



The MACKEREL

NEWSLETTER OF JEBSEN & JESSEN GROUP OF COMPANIES SOUTH EAST ASIA

JAN 2012
VOLUME 01/2012
MICA (P) NO. 172/03/2011
PPS 1658/09/2009 (028106)

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ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise our sea-faring tradition and growth to become a leading distribution, manufacturing and engineering group in South East Asia. The ripples reflect the expanding and international character of our organisation and the communication function of this newsletter.

New Executive Vice Chairman

Alexander Chan Meng Wah joins the Executive Board of Jebsen & Jessen (SEA)

By Laja Mensdorff-Pouilly, Singapore

Alexander (Alex) Chan Meng Wah has joined Jebsen & Jessen (SEA) as executive vice chairman in November 2011. Assuming overall responsibility of the Group's business infrastructure, he has taken over the responsibilities of executive vice chairman Heine Askær-Jensen, who will retire from the Executive Board effective Jan 31, 2012, and join the Group's non-executive Board of Directors.

As executive vice chairman, Alex Chan will join Heinrich Jessen, chairman, and Fritz von der Schulenburg, executive vice chairman, on the Executive Board of the Group.

Alex, 58, has a wealth of executive experience, having led reputable organisations including Hewlett-Packard, Yeo Hiap Seng and MMI Holdings. Prior to this appointment, he was at MMI Holdings, where he served as executive director and was part of an executive team recognised for leading the SGX-listed company through a significant decade of growth. He also served as the executive director of Far East Organisation and concurrently led Yeo Hiap Seng member group as managing director and CEO.

"Alex's tremendous leadership experience and success, coupled with his calm authority and personality, will be a key asset to our executive team," says Heinrich Jessen. "He is an ideal strategic partner with whom we can evaluate the steady stream of business opportunities. He is also a solid executive who is robustly equipped to ensure that our shared services platform is kept smart, risk-ready, cost-effective, and well-oiled for our double-in-five-years growth programme."

Alex began his career in Hewlett-Packard as a production engineer and held various positions in finance, accounting, sales & marketing and IT. At the age of 38, he assumed the role of managing director of Hewlett-Packard Singapore and Hewlett-Packard South-East Asia.



Alex Chan has joined the Group as executive vice chairman last November, taking over responsibilities of Heine Askær-Jensen.

He currently serves as an independent director at publicly-listed companies MFS Technology and Spindex Industries. Alex previously held board positions in a number of Singapore-based technology companies and government-linked institutions, including the Economic Development Board, Central Provident Fund Board, CISCO Security, SNP Corporation, Defence Science & Technology Agency, Singapore National Employers Federation and was chairman of the Singapore Sports Council. He was awarded the Singapore Business Award for Outstanding Manager in 1994 and the national Public Service Star (BBM) medal in 2011.

An active national serviceman, Alex retired as a colonel from the Singapore Armed Forces and served as a Nominated Member of Parliament from 2005 to 2007. He holds an MBA from University of California, Los Angeles, and a Bachelor's Degree with First Class Honours in Electrical Engineering from the then University of Singapore. A renowned swimmer, he won several regional awards as a member of the Singapore national swimming team in the 1970s.

HIGHLIGHTS

BUSINESS

Chairman's Message

Chairman Heinrich Jessen reports a solid performance in 2011 and a positive outlook for 2012

"Buoyed by generally favourable market and stable political conditions in all of our countries, the Group has been able to deliver another solid performance in 2011. In addition to achieving our budgeted sales and bottom-line, we were able to reach some important milestones in our growth strategy. These include welcoming PET bottle and jar specialist Labplas Sdn Bhd to the family – an acquisition which brought further breadth to the Packaging Regional Business Unit activity portfolio. At the same time, our new ventures in Cambodia and Myanmar got off to a solid start. Our efforts to identify new acquisition opportunities continued at full throttle and we are currently in discussion with a number of companies that would bring significant strategic fit to our Group.

While looking to add new businesses and geographic coverage to our regional business platform, we have simultaneously reviewed our existing activities with a critical eye and concluded that the Group's ability to remain market relevant in consumer electronics and IT service provision is limited in the long term. This led to the decision to exit from our IT business in Electra through a management buy-out (Jebsen & Jessen (SEA) maintains a minority stake) and to transfer the digital camera and headphone distribution business in Thailand to new owners.

In November we warmly welcomed Alex Chan to our Executive Board and an elaborate hand-over from the retiring Heine Askær-Jensen has been completed. We are fortunate to have found such



Heinrich Jessen, chairman Jebsen & Jessen (SEA), at the farewell event organised for Heine Askær-Jensen in December 2011, Capella Hotel, Singapore.

an outstanding successor in Alex Chan and are grateful that Heine Askær-Jensen, who has had such a colossal impact in bringing the Group to where we are today, has agreed to remain on the Group's Board of Directors for another year.

More than 200 of our employees in Thailand were directly affected by the recent floods. While fortunately no lives were lost, the considerable physical, psychological and financial burden that this imposed on our colleagues was extremely distressing. The speed with which the management team in Thailand responded was exemplary and the enthusiasm with which colleagues from throughout the region chipped in with donations of their own was a touching testimony to the increasingly ASEAN-wide spirit of solidarity that is flourishing in Jebsen & Jessen (SEA).

We enter 2012 with full order books and a generally positive outlook but also with a keen awareness of the uncertainties in the European and American economies. As the degree to which these uncertainties might affect the market conditions in ASEAN cannot yet be fully anticipated, our prudent risk policies remain as relevant as ever. Best wishes for the New Year!"

BUSINESS

Ahead of the Game

JJ-Lurgi celebrates a series of successes in 2011

By Anthea Ho, Malaysia



JJ-Lurgi, a leading plant supplier in the vegetable and oils and fats industry across the region, celebrates a booming year.

The year 2011 has been very successful for Regional Business Unit JJ-Lurgi. Proven technology, high level of engineering designs, efficient plant operation, total commitment to the implementation of contracts as well as excellent after-sales services have made JJ-Lurgi a leading plant supplier in the vegetable oils and fats industry across ASEAN.

Following the re-structuring of palm oil taxes in Indonesia, there was a sharp increase of downstream investment and JJ-Lurgi has greatly benefited by receiving healthy orders, with a number of contracts still under discussion.

Since August 2011, the Indonesian government has raised export taxes drastically to boost refining capacity and downstream activities. Crude palm oil (CPO) export tax was set at 22.5 per cent and refined palm oil tax at 13 per cent.

