

## Kopenhagen Fur and Damco forms partnership

Kopenhagen Fur, the world's largest fur auction house, has appointed Damco as supply chain management partner for air and ocean transport to its new cold storage warehouse in Hong Kong.

Kopenhagen Fur sells more than 20 million mink skins per year from its Copenhagen based headquarter. The cooperation with Damco is aimed at transferring the point of distribution from Copenhagen to Hong Kong in an effort to facilitate and accommodate an increasing demand for mink skins to customers in China.

With this new setup Kopenhagen Fur and its customers will have access to end to end visibility through online tools as an integrated part of the supply chain management solution designed in cooperation with Damco. The objective of the solution is to achieve increased speed to market and improve delivery reliability and customer service by use of the Hong Kong cold storage warehouse. In addition Damco will offer destination services to Kopenhagen Fur customers, including customs clearance, import documentation and delivery to final destination.

Kim Bjerner Rathsack, Country Manager, Damco Denmark comments that the partnership was sealed between Managing Director of Kopenhagen Fur, Mr. Torben Nielsen and partner and executive board member of A. P. Moller – Maersk A/S Mr. Soren Skou, who together form the Steering Committee overseeing the cooperation.

"It will be a solid partnership," Kim Bjerner Rathsack declares. "We're proud of the level of trust and confidence expressed by Kopenhagen Fur and our team in Damco is looking forward to developing the solution and working together as partners."

Kopenhagen Fur will now work with Damco in a mutual action plan aimed at stabilizing the initial setup, demonstrate operational efficiency and achieve a reduction in total logistics costs.

"We expect the transportation of mink skins from Denmark to China/Hong Kong to be much more efficient than today. This will benefit Kopenhagen Fur as well as our Asian customers, and we will be able to provide our customers with even better service," states Torben Nielsen. "Damco and Kopenhagen Fur are a perfect match. Damco is part of the

world's largest shipping and logistics company transporting goods to and from Asia and Copenhagen Fur is the world's largest exporter of mink skins to Asia. We are very excited about our partnership with Damco. We are transferring a very large part of our skin stock to Hong Kong so it has been a main issue for Copenhagen Fur to secure a close partnership with a reliable collaborator. Like Copenhagen Fur, Damco is the best in its field."

#### **About Damco**

Damco is the combined brand of the A.P. Moller - Maersk Group's logistics activities.

Damco offers a broad range of supply chain management and freight forwarding services to customers all over the world, and has 10,500 employees in over 280 owned offices across 90 countries with representation in 120 countries in Africa, Asