

simonsen®

Dynasty Update 2007

December 2007

Dear Readers !

I usually give a few remarks on the world situation even my views probably never reach the decision makers.

The good thing about democracy is that you may say and write nearly anything you like, but there is also the freedom of the counterparts not to listen to or read what you think.

The world - has it improved since last year ?

I don't really think so.

The thing is that today wherever anything happens in the world you will learn about it immediately. That was not even the case in "the good old days" (see the article at the end of this publication about the good old times), where the problems were probably of the same magnitude, but you just didn't hear about everything happening.

Nearly any country pick on other countries for their misdoings, their lack of democracy and all other kinds of problems, but maybe the "picking" countries should clean their own house first.

I still think this planet is a wonderful place to be and that life is fantastic (what would I do without it), meeting people from all nations when travelling, seeing the beautiful sceneries and watching all the different wild animals, absolutely fantastic.

The worry today is to maintain the planet as it is, and we are all threatened by the global warming which is slowly becoming quite a big problem, and something has to be done and that must be soon, at least if we want to leave a world behind us that gives the coming generations the same fantastic place to have a good life.

I hope you will enjoy reading this
simonsen® publication.

The 2007 *simonsen*[®] Company Tie

This year's tie is the same quality as last year but only we have chosen the red colour. This colour goes with most colour suit or jacket so we hope that you will like the design with our panda "SICA" which has become a firm part of our annual tie.



Our Christmas Card

This is a photo of the European Brown Bear (*Ursus Arctos*).

This bear you find many places on the northern hemisphere. The bear shown on the Christmas card is the bear living in the northern parts of Norway and Sweden.



Our Envelope

The photo is showing the European Grey Wolf (*Canis Lupus*).

This wolf is among other countries living in Norway and Sweden.

Its number has been decreasing for some years now growing again. An exiting animal.



World's Easiest Quiz

1. *How long did the Hundred Year War last ?*
2. *Which country makes Panama hats ?*
3. *From which animal do we get catgut ?*
4. *In which month do the Russians celebrate the October Revolution ?*
5. *What is a camel's hair brush made of ?*
6. *The Canary Islands in the Pacific are named after what animal ?*
7. *What was King George VI's first name ?*
8. *What colour is a purple finch ?*
9. *Where are Chinese gooseberries from ?*
10. *What is the colour of the black box in a commercial airplane ?*

Answers can be found in the last part of this Dynasty Update !

Dynasty Update Front Page

This is the Polar Bear (*Ursus Maritimus*) that lives in the very northern parts of our part of the world, namely in the Polar areas in Alaska, Canada and Greenland.

The photographed polar bear is originating in Greenland. This is an impressive animal and the largest land living predator in the world. A large male can easily weigh up to half a tonne !

The polar bear has become a kind of symbol of the global warming. It is obvious that the living conditions for this fantastic animal gets more and more difficult.

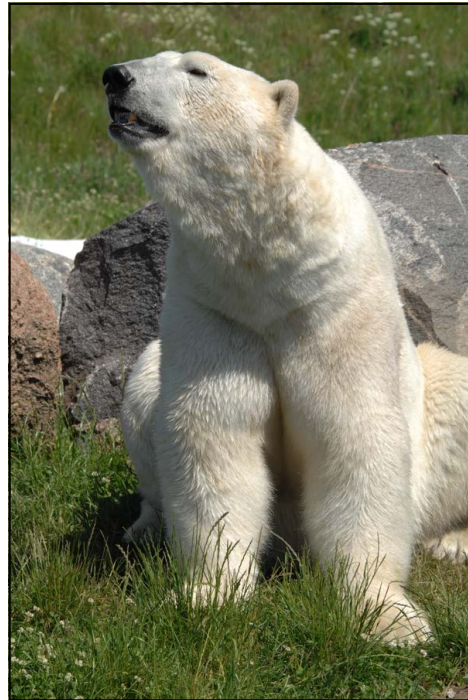
Did you know that there is a hole in the ice on the North Pole equivalent to the size of Western Europe (Denmark, Germany, Holland, Belgium, Luxembourg, France, Great Britain, Ireland, Austria, Spain, Portugal, Italy and Greece) ? Alarming, isn't it ?

Without this "ice cap" the sea water will absorb heat from the sun and get even warmer. Terrifying aspects.

During the period 1978 to 2000 the ice over the Arctic area was relatively constant and covered an area of between 5 and 5.5 million square kilometres. From the 1990's the ice started shrinking. As from 2000 the melting has really gone wild. This year - 2007 - the down melting is unbelievable. Today the ice around the North Pole covers less than 3 million square kilometres.

Scientists in Denmark have previously predicted that the Arctic area could be without ice within a 20-30 year period.

However, due to the very cold nights ice will always be created during nights and winter periods so the ice will not completely disappear.



Back to the polar bear. Today there is an estimated 22,000 polar bears left in the world, mainly in Canada - which has the largest population of these bears - in Greenland and Siberia.

Did you know that the polar bear originally was a brown bear ? It has been determined that the polar bear's closest family is the brown bear in Alaska. Also, the relations to the grizzly bear is very close as this is the bear which weight-wise and size-wise is more like a polar bear which, however, is taller than a fully grown grizzly and they reach the same age of about 25-30 years.

The polar bear is adapting to the changing climate already and has for example started changing its eating habits by eating dotted seals instead of ring seals which it used to eat.

The Danish scientists specializing in polar bears say that they don't believe that this animal will be completely extinct, maximally their numbers will be reduced by up to 30% and who knows maybe in a few thousand years the polar bear changes its colour back to the brown version ?

Our STAFF

We have employed new young ladies to work with us, among them for the first time a trainee **Maria Buus Bundgaard** who will be involved in all parts of our activities to get an all-round education.



Maria Buus Bundgaard

Besides we have employed **Grethe Væver Dissing** who is assisting Marianne Mondrup in her daily work and particularly taking care of conference registrations, visa applications, updating of records, etc.



Grethe Væver Dissing

Trine Madsen is working as an accountant in our finance department taking care of the daily transfers and accounting as well as assisting Lisbeth Fredholm in the preparation of our financial accounts.



