

simonsen®

Dynasty Update 2010

December 2010

Dear Readers !

We are now well into our 26th year of existence.

During the past 2 years we have felt the international financial crisis like everybody else but now we can slowly feel "milder winds" blowing meaning that we sense a higher degree of optimism.

There are more new smelters on the drawing boards like in Iceland, the Middle East and India and more and more smelters are restarting their idled pots, so we are now more optimistic than we have been for the last couple of years.

We also feel that with the expected growing activities around the world we might end up in a situation where the demand for any cathode materials from cathode blocks to bottom insulation will increase rapidly, so a word of advice is to be in due time with your predictions for your demand for refractories for the coming years and to have the orders placed at least before the end of 2010 for deliveries in 2011, 2012 and probably also for 2013.

Fortunately, our suppliers have large capacities, so we should be able to cope with most demands.

We have also seen a low LME price for aluminium for a couple of years but now the price is stabilizing again at what we believe is an acceptable level - at least for the newer and most modern smelters, i.e. around USD 2000 per MT.

The outlook for the industry looks very promising so let us hope that the demand for aluminium and the prices will grow during the coming years.

I hope you will read this 15th issue of the Dynasty Update with interest and I thank everyone for photo contributions etc.

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

Our 2010 Christmas Card



Long-tailed macaque monkey (*Macaca fascicularis*)

The Dynasty Update Cover

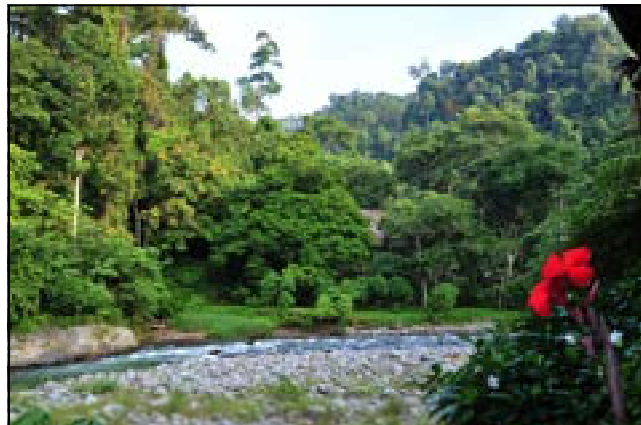


Orangutan, Bukit Lawang,
Sumatra

The photos used this year for our Christmas card, envelope and Dynasty Update cover were all taken during my recent visit to the National Park at Bukit Lawang, Sumatra in June.

What a scenery!

Envelope 2010



Our family

Fortunately, everything goes very well in our small 11 member family.

Klaus' daughter **Sara** - our eldest grandchild - is now working in a local animal and flower park. Like the rest of our family Sara is very much dedicated to animals, so she is doing exactly what she likes the best. She will finish the education as animal keeper some time early 2012.

Frederik - Klaus' elder son - is in the process of education and is now at the local gymnasium (Danish upper secondary education) on his second term. What he will do after having finished the third term we do not know yet but he will probably continue studying at an university in Aarhus.

Klaus' younger son **Nikolaj** is still at school and only 13 years old. He will be confirmed next spring. Nikolaj's big interest is music and cars, so he may go in any direction when that time comes.

Morten's two daughters **Laura** and **Olivia** are keen tennis players.

Laura was confirmed this spring and is now a beautiful young lady heading towards her 15th year. She is - like Olivia - very good in school and a very active girl in many respects.

Laura in the church



All our grandchildren visit us almost daily - what a pleasure it is to be so close to them. They love their grandmother's - Tove's - cooking and often they have special orders of what they would like to eat when they visit us for dinner.

All in all a very well-balanced family with a good family life as well in- as outside the company.



*Our grandchildren from left: **Olivia**, **Sara**, **Laura** and **Frederik** and behind is **Nikolaj***

Our STAFF

We feel an obligation to ensure that the younger generation gets a job which is not so easy these days and have as from 16th August employed a new trainee, **Trine Jensen**, who in June this year completed the Danish HHX (Higher Commercial Examination in Business Economics). Trine will be working in the finance department.



Trine Jensen



Mette was back from her maternity leave mid September.

Company Reorganisation

I have now turned 73 and it is about time to pass on more responsibility to our staff.

Morten holds the position as our Managing Director and does most of our travelling to visit clients in order to maintain our close relationships with so many companies and persons all over the world.

Klaus is now taking over more of the travelling to China from me to maintain our good relations with our various Chinese suppliers of silicon carbide blocks and cathode blocks.

Marianna (Morten's wife) is HR & IT Manager.

Susanne Simonsen is now Shipping Manager responsible for the entire shipping department including pricing and quotations for the clients.

Lisbeth is still handling the entire finance department.

Staff Gift for our 25th Anniversary

Our staff was very creative when they decided which gift to present to our family on the day of our 25th anniversary. They had 3 different ceramic pandas made. Each one should symbolize Klaus, Morten and myself. Guess for yourselves who is who.....

The pandas were placed on small sicatec 75 bricks. You will see the pandas in our conference room when you come around.



Our 25th Years Anniversary

On the 1st December 2009 we celebrated our 25 years in business with a glass of champagne and some "sweet cake" (kransekage) in the office.