Orders mainly came in from Indonesia, China and other ASEAN countries and JJ-Lurgi is proud to have acquired a range of new customers and investors.

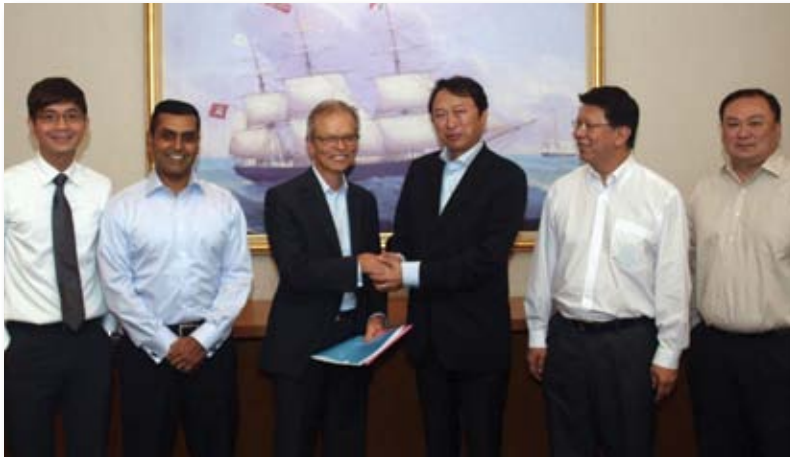
To further expand their business territories, joint venture partner Lurgi Germany has asked JJ-Lurgi to participate in worldwide projects. These are promising prospects and first successes have recently been achieved when they won a refining project in Turkey.

BUSINESS

Electra's Third Party Business Is Now Independent

Since last October, the Group's former subsidiary, IT service provider Electra, operates independently

By Laja Mensdorff-Pouilly, Singapore



Michael Lim and Patrick Teh (third from right, far right) together with former Executive Vice Chairman Heine Askær-Jensen (middle), Group Director Finance Fong Luen Ow Yeong (far left), Gopal Varutharaju (second from left) and Group Director Legal Melvin Tan (second from right).

Effective October 2011, Electra's third party SAP business is operating independently from Jebsen & Jessen (SEA), with Gopal Varutharaju and two external partners, Michael Lim and Patrick Teh, having acquired 75% of the shareholding through their joint holding company ABEO International, Singapore.

Next to Singapore, Electra's business in Malaysia and Vietnam has also been acquired by Gopal and his partners, while Electra's business in Thailand has been divested.

"We are very pleased on the evolution of the Management Buyout partnership with Gopal, Michael and Patrick, which not only secures continued SAP support to our Group, but more importantly adds pertinent value to the Electra sales and marketing that we have been lacking for some time. This joint partnership holds the right ingredients for Electra to enjoy a more sustainable market position in the region and to grow into a significant player within its specialised sphere," comments Heine Askær-Jensen, former executive vice chairman Jebsen & Jessen (SEA).

"Our Group will maintain a strategic interest of 25% in Electra, a company that will continue to serve us as SAP Channel Partner and preferred support organisation,"

In the meantime, Jebsen & Jessen's (SEA) internal IT and Communication (ITC) infrastructure has been transferred to the holding entity as an integral part of the Group's Central Services Unit (CSU) support and under the overall management of Ms Chris Tan in her new position as Group Director ITC.

"A big Thank You to Gopal for his nine years of service with our Group," Mr Askær-Jensen continues "he has been instrumental in strengthening our ITC infrastructure and supported all of us in a competent manner to aggressively stay at the forefront. We would like to extend our very best wishes for his new entrepreneurial endeavours together with his new partners."

Electra's new contact details:

Electra (S) Pte Ltd
40/41 Duxton Hill Level 2 Singapore 089619
Tel: +65 6221 7405

BUSINESS

Launching Fire Alarm Cables to the Cambodian Market

Jebsen & Jessen Cambodia and JJ-Lapp Cable celebrate first successes with 18km of fire alarm cables sold

By Vanessa Loh, Singapore, and Sok Chamroeun Hak, Cambodia

Over the past year, JJ-Lapp Cable has been able to successfully penetrate the Cambodian market through the Group's Jebsen & Jessen Cambodia entity. Major successes have been achieved for the building automation industry with the launch of fire alarm cables, a product new to Cambodia.

Within a period of three months, over 18km of fire alarm cables have been sold to General Electric Supply (GES) for the installation of fire alarm systems for residential and commercial properties.

"We are glad to see JJ-Lapp Cable starting off so well in Cambodia thanks to the continued efforts of Jebsen & Jessen Cambodia. The rapid growth of real estate and construction industries opens up myriad opportunities for the cable business," says Ng Guan Leong, regional sales & marketing manager JJ-Lapp Cable, "and our objective is to gradually develop strong brand awareness to further enhance our standing in this promising market!"



JJ-Lapp Cable has recently sold over 18km of fire alarm cables to the Cambodia market.

BUSINESS

Frost & Sullivan Asia Pacific Best Practices Award

Jebsen & Jessen Communications receives 2011 Frost & Sullivan Southeast Asia Contact Centre System Integrator of the Year award

By Able Tan, Singapore

Regional Business Unit Jebsen & Jessen Communications has been accorded the "Contact Centre System Integrator of the Year" award at the 2011 Asia Pacific Best Practices Awards held last October.

Each year, companies are chosen by Frost & Sullivan to receive the award, which recognises outstanding industry achievements, excellence in growth leadership and exemplary performances in Asia.

"We are deeply honoured to receive this prestigious distinction," says Regional Managing Director Jebsen & Jessen Communications Harold Thng. "Frost & Sullivan is a highly regarded industry analyst and we plan to continue building on our successes and providing customers with enhanced value. Thanks and congratulations to all members of Jebsen & Jessen Communications."

The Frost & Sullivan Asia Pacific Best Practices Awards are globally recognised among end user markets, the media and the investment community, due to the credibility of the firm's research and rigorous methodology.

Jebsen & Jessen Communications was selected as a recipient of this award because of their strong reputation as a trusted partner in



Jebsen & Jessen & Communications proudly receives the distinction. Regional Managing Director Jebsen & Jessen Communications Harold Thng (right) and Partner & Asia Pacific Managing Director Frost & Sullivan Manoj Menon.

the contact centre space across verticals and by leading vendors. The business unit has a well established regional presence and has maintained a leading position in providing contact centre solutions, from business concept to design and deployment.