Trine Madsen

A special addition to our staff is of course **Dr. Neal Wai-Poi**. Neal has worked for us before until some 3-4 years ago. He has been re-employed and we now need Neal more than before as our business is fortunately growing and I personally want to leave more and more of my work to the "next generation" and in the long run be involved mainly in our strategic planning and marketing.



Neal Wai-Poi

Neal will especially be involved in all technical issues regarding all our various products, data-sheets, works certificates, etc., etc. plus the fact that Neal will also attend the many aluminium conferences relevant for our company; he will also be heavily involved in our new Chinese activities concerning suppliers of insulating firebricks, fluewall bricks, cathode carbon blocks and of course also silicon carbide blocks from the Sinosteel Group.

As of 1st January 2008 Neal will be living in and heading our new office in Dubai.

Neal is a very positive addition to our staff and he will also become a share-holder in our company.

The FAMILY

I usually write about my family as this is an important part of our business as only with their back-up and understanding can we perform at our best and especially that the families accept that we are away from our homes so often as it is the case.

My grandchildren are doing well.

Sara has started in the local high school and in her spare time she rides her horse Cheval.

Nikolaj plays the drums in a band - he is now 10 years and his elder brother **Frederik** (he is now 14 and 1.87 m tall) is as before playing football and playing on his computer. He is kind of a "freak" !

Morten and Marianna's two daughters **Laura** and **Olivia** are growing (like Frederik). Laura plays the fiddle and has also become a very good golf player. She is only 11 but to learn how to play golf you must start as early as possible. Olivia who is 9 years old also plays golf and as a little girl of course also plays with her dolls and her friends.

So, all in all a very happy family !

Yes, the dogs. Klaus has got a new Labrador (he still has his 8 years old Mille) called **Nala**. She is wild and wonderful.

Morten's small dachshund **Monik** is still playing a lot with the neighbour's dog, our black Labrador **Sally II**. Sally has unfortunately got problems with one of her legs so she is limping (She has strained her ligament) like a football-player. Hope she recovers when she has been fully treated.

Sally and I go for a walk every morning and we both enjoy it. It is unbelievable how you get to love your dog. Having a dog around is a daily pleasure.



Monik and Sally taking a nap....

The DOGS

CALSITHERM, Germany

This outstanding producer of calcium silicate boards is expanding the production these months by installing completely new and more efficient presses, among many other things.

The production at the beginning of 2008 will then be probably the finest, most efficient and one of the largest productions of calcium silicate boards in the world.

TECHNO-PHYSIK, Germany

Our supplier of light and heavy vermiculite boards, **vermilite 2000** and **prolite super**.

Techno-Physik's facilities in Slovenia are already the largest for the production of light vermiculite boards and can meet practically any demand. The plant in Austria which produces the heavy vermiculite boards will early 2008 install additional pressing facilities to increase the production of the **prolite super** boards. With this supplier we are well armed for the increasing demand for our vermiculite boards.

MOSCONI, Italy

Mosconi also see an ever increasing sale of the light insulating perlite bricks. Therefore, Mosconi started installing new drying facilities at the beginning of 2007 + other facilities meaning that Mosconi's production now also has gone up drastically as Mosconi now produces 26-30,000 m³ of bricks per year (equivalent to some 20,000 million bricks annually) dependent on brick sizes !

BURTON, Germany

About a year ago we had some problems producing enough barrier bricks - **alubar 1100** - to cover the worldwide demand.

Burton took immediate action and now Burton produce some 40,000 metric tonnes of **alubar** bricks annually. This means that our delivery times for the **alubar 1100** quality has been reduced dramatically as already informed by our direct mailing.

We have also started moving into the anode bake furnace business at a large scale and have recently secured large orders for our **perial** quality.

This quality is probably the best quality flue-wall brick available in the market today.

You know, the Germans don't compromise on quality or efficiency !

LIRR, China

LIRR is a fairy-tale of its own. Since we started our cooperation LIRR has expanded the production gradually year by year and the last additional production increase will be *LIRR IV* that will start producing early 2008.

This addition to LIRR I, II and III will bring LIRR's annual production up to some 35,000 metric tonnes.

One of the many advantages using **sicatec 75** blocks is that LIRR's production is managed by the same people in all 4 plants and the raw materials from which the silicon carbide blocks are produced is also coming from the same sources, so you are always guaranteed the same quality of blocks, irrespective the quantities needed.

New Generation Silicon Carbide Block

LIRR has now for quite a while in the R&D Institute in Luoyang been working on producing an advanced quality of silicon carbide blocks.

This new quality is named: **sicatec 95**.

The new quality will have remarkable advantages compared with the traditional silicon carbide products from China and outside China.

Information about this new product's properties and advantages will be published later this year via direct mailing to every single person in all the approx. +80 smelters worldwide we are doing business with today.

Aluminium Prices

Last year I said in the 2006 Dynasty Update that the prices for aluminium according to the LME were very good, namely around 2,500 to 2,600 USD per metric tonne. Since then we have seen prices for longer periods of about 2,700 to +2,800 USD per tonne. Isn't it marvellous ? Lately prices have been down to some 2,400-2,500 USD a tonne. Still quite good, isn't it ?

Now, I start wondering what will happen to the pricing of the aluminium when all the new smelters like in for instance Qatar, The Sultanate of Oman and in Abu Dhabi start operating.

Will there still be high demand for aluminium so that the prices can stay at the present level if no older smelters are being closed to compensate for the new production facilities irrespective the world's increasing demand for aluminium ?

That will be exiting to follow.

Cathode Blocks

As everyone in the industry knows there is a high demand for cathode blocks.

We have been working on finding first-class suppliers in China - like LIRR for silicon carbide blocks - and we have now made agreements with 3 suppliers of cathode blocks in China, with each their speciality.

Therefore, we can as from end 2007 / early 2008 supply the following qualities of cathode blocks as we have generally established exclusive agreements for the supply of cathode blocks outside China with the below producers:

Wanji Carbon Company, Ltd.

100 percent graphitized blocks - also impregnated

Jilin Carbon Co., Changchun Branch

30, 40 and 50 percent graphitic blocks
(as from early Spring 2008)

Shanxi Jinyang Carbon Company, Ltd.

Sidewall blocks - mainly 15% graphite - and
100 percent graphitic blocks

This means that we can supply a full range of cathode and sidewall blocks depending on the requirements of each client.