However, on Saturday the 5th December we had a big party in a neighbouring manor house with participation of our grandchildren, suppliers of various kinds of services and products, bankers, shipping agents, our financial advisers plus a few other companies important for us running the daily business plus of course the entire staff with spouses.



In the afternoon the entire party was received by the mayor of our city, Egon Pleidrup, who gave a reception at the town hall where we were served champagne to welcome everyone to Nykøbing and also to express his satisfaction with simonsen's activities.



In front of the town hall





Right after this reception the party was taken by 2 buses to the manor house where we had a welcome drink and a candle light dinner in the great hall.

The manor house dates back to 1570, so it was really a nice place to spend such an evening.

After dinner we had arranged a band to play and only in the wee hours of the next morning we returned back home and to the hotel respectively where the guests from outside our island were staying.



A special guest was **Mr. Christen Verner** who educated me in shipping in 1958 and with whom Klaus was working for a few years as a shipping assistant. He is still going strong and I owe this fine gentleman a lot of thanks for what he has been teaching me. Christen also gave a touching speech to our family.

We also want to take this opportunity to thank all our associates for many years of loyal support and cooperation!

It was a memorable day and evening and a fantastic party!



*The ladies all dressed up for the big party:
From left to right: Birthe, Grethe, Lisbeth, Susanne, Louise,
Connie, Maria, Hanne and Trine.*

Travelling Staff

We find it very important that also our staff does some travelling to meet our clients and our suppliers to establish a close contact and to make the daily work easier. It is also important for our employees to see how the products are being produced, packed, marked and loaded on to trucks and containers.

Susanne (left) and **Maria** (right) in front of The White Horse Temple in Luoyang together with **Ms. Xue Ping (Pippo)** from LIRR.



The above photo from the visit at Dubai shows from left to right:

Haiedeh Marashy (Dubai), **Torben Lee Ludvig** (DHL Denmark), **Prakash Varghese** (Dubai), **Adnan Maqbool Phool** (Dubai), **Radhakrishnan E.C.** (Dubai), **Connie** and **Hanne**.

This year so far representatives from our company have been visiting Calsitherm and Techno-Physik in Germany, Dubai in Dubai and LIRR in Luoyang, China.

On the last overseas trip Susanne and Maria went to Luoyang for one of our regular meetings with LIRR. This was Maria's first trip to China, so she was very impressed by China in general but also by the production in Luoyang.



From left to right: **Hanne**, **Petra Villmer** (Calsitherm) and **Lisbeth**.

Visit from Germany



On the 22nd July **David Eisma** (Trimet) and his fiancée Patricia visited us in Nykøbing.

It is always very nice when our clients/friends visit us and we also hope to see you here some day!

Visit to Alcoa, Norway

Since years we have been doing business with the 2 smelters in Lista and Mosjøen, previously belonging to Elkem but now 100% owned by Alcoa. I visited Lista in April this year and had a meeting with the gentlemen seen on the below photos.



Jac Salvesen and Jon-Inge Johannessen



Karl Johansen and Jac Salvesen

I had a very good meeting with these longtime friends of ours. Again, a great pleasure to visit our good business friends in Lista.

Meetings in Germany



In May I visited our friends at Voerdal in Voerde and Trimet in Essen and Hamburg. It is a pleasure to go "south of the border" by car to see smelters which are not that far away from where we live and we had good technical and commercial discussions.

I always enjoy visiting Germany because I love the German food - sehr deftig - and their various kinds of beer plus we always have good understanding among ourselves. I strongly believe that because the Danes way back came to Denmark from Germany, the mentality in Germany and Denmark is very much the same.

Everything must be correct and in good order - Ordnung muss sein - and that is exactly how we also always try to run our business.



Jorgen and Heinrich Kruse, Voerdal

Hydro Technical Meeting at Karmøy

Every 2 years we have a technical meeting with all plant managers and technically responsible people from the Hydro smelters in Norway and Germany.

I think it is a very good idea to meet with your clients on a regular basis - every year or every 2 years - for us to present new products and for us to listen to which improvements the smelters might want concerning products, service, paperwork etc. etc.



*From left to right you see: **Günter Berndt** (Hydro), **Linda** (LIRR), **Synnove Brynjulfsen** (Hydro), **Marvin Bugge** (Hydro), **Eirik Hagen** (Hydro), **Huang Zhigang** (LIRR), **Svein Kaare Sund** (Hydro) and **Klaus**.*

I firmly believe that Hydro's ideas are worth copying for other smelters, especially the large aluminium groups.

What we often do is that - depending on what is high on the respective agendas - we include some technical and/or quality control persons in our party from our suppliers to establish a direct dialogue between the producers and the consumers to make sure that we in all respects supply the optimal products and provide the optimal service.

Going to Norway is nearly like being in Denmark. The Norwegians, the Swedes and the Icelanders are our Scandinavian brothers and sisters and we never have a dull meeting and time in their company but we of course also have very good discussions and exchange of ideas. Excellent.

After a long day's work Hydro was so kind as to invite the guests for dinner in Hydro's guest house at Karmøy. It is a 300 year old lighthouse which is now exclusively used as a guest house where Hydro entertain their guests.



