. Holly, USA), Century Aluminium (KY, USA), Luralco (Quebec, Canada) and Alcan (Jonquiere, Canada).

We introduced a new shape: sicatec 75 blocks.

**2004**

We introduced the "simonsen way".

We established a contract with Jilin Carbon in Changchun.

The aluminium price was USD 1,700 per ton.

**2006**

LIRR III was inaugurated in April.

**2007**

On a DVD with information about our company we were represented on the Phoenix spacecraft expected to land on Mars in 2008.

An elephant in Thula Thula was named "Jorgen".

**2005**

We adopted a panda and named her "Sica" and she has later on become part of our marketing. We visit Sica once a year in Chengdu, Sichuan Province, China.

LIRR III was started.

**2008**

The Changchun cathode block producer was upgraded to international standard and production increased.

## Greenland

As a golden wedding gift from our sons and their families Tove and I got a "dream trip" to Greenland to take place in July this year. It was unbelievable! One has to see and experience Greenland to understand its beauty and magnitude.

We stayed most of the time in Ilulissat on the west coast opposite to the Disko island and next to the Disko Bay. We flew to a 2000 metre high mountain to drive a dog sledge for a few hours.



*Blue skies and snow-covered mountains - beautiful!*



*The inland ice*



We went to the inland ice which covers 1.8 million square kilometres and is between 2 and 3 kilometres thick. Not much noise there and definitely no birds. A very special experience.

*By an icebreaker we sailed 5 hours north to a glacier called Egi. 8 kilometres wide and between 60-100 metres high.*

*Every day this glacier produces as much ice as the New Yorkers' water consumption every year!*



We also went on a midnight sailing on a very small Greenlandic fishing boat to see all the icebergs which are up to 100 metres high. There were hundreds of these colosses. Remember you only see 1/10 of the colossus - the rest is under water and most of the icebergs were stuck on the bottom of the fjord which has a depth of approx. 800-1000 metres. Those are figures that one can hardly understand.



The midnight sun - the sun never sets this time of the year - was throwing a fantastic light on the icebergs reflecting the sun. See the photos for yourself.



I can only recommend anyone to visit this beautiful country but remember mosquito nets!

Greenland is the only country in the world with no infrastructure. NO roads between any towns. Between towns and the small settlements you have to go by dog sledge in winter, sail or fly (mainly by helicopter).

In Ilulissat there is said to be some 10,000 souls namely 5,000 humans and 5,000 sledge dogs. Greenland with its enormous size only has 56,000 inhabitants. Hardly enough to fill a modern stadium!

There are several cars in the towns which can only go some max. 10 kilometres from one end of the town to the other.

There are many Danes in Greenland due to Greenland being a former colony of ours. However, the ties between our countries are still very tight. Greenlanders go to see Danish doctors, hospitals and to be educated and get jobs.







Some 18,000 Greenlanders work and live in Denmark and every year Denmark also contributes a large sum of money to Greenland.

The Greenlanders hope to find oil in the Atlantic Ocean - they already have a production of rubies and gold but mining in Greenland is very expensive due to the geography.

The Greenlandic language uses very long words.  
A few examples are:

**fire alarm** is called **ikuallalernermi kalerrisaarut** and  
**check in** is called **nassatanik tunnisivik**  
- complicated?

*Humpback whale in the  
Ice Fjord*



## The Namibian Desert



On our way back from South Africa early January my wife and I stayed 6 days in Namibia where we had never been before.

We stayed in a very isolated camp at the edge of the Namibian desert and quite close to the Skeleton Coast.

An impressive experience that shall never be forgotten.

The above photo shows some daring tourists on the top of one of the very special dunes only found in the Namibian desert.

## Meeting with Burton

Regularly we meet with our suppliers in— and outside Europe. In April we met with representatives from Burton as you will see from this photo.

*The persons are from left to right:*

**Márton Varga**, Managing Director, **Heinz-Werner Kleffmann** and **Klaus**



## Meeting in Sydney Airport

During a stop-over in Sydney Airport on Klaus and Morten's latest trip to Australia they met our "agent" and longtime friend **Brian Pickering** and his wife **Daphne**.

They had not met for several years so there was a lot to talk about.