We have been working a long time to have these agreements in place, and also to make sure that we have found the right suppliers both quality- as quantitywise.

A special circular letter with further information and data-sheets + MSDS follows before the end of 2007.



The loading of cathode blocks from Changchun into 40 ft. containers at the port of Dalian.



Mr. **Chen Baogou**, Wanji Carbon Company, Ltd. and Jørgen Simonsen after signing the contract in Nykøbing.

New Wave of High Amperage Prebakes

Quotes from an article by a good friend of our family, **Alton Tabereaux**, in The Light Metal Age Magazine from February this year:

Visions of the future tend to age poorly, but that is not the case for the development in high-amperage modern prebake cells as the global aluminium industry is already on the brink of momentous change. The promised efficiency of high-amperage cells in development for at least five years now is being realized as more and more of these cells are being put into operation.

Alton further writes that six different types of prebake cells operate at 275 to 350 kA.

That the similarity of the superior technical results of the six prebake cell technologies is remarkable and the large number of modern high amperage prebake cells in operation is even more impressive as it establishes the current trend in the aluminium industry.

Today there are 3.858

AP30-36 cells operating at 9 different aluminium smelters.

Another 696 cells are under construction at Fjarðaál and Sohar.

The total production from these cells represented some 11% of the total world production in 2005.

Also, the number of new aluminium smelters in China with 250-350 kA prebake cells has increased during the past 5 years. China has now become the largest aluminium producing country in the world:

> 5 million tonnes per annum.

More heat must be dissipated from these cells as the higher energy input into high amperage cells must be offset by higher heat dissipation from the cathode surfaces and the top anode surfaces.

This has been achieved in high amperage cells by re-engineering cathode lining design that include graphitized cathode blocks, more conductive sidewall materials (silicon carbide and graphite) + forced air cooling of the cathode sidewalls.

The 6 technologies are:

HYDRO HAL-2560

ALCOA A-817

SAMI SY-300

SAMI GP-300

DASSIE Q-350 (Chinese)

ALCAN/PECHINEY AP-35

Radical Global Changes in Aluminium Production

Below please find an article written by a good friend of mine **Rudolf Pawlek**, TS+C, Technical Info Services & Consulting in Sierre, Switzerland.



Dipl.-Ing. Rudolf Pawlek
TS+C, Technical Info Services
and Consulting,
Sierre

Radical global changes in aluminium production

Problems first became perceptible in Japan in the 1980s, when primary aluminium production was almost completely suspended because of high energy costs. Instead, to cover their needs companies bought from smelters in countries further afield (Venezuela, Indonesia, USA, Canada and Australia).

Today, the USA and Western Europe are facing similar challenges. In those countries nowadays it is more profitable to feed cheap electric power for primary aluminium production into the grid and from there sell it on to small customers at a higher price. Thus, owing to the shortage of environmentally friendly energy sources power supply contracts will only be extended subject to higher energy prices, so that primary aluminium production becomes uneconomical.

The United States have so far been able to bridge coverage gaps by purchasing aluminium from their neighbour in the north, Canada, from American-owned smelters in South America, but also by importing from South Africa and the Middle East (Bahrain and Dubai). In Canada, however, further expansion is only possible to a limited extent and limits are also being approached in Brazil. Alcoa and Alcan are therefore seeking new locations where environmentally friendly energy will be obtainable for a long time still at favourable prices. Both have invested in various smelter projects in China to circumvent their own bottlenecks. Other locations are the Emirates in the Persian Gulf, Russia, and various African countries.

It is also true that transporting alumina or ingots is considerably cheaper than transporting bauxite. Thus, alumina works without their own bauxite basis will probably cease being viable before long. There is also the environmental problem: no rational method for disposing of red mud has yet been found, and dumping this waste material (which after all amounts to half of the alumina produced) in landfill sites or in the sea will sooner or later be banned. In contrast, back-filling bauxite quarries with

red mud and re-cultivating the area is a very good and environment-friendly solution.

In Western Europe inland smelters with no access to water are also threatened by logistical problems. Road and rail transport costs for bringing in raw materials such as alumina, petroleum coke and pitch on the one hand, and for taking away the finished products on the other hand, are continually increasing. Only those have a chance, who can offset high transport costs by means of niche products with higher added value.

As sources of aluminium for Europe there are in particular some African countries (South Africa, Ghana, Egypt and Mozambique), as well as Russia and the Emirates in the Persian Gulf. To replace closed European capacities, at present new and highly modern plants are being built in the Emirates (Oman and Qatar). Alumina plant extensions are already under construction in Australia.

In Asia particularly rapid growth is now taking place in India and China. Primary aluminium capacity in China now amounts to more than 10 million tonnes, but self-supply with alumina and electric power is not sufficient to keep all those capacities in operation. Thus, there are at present over 2 million tonnes of idle electrolysis capacity now that by the end of 2005 most electrolysis plants that were operated with Söderberg furnace technology (capacities amounting to over 1 million tonnes) have been definitively shut down. Existing capacity is matched to the country's own needs. China is striving to overcome the alumina problem by major efforts to enlarge its own alumina industry. Until its needs can be covered, China is buying alumina expensively on the world market. High costs have had the result that in 2005 over 86 aluminium producers in China operated at a loss.

Today India is, as it were, on the threshold of the market. The country plans to at least treble the existing electrolysis capacity of somewhat more than 1 million tonnes. Concrete projects for this are already under construction.

KUBAL Upgrading

KUBAL (Kubikenborg Aluminium) Sundsvall, Sweden decided last year to upgrade their Söderberg pots into prebake.

We have been supplying KUBAL since the start of our company.

Therefore, we were very happy to be so fortunate to secure by far the largest proportion of the refractories for this upgrading for insulating bricks, insulating boards, barrier bricks as well as silicon carbide blocks.

We had a meeting in January 2007 where we discussed the project on KUBAL's premises in Sundsvall and enclosed photo shows the participants in this meeting.

Participants from left to right:



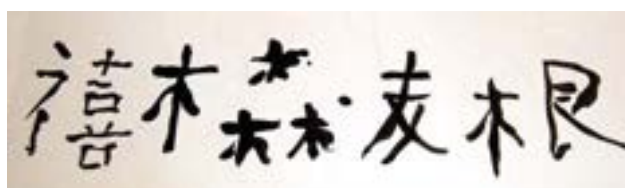
Klaus - Mikko Kallio - Torbjörn Persson - Hans Bertlin - Thomas Pettersson

Sinosteel, Beijing



Our partners in China when it comes to silicon carbide blocks is *Sinosteel*. This company has its head-office in Beijing.