Eirik Hagen, Linda Zhang, Huang Zhigang and Synnove Brynjulfsen

This gesture is really appreciated. The food and service were excellent and again we had a very good and most enjoyable time between all of us - Norwegians, a German, Chinese and a single Dane. During the dinner Hydro represented by Ellen Jorgensen, Head of Procurement, addressed Alf Harry Baadsvik who is now retiring after many years of service.

Another good Norwegian experience.

Inalum, Kuala Tanjung

I visited Inalum in June this year. Kuala Tanjung where the Inalum smelter is situated is approx. 3 hours drive from Medan.



A very interesting place to visit (I have been there many times over the years). The reception by the Inalum employees is always very warm.



I was invited - together with our agents from Jakarta and Medan, Mr. Hardi Sasmita, Ms. Suyanti Trifena and Mr. Eko Prajitno - to give a presentation on our new sicatec 95 silicon carbide blocks but also on our other products like barrier bricks, insulating bricks and cathode blocks.

A fantastic day. Only a pity that this large island - Sumatra - is so far away from Denmark. It is a very exiting part of this planet. Go there if you can, it is worth it.



*On the above photo you see:
**Eko Prajitno, Suyanti Trifena, Jorgen
and Hardi Sasmita***



New Purchasing Manager at Aluminium Bahrain

During one of Morten's visits to see ALBA he took this photo of **Mr. Hamad Jahangeer Hatem**, Procurement Dept.

As you will see Mr. Jahangeer is standing in front of the "simonsen tree" which ALBA has planted in their suppliers' garden.

We really appreciate this gesture from ALBA's part.

Meetings in the Far East



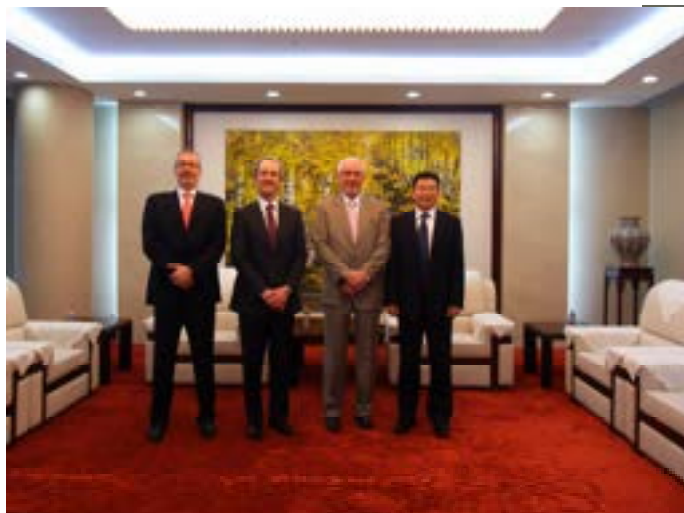
*Isolite Products Co. Ltd.:
From left to right: Former president **Tony Tanaka** now retiring after 43 years, **Kazutoshi Sugiyama** and **Seiichiro Ando**.*



*From left to right: **Jorgen**, **Morten** and **Ken Fujinami** of LGE Japan Ltd.
In the background it is Mr. Fujinami's wife and daughter.*

On our way back from the TMS in Seattle Morten and I returned to Denmark via Japan and China - the longest short cut - as we had to visit some former business associates in Osaka who were on the point of going into retirement, so we wanted to say thanks for the good times we have had with these gentlemen.

In Shanghai we had meetings with Sinosteel - Mr. Bingjian Du, General Manager and Mr. Ruan Bo, Vice General Manager - to discuss our business so far with Sinosteel and how to move ahead and how hopefully to become even more succesful in the future.



*From left to right: **Klaus**, **Morten**, **Jorgen** and **Bingjian Du**, General Manager of Sinosteel, Shanghai.*



***Ruan Bo**, Vice General Manager of Sinosteel, Shanghai*

As usual very good meetings with our close Chinese friends with whom we have now been in business for more than 15 years without any bigger problems.



Visit to China August 2010



Another visit for me to China was pretty important to have certain issues solved in Luoyang and Shanghai.

On this occasion I got the chance to see as well the Chinese as the Danish Pavilion at the EXPO 2010 in Shanghai. It is very impressive and it must be immense sums that have been spent on this event. But fortunately no one seems to be in lack of funds these days or?

***The Little Mermaid
in Shanghai***

During the visit to LIRR, Luoyang, a meeting with all the managers from the silicon carbide plants was arranged. We found it important to meet the production staff responsible, inform them about simonsen's activities and about the importance to LIRR, simonsen and not least our clients that everyone in the plant does a perfect job.

More than 40 people were gathered in the large meeting room in LIRR's offices in the plant.

After my "pep-talk" everyone seemed happy to meet the old man (called: the boss) and to hear directly from me what our clients require, what simonsen requires and our market position in general. I think such meetings are valuable and will be considered repeated in the future about once a year.

The below photo shows all the participants in the meeting.

The Chinese also know how to line up for group photos. When I think about all the mess every time our family has our gathering in the springtime and I have to take the usual group photo and how difficult it is to make the family members stand still.....