Furthermore, Jebsen & Jessen Communications' strong relationships with key vendors and its highly specialised technical team have helped the business unit winning the award.

BUSINESS



Jebsen & Jessen Packaging in Malaysia has won an exciting contract to pack water purifiers for the Malaysian market.

Packing Purity

Jebsen & Jessen Packaging has been awarded to provide the protective packaging for water purifiers in Malaysia

By Karen Choy, Malaysia

Amway, a renowned household brand, has recently moved into producing water purifiers and Jebsen & Jessen Packaging in Malaysia has been awarded the packaging contract for this significant project.

Passing the customer qualification audit was a challenging task due to stringent health and cleanliness requirements. The team of Amway quality delegates from the US visited Jebsen & Jessen Packaging twice before the contract was awarded.

Some of the special requests they had, were not to wrap the EPS foam in bright colours as bright colours attract insects or to only use stainless steel trolleys for the foam drying process to avoid potential rust from contaminating the foam.

Meeting the auditor's high quality expectations demonstrates that Jebsen & Jessen Packaging is able to serve industries where hygiene is of utmost importance. The business unit is now supplying the EPS cushion end cap and the outer box for the packaging of the purifiers.

BUSINESS

Spectacular Lifting Action Atop Singapore's Asia Square

Singapore's dazzling Asia Square is served by one of MHE-Demag's lift hoisting systems

By Kerwin Lye, Singapore

Asia Square, located at Marina Bay in Singapore, is an ambitious twin-tower development close to completion. It will, amongst others, comprise office and retail space and a five-star hotel.

Working on top Tower 1 is a newly installed High Lift Hoisting System by MHE-Demag (MDS), hoisting up objects weighing up to 10 tonnes.

Initially, the local project developer invited MDS to propose a solution that will enable future tenants to make use of the roof space (38m x 22m) for installation of generators and chillers. Based on the best assessment made by the developer, architects and consultants, this required a system with a hoisting capacity of 10 tonnes and with an outreach of approximately 10 metres horizontally and lifting heights of 220 metres vertically.

Thanks to MDS' professional consultancy capabilities and the hard work put in by the Sales Division, Regional Design Team and basically all frontline staff, the company was confident about successfully completing the job.



A winch trolley is moving out Asia's Square's façade on MHE-Demag's hoisting system, paying out a hook for some heavy lifting.



Asia Square, located at Marina Bay in Singapore, sees a newly installed High Lift Hoisting System in action.

After numerous rounds of discussions and brainstorming, the team settled on an intricate hoisting system with a 14-metre long retractable beam in lattice construction. The winch trolley can move out and payout a hook all the way down to ground level.

The lift hoisting system lived up to its promise and recently hoisted enormous generators from the ground level to the roof service level; the entire lifting operation was completed in a mere 20 minutes. A rapid success in heavy lifting for MHE-Demag.

BUSINESS

How to Keep a Falcon in Shape

MHE-Demag's gigantic Aerial Work Platform is kept in top form

By S.Segar, Malaysia

In 2010, Malaysia's shopping centre group, Suria KLCC Sdn Bhd, bought a Falcon FS 520 Aerial Work Platform of MHE-Demag for their mall (KLCC) at the foot of the Petronas Twin Towers. The platform is primarily used to maintain and clean the mall's glass dome.

This 52-metre tall giant from Danish supplier TCA LIFT A/S is one of the world's largest aerial work platform models. To date, only three such machines exist globally, including another model delivered by MHE-Demag in the Philippines in early November 2011.

MHE-Demag Malaysia's (MDM) service team stationed at their site office in KLCC recently came up close to this giant again to perform a preventive maintenance job and to conduct extensive training sessions for the operators. Mr Jan Kjaersgaard from principal TCA LIFT came all the way from Denmark to support MDM in this important job. The team's hard work did not go unappreciated and as a result Suria KLCC signed a five-year comprehensive preventive maintenance contract with MDM.

Says Puspajaran Pallayah, service technician team leader, "From now on, three people will be in charge of servicing the Falcon. In the unlikely event of an emergency we can help the operators within two hours or even be on stand-by if the customer needs us during the operation of the machine."

Special recognition must be given to Mr Ang Peng Khay, sales and service engineer in charge of all major servicing projects around KLCC.



MHE-Demag's team, having just won a five-year preventive maintenance contract, in front of one of the world's largest aerial work platforms, a Falcon FS 520 which they installed in 2010.

BUSINESS



Jebsen & Jessen Technology's WMA pumps operating in a gold mine in Indonesia.

Pumping it Up in Indonesia

Jebsen & Jessen Technology reports a record year in bringing mining pumps to the Indonesian market

By Gunawan Hartanto & Ibnu Rusyelhahby, Indonesia

Representing a vast portfolio of Slurry pumps, valves, cyclones, mill liners and mining hoses, Jebsen & Jessen Technology Indonesia (JJTI) has what it takes to successfully serve Indonesia's enormous mining market.

As one of the world's leading producer of tin, coal and copper, Indonesia has a flourishing mining industry. Gold, nickel, bauxite, phosphates and iron sand are among the minerals found in the resource-rich country and the mining industry is growing in size and importance.

JJTI has been actively involved in the pumps business for some years, but business has reached new heights in 2011 thanks to a growing understanding of customer requirements, a world-class product portfolio and reduced maintenance and operating costs in bringing Slurry pumps to the market. In addition, JJTI's Sales & Service team was able to further develop and increase their market share by providing a range of value-added services, such as an integrated maintenance and monitoring programme, to their customers.

"We plan to further grow our business in this promising market and become a leading Slurry product transfer provider in Indonesia," says President Director JJTI Mr SL Wu. "Our plan is to strengthen the Sales & Technical team with a geographical presence across the mining market. More emphasis will also be put on our complementary products such as Slurry valves and mining hoses."

Among the principals JJTI represents is Weir Minerals Australia (WMA), the world's leader in the design and manufacture of Slurry pumps, valves, cyclones and mill liners for the global mining and minerals processing industries. Major customers of JJTI in the mining industry include renowned companies such as Indomuro Kencana Mining, Aneka Tambang, INCO, Kaltim Prima Coal, Timah Tin Mining, Meares Sopotan Mining, Natarang Mining, Straits Group, PAMA Persada, Sapta Indra Sejati, Bukit Makmur and many others.