During a visit there I signed up in Sinosteel's guest book with my name in Chinese which is:



"The Old Tree in the Forest whose root is friendship"



Participants from left to right:

Ruan Bo - Li Jing - Jorgen - Jiang Hong - Wang Zhijun - Li Ying - Zhang Xu



From left to right:

**Anders Borg - Klaus Simonsen -
Wayne Hale - Morten Simonsen -
Jens Broberg - Jørgen Simonsen**

The SIMONSEN Board

For about one year we had the pleasure of having **Wayne Hale**, whom many of you know, in our board what was very, very constructive, as Wayne knows the industry from the "inside".

Cooperating with Wayne was a great pleasure and he has so far been very difficult to replace, but maybe - like Neal - he will be back together with us some day. Who knows - we wish !

For your information **Jens Broberg** is our consultant on a day-to-day basis and he is also responsible for checking our ISO procedures every 6 months to make sure that our "rules" and our standards are always obeyed by the staff in their daily work.

Annual general Meeting

We have a tradition in our company for finalizing the previous year's results by the end of January.

We do not think there is any reason for delaying the preparation of the annual results longer than absolutely necessary.

During our last general meeting a photo was taken.



From left to right:

**Klaus Simonsen - Tove Simonsen
Morten Simonsen - Anders Borg -
Morten Breum-Leer - Jørgen Simonsen**

- only the Simonsens are official board members.

SIMONSEN on Mars !

Normally you connect us with the island of **Mors** (Nykøbing Mors) but now we are also on **Mars** (The Red Planet), believe it or not. Very unusual.

We have some very good friends. "Søsser" we have met at Billund Airport's lounge where she was working previously. Søsser is a former stewardess and via her we also got to know her husband Kaj who is an airline pilot.

This couple have 2 sons who both live in the US and probably because of their parents' involvement in the "air business" they have got the same interest, but at a "higher" level so to say.

One of these 2 sons, Kristian Waldorff, working as an Senior Engineer with the SES, Phoenix Mars Lander System Design Team, Lockheed Martin space Systems, arranged that the *simonsen*[®] name was put on a mini-DVD, placed on-board the Phoenix spacecraft that will be left on Mars when the Phoenix Lander Spacecraft has completed its mission on the planet Mars.

"Phoenix" took off from Cape Canaveral on August 6th and is expected to land on Mars late May 2008. The mission is expected to be completed by October 2008.

What the main mission for the "Phoenix Lander"

is appears from the enclosed details. The scientists hope to be able to learn about the history of Mars by studying the sample of ice covered by soil today.

Also, the scientists hope to:

- * **determine whether life ever arose on Mars**
- * **characterize the climate of Mars**
- * **characterize the geology of Mars**
- * **prepare for human exploration**

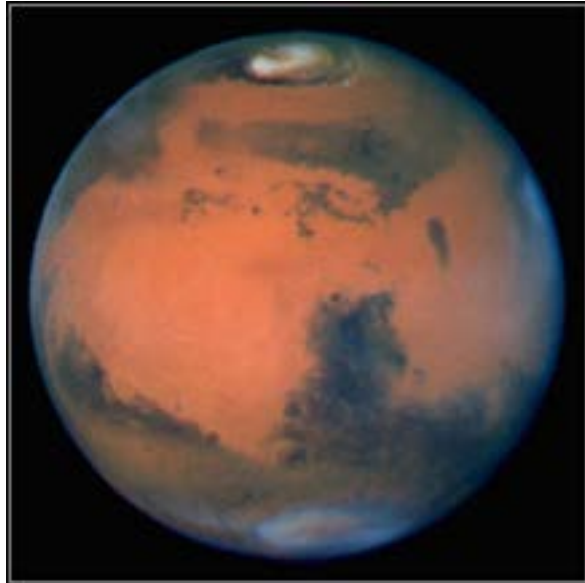
Quite interesting - isn't it ?

What Kristian writes us:

"When the martians of the future find and decode our message to them, your name will be there too, a permanent record of your part in the story of space".

That's something - isn't it ?

MARS



Phoenix Mars Lander

To
Simonsen A/S, Nykøbing Mors, Denmark.

I am writing to provide further information regarding the Phoenix Mars Lander Mission.

Much of Mars is dry, but, near its poles, there is abundant water ice, both on the surface and buried just below it. Scheduled for launch in August 2007, the Phoenix Lander will rocket down to the northern polar terrain in late May 2008, and will stretch out a digging arm to trench into the soil and reach that buried ice. By studying the structure, composition, and chemistry of soil and ice samples within Phoenix's trench, scientists hope to learn about the history of water on Mars and the potential for biologic activity to take place there.

Phoenix is designed to be an innovative, low-cost part of the NASA's Mars Exploration Program and will be instrumental in achieving this program's long-term goals:

(1) Determine whether Life ever Arose on Mars, (2) Characterize the Climate of Mars, (3) Characterize the Geology of Mars, and (4) Prepare for Human Exploration.

The Phoenix Mars Lander Mission is built in Denver, Colorado by Lockheed Martin and operated for NASA by the Lunar and Planetary Laboratory at the University of Arizona in partnership with the Jet Propulsion Laboratory, Lockheed Martin, and the Canadian Space Agency. In addition to these major partners, scientists from academic institutions and laboratories around the world will participate in the mission.

The spacecraft Phoenix will land in the northern polar region of the planet Mars. One after the other, the spacecraft's scientific instruments will come alive, and begin their search for water ice in the harsh Martian environment. Nestled among busy instruments, a small and very special DVD will wait patiently for its turn. This unique DVD is made of silica glass, and designed to last hundreds if not thousands of years into the future, when its true mission will commence. It carries nothing less than a message from our world in one century away, when humans will roam the Red Planet.

In a unique project called Visions of Mars, the Phoenix DVD will carry personal messages from visionaries of our own time to future visitors or settlers on Mars. There is Carl Sagan, near his home in Ithaca, New York, addressing the future Martians with a cascading water fall in the background. There is Arthur Clarke seated in the comfort of his home in tropical Sri Lanka. There is Planetary Society Executive Director Louis

Side

Phoenix Mars Lander

Friedman, speaking from Society headquarters in Pasadena, and there is Phoenix mission PI, Peter Smith, providing mission information and a greeting to the future.