In this respect we have something to learn from the Chinese.

TMS Seattle February 2010

As usual as well Klaus, Morten and myself participated in this year's TMS Conference. Our party also included **Mr. Huang Zhigang**, Engineer and Leader of LIRR's SiC R&D team and **Mr. Wang Shouye**, Vice President from LIRR.

Mr. Huang gave a presentation of the self-bonded sicatec 95 silicon carbide blocks at the Four Seasons Hotel to which we had invited many persons from all over the world. Both the attendance as well as Mr. Huang's presentation were very good.



Morten and Michalis Fratzeskos
(Aluminium S.A.)



From left: **Dilip Koshy** (EMAL), **Morten**, **Raja Javed Akhtar** and **Naseem Hassan Khan** (both EMAL), **Jorgen**, **Wang Shouye** and **Huang Zhigang** (both LIRR).



Klaus and Till Reek (Trimet)



Klaus and Ole-Jacob Siljan (Hydro)



From left: **Charley Liere**, **Matthieu Casasole** and **Jean-Pierre Cleirec** (all Carbone Savoie), **Wang Shouye** and **Huang Zhigang** (both LIRR).



Doris Diaz (SGL Carbon Group), **Carlos Gueiros** (Barranda) together with **Morten**



Horst Peters (ATC) and **Harald Øye** (NTNU)

As usual we also had a lot of fruitful meetings with representatives from many smelters, procurement departments and technical people, so all in all it was as usual a good opportunity to see many business associates but surely also to meet many friends from our industry whom we had not seen since the last TMS.



From left: **Klaus**, **Deepali Kumar**, **Colin Williams** (both Rio Tinto) and **Jorgen**



Morten, **Isa Al Ansari** (ALBA) and **Klaus**



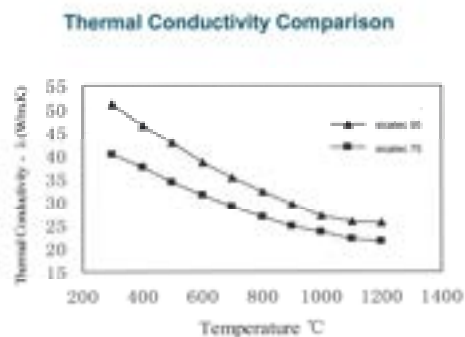
Jorgen, **Scott States** (Century Aluminum) and **Morten**



Donna Bozarth and **Dave Whitmore** (both Century Aluminum) together with **Klaus**

sicateg 95

Early this year we introduced our new quality **sicateg 95** worldwide.



The expected "beginner's problems" have already been experienced but fortunately Sinosteel/LIRR have got things very well under control and we have started getting orders for this new product.

The sicateg 95 has a very high cryolite resistance and also a very high thermal conductivity meaning that the ledge in the bath is created very fast thereby giving the necessary protection to the sidewall blocks in a very short time.

We expect an increased sale of these new blocks which is really the new generation of silicon carbide blocks, self-bonded and NOT nitride bonded as our sicateg 75 silicon carbide blocks.

The sicateg 95 blocks were presented by Dr. Huang Zhigang from LIRR during the TMS in Seattle.

Octopus lifter

The Octopus lifter is still being used in many smelters for handling large alubar 1100 barrier blocks and sicateg 75 silicon carbide blocks making it very easy to install these products in new pots and pots to be maintained.

The Octopus lifters come in various types and we shall be more than happy to quote you for the lifter that you need.



simonsen / Staring mixer



Also the Staring mixer is now used in many smelters especially for mixing our sicabond mortar used for the installation of our sicateg 75 blocks.

The mixing of any mortar and/or castable is always very important to achieve the optimal working results of the mortar or castable to be mixed.

We therefore strongly recommend the Staring SM 125 mixer which can of course be used for mixing any bagged material.

German Excellence Award 2009 (Ludwig-Erhard-Prize)

The basis of the Excellence Award is the EFQM Excellence Model. For some years already, BURTON has successfully established and structured its processes according to the Excellence Model which aims at strengthening German organisations to reach performance at world class level. Categories contained in the Excellence Model are: Excellence in leadership, strategy, people management, resources, quality systems and process management.



During the past years BURTON has improved its performance constantly and obtained a prize in the group of companies ranging from 100 to 500 employees.

This award was presented to the successful German companies on 26th November 2009 in Berlin and I was invited for this event which I enjoyed very much with my many colleagues from BURTON.

This award shows that BURTON really engages in quality improvement in all areas which we as their partner appreciate very much. This achievement is of course also a big advantage for all our clients of the Alubar 1100 and Perial fluewall bricks.



On the top photo you see **Gerold Friedrich** (number 2 from the left) next to BURTON's Managing Director **Marton Varga** right after having received the Ludwig-Erhard-Prize. The other photo shows the entire BURTON staff present for the event including myself.



ISO Certification

According to this certificate we have had the usual 3-year ISO evaluation and we were re-approved without any remarks at all.

This is probably because our good friend and close associate Jens Broberg does a perfect job every 2 months he visits us to ensure that we live up to the standards in all respects in our daily work.

Cathode block production in Changchun, China

You probably all know that the winter was very tough in various countries end last year and early this year.