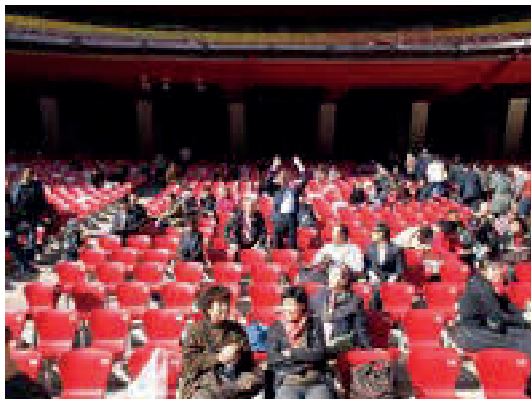


Brian was one of our first associates in the South Pacific since the start of our company. Hail to him and thanks a lot for support and cooperation for many years.

## The Bird's Nest in Beijing

During Klaus', Morten's and my latest visit together to Beijing one sunny Sunday morning we took some hours off to visit the new Chinese stadium - the Bird's Nest - built for the Olympic Games last year.

Very, very impressive!



## Visit to Jilin Carbon Co.

During a visit earlier this year Klaus, myself and Ruan Bo visited our friends in Changchun supplying our semi-graphitic cathode blocks.



From left to right the above photo shows:  
**Liu Yucheng, Ruan Bo, Jorgen, Bian Yuan, Sun Quan, Jiang Enfu and Klaus.**



Upon our arrival to the plant we were met by many dancing, elderly people. Obviously, it was some senior citizens making money by traveling from company to company and performing traditional dances in their beautiful dresses during the Chinese New Year Season.



## New offices at Sinosteel Shanghai



The offices are up to international, modern standards and very elegant. Some kind of Scandinavian style.

On the photos you see two female receptionists and Ruan Bo (responsible for the office decorations) and myself in front of a very beautiful modern Chinese painting in the main meeting room with typical Chinese chairs.



Visiting China is always a pleasure. Also because the Chinese are very considerate people and when we have our meetings they always place a "flagpole" on the table with a Chinese and a Danish flag.

It really takes so little to make people happy and I am happy every time I see the Danish flag abroad - either on its own or as in this case together with the Chinese flag.



## LIRR visit in Nykobing

In connection with the seminar which we held on 8th September 2009 we also had a meeting with the LIRR management in our offices at Mogelvangs Plads on 7th September.

*The persons on this photo are from left to right:*  
**Dr. Li Hongxia, Wang Shouye, Wang Wenwu, Linda, Morten, Klaus and Liu Guohua**

## Silicon Carbide Mini-Seminar

On the 8th September we gathered the below gallery of persons from China and Norway for a one day seminar in Nykobing Mors. I believe that the ladies and gentlemen representing Alcoa, Norway, Sintef and Hydro Aluminium, Norway + our Chinese friends and associates from LIRR are **the** world's leading specialists on silicon carbide blocks.

Participants from LIRR (Sinosteel Luoyang Institute of Refractories Research Co., Ltd.) were:

Dr. Li Hongxia, President

Mr. Wang Shouye, Vice President

Mr. Wang Wenwu, Head of R&D

Mr. Liu Guohua, Plant Manager and

Linda Zhang, Engineer and Head of  
Export-Import Dept.



*From left to right: **Klaus, Morten Sorlie, Egil Skybakmoen***

Other participants were:

Professor Morten Sorlie, Alcoa Aluminium, Norway

Research Manager Egil Skybakmoen, Sintef, Norway

Ph.D. student Ms. Zhaohui Wang, Sintef, Norway

Principal Engineer Eirik Hagen, Hydro, Norway

Project Engineer Ms. Helle Ruseng, Hydro, Norway



*From left to right: **Eirik Hagen, Helle Ruseng, Wang Shouye, Wang Wenwu***

The idea of the seminar was to evaluate silicon carbide blocks and their importance for the cathode linings, for pot performance and lifetime of pots depending on the quality and properties of silicon carbide materials.

Another topic was LIRR's newly developed sicathec 95 silicon carbide blocks.

I believe everyone had an interesting day where our guests learned quite a lot about LIRR, their production and not least LIRR's R&D work on silicon carbide blocks for cathodes but also LIRR's R&D work in general. On the other hand the LIRR representatives also learned a lot from the interesting discussions with our guests. All in all I think everybody had a succesful day.