Others will speak to the future not directly, but through their visionary works, which shaped our imaginations of the Red Planet. Percival Lowell, in beautiful poetic prose, expounds his theory of the "Mars canals," and the intelligent beings that built them. H.G. Wells, in War of the Worlds, imagines what such desperate creatures might do to our own beloved Earth. The recording of Orson Welles' 1938 radio broadcast of this classic tale, which set off a wave of panic across the United States is also digitally encoded on the Phoenix DVD. Louis Friedman contributed an afterword, describing the origin and history of Visions of Mars, and how it came to be.

Among those included in this remarkable message to the future are Isaac Asimov, Ray Bradbury, Paul Anderson, a musical production of Bob Derkacz's "Winds of Mars," and many others. A collection of rare Mars artwork, reflecting our changing images of our neighboring planet can also be found on the Phoenix DVD. All this, and much, much more, from the visionaries of the past century, whose dreams of Mars shaped our own.

You are among the people and societies whose names will travel to Mars on the Phoenix DVD. When the Martians of the future find and decode our message to them, your name will be there too, a permanent record of your part in the story of space!

Phoenix Facts
Launch date: Window from August 3 to August 24, 2007
Mars landing: planned for late May 2008
Nominal mission end: late October 2008

Sincerely

Kristian Waldorf

Kristian Ingegnere Waldorf
Engineer Sr, ELDP
SES, Phoenix Mars Lander System Design Team
Lockheed Martin Space Systems

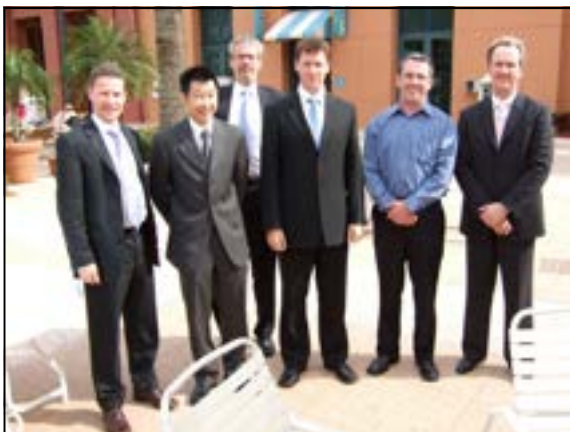


TMS, Orlando - March 2007

As usual we participated in the TMS Conference in the US. It is a fantastic place to meet so many friends and business associates from the aluminium industry.

As usual we didn't go to listen to the many papers being given, but generally held meetings with business friends from all over the world.

Here are some photos showing many of the people we met:



RIO TINTO

David Ian Jones - Neal Wai-Poi - Klaus - Greig Stevens - John Tomlinson - Morten



Doris

Diaz, our business associate in Venezuela flanked by **Klaus** and **Morten**.



Raitt Marshall, BHP BILLITON Bayside (now MOZAL CEO) sitting next to **Morten** and **Klaus**

Rajiv Dhameja, VEDANTA, (now CENTURY KY.), **Morten** and **Klaus**.



HYDRO

Ellen Jørgensen - Stanislaw Jarek



Klaus - Alf Harry Bådsvik - Jørgen



*Stanislaw Jarek -
Neal Wai-Poi -
Svein Kaare Sund*



Russian Delegations



TOMAGO - Gordon Wilson and Vicki Needs together with Morten and Klaus





Steg Aluminium Smelter Wallis, Switzerland

This smelter closed down in 2006. For decades I went to see the staff in this smelter early December every year enjoying the beautiful train ride from Zürich to Goppenstein through the fantastic mountainous Swiss nature.

Nothing remains constant and neither do smelters and habits. So after the closure of the Steg smelter I have ceased my train ride to Wallis what I shall be missing as from this year.

One of the employees from the Steg smelter is a gentleman and a friend of mine, **Jörg Mathieu**. Jörg was so kind to send me a note after the closure of the production saying as follows:

*Jorgen,
The enclosed is a memory for you of the smelter in Steg. You have followed the development in this smelter closely and have been involved for years. The enclosed piece of aluminium was taken from the last production of metal in Steg.
Many regards,
Jörg*

I keep this piece of aluminium as a dear memory of some very good friends in Switzerland like Jörg, Fridolin Nater, Hans Friedli, Arthur Ruesch and several others.

It is very nice when someone is so considerate as Jörg. Thanks a lot, my friend.

My first Trip to Mozambique

In connection with a visit to the BAY-SIDE Smelter in KwaZulu, Natal, South Africa in May this year I visited MOZAL for the first time.

A large smelter situated in an exiting country.

Even I have visited many African countries over the years, Mozambique appeared different, but in a positive way. I liked it.

Of course I had to visit the production and I was equipped looking like a man from Mars.

But safety is a big issue everywhere and of course we obey to all the rules existing in each individual plant we visit.



Electronic Documentation

As most of our clients have already experienced we have started a process by providing all documents - if wanted - electronically.

We know that not everyone can accept these electronic documents at a full scale right now, but our move shows that we want to be among the front runners when it comes to using the electronic systems to provide our clients with the best service available.

From one of our clients, RIO TINTO in Australia we have received the following comments regarding electronic document processing:

"Thank you for your request regarding Electronic Document Processing. This is a great step forward. Well done Simonsen. Regards Roye"



AAA

Late last year we received an AAA rating from Dunn & Bradstreet's Danish affiliate "Soliditet".

Only 6% of the accountable associations in Denmark have achieved this AAA rating which means that we financially and solidity wise are among the best in Denmark.

We are very proud of receiving this approval but it is also good for our suppliers and clients to know that you are dealing with a well-run and solvent company.

Below certificate speaks for itself.



Clients' Reactions to Our Services and Performances

We have received the following comments from some of our clients:

SLOVALCO

Dear Supplier

SLOVALCO a.s. evaluates, once a year, its suppliers following a set given precise rules and results are used as a base to separate the supplier into three following groups:

- "A" - excellent suppliers
80 - 100 points
- "B" - good suppliers
50 - 79.99 points
- "C" - unsatisfactory suppliers
0 - 49.99 points

We are pleased to let you know that in 2006 out of 100 of all possible points in our Suppliers evaluation system you gained 93.51 points, which placed you into the category

"A" - Excellent Suppliers.