In Changchun some days they faced more than minus 40°C. This extremely cold weather unfortunately meant that the gas supply was cut off for some time plus the cold also caused other production problems, as the production halls in Changchun are not heated.

These unfortunate circumstances meant that several orders were delayed for weeks. Such delays - because of the weather - will not happen again as the necessary measures have been taken to avoid ending up in a similar situation where we are not able to keep the promised time of delivery which is very unusual for us. However, no one can tell how the weather will behave and we all have to follow the "laws of nature" but of course safeguard ourselves as far as at all possible.

Elderly Cabin Crew

On Morten's and my way from TMS, San Francisco to Osaka we flew United Airlines. We were very surprised when we saw some of the crew members. Three of these crew members - 2 ladies and 1 gentleman - had all reached the age of 80!

We - Morten and I - have never experienced a crew with such a high age. They were all very kind and efficient but I wonder what they would/could do in an emergency situation?

This must be what they call "old at work".



Retirement

In my age more and more often I see longtime friends leave the business because they reach a certain age and want to or have to retire.

One of my very good friends since decades, **Hans Bertlin** from KUBAL in Sweden retired this spring and I went to say goodbye and to thank him for many years of good cooperation and friendship.

On the below photo you see **Hans Bertlin** (to the left) together with his successor **Malin Ericson** and her boss **Niklas Eriksson**.



I shall miss Hans but that's life, people come and go. I believe we shall also establish a fine cooperation with Malin and Niklas.



Thanks for all the good times, Hans!

People come and go

It is very often a nuisance when you have got to know people and they suddenly leave their company. This experience we had several times last year.

One of the persons who changed company was Raitt Marshall who left MOZAL in Mozambique. Where Raitt is right now I don't know but before he left he sent a very kind mail to Morten saying:

"Pass on my best to Klaus and especially your father who remains one of the true remaining characters in the business."

Such a statement I never heard before but of course I got flattered.

Mosconi srl, Annicco, Italy

Lately Mosconi has developed a new type of insulating brick - Isolmos 95 - which is different from the other Mosconi qualities by having a higher max. service temperature of 950°C and a higher cold crushing strength than other Mosconi qualities.

Arabal

This year's ARABAL conference takes place early November. Morten and I shall participate but as this Dynasty Update has already been finished by that time, unfortunately, I cannot bring any information about the conference in this publication.

Icelandic Friends

On Iceland we also have a retired friend, **Thorarinn Sófusson**, ex ISAL and RTA, Iceland. When the volcano was still active Thorarinn sent us the following mail:

"Dear Jörgen,

Hope that you and Tove and all your family are well. Now it is almost a year since I retired. It has been strange, waking up early every morning not going to work. But one gets used to it, I've been told.

Now Iceland is in the news again. Next to Eyjafjallajökull is Mýrdalsjökull and the volcano Katla is underneath that glacier. An Icelandic saying is that shortly after an Eyjafjallajökull eruption Katla will start. (It did in 1918). Our scientists say that Katla's eruption will be ten times bigger and much more serious. Let's hope they are wrong this time.

Jörgen, I hope that the business is good and hope to see you soon.

Best regards to all of you from Asdis and myself, Thorarinn"

To the right you see the volcano Eyjafjallajökull which caused so many problems for the air traffic for quite a while.



Nature is very forceful and one gets humble when you see the power and influence such a volcano can have on many things and all the money it can cost as well.



Simonsen goes Green



We have our own bicycle parking space in front of our offices and as you can see we have a lot of dedicated bike riders.

No cars in our parking lot that day.

Cooperation

From a business friend of ours, **Richard Baron**, working for ALCOA at their Baie Comeau smelter in Quebec we received the following mail:

"Hello sir,

It was a pleasure to have the chance to meet you at the TMS in New Orleans in 2008.

I would also like to congratulate you on the 25th anniversary of your company. It is an achievement that you can all be proud of these days. The fact that you were able to keep your focus on quality products in this world of cheap-cheap-cheap is a proof that quality and customer services still have its place in this business.

Please send my congratulations to all your employees on this major accomplishment

Sincerely,

Richard Baron"

Via Richard Baron we also support the whale protection organisation **Mériscop** in Quebec.

First Aid

As part of our ISO approval we wanted to add another dimension to this standard. We namely wanted our entire staff to be able to give full first aid to any person including professional heart massage.

So it was therefore arranged that the organisation "Falck" came to educate our staff for two full days so that they became qualified among other things in assisting people that might suddenly get a heart attack.

So you can come and see us and we shall be able to assist in any way needed - our doctor lives only 10 metres away as an extra safety guarantee, so if you come and you should feel uneasy learning about our low prices - there will be no problems, we shall and can care for you in all respects.

Connie and Lisbeth practising



New Year's Eve



*Unter den Linden
31 Dec 09 - 23:30*

New Year's Eve my wife and I spent in Berlin together with some close friends at a hotel very close to the Brandenburger Tor.



The Germans celebrated the 20 year's reunification between East and West Germany plus the new year, so there were so many people gathered along the "fan mile" in front of the Brandenburger Tor that you wouldn't believe it.

As we were staying close to the "Tor", we had an excellent opportunity to watch it all a little from above as you will see.