This arrangement will be continued in the future and the next meeting shall probably take place in Luoyang.



## Autopsy at Hydro, Sunndal

On September 14th **Gerold Friedrich**, *Quality Control Manager, Burton, Germany* and myself were invited by Hydro Aluminium, Sunndal Plant, Norway, to participate in an autopsy of 2 prebake pots installed with our alubar 1100 barrier bricks.

As it was my first autopsy participation since I started in this business in 1961 I found it very interesting.

The outcome of the autopsy we shall only know about within the next few months.

During the autopsy I took a photo of the persons involved in the autopsy and I am sure that you recognize several of the persons on the photo.

A very interesting experience for me.



From left to right (back row): **Sigurd Aaram** (Hydro), **Svein Kåre Sund** (Hydro), **Alf Inge Ulvund** (Engen AS), (front row): **Kati Tschope** (Dr. Student NTNU, Germany), **Øyvind Østrem** (Dr. Student NTNU), **Egil Skybakmoen** (Sintef), **Helle Ruseng** (Hydro), **Christian Schøning** (Sintef), **Eirik Hagen** (Hydro) and **Zhaohui Wang** (Dr. Student NTNU, China)



*The beautifully located Sunndal plant*



## Cooperation with R&D Carbon, Sierre, Switzerland



As from 1st July 2009 we have started a close cooperation with our friends from Switzerland. You can read more of this cooperation on our homepage "News".

The idea is that on behalf of simonsen clients R&D Carbon and their specialist on carbon materials are going to inspect all shipments coming from Changchun and Wanji in China. Any shipments will be inspected, quality-controlled and certified by R&D staff members to make sure that also cathode blocks supplied by simonsen a/s are of the highest quality.

*The persons on this photo are from left to right:*



**Jorgen, Dominik Berchtold** (CEO, R&D Carbon), **Michael Wrotniak**, **Ulrich Mannweiler** (Consultant), **Werner Fischer**, **Raymond Perruchoud** (Vice President, R&D Carbon)

## Suppliers' garden at Aluminium Bahrain

October this year Morten made a visit to our longtime friends at ALBA. As part of a new way of showing the importance of relationship and our excellent relations with Aluminium Bahrain Morten was asked to plant a *simonsen* tree in a special suppliers' garden. The sign will stay with the tree along with signs of other dedicated suppliers.



**Morten and T.E. Sherdiwala, ALBA**

Needless to say that we are honoured to have our own tree at the ALBA premises and that we find this idea outstanding.




**Morten together with Hussain Zayer, ALBA**

## LIRR's own Cryolite Resistance Test

We feel that LIRR as the supplier of silicon carbide blocks for the worldwide market should have their own cryolite resistance test. And now they have.

LIRR has new equipment for performing this test which will be in usage as from 1st September 2009.

See the categorisation of the cryolite attacks of the tested specimens in this letter.



Sinosteel Liaoyang Institute of Refractories Research Co., Ltd.  
Address: 41 Nianhe Road, Liaoyang, China Tel: +86 173 6420807 Fax: +86 173 6420778

Dear Customer,

After nearly 3 years intensive research, LIRR has succeeded in developing our own CRYOLITE RESISTANCE TEST (CRT) – see enclosed appendix please.

In LIRR's opinion, this newly developed test method gives the best impression of the tested products cryolite resistance. Also this method is very stable and repeatable.

For the convenience of comparison, the electrolyte resistance capacity of SiN<sub>2</sub>-SiC products tested has been divided into 6 categories. According to LIRR's tests and analysis in various Silicon Carbide Products for aluminum reduction cell from the worldwide market, we have determined the following:

Category 1: Practically, no products fall under this category;

Category 2 – 5: Products falling under this category meet your demands for an acceptable product;

Category 6: Products falling under this category will influence the service life of your cells and the quality of produced aluminium.

Categorization of the Degree of Corrosion

Volume loss (%)	Degree of corrosion	Evaluation
0.00 - 4.00	1	Perfect
4.01 - 8.00	2	Excellent
8.01 - 12.00	3	Very good
12.01 - 16.00	4	Good
16.01 - 20.00	5	Accepted
> 20.00	6	Rejected

As from early 2007, we shall start testing all LIRRs produced Silicon Nitride bonded Silicon Carbide Products the Sicatex 75 blocks for Reduction Cells on a monthly basis. The test results will within very few weeks be included in all LIRR's Works Certificates and also be contained in our half years SPC reports.