Let us thank you for your correct approach to the SLOVALCO a.s. and let us, at the same time, express our conviction that our cooperation will continue in the same way.

TALUM



New Smelters

As everyone within the industry knows several new smelters are not only on the drawing board but have become a reality. We are happy that we are elected as one of the suppliers for the new smelter Sohar Aluminium in Oman, the new smelter in Qatar, and the new EMAL smelter in Abu Dhabi, the Arab Emirates.

I believe that we have been picked as one of the suppliers because of:

1. Competitiveness
2. High Quality Products
3. Sufficient Production Capacity
4. The **simonsen**[®] Service

There are other new smelters like for example the new smelter in Helguvik on Iceland and we of course do our best also to become the elected supplier to this new smelter.

Many upgradings to prebake technology also take place these years and we are fortunately also involved in such new projects.

22nd International Aluminium Conference, Dubai, UAE

9th to 11th September Morten participated in Metal Bulletin's 22nd International Aluminium Conference in Dubai.



Dinner party at Burj Al Arab

Vitali Pingin, Manager
Prospective Research &
Development, RUSAL
ETC. and **Morten**



ISO Certification

In November 2006 we were audited by Dansk Standard and were re-certified according to ISO 9001:2000.



Chinaman

During a meeting with the Sinosteel group concerning the production and sales of silicon carbide blocks my very good friend Mrs. **Wang Guimei** from LIRR took minutes of our meeting. In the minutes she wrote under participants:

*Mr. Jorgen Simonsen, Executive **Chinaman**, simonsen a/s*

I don't know if Wang Guimei was joking or just made a misprint but you can of course easily mistake between a "chairman" and a "chinaman" and in this case probably both descriptions were correct, as I have just made my 65th trip to China since 1995.

Samples of Sidewall Blocks for HYDRO

During a meeting with HYDRO in Orlando in March we promised **Stanislaw Jarek**, **Ellen Jorgensen** and **Svein Kaare Sund**, all from HYDRO Aluminium, to try to get hold of samples from a new supplier in China of sidewall blocks. I succeeded, and I carried a "pretty sample" with me all the way from the Shanxi Province to Nykøbing from where the sample was forwarded to Stanislaw Jarek for testing.

When Stanislaw heard that the sample was on its way he wrote me the following e-mail:

Dear Jorgen,

We really appreciate your efforts. Simonsen is an outstanding supplier. There are no one else who provide such efforts to satisfy the clients like you. Hope you didn't have problems in the customs.

We look forward to receiving the sample.

*Stanislaw Jarek
Porsgrunn
Norway*

Golf at Pebble Beach

In August Morten was invited by Century Aluminum Company to participate in the 2007 Concours d'Elegance in Monterey, California.



Mat Powell and Morten



Bob Bodycombe - Jerry Reed - Mat Powell - Morten

Meeting with Calsitherm and Techno-Physik

In August Techno-Physik and simonsen were invited by Calsitherm to see their new plant expansion. A very nice and efficient plant.

Present were:

Jörg Becker - Jørgen - Tobias Hölscher - Klaus - Daniel Leberger



Visit from Sinosteel Hamburg



Marianna - Fang Wei (Emma) - Susanne

In September **Fang Wei**, Sales Manager of Sinosteel in Germany paid us a visit for a few days.

She was here to learn more about how we work on a daily basis and to meet with all the ladies in our office.

After office hours our ladies took Fang Wei shopping and sight-seeing, and in the evenings she was invited to dinner in the private homes of two of our ladies - a very special experience for Fang Wei according to herself as a Danish home is very unlike a Chinese one.

The Maglev Train, Shanghai

During a visit to Shanghai in August 2007 I took the German Maglev train from downtown Shanghai to the Pudong Airport.

The train ride takes some 8 minutes and at its peak speed the train runs 431 km/hour. See the below photos from inside the train and myself standing outside the train.

Very impressive !





An Elephant called Jorgen

Yes, it is correct.....

As you have seen in previous Dynasty Updates our family has very good friends **Francoise** and **Lawrence** living in the Thula-Thula Game Reserve in Zululand, Natal.

You may remember that Francoise is a French lady from Montpellier who has educated the black staff in their lodges to cook fantastic French food.

Lawrence is the gentleman who was the first civilian to enter Bagdad after the city was occupied by the Western troops to save the animals in the Bagdad Zoo, a move that was made on his own initiative because of his enormous care for suffering animals.

In Thula-Thula they have a herd of elephants which Lawrence can get into contact with by calling their names in a very special way. That's why I started calling Lawrence the "Elephant Whisperer".

Some of the members of this elephant herd have given birth to 3 baby elephants earlier this year and Lawrence decided to give one of the babies my name. So now there is a small elephant walking around in Zululand called: **Jorgen** ! Not that there are many similarities with me - the human Jorgen (I think and hope).

The Pandas

We are still supporting / sponsoring the Chinese Pandas. As you may know this animal is endangered and everything must be done to protect this rare species of which there is an estimated 2,500 animals left in the world.

The Chinese do a fantastic job taking good care of the pandas, among others "The Great Panda Breeding Center" in Chengdu in the Sichuan Province, where also our "SICA" is having a good life.



I visited Chengdu Breeding Center last August and a photo was taken of me and a very young panda called Xiao Jiao. He was wonderful to have on my lap. He was quite quiet and accepted sitting with me without trying to bite me.



I also took a photo of a panda mother and her newborn baby. Amazing how these large panda mothers up to 300 kg handle their babies weighing only about 100-200 g. Touching to see.

My 70 Years Birthday

On that very special day for me I invited my family and friends to a party at a seaside hotel close to the North Sea in the northern part of Jutland.

What a day and evening !

Many gave a speech and who doesn't like to be praised ? Also - according to Danish celebration customs, several had made special songs for me.

I had hired a band "To Night" that also played to my 60 years birthday, so the atmosphere was excellent and everyone had a fantastic time.