How the Germans can celebrate - not least on New Year's Eve. A fantastic experience!

Ladywalk

Once a year a heart organisation arranges what they call "Ladywalk". One particular evening ladies



from all over Denmark are gathered in various places to walk 10 kilometres and the fee paid for participating was this year contributed to the Danish Heart Association and the Sclerosis Association.

This photo shows some of the ladies walking in our area - including ladies from our office - and as you will see we really talk about "women galore".

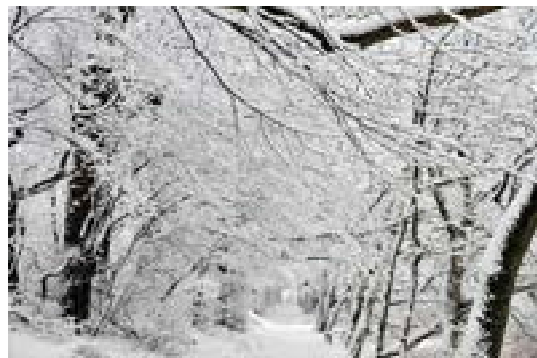
Winter in Denmark



As you may have heard Europe was hit by one of the strongest winters from end of 2009 and until March 2010. We had snow galore. The children loved it, yes, I think most people did, as it gave many a good opportunity to exercise their winter sport skills which not many Danes have at all. They often return from Norway, Sweden and Austria during the winter with broken legs and arms.

I took a few photos during the winter as the surroundings where we live were very pitoresque and beautiful. The two above photos show one part of our area in February and the same spot 3 months later during the spring.

A few other photos show our office premises, the surroundings and Nykobing Mors with the Limfjord well covered by ice but still very beautiful.



SICA

Our sponsored panda Sica was visited by Morten and his family during a combined business and holiday trip to China in April. They went to Chengdu to see Sica who is doing very well and is growing. It is expected that she will be getting a baby during 2011.

Now she is too big - and also too dangerous - to be sitting on my lap as she used to when I visited her the first time 3-4 years ago when she was a cute little panda baby.



Sica and Jing Jing

She is still cute but big - anyway, so big as a female panda can get.



Sica busy eating bamboo



PANDA FACTS:

35 pandas outside of the Chinese mainland
62 nature reserves for pandas established in China
326 pandas are living in captivity worldwide
1600 pandas are living in the wild

Orangutan Sponsorship



From one of our shipping agencies **H. Siggaard Pedersen ApS** transporting a lot of our goods from our European suppliers to the various ports of shipment we got a special gift for our 25th anniversary. We received a sponsorship for an orangutan called **Kesi** staying in an Orangutan Rehabilitation Center in Borneo, Indonesia, which is by the way run by a Danish ex-stewardess from SAS.

This dear orangutan baby has got one arm only. The other arm was cut off by the same evil persons who killed her mother.

Kesi is now being educated in the forest school to prepare her for going into the rain forest to live there for the rest of her life. We shall of course extend the duration of this one year's sponsorship as these unselfish persons taking so good care of this endangered species in Indonesia need all the financial support they can get.

During a visit to Inalum in Kuala Tanjung I took a day off to go to a small village, Bukit Lawang, situated close to a river in the rain forest and part of an enormous national park covering an area of more than 1.9 million hectares. It was a 2 hours drive north of Medan and I went there to see the orangutans in the wild in an attempt to take some photos of these fascinating animals.

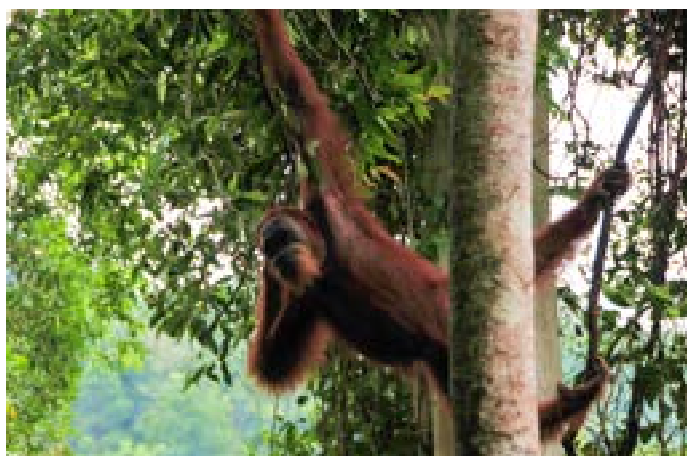


In this national park there are orangutans as just described but also tigers, elephants and many more animals like for instance pythons.....

I was very lucky and saw 5-6 orangutans and it is utmost impressive when these elegant animals swing through the tree tops as easy as nothing and in one case even a mother orangutan with a baby "glued" to her belly.

You do not get too close to the orangutans but as they are curious animals they still can get pretty close. However, they don't get and should never be in contact with humans due to the risk of infections. Not the humans to be infected by the animals but vice versa.

I love watching animals in the wild and not in the zoos where I practically never go. Animals must be seen in their natural habitats as far as possible.



Sponsor child

As you know our company is sponsoring many different things - especially animals.