June 2009

## TMS, Seattle - February 2010

During the TMS Conference Sinosteel (LIRR) will give a presentation of our newly developed

### sicatex 95 - silicon carbide blocks

LIRR will be represented by Dr. Li Hongxia, President, Mr. Wang Shouye, Vice President and Dr. Huang Zhigang, who has been behind the development of the sicatex 95.

Sinosteel Shanghai will also be represented by Deputy General Manager Ruan Bo and Mr. Bian Yuan, General Manager of Jilin Carbon Co. Ltd. in Changchun.

The presentation will take place in a banquet room where you can meet the Chinese representatives for discussions about as well our sicatex 75 and 95 blocks as our semi-graphitic ccb series of cathode blocks and fully graphitized blocks from Changchun and Wanji respectively. This get-together party with the Chinese will be announced separately.

We look forward to seeing you in Seattle where the family will also be well represented.

## Christmas Greeting from Sinosteel



In December last year we received the above letter from our associates in Shanghai represented by Ruan Bo, Deputy General Manager of Sinosteel, Shanghai.

## Employee of the Year

Every year "The China Metal Association" presents an award to "Outstanding Young Scientists and Technicians" in the Metal Area.



The award is presented in Beijing and last year the award was given to Senior Engineer **Liu Guohua**, LIRR's SiC Plant Manager, whom you see on the photo.

It was a great honour to LIRR and Mr. Liu.

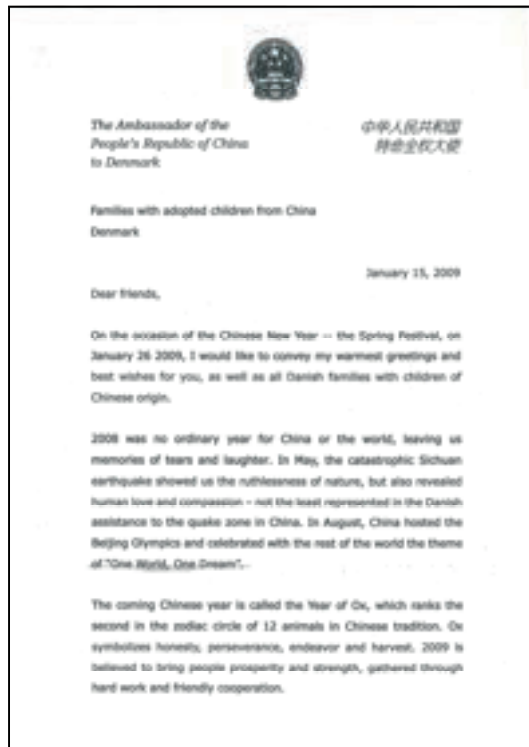
## Statement from Danish Embassy in Beijing

For official reasons we needed a statement from the Danish Embassy in Beijing for Sinosteel.

We received this letter speaking for itself.



## New Years Letter from the Chinese Embassy to Laura and Olivia



As you know Morten and Marianna's two girls are adopted from China. Every year the Chinese Ambassador to Denmark sends a letter to all families who have adopted Chinese children as you will see to the left.

A very kind gesture.



## Ptuj Parachute Club

For several years we have been sponsoring the above club in Ptuj, Slovenia, via their chairman and dynamic leader **Zlatko Cus**, whom I believe many of you from the industry know very well.

Zlatko has sent me the below photo showing so-



me of the young "jumpers" in their outfit and with all their equipment. These fine young people - ladies as well as men - are some of the best parachuters in the world. What about that?

## Danish Election

In 1994 a nutty entertainer was elected to the national parliament of Denmark (Folketinget) representing an organization called "**The Association of Deliberately Work-Shy Elements**". He only lasted one season. However, he brought some fresh air into the parliament and he was pretty non-controversial.