My family had made a song as well + they had arranged some Chinese lion costumes flown in - a yellow and a red lion costume and some tiger costumes. So suddenly the lions and tigers appeared in the ballroom "stuffed" with my grandchildren and to my great, great surprise also my close friend **Zhao Junguo** from LIRR. That was a touching moment when my friend from Luoyang stepped out of one of the lions to congratulate me on my birthday - he had come all the way from China.



The 20th April 2007 is a day I shall never forget and I thank Junguo, LIRR and my entire family for all their care and attention.

The grandchildren - I love them all !



Kanchanaburi Temple, Thailand

Late September I visited the famous tiger temple in Kanchanaburi, Thailand.



A tiger mother and her cub.

Horseback Riding in Iceland

Again this year members of our family visited Iceland and apart from meeting our Icelandic friends Morten (and Marianna, Laura and Olivia) enjoyed spending some time horseback riding.



AIRBUS A-380

After attending the 9th Australasian Conference in Terrigal, Australia, Morten had the chance to fly the brand new super-jumbo AIRBUS A-380-800 from Sydney to Singapore. The one single aircraft yet of this type flying worldwide and has only been in operation for 2 weeks. According to Morten a fantastic experience and like a flying cruise line.



As a curiosity it is said that aluminium from DUBAL is used for the construction of the airplane !

Truths about Life that Adults have learned

- Raising teen-agers is like nailing Jell-O to a tree.
- Wrinkles don't hurt.
- Families are like fudge mostly sweet, with a few nuts.
- Today's mighty oak is just yesterday's nut that held its ground.
- Laughing is good exercise. It's like jogging on the inside.
- Middle-age is when you choose your cereal for the fibre, not the toy.

Thruths about Growing Old

- Growing old is mandatory; growing up is optional.
- Forget the health food. I need all the preservatives I can get.
- When you fall down, you wonder what else you can do while your're down there.
- It's frustrating when you know all the answers, but nobody bothers to ask you the questions.
- Time may be a great healer, but it's a lousy beautician.
- Wisdom comes with age, but sometimes age comes alone.

Vikings in Normandy, France

Some 1200 years ago the Danish Vikings invaded Normandy in France.

Many French people from that area obviously don't forget their origin as there are many Viking clubs in Normandy.

One gentleman, Jean Charles Noël, feels like a Viking and he is normally called "Storm". After 1200 years there are probably today more Vikings in Normandy than in Denmark (there are not many of us left in Denmark...). Jean Charles' mother originates from the Vikings and he claims that for the past 15 years he has defended the true identity of Normandy. (I wonder how the French feel about such statements !).

The first Viking ship arrived at the mouth of the Seine in year 820 and until the end of the Viking era in France around 911 the Danish barbarians plundered systematically a large part of France inclusive of Paris.

It is assumed that some 4000 Vikings - mainly males - came to Normandy where they successively married French women and settled down as farmers and fishermen. Vikings got integrated without any big problems.

Many names of small villages on the Normandy Coast originate from the time of the Vikings.

At the beginning the Vikings were quite wild and burnt down cities like Nantes, Bayonne, Saintes and Bordeaux.

Paris didn't escape its destiny either. In 845,

856, 861 and 865 Paris was sieged and its

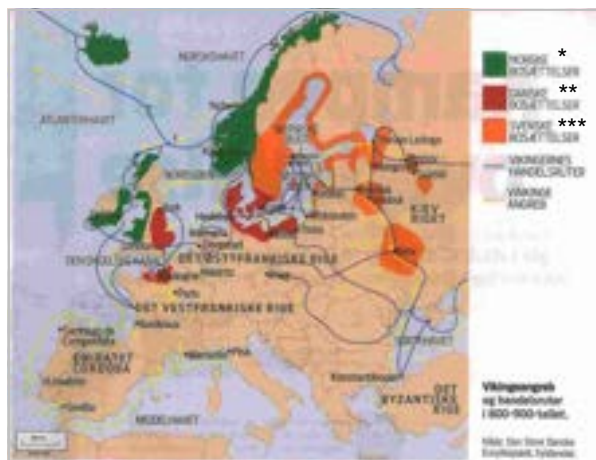


churches and monasteries were ripped off and burnt and several times the King - Karl The Bald - paid fortunes in silver to the Vikings to protect Paris.

Now things are calmer. Such things could not take place today (I believe) thanks to the EU and also because we have all become more civilized, I assume.

But, the Vikings have been an important part of the European history.

*Viking Attacks and Trade Routes
in A.D. 800-900*



- * Norwegian Settlements
- ** Danish Settlements
- *** Swedish Settlements

Chinese "Letters"

Learning Chinese

The original character 出 (*chū*) is a combination of two parts: The lower part is a line which curves upwards indicating a doorway or a cave-dwelling (宀); the upper part is a foot with the toe pointing upwards (止), implying the foot moving across the threshold of the door or cave-dwelling.

Fundamentally, 出 means to go out, to come out (出发 *chūfā* — set out); and has developed extended meanings of exceed (出格 *chūgé* — exceed proper limits for speech or action), produce (出彩 *chūcǎi* — produce something brilliant).

Among Chinese phrases to begin with *chū*, two of them are most frequently used by people to give praise to others:

出类拔萃, *chū lèi bá cuì*, means outstanding;

出淤泥而不染, *chū yū ní ér bù rǎn*, literally means to come out of the mud unsoiled, or resistant to the evil environment or deed.

In Chinese slang, people can often see the existence of 出.

Some of them are used to portray different people.

There are 出家人 (*chū jiā rén*), which refers to monks or nuns who leave home to live in temples or convents.

出头鸟 (*chū tóu niǎo*), literally meaning the bird who flies in front of its flock or stretches its head from its nest, is used to

describe people who are distinguished among a group.

出土文物 (*chū tǔ wén wù*), meaning unearthed relics, is often used to banteringly describe objects or people who are outdated.

And 出水芙蓉 (*chū shuǐ fú róng*), which means a lotus flower fully opened and usually refers to pretty young girls.

People who always go back on their word or do things contradicting themselves are described as 出尔反尔 (*chū ěr fǎn ěr*).

In the 78th Annual Academy Awards, Ang Lee's film "Brokeback Mountain," 出乎意料 (*chū hū yì liào*), meaning unexpectedly, failed in winning the Oscar for best picture. This term is a neutral one, but in this case, it is unexpectedly disappointing.