BUSINESS

Contact Centre Solution Upgrade for DBS

Development Bank of Singapore (DBS) has won The Best In House Contact Centre Award 2011; their awarded contact centre was recently upgraded by Jebsen & Jessen Communications

By Able Tan, Singapore

Development Bank of Singapore (DBS) won The Best Contact Centre Award 2011 from the Contact Centre Association of Singapore (CCAS). This is a major success for Jebsen & Jessen Communications (JJCS), which helped to upgrade DBS' contact centre in 2011.

Next to several service improvement initiatives the bank undertook, it also optimised resources and streamlined business processes through an enhanced Workforce Management (WFM) system installed by JJCS. The WFM system includes a Strategic Planner and Time-Off Manager to effectively manage the workforce.

In 2010, JJCS first undertook a requirement study to understand the unique operations of DBS. The team further provided business solution consultancy to DBS, and modelled a workforce solution to ensure that staffing needs are optimised.

The solution JJCS deployed integrates information from DBS's Automatic Call Distributor, which handles call routing, with the WFM system. In order to achieve this, JJCS mapped DBS' business processes to the WFM system and ensured that the WFM system is able to balance staffing resources according to various factors such as call volume, agent skill sets, work rules, cost, etc. This results in improved productivity, a fairer workload distribution and ultimately, happy customers for DBS.

"Our contact centre plays an important role in our customer experience. It serves as a virtual branch where we can meet our customers' needs," says Lena Low, head of customer centre, Singapore, DBS. "By partnering JJCS in our recent implementation of an enhanced workforce management solution, we have enabled our



Jebsen & Jessen Communications upgraded the contact centre of Development Bank Singapore by installing an advanced Workforce Management system.

scheduling team, supervisors and agents to be more productive and efficient, while enhancing the call distribution handling. We are pleased to see our efforts recognised by the industry."

"We are proud to be selected by DBS for the upgrading of their contact centre, and to have the opportunity to offer our best practices and advice to help them to be recognised as the best contact centre locally. Our support strategy towards DBS is aligned to their business goal – that is to create happy customers while optimising resources," comments Harold Thng, regional managing director, Jebsen & Jessen Communications.

BUSINESS

JEOFOAM Helps Chefs Stand Taller

Jebsen & Jessen Packaging's JEOFOAM is used as interior void fill for a five-star hotel's kitchen

By Vanessa Sim, Singapore

When one of the Singapore's world-class integrated resorts called to raise their kitchen floor another 430mm, Jebsen & Jessen Packaging offered the simplest, fastest and most cost-effective solution with its EPS JEOFOAM to fill the space.

A total of 300 cubic metres of JEOFOAM blocks, produced using fire retardant EPS, were laid on top of the existing floor and a new concrete slab was cast over it. The light-weight foam does not cause any problem to the existing structure and its highly compressive strength can easily handle the load and traffic above it.

The successful project was completed and commissioned within four months and Jebsen & Jessen Packaging's team acted as the project coordinator, supplier and site supervisor.



Construction site at a five-star kitchen: JEOFOAM is applied to raise the kitchen floor some 430mm. The light-weight foam forms the ideal fill material.



The kitchen is back in its former glory, only 430mm taller.

JEOFOAM is the ideal solution as it can be delivered to site in pre-profiled cuts and the blocks can be put in place between the existing and new slab quickly and accurately, eliminating the need for tamping with concrete or other, heavier materials.

Jebsen & Jessen Packaging's JEOFOAM can be manufactured to precisely meet design requirements and accelerate construction schedules. It can be used for foundations and side hill fills to reduce lateral pressure and axial loads on structures because of its light weight and predictable physical properties.

INNOVATION

Strong Developments in Indonesia

PT JJ-Lapp Cable SMI is gearing up for 2012

By Anthea Ho, Malaysia



JJ-Lapp Cable SMI's manufacturing facilities in Tangerang received a positive makeover.

In December 2010, the Group's Cable Technology Regional Business Unit and Indonesian cable manufacturer PT Sinarmonas agreed to establish a new entity, PT JJ-Lapp Cable SMI (JJLSMI). The Mackerel reported in detail about this exciting venture, a milestone for the eight-year old joint venture, JJ-Lapp Cable.

More than one year down the line, The Mackerel is happy to report about strong developments for the new business in an exclusive interview with Mike Winzerling (MW), president director; Robert Teo (RT), general manager Technical & Production, and Erick Lionardi (EL), general manager Domestic Sales.

Mike, could you tell us about the most significant developments since the establishment of JJLSMI? Which pitfalls have been overcome and which milestones have been achieved?

MW: First, we went operational after only three months of preparations, which covered all legal, internal processes and human resources aspects of setting up a new company as well as the development and implementation of SAP. We were able to manage this thanks to the great support from the Group's Central Services Unit and IT and Business Services Indonesia.

After a couple of months, we faced some difficulties in handling the increased workload and called in a regional support team to help us back on track. The team consisted of members from across the entire Group and it was wonderful to see how much support we got. Even though, at Jebsen & Jessen (SEA), we operate various different and independent business units, one can count on each other when help is needed.

As of today we are well equipped to handle the daily business volume and could increase sales revenue with new and existing customers. We also gave our factory a fresh look, built a new production office and have started to work on innovative process improvements.

Robert, what targets have you set for the coming year?

RT: Our primary focus is to get the company re-certified to ISO/TS 16949 QMS, which is critical to our continued supply of cable products to automotive customers, such as Honda or Yamaha, which are assembling motorbikes in Indonesia.

Second, we will embark on improvement projects to ensure consistent quality, lower cost and higher output. These include sourcing new vendors for raw materials, modifying, upgrading and purchasing of new production and testing equipment as well as changing some internal work processes.

Third, we are working with Lapp on the approval process for samples and it is hoped that we may soon start supplying products from the Lapp catalogues.

Last but not least, we will be rolling out initiatives to renovate and improve the factory facilities. These initiatives will include 5S projects, further facility upgrades and the kick-start of our EHS activities.

Erick, you have been able to increase sales significantly since last year; will you be looking into serving new industries and markets in 2012? Where do you foresee strong growth potential?

EL: We have prepared several strategies to further increase sales in 2012:

First, we want to expand our geographical focus to Surabaya and Medan to increase market share and enable cross selling. Our team will also lead revenue for the East and West Indonesian market and we will strengthen our customer service team.