Here are some of his election promises:

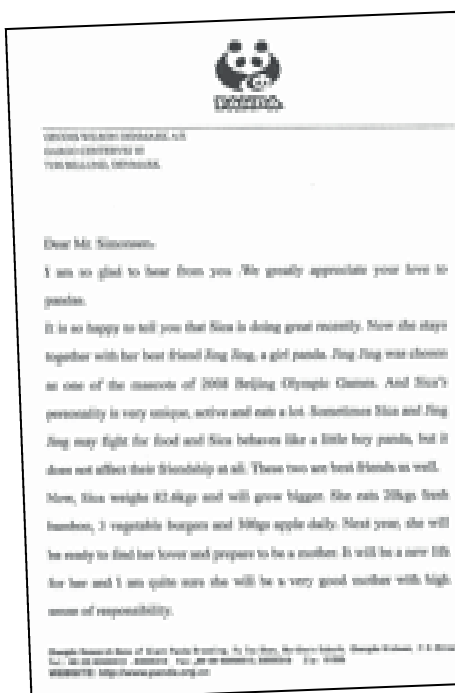
- Carpets in the pedestrian streets of Aarhus
- More tail wind for pedal cyclists
- Hazelnut spread in field rations
- More whales in Danish fjords
- Harmonization of vacuum cleaner bags in EU
- More Christmas presents for everybody
- Mans right to temporary impotence
- The lowest state pension for people without humour



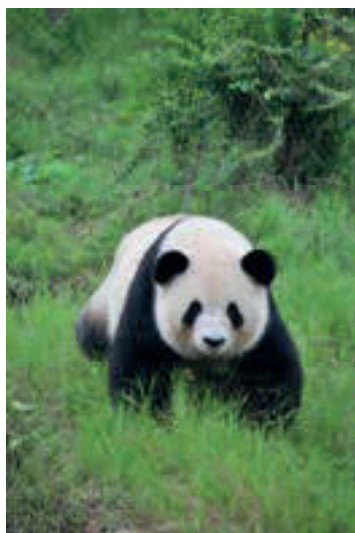
## Chengdu Research Base of Giant Panda Breeding

This spring Mr. Zhang Zhihe, Director of the above Panda Center in Chengdu, Sichuan Province, China, sent us this letter thanking for our annual contribution to the Panda Center.

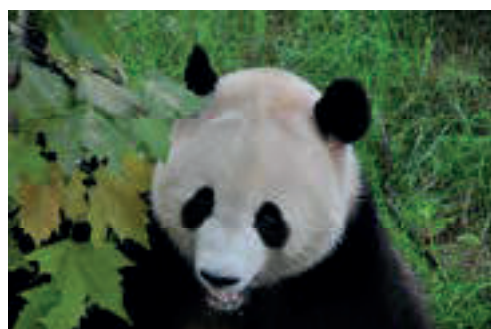
As you will see our support to save this endangered animal specie is highly appreciated.



## Our panda SICA



During my recent trip to China I also went to see SICA who is now 4 years old and weighs 91 kilos. As you can see from these photos she is quite satisfied with her life.





## Thula Thula Game Reserve



Upon our departure from Thula Thula on 30th December 2008 the entire family was photographed together with the owner of The Thula Thula Game Reserve, Lawrence Anthony and two of the rangers namely Vusi and Promise who are also good friends of the family like Lawrence and his wife Francoise.

Lawrence Anthony has recently written a bestselling book called "The Elephant Whisperer" which I can highly recommend to anyone who is interested in wildlife and to learn about Lawrence's unique relation to his elephant herd.



Lawrence has told me that when the matriarch of the elephant herd, Nana, gave birth to her first baby Imvula she came and presented her newborn baby at his private lodge one day.

Later when Lawrence became a grandfather he took his grandson into the bush, found the herd and went up to Nana to show his "baby" and Nana came up to Lawrence, touched the baby with her trunk and after this brief baby presentation Lawrence left the herd again.

Remember, we are talking about wild elephants!