China Daily with contribution from Chinese Characters in Pictures published by Sinolingua

Learning Chinese is not easy !

African Animals

You may wonder that we don't have any photos of my highly loved African wild animals included in the 2007 version of the Dynasty Update.

However, as there are also interesting - and dangerous - animals in Scandinavia we found that this year we should include only animals from Greenland and Scandinavia (Norway and Sweden).

No Danish animals, as our animals are foxes, pheasants, deer, birds, moles, rabbits which are not very exotic, but still a beautiful part of the peaceful Danish nature.

Signs

There are many funny signs placed around the world. Everyone may think that English is an easy language, but it isn't. Did you know that Winston Churchill was the person who had the largest vocabulary in the world? Churchill knew some 45,000 words out of the approx. 350,000 words the English language consists of.

Examples of funny signs:

"Ladies, please have fits upstairs". - "No swimming if sign is under water"

In India and Pakistan you can read in tailors' windows: *"Dresses for Streetwalking"*

In Japan you can read a sign saying *"Detour. Please drive sideways"*

In Ireland the label on a sweater was saying *"90% wool and 20% cotton"*

In a restaurant on the island of Capri you can read this sign *"We recommend the tart of the day"*

And in a wildlife reserve in Namibia a sign is saying *"Toilet. Stay in your car"*

A missing comma or colon in this sign from San Francisco *"Caution Pedestrians Slippery When Wet"*

In Los Angeles in a shop *"Antique Tables made Daily"*

A road sign saying *"Caution - Blind Drivers backing out"*

In Shanghai a sign says *"Deformed Man Toilet"*

A dentist in China calls his clinic *"Yelling Dental Clinic"*

Naval Right of Way

This is the transcription of the actual radio conversation between the British and the Irish off the coast of Kerry, October 1998. Radio conversation released by the Chief of Naval Operations.

IRISH: *"Please divert your course 15 degrees to the South to avoid a collision".*

BRITISH: *"Recommend you divert your course 15 degrees to the North to avoid a collision".*

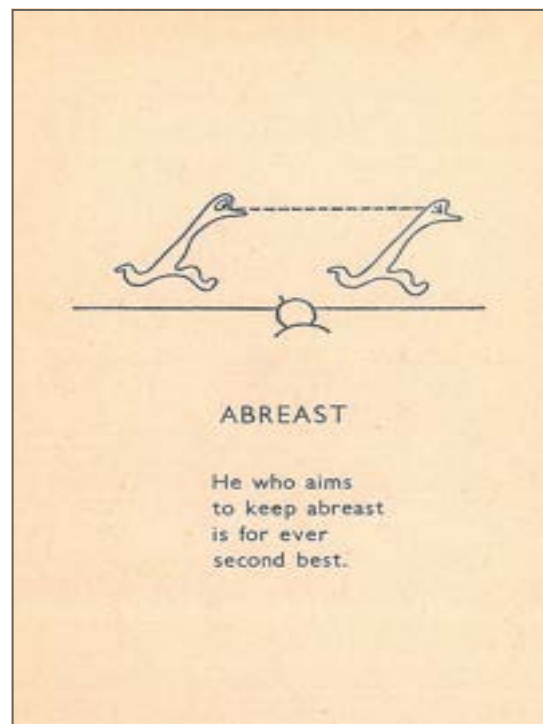
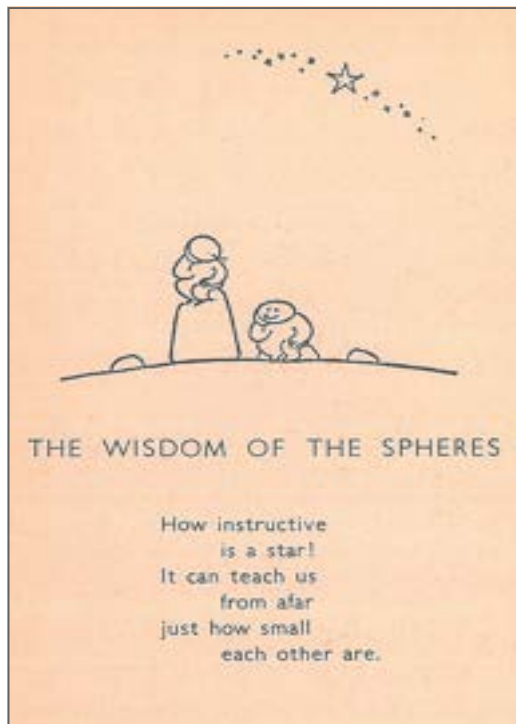
IRISH: *"Negative. You will have to divert your course 15 degrees to the South to avoid a collision".*

BRITISH: *"This is the Captain of a British Navy Ship. I say again, divert your course".*

IRISH: *"Negative. I say again, you will have to divert your course".*

BRITISH: *"THIS IS THE AIRCRAFT CARRIER HMS BRITANNIA! THE SECOND LARGEST SHIP IN THE BRITISH ATLANTIC FLEET. WE ARE ACCOMPANIED BY THREE DESTROYERS, THREE CRUISERS AND NUMEROUS SUPPORT VESSELS. I DEMAND YOU CHANGE YOUR COURSE 15 DEGREES NORTH. I SAY AGAIN, THAT IS 15 DEGREES NORTH OR COUNTER-MEASURES WILL BE UNDERTAKEN TO ENSURE THE SAFETY OF THIS SHIP".*

IRISH: *"We are a lighthouse Your call".*



That's the End of the Stories !

We wish you and your family a happy Christmas and a prosperous 2008 and remember always to treat others the same way as you would like to be treated yourself !

Warmest regards,

World's Easiest Quiz

1. How long did the Hundred Year War last ? **116 years**
2. Which country makes Panama hats ? **Ecuador**
3. From which animal do we get catgut ? **Sheep and horses**
4. In which month do the Russians celebrate the October Revolution ? **November**
5. What is a camel's hair brush made of ? **Squirrel fur**
6. The Canary Islands in the Pacific are named after what animal ? **Dog**
7. What was King George VI's first name ? **Albert**
8. What colour is a purple finch ? **Crimson**
9. Where are Chinese gooseberries from ? **New Zealand**
10. What is the colour of the black box in a commercial airplane ? **Orange, of course**

What do you mean you failed ?

Answers !