Second, we will tap into the high potential markets for Fire Resistant, Instrumentation and Control cables, all of which we produce in our own facility. Other industries we are looking at are Building Management Systems and Oil & Gas.

We will also continue to promote Lapp's imported cables, our core business. The Lapp brand is strong, respected and well-known in the Indonesian market.

I'm excited to start year 2012 in JJLSMI with these new challenges. I believe the key to success is keeping focus with core business and be positive whenever facing obstacles.

Mike, can you briefly elaborate on what's in line for 2012?

MW: As mentioned by Erick and Robert before, we have to increase our market share in Indonesia significantly and improve on our processes in both sales and production. It will be of high importance to us to get our company re-certified according to ISO 9001 and ISO 16949 TS as well as to become a Lapp Group certified manufacturer. This will give us the basis to produce Lapp branded cables (such as ÖLFLEX) in our plant, which we target to achieve for the last quarter of 2012.

Last but not least, we want JJLSMI to fulfil Jebsen & Jessen's (SEA) stringent EHS standards and will therefore start corresponding efforts in the second half of 2012.

We are looking forward to the future and are confident that by working as one strong team, we will be able to achieve something remarkable for JJLSMI, the JJ-Lapp Cable Regional Business Unit and our Group.

EVENTS

NutriLife Leaves an Impression

Jebsen & Jessen NutriLife at Bangkok's Food Ingredients Asia exhibition

By Siriporn Suwattananukorn, Thailand



NutriLife enjoyed a successful exhibition in Bangkok, considerably raising their profile as premium food ingredients supplier.

Last September, Jebsen & Jessen NutriLife (part of the Chemicals Regional Business Unit) joined the Food Ingredients Asia exhibition in Bangkok. NutriLife, with the business lines in food, feed and pharma & personal care exhibited together with key principals at a prominent stand right at the entrance of the exhibition hall.

"The FIA Asia is the most important food ingredients fair in South East Asia," says Jorgen Lundgaard, regional sales director Food and general manager of Jebsen & Jessen NutriLife Thailand. "With key principals, Muntions, YSK Kanematsu, EPI, B&G and Lonza as co-exhibitors and the presence from several other key partners such as Sensus, Evonik and Fromatech, we had three very successful days, reaching out to new potential customers and raising our profile as NutriLife considerably."

It was the first time that Jebsen & Jessen NutriLife, which was formed after RBU Jebsen & Jessen Chemicals acquired Helm Mahaboon in July 2010, exhibited under the Jebsen & Jessen Chemicals umbrella.

"Our business line (food ingredients) is steadily growing and we are well underway to becoming one of the leading food ingredients suppliers in South East Asia," Jorgen Lundgaard concludes.



PT JJ-Lapp Cable SMI joined the Electric, Power & Renewable Energy Exhibition in Indonesia displaying its wide range of industrial cables.

EVENTS

Two Business Units Generating Power

Jebsen & Jessen Technology and JJ-Lapp Cable join the Electric, Power & Renewable Energy Exhibition displaying their wide range of products and solutions for the power generation industry

By Vanessa Loh, Singapore

From Sept 21-24 last year, PT JJ-Lapp Cable SMI (JJLSMI) and Jebsen & Jessen Technology Malaysia (JJTM) joined the fifteenth Electric, Power & Renewable Energy Exhibition on power generation and renewable energy equipment in Jakarta.

While JJTM's team displayed their portfolio of multi-stage and single-stage steam turbines and their comprehensive packages for reliable power solutions, JJLSMI exhibited its wide range of industrial cables.

The exhibition was particularly exciting for JJLSMI as it was the joint venture's first major public appearance since its establishment.

"JJLSMI participation in this exhibition creates an opportunity for the visitors to get to know our new entity", said Erick Lionardi, general manager Domestic Sales of JJLSMI. "As a strong industry player and with our new cable manufacturing capabilities, we can meet growing demand for electrical installations in the region."

The exhibition was a great success for both business units who were able to not only generate several promising sales leads but also significantly raise awareness on Jebsen & Jessen's (SEA) solutions for the power generation industry.



Jebsen & Jessen Technology's team presenting their comprehensive portfolio of steam turbines and power generation solutions.

EVENTS

Healthcare's Healing Hands

Jebsen & Jessen Technology - Healthcare shares its knowledge on wound dressing with professionals from the burn and surgical sectors

By Mandy Sim, Malaysia



Cheryl Frank, clinical support specialist from principal Ferris, sharing knowledge on wound care practices with professionals from the burn and surgical sectors.

Jebsen & Jessen Technology's Healthcare Division (Healthcare) joined a renowned Burn & Wound seminar in Malaysia last November, together with principal Ferris Manufacturing (Ferris), a specialist for wound dressings.

Organised once every three years by Hospital Universiti Sains Malaysia, the event saw an impressive gathering of over 200 professionals in the field of burn and surgical medicine with speakers from Australia, Malaysia, Taiwan and Thailand.

Cheryl Frank, clinical support specialist from Ferris, shared information on current wound care practices with all participants, supported by the Healthcare team and Noelene Haimes, Ferris' Asia Pacific regional director:

Ferris' wound dressing, known as "PolyMem", is a multifunctional membrane dressing that effectively cleanses, fill, absorb and moisten wounds throughout the healing continuum. It has a remarkable track record in effectively treating and healing various types of wounds.

As sole distributor in certain regions of South East Asia, Healthcare is proud to introduce the dressing and spearheading its novel use to improve the wound care practice in countries such as Malaysia, Singapore and Indonesia.



Signing the joint venture agreement between Jebsen & Jessen (SEA) and Mannesmann Demag Fördertechnik, 1986.

(From left) R. Franke, CEO Mannesmann Demag Fördertechnik; MH Müller, chairman Mannesmann Demag Fördertechnik; AP Jessen, chairman Jebsen & Jessen (SEA) and PH Hay, board member Mannesmann Demag Fördertechnik.

EVENTS

Celebrating 25 Years as Successful Joint Venture

MHE-Demag looks back on 25 exciting years in a joint venture with German crane manufacturer Demag

By Per Magnusson, Malaysia

Since its inception in the early 1970s, the Group's Material Handling Engineering (MHE) business had acted as agent for German crane manufacturer Demag and by 1986, MHE had assumed market leadership for the material handling business in South East Asia.

To build up further strength, however, both parties started looking into intensifying the relationship. And so, after rounds of discussions and negotiations, on Dec 8, 1986, chairman of what was then known as Mannesmann Demag Fördertechnik, Mr HG Müller, and former chairman Jebsen & Jessen (SEA), the late Mr AP Jessen, signed a joint venture agreement.