## Don't drink and walk .....

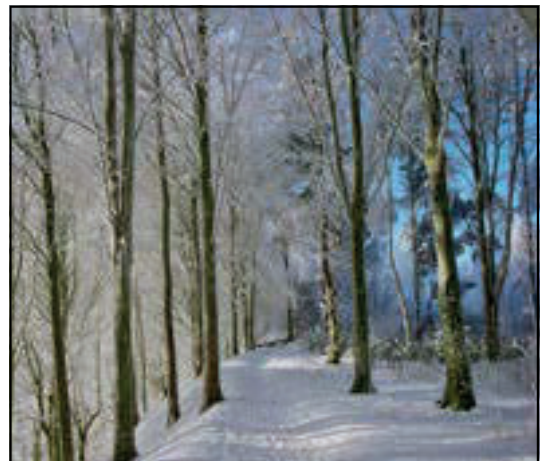
During a trip to South Africa at the beginning of this year some friends of ours in Richards Bay gave me the below sign from a wine box.

It seems as if some people walk on the roadside when they are intoxicated and get hit by cars and therefore this warning. Usually, in our part of the world we should not drink and drive but in South Africa it is also: **don't drink and walk on the road, you may be killed.**



*Kingfisher at Thula Thula,  
December 2008*

*Nykobing Mors (outside my house),  
December 2008*



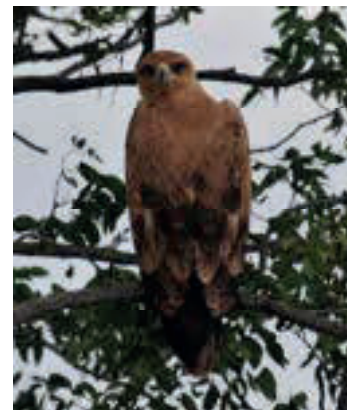
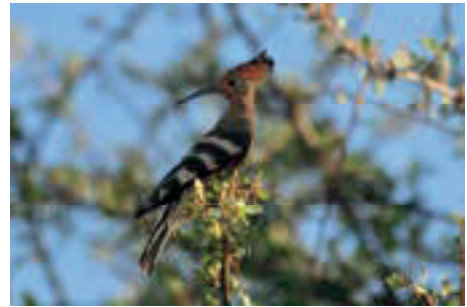
Communication can be difficult. See below instructions to make calls from one room to another in a Zimbabwe hotel:

*"To speak to a guest in another room please follow these instructions:*

*1st floor - add 250 to the room number and dial, on to 2nd, 3rd and 4th floors - dial the number required.*

*5th floor - subtract 250 from the room number and dial, e.g. to contact room 510 dial 260 EXCEPT for room 542 whose number is 294."*

## African impressions - December 2008



### Chinese Fitness Center

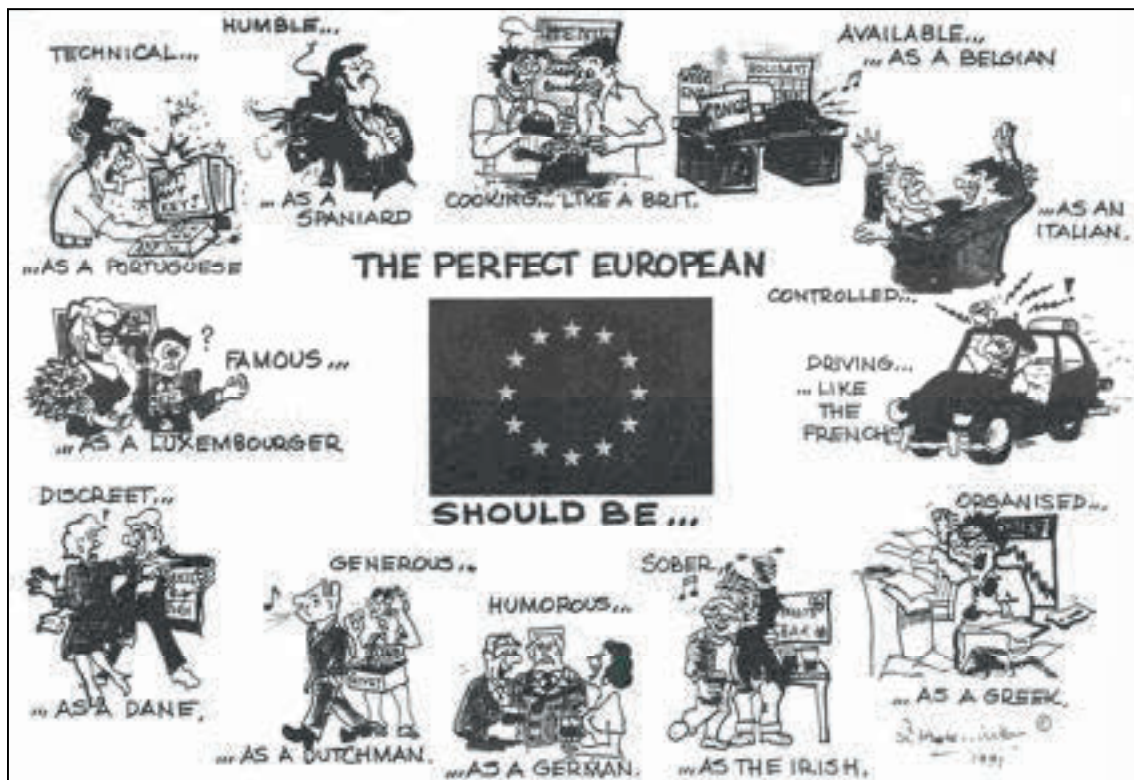
In many hotels these days the big thing is fitness centres and this idea has also spread to China.