My secretary Birthe has "adopted" an 11 year old girl from Togo in Africa and is regularly sending an amount to assist this young girl and her family paying school fees etc.

Recently Birthe received a photo from Nadège who is playing with some of her friends in school.



What a lucky impala!



Self-Service

When the time of the year approaches many private people growing vegetables, potatoes, strawberries, raspberries etc. etc. in their own small gardens want to make some extra (taxfree) cash.



They place their fruit and vegetables in small simple stalls and put signs telling what the various items cost. There is no selling staff - you must serve yourself.

Depending on what you buy you pay accordingly and put your money in a small open box so that you can change if needed be. There is not reported any thefts from such stalls.

Normally, the products sold from these very small stalls are very fresh so the stalls are frequented all the time during the season.

Quite amazing that there are people who still have so much trust in each other that this way of selling still exists - in fact is growing more and more - and that people pay up front.

Football - World Championship South Africa 2010

For those of you as interested in football as myself you will probably - like me - find that this tournament has been a mix of bad and good matches. The Danes were terrible. Our football association together with our "old" coach decided to bring experienced players to South Africa instead of younger and more efficient players. The result of this decision we all know. We are up for change of generation on our national team.

However, many teams played very well: Germany, Spain, Holland, Uruguay, Chile and some others. Playing so badly ourselves we enjoyed how our neighbours south of the border, Germany, played fantastically. I shall not forget the match between Germany and England and also the match between Germany and Argentina. Very entertaining! Just wait and see what Germany will achieve at the next World's Championships and before that the European Championship in 2 years time.

A very keen fan of the German squad is Dr. Klaus Hölscher from Calsitherm, our supplier of calcium silicate boards - Insulite 1900. This photo shows Klaus and his wife Sabine in front of the stadium in Cape Town where they watched the match between Germany and Argentina which Germany won 4-0. Klaus has not got his arms down yet.



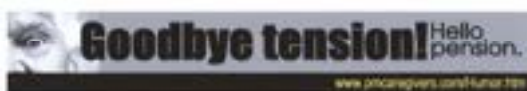
What a fantastic arrangement the South Africans had organised, a very memorable event. Who will forget the song Waka Waka, the colourful audience and the vuvuzela horns!

But did you know that all the grass on all the stadiums plus all the pumps for keeping the fields in a good and correct condition were supplied by Danish companies not so far from where we live in Jutland.

At least we can brag about the grass, as the Danish slogan:

"We are red, we are white - we are Danish dynamite" was not at all valid at this tournament.

Clever thoughts



The CNN Traveller Magazine

Under the headline "The Danes are innovators in many ways, says Christopher Crosby" CNN writes



In business in: Denmark

The Danes are innovators in many ways, says Christopher Crosby

1. Competitors in business often know one another from business school - this is a small country, so show respect to everybody you deal with as word travels fast.
2. Danes prefer to get down to business quickly with minimal small talk.
3. Attention to detail, level-headedness and a sense of egalitarianism are all national characteristics.
4. Danes have a high opinion of themselves and their culture, but their modest nature prohibits flaunting this in public.
5. Being a fairly insular nation, Danes can take a long time to form true bonds of friendship.
6. Decision-making is very democratic and decisions are usually made after consultation with everyone involved. However, a handshake on a deal does not necessarily signal the end of the negotiation process.
7. High value is placed on hygge - a sense of comfort, or kindness towards others. Danes pride themselves on their sense of humour and are generally considered to be the most easy going of the Scandinavians.
8. Danish society is unofficially governed by Janteloven, the laws of Jante, a fictional town featured in a 1930s poem, essentially a set of rules about conformity.
9. Preparation is key before any meeting or transaction - Danes are taught to question everything. Although they are quite open-minded in general, they can often hold strong opinions which are difficult to change.
10. Human rights and environmental issues are key to any business decision.

Living in 2010

You know you are living in 2010 when

- 1) You accidentally enter your password on the microwave.
- 2) You haven't played solitaire with real cards in years.
- 3) You have a list of 15 phone numbers to reach your family of 3.
- 4) You e-mail the person who works at the desk next to you.
- 5) Your reason for not staying in touch with friends and family is that they don't have e-mail addresses.
- 6) You pull up in your own driveway and use your cell phone to see if anyone is home to help you carry in the groceries.
- 7) Every commercial on television has a web site at the bottom of the screen.
- 8) Leaving the house without your cell phone, which you didn't have the first 20 or 30 (or 60) years of your life, is now a cause for panic and you turn around to go and get it.
- 10) You get up in the morning and go on-line before getting your coffee.
- 11) You start tilting your head sideways to smile :)
- 12) You're reading this and nodding and laughing.
- 13) Even worse, you know exactly to whom you are going to forward this message.
- 14) You are too busy to notice there was no number 9 on this list.
- 15) You actually looked back up to check that there wasn't a number 9 on this list.

Eagles

In the northern part of Jutland there is an eagle reserve with many different species. I went there this spring with my youngest grandson Nikolaj.

The eagles are impressive and it is fantastic that the eagle reserve never knows if the eagles are there or not, as these eagles have a tendency to fly away for several days and then suddenly appear again.