The establishment of a joint venture signified one of the most important milestones in MHE's history and contributed significantly to the company's continued, sustainable growth and profitability. Today, MHE-Demag is market leader in material handling and the Demag brand is clear market leader in ASEAN for crane components.

"The MHE-Demag joint venture is a very successful company that has provided Demag with a unique market position and customer service," says Aloysius Rauen, CEO of Demag Cranes AG.

"MHE-Demag is a flagship example of how a 50-50 partnership can build the basis for excellence - benefiting from the respective strength of each partner while at the same time itself contributing back to its parent groups with innovative ideas and strong performance benchmarks," he continues.

In 2011, MHE-Demag celebrated 25 years as joint venture; in 2012, the Regional Business Unit will celebrate its 40th anniversary, another exceptional milestone.

EVENTS

New Markets See Latest Technologies

Jebsen & Jessen Cambodia and JJ-Pun in Myanmar successfully organise integrated customer seminars, bringing the latest technologies to the Group's newest markets

By Georgij Oroschakoff, Cambodia, and Ivan Pun, Myanmar

Last October, Jebsen & Jessen Cambodia (JJCB) and JJ-Pun in Myanmar successfully organised warehouse technologies and steam turbine seminars for customers and prospects.

JJCB invited key industry players to join a half day seminar focusing on warehouse management efficiency.

"Warehouse technology involves numerous products that we have in our portfolio and the seminar successfully displayed our capabilities to serve the sector through our Communications and Material Handling business units," says Alfons Mensdorff-Pouilly, general manager JJCB.

"We first displayed MHE-Demag's products for warehouses, such as dock levelers or shutter doors, and later presented Jebsen & Jessen Communications' solutions packages and equipment for bar code scanning. For us, this cross-RBU event was a huge success."

Around the same time, JJ-Pun organised its first product focused seminar on steam turbines in Yangon, Myanmar, in collaboration with



A seminar on steam turbines, organised by JJ-Pun in Myanmar, successfully introduced the Group's turbine products to the rapidly growing market.

the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) and Jebsen & Jessen Technology.

The morning seminar welcomed over 40 guests from relevant industries, including representatives from large local corporations and the Myanmar Engineering Society, to a lecture titled "Single and Multi-stage Turbines for Power Generation from NG and Siemens".

"Thanks to an informative and engaging lecture delivered by Steve Ng and Kean Chien Lee from Jebsen & Jessen Technology Energy (formerly Heat & Power), the event proved to be an effective way in which we were able to introduce our turbine products, offering potential customers the basic background of the machinery and the possibilities this method of power generation can play in the role in Myanmar's growing industrial and agricultural sector," says Philipp Hoffmann, general manager JJ-Pun.

The lecture was followed by a Q & A session that clearly demonstrated an increased domestic interest in alternative power generation.

EVENTS

Feed for Thought

Jebsen & Jessen Chemicals joins major livestock exhibitions in Malaysia, Vietnam and the Philippines

By Dr Tan Cheng Cheng, Malaysia, Nga Nguyen, Vietnam and Juzie Haguingan, Philippines

Last quarter, Regional Business Unit Jebsen & Jessen Chemicals joined three major exhibitions for the feed business line in Malaysia, Vietnam and the Philippines, demonstrating its strong regional position in the extended feed industry.

Livestock Asia Expo & Forum 2011 was held in October in Kuala Lumpur. This annual show is regarded as Malaysia's premier trade event for the livestock, feed and meat industry. Jebsen & Jessen Chemicals Malaysia participated together with principal Kemira, creating strong brand awareness whilst reaching out to key customers and prospects.

Vietstock 2011 Expo & Forum was held in HCMC in November; it is one of the largest and most comprehensive trade shows in the Vietnam Feed Industry, focusing on innovations, products and services as well as best practices, successful case studies and practical industry applications.



Jebsen & Jessen Chemicals' team from Vietnam at the Vietstock 2011 exhibition.

Jebsen & Jessen Chemicals Vietnam also participated together with key principals such as Kemira, Lumis, Arla and Yara and was happy to create new business opportunities with existing and new customers.

The first Livestock Philippines 2011 Expo and Conference was held at the SMX Convention Centre, Metro Manila in December. Jointly participating with Kemira Asia Pacific, Jebsen & Jessen Chemicals Philippines achieved tremendous success in bringing together people and companies involved in the livestock industry from all over the Philippines.

All shows attracted feed millers, integrators, veterinarians, farmers, retailers and processors from the livestock and aquaculture industries, highlighting the huge potential and opportunities for feed, livestock and dairy production across South East Asia.

GLOBAL REACH



The humorous carpet was officially unveiled by legendary Liverpool comedian Ken Dodd.



These 160,000 individually engraved letters, spelling out the phrases on the carpet, were cut with waterjet cutting machines using GMA Garnet™ 80 mesh abrasives

Concrete Carpet with a British Sense of Humour

GMA Garnet's waterjet cutting abrasive humours concrete at the foot of Britain's Blackpool Tower

By John Halewood, United Kingdom

Deemed as one of the largest pieces of public art ever commissioned in the United Kingdom, Blackpool's Comedy Carpet unveiled on Oct. 10, 2011 and is set to stir a few giggles or perhaps loads of laughs from its visitors.

Installed on the promenade at the foot of the world famous Blackpool Tower, the 2,200m² typographical artwork is made of granite and high quality cast concrete. It displays jokes, songs and comedy catchphrases by over 1,000 of Britain's most well-loved comedians and writers.

The size of the letters on the carpet varies from a few centimetres to almost a metre. These 160,000 individually engraved letters were cut with waterjet cutting machines by WJS UK using GMA Garnet™ 80 mesh waterjet cutting abrasive.

"Our waterjet machines are manufactured to the highest standard and we have full confidence in GMA Garnet™ abrasive's constant optimum performance. We recommend GMA Garnet™ to all our customers," said WJS UK Managing Director Chris Baker.

The GBP 4m project has taken five years from conception to installation and is integrated into the Tower Festival Headland.

GLOBAL REACH

Saying it with Music

Jebsen partner appreciation event in Shanghai

By Priscilla Hu, Shanghai

Music has become a dear friend to Jebsen over the years, playing a key role as it builds brand awareness, recognition and loyalty for its wide array of premium products.