In a hotel which I regularly use they call it a "business center". In this business center they can provide the following services:

- |                             |  |
|-----------------------------|--|
| 1. New faction rubbing back | 6. Pedicure / Knead foot, 28 yuan each spesies |
| 2. Pushing salt of deep sea | 7. Beauty treatment for leather shoes          |
| 3. Chinese bathing foot     | 8. Detachable stove chimney                    |
| 4. Treating in part         | 9. Digging ears / Manicure                     |
| 5. Beating legs             |  |

Many of these "treatments" I would definitely be a little hesitant to try.





## Hotel signs

Here are some interesting examples which a Danish paper picked up from an American paper some years ago:

*Tokyo:*

You are invited to take advantage of our chambermaid! (*Quite something, isn't it?*)

*Moscow:*

If this is your first visit to the USSR, you are welcome to it. (*The English language is a difficult one....*)

*Hong Kong:*

For your convenience we recommend courteous, efficient self-service (*That is one of the things about self-service I do not like - the service is normally very bad*).

*Zürich:*

Because of the impropriety of entertaining guests of the opposite sex in the bedroom we suggest that you use the lobbies for this purpose. (*I do not know what the other guests would think if one really followed the instructions of the hotel!*)

*Oslo:*

Ladies are requested not to have children in the bar. (*No, they should either stay at home or go to the hospital, shouldn't they?*)



## A fable

Once upon a time there was a non-conforming sparrow who decided not to fly south for the winter. However, soon the weather turned so cold that he reluctantly started to fly south anyway. In a short time ice began to form on his wings and he fell to earth in a barnyard almost frozen.

A cow passed by and defecated on the little sparrow. The sparrow thought it was the end but the manure warmed him and defrosted his wings. Warm and happy, able to breathe, he started to sing.

Just then a large cat came by and hearing the chirping he investigated the sounds. The cat cleared away the manure, found the chirping bird and promptly ate him!

**The moral of the story:**

1. Everyone who shits on you is not necessarily your enemy.
2. Everyone who gets you out of the shit is not necessarily your friend.
3. And if you're warm and happy in a pile of shit,  
KEEP YOUR MOUTH SHUT !

*(Sorry for the not so nice words but I think they are necessary to use to get the full effect of the fable.)*

## Old Viking Sayings

Drink you mead, but in moderation  
talk sense or be silent  
No man is called discourteous who goes  
to bed at an early hour

Go you must  
No guest shall stay  
in one place for ever.  
Love will be lost  
if you sit too long  
at a friend's fire

Wake early  
if you want  
another man's life or land  
No lamb  
for the lazy wolf  
No battles won in bed

A kind word need not cost much  
The price of praise can be cheap  
With half a loaf and an empty cup  
I fould myself a friend

Better a humble  
house than none  
A man is master at home  
A pair of goats  
and a patched roof  
are better than begging

Rise early  
attend to work  
if there's no helping hand  
The morning sleeper  
has much undone  
The quick will catch the prize

## Isms ...

### Feudalism

You have 2 cows; the squire claims some of your milk.

### Pure socialism

You have 2 cows, the government takes them, places them in a barn together with everyone else's cows. You must now watch all the cows. The government gives you a glass of milk.