One of the eagles disappeared end of last year and was away for 3 days. The reserve got a message from Rome that the eagle had been visiting Italy. He went straight back to northern Jutland - a distance of more than 3000 kilometres! Isn't it incredible that such a bird can fly that far within such a short time and then be able to find his way back home.



There are more things between heaven and earth than we humans will ever learn to understand.

Thank God for that.

Senior Health Care Solution



So you're a sick senior citizen and the government says there is no nursing home available for you - what do you do?

Our plan gives anyone 65 years or older a gun and 4 bullets. You are allowed to shoot 2 MP's and 2 Ministers - not necessarily dead!

Of course, this means you will be sent to prison where you will get 3 meals a day, a roof over your head, central heating, and all the health care you need! New teeth - no problem. Need glasses, great. New hip, knees, kidney, lungs, heart? All covered. (And your kids can come and visit you as often as they do now).

And who will be paying for all of this? The same government that just told you that you they cannot afford for you to go into a home.

Plus, because you are a prisoner, you don't have to pay any income taxes anymore.

Globalization

I received this interesting mail from a good friend of mine in South Africa:

QUESTION:

What is the truest definition of globalization?

ANSWER:

Princess Diana's death.

QUESTION:

How come?

ANSWER:

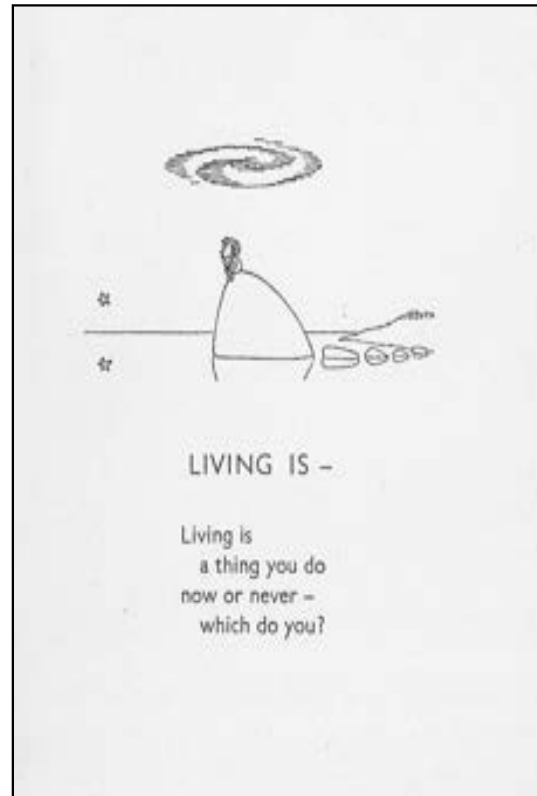
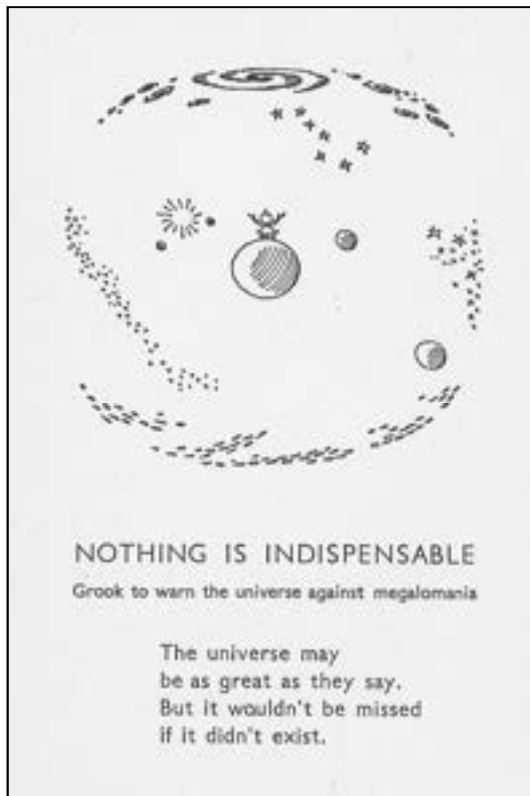
An English princess with an Egyptian boyfriend crashes in a French tunnel, driving a German car with a Dutch engine, driven by a Belgian who was drunk on Scottish whisky, followed closely by Italian paparazzis on Japanese motorcycles; treated by an American doctor, using Brazilian medicine.

This mail is sent to you by a South African using American Bill Gates' technology and you are probably reading this on your computer, which uses Taiwanese chips and a Korean monitor assembled by Bangladeshi workers in a Singapore plant, transported by Indian truck drivers and trucked to you by Mexican illegals.....

That, my friends, is GLOBALIZATION.

What happens if you sleep around.....





Visit at the doctor's

80 year old man: My 28 year old wife is pregnant, your opinion Doctor?

Doctor: Let me tell you a story. A hunter in a hurry grabs an umbrella instead of the gun. He moves into the jungle, sees a lion, lifts the umbrella, pulls the handle and BANG the lion drops dead!

Old man: That's impossible; someone else must have shot the lion.

Doctor: EXACTLY MY POINT!

Finally, we wish you and your families a happy Christmas and a prosperous 2011 and remember always to treat others the same way as you would like to be treated yourself!

Warmest regards,

