

Presentation to
The Danish Trade and Industry Committee
1st March 2009



Who am I?

Morten Lauritsen

Managing Director, APM Global Logistics Chile

What am I responsible for:

All activities in Chile, Bolivia, Peru, Ecuador for
Damco/Maersk Logistics

Previous experience before Chile

Denmark, China, Singapore, Uganda

Maersk Line, Maersk Oil and Gas, Damco/Maersk Logistics
Country/Cluster/regional/HQ experiences



Who are we?

Damco

Maersk Logistics

Legal name APM Global Logistics

What do we do?

Freight forwarding (non-asset based logistics)

Supply Chain management

What products do we offer?

Seafreight (FCL/LCL)

Airfreight and sea/air

Trucking, Customs House Brokerage, Insurance

Visibility, vendor management, carrier management

Warehousing / Xdocking



Which industries do we engage in Chile?

Exports: Fruits, salmon, seeds, foodstuff

Imports: Electronics, retails, footwear+apparel, cars

Who are our customers in Chile?

Exports: Walmart, Coop, small/medium size exporters.

Imports: Small/medium size importers

Who are our suppliers?

Container lines (Maersk Line, CSAV, CMA, MSC, etc)

Breakbulk operators (NYKCool, CSAV, Seatrade)

Airlines (Air France, Iberia, LAN, Swiss)

Local trucking companies (BITSA, Morales)

Local CHB agents

What is our value proposition to our customers?

For small/medium size exporters/importers:

One-stop shop and customer service

Larger importers:

Execution and eyes and ears at origin/destination

How many people are we?

In Chile, 55 people in Santiago, Val Paraiso, San Antonio, Arica

In Peru 65 people and in Ecuador 25 people

Key numbers

Turnover 62 million USD in cluster for 2009

CM1 (DB) of 9 million USD for 2009

Largest Opportunities Chile

- Coming from small position in market
- Geographical expansion north/south
- Industry focus (wine, fruits, retail, Chemicals, FMCG, etc)

Largest Risks Chile

- Rate of Exchange fluctuations
- Global financial crisis (impact volumes)
- Loosing key people (we are in the peoples business)

What is the trade between Denmark and Chile?

Exports from Chile to Denmark:

Fruits, wine, salmon, wood, fishmeal (4000-5000 FFE)

Imports from Denmark to Chile:

Machinery, tractors (1000 FFE)

Future trends trade Denmark/Chile

Exports: Direct sourcing of Danish retail industry (wine, fruit)

Imports: Potential for expansion in energy industry (Vestas)

Any questions?