The intrinsic entertainment value of music makes it a perfect accompaniment to events. Take the recent partner appreciation night on Nov 11, 2011, Jebsen's largest corporate event of the year, which was centred entirely on music.

Held in Shanghai, the musical extravaganza was themed '1000 Nights under the Stars' and organised for business partners, government officials and media friends that were instrumental in the Group's success over the years.

The 250 guests were entertained by 'The Three Waiters', a popular Australian act that masqueraded as banquet staff before launching into a surprise operatic performance. The evening was headlined, however, by popular Taiwanese singer-songwriter Joanna Wang, who performed a set of nine songs. Every guest also took home a complimentary autographed copy of her latest album, "The Adventures of Bernie the Schoolboy".



Taiwanese singer Joanna Wang and Jebsen executives.

(From left) Mark Bishop, group director; William Li, group deputy managing director; Hans Michael Jebsen, chairman; Joanna Wang; Helmuth Hennig, managing director; Dennis Li, group director.

Even as Jebsen expressed its gratitude to its longstanding business associates, it did not forget its loyal fans on social media.

With Sina Weibo as a platform, Jebsen shared the night's musical festivities with fans through live updates and event photos. In addition, 11 autographed copies of Joanna Wang's latest album were also reserved as contest prizes.

With Nov 11, 2011 being numerically interesting, Jebsen's Sina Weibo followers were invited to share their plans for the day. That was all it took for 11 lucky participants to win themselves a copy of Ms Wang's signed CD.

PEOPLE



New Regional Manager for MHE-Demag Cranes & Components

Tarik Alkhalil joins MHE-Demag in Malaysia

By Per Magnusson, Malaysia

Tarik Alkhalil has assumed position as regional manager Cranes & Components effective Oct 1, 2011. He has taken over from Kell Moll Niemann, who retired at the end of last year.

Tarik has a long history with Demag and is very well known to MHE-Demag's team both as colleague and business partner. He worked his entire career in the lifting equipment business and spent the last 22 years with Demag, where he started as structural engineer in the late 1980s. Subsequently, he went on to work 10 years in project engineering, focusing on non-standard crane solutions.

At the turn of the millennium, Tarik became sales director for Demag in the UK and Ireland. Since 2008, he has been managing director and CEO for Demag Cranes & Components in the Middle East.

Tarik, a British citizen, is 45 years old, married and has two children. He has since moved to Kuala Lumpur with his family. Please join us in warmly welcoming Tarik to MHE-Demag and Jebsen & Jessen (SEA).

PEOPLE

Congratulations to New Senior Manager

Wong Zhun Chea is promoted to regional manager Feed with Jebsen & Jessen Chemicals

By Au Yong Chui Keng, Malaysia

Effective October 2011, Wong Zhun Chea joined Jebsen & Jessen's (SEA) senior management team as regional manager.

Mr Wong joined Jebsen & Jessen Industrial Services (M) in Johor Bahru as sales executive in 1995. Two years later, he was transferred to the Group's Petaling Jaya office, reporting to the then department manager of Jebsen & Jessen Chemicals' Food & Feed Department.

Mr Wong can look back on a steep career with the Group: in 1998, he was promoted to senior sales executive; in 2000, he became assistant department manager Food, and moved on to department manager the following year; in June 2006, Mr Wong became division manager Nutrition, and last October, he assumed position as regional manager Feed, joining the senior manager ranks.



PEOPLE

Celebrating 25 Years with the Group

Nichanun Jenchawakij, from Customer Services Jebsen & Jessen Chemicals Thailand, celebrates her 25-year anniversary

By Siriporn Jierapipatanakul, Thailand

Khun Nichanun Jenchawakij, affectionately known as "Khun Beauty", celebrated 25 years with the Group last October.

She joined the family in 1986 as secretary to the Chemicals Department of what was then known as Triton Thailand and still vividly remembers her job interview with Supha Manonom and Heine Askær-Jensen.

A decade later, Triton Thailand became JJ-Degussa Chemicals and in 2008,



Khun Nichanun and Volker Schmidt, regional managing director Chemicals, at the 25-year anniversary celebration in Thailand.

Jebsen & Jessen Chemicals. Having taken care of customer service for the Plastic & Rubber Department for the past six years, Khun Beauty now works in Coating & Resins.

The event was marked with a luncheon party attended by numerous colleagues and the Thailand Management Forum. In a speech, Volker Schmidt, regional managing director Jebsen & Jessen Chemicals, thanked Khun Beauty for her loyalty and dedication to the company.



Heinrich and Peter Jessen presenting Mr Askær-Jensen with a precious silver tray as token of appreciation of gratitude for 32 years of steadfast leadership.

FEATURES

Setting the Sails

The Jebsen & Jessen Family Enterprise celebrates Heine Askær-Jensen and his 32 years with the company

By Laja Mensdorff-Pouilly, Singapore

On Dec 9, 2011, the Jebsen & Jessen Group of Companies South East Asia invited family shareholders, friends, former executives, relatives and all senior management to celebrate Heine Askær-Jensen's 32 years with the Group.

The night, organised at Singapore's Capella Hotel on Sentosa Island, marked a beautiful end to decades of committed service and formed a great opportunity to bring key players of the Jebsen & Jessen Family Enterprise together. The evening set off with a speech by Chairman Heinrich Jessen on Heine's loyalty, his commitment to the Group, his great achievements and the footprint that we would leave behind.

Heine joined the Group in 1979, when he and his wife Bitten were tasked to look after a manufacturing joint venture (of Grundig colour televisions) the Group operated in Indonesia. Little did he know that out of this two-year assignment would become a life-long engagement.

He left in Indonesia in the early 1980s to work as financial director in Singapore, which by 1981 had become the head office of Jebsen & Jessen (SEA). Then in 1984, Heine went to Bangkok to manage Jebsen & Jessen in Thailand. He succeeded in growing the company to unprecedented turnover and profit levels, attributable in large part to the Danish DanCall Mobile Phone agency.



Heine and his wife Bitten, looking back at a life-long career with Jebsen & Jessen (SEA).

Subsequently, he returned to Singapore, joining the first Executive Committee and later the Executive Board and playing a crucial role in the reorganisation of the Group and the implementation and set-up of our integrated IT infrastructure. He will step down from the Executive Board effective Jan 31, 2012, and shall continue to act as non-executive board director.