### Bureaucratic socialism

You have 2 cows. The government takes them and lets 2 former chicken farmers watch them, while you have to watch the chicken, which the government took away from the chicken farmers. The government gives you all the milk and all the eggs that the bureaucracy feels you need.

### Stasi socialism

You have 2 cows. The government takes both of them and makes another farmer watch them. The government employs you to watch the farmer and see if he takes good care of the cows.

### National socialism / Nazism

You have 2 cows. The government takes the milk, slaughters the cows, gives the meat to the army and blames the Jews.

### Danish socialism

You have 2 cows. The government takes one of them and gives it to your neighbour because it is a family with young children.

### Perestroika

You have 2 cows. It is the intention that you shall watch them, but the mafia takes all the milk. You steal as much milk as possible from the mafia and sell it on the "free" market.

### Cambodian communism

You have 2 cows. The government takes them both and shoots you.

### Fascism

You have 2 cows. The government takes them both and enrolls you in the army.

### Representative democracy

You have 2 cows. Your neighbour elects some people who are to decide who should have the milk.

### Cuban socialism

You have 2 cows. The government takes them both, employs you to watch them and sells the milk.

### Bureaucracy

You have 2 cows. The government slaughters one, confiscates the other, milks it and pours out the milk.

### EU bureaucracy

You have 2 cows. The European Commission has made some regulations informing you how to feed the cows and when to milk them. Germany pays you for not milking the cows. The veterinary department takes both cows, shoots one, milks the other one and pours the milk into the gutter. Finally the Council of Ministers asks you to fill in 10 forms to explain why you have lost a cow.

### Anarchism

You have 2 cows. You either sell the milk at a fair price or your neighbour tries to steal your cows and kills you.

### Surrealism

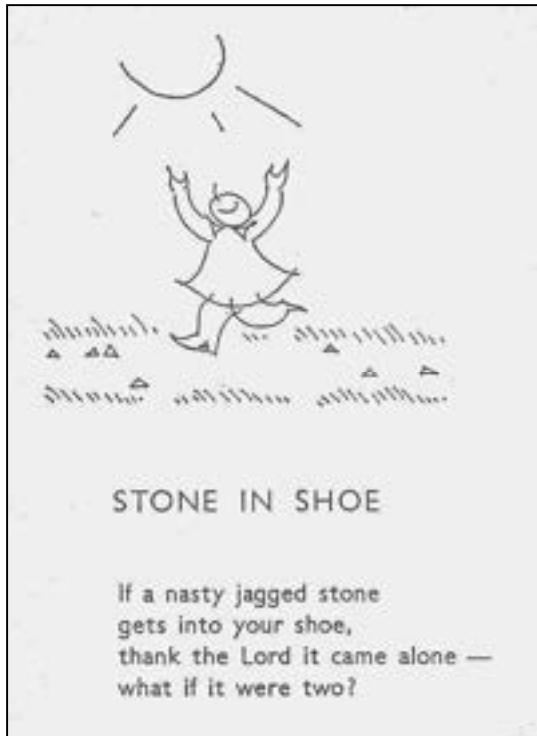
You have 2 giraffes. The government forces you to take accordion lessons.

### Schizophrenism

You think you have got 2 cows. The government takes fifteen of them and places you in a strait-jacket.

### Totalitarianism

You have 2 cows. The government takes both of them, denies that they ever existed and forces you to join the army. Milk is prohibited.



### Let's do it!

This is the story of four business executives employed in a multi-national company. We don't know their names nor the name of their company. For convenience, let us assume their names are **Everybody**, **Somebody**, **Anybody** and **Nobody**.

An important job had to be done and **Everybody** was asked to do it. **Everybody** was sure that **Somebody** would do it. **Anybody** could have done it but **Nobody** did it. **Somebody** got angry because it was really the job of **Everybody**. **Everybody** thought that **Somebody** would do it but **Nobody** found out that **Everybody** didn't do it. In the end **Everybody** accused **Somebody** but in reality **Nobody** asked **Anybody**.

### That's the End of the 2009 Anniversary Dynasty Update!

The entire family wishes you and your families a happy Christmas and a prosperous 2010 and remember always to treat others the same way as you would like to be treated yourself and that the shortest distance between two persons is a smile!

Warmest regards,





Bagside = sølv-/alufarvet