Following Heinrich Jessen's speech, family shareholders Heinrich and Peter Jessen presented Heine with a precious silver tray, engraved with the signatures of all Jebsen & Jessen (SEA) senior managers.

The evening continued over food and wine (from the very own vineyard of sister Group Jebsen) and delightful, witty and fun speeches by Chairman Jebsen & Co Hans Michael Jebsen, Executive Vice Chairman Jebsen & Jessen (SEA) Fritz von der Schulenburg,



Heine Askær-Jensen and Group Director Audit & Taxation Nancy Chiang

Group Director HR Jebsen & Jessen (SEA) Wong Kwai Wah and Regional Managing Director Jebsen & Jessen Marketing and Technology Hans Ulrich Hansen.

A second highlight followed after the fourth course, when the stage was cleared for Mr Askær-Jensen himself, "My voyage with Jebsen & Jessen begins with the man to whom many of us tonight owe our professional life, successes and endeavours: our late Chairman Arwed Peter Jessen," he stated at the beginning, before talking more about the Group and its developments over the past three decades.

"Diversification is our DNA. Before we became today's industrial player, very passionately we went through so many different businesses," Heine shared, "and we survived thanks to lots of entrepreneurship and foresight at play; we were autonomously free of any particular technology. We were our own masters with a very distinct Jebsen & Jessen DNA of excellent businessmen and commitment and excellence in our approaches."

"While concurrently we are many different teams playing at different green fields around the clock each playing under different tactics, skill sets and competencies - we do all share in one common set of values and standards. I would like to thank you so much for adapting to core values of good governance that today has become as much the Group's trademark as the products and services we sell. Thank you everybody for that special support," Heine concluded.

After this beautiful account of a life-long "partnership", the party expressed their appreciation with applause and ovations and Heine and his wife Bitten were overwhelmed by people expressing their personal well wishes and thanks.



The Group's Board of Directors together with their wives
(Front row from left) Joeana Jessen, Gwendolyn Ong, Désirée Jebsen, Tine Jessen, Bitten Askær-Jensen and Anjna Beri.
(Back row from left) Hans Michael Jebsen, Alex Chan, Raj Mitta, Agnes Chan, Heinrich Jessen, Peter Jessen, Heine Askær-Jensen, Fritz von der Schulenburg, Dato Timothy Ong, Franziska von der Schulenburg and Manoj Beri.



Many associates, partners, shareholders and friends from the Jebsen & Jessen Family Enterprise and Heine Askær came to bid farewell.
(Front row from left) Helmuth Hennig, group managing director Jebsen & Co; Franziska von der Schulenburg; Siew Fong Chui; Amy Thng and Margit Hennig.
(Back row from left) Fritz von der Schulenburg, executive vice chairman Jebsen & Jessen (SEA); Wolfhart Putzier, managing partner Jebsen & Jessen Hamburg; Harold Thng, regional managing director Jebsen & Jessen Communications; Andrew Tan, former senior manager at Jebsen & Jessen (SEA); and Chui Tau Siang, regional managing director Jebsen & Jessen Packaging.



(From left) Heinrich Jessen, Heine Askær-Jensen, his daughter Dr Marlene Askær-Iversen, Dr Niels Askær-Iversen, Bitten Askær-Jensen and Fritz von der Schulenburg

FEATURES

Becoming Part of the Family - Part Four

An Interview with Didin Mujahidin

By Anthea Ho, Malaysia

On Dec 13, 2010, Regional Business Unit JJ-Lapp Cable and privately held cable manufacturer PT Sinarmonas agreed to establish a new entity, PT JJ-Lapp Cable SMI (JJLSMI).

Over 200 new staff joined our Group through this exciting merger and in this fourth part of our series of interviews, Didin Mujahidin (DM), plant manager from JJLSMI shares his thoughts on the transition with Anthea Ho (AH).

AH: How long have you been working with PT Sinarmonas before the transition?

DM: I joined PT Sinarmonas Industries in September 2002, and I was part of the core team that was assigned to start up the new automotive wire plant, which includes machines installation and certification for ISO and QS system. I have progressed with the company and was promoted to factory manager in 2005.



A dedicated production team. (Back row from left) Nano Suwarno, Didin Mujahidin and Huneni ST. (Front row from left) Hangga, Hartono and Fitri

AH: Can you share with us your role in JJLSMI?

DM: Sure, I'm the plant manager and within my job scope there are three sections under my care: Production, Production Planning and MRE (Maintenance Repair and Engineering). My main responsibility is closely related to all production activities, which include production



Didin Mjahidin shares positive feedback on the new working systems and renovated facilities.

planning, maintenance of all production facilities and providing tools for production.

AH: How was the transition from being a PT Sinarmonas staff to becoming a Jebsen & Jessen Group member? What were the challenges encountered?

DM: I would say the transition went smoothly since we were prepared and briefed on the challenges ahead of us. The challenging part would be the process of adapting to a new system and new working culture while maintaining and handling existing production activities. Nevertheless, thanks to the support from all our colleagues and management, we are able to adapt to these changes step by step.

AH: And what was the easiest part?

DM: I believe my mechanical background of more than ten years experience in cable industries has been really helpful in managing my task and responsibilities during the transition period.

AH: What do you enjoy most, now that you're part of Jebsen & Jessen (SEA)?

DM: I am happy to be part of the JJSEA Family. What I enjoy most so far is the new system and new culture. I welcome the new challenges and the opportunity to learn something new. Beside that I'm thrilled to have more colleagues in JJLSMI and across the ASEAN region.

AH: Are there any tips you like to share with other colleagues who joined our Group recently through acquisitions?

DM: Be optimistic, think positive, always keep an open mind and be more understanding towards one another. Finally, to quote from "Kaizen", there will be no progress if we keep doing exactly the same thing.

About Jebsen & Jessen (SEA)

Since 1963 we have worked in partnerships with global market leaders, facilitating and capitalising on opportunities throughout South East Asia. An industrial enterprise, our business spans manufacturing, engineering and distribution activities. The core business units include: Cable Technology, Chemicals, Communications, Life Sciences, Material Handling, Packaging and Technology. Together we serve over 17,000 customers in the region and beyond. Through our more than 50 subsidiaries and associate companies we employ over 3,500 people. We form part of a global family enterprise that dates back to a trading partnership formed in Hong Kong in 1895. Beyond the region we are closely connected to a network of sister companies in Australia, Europe and Greater China.

For more information or enquiries, please visit us at www.jjsea.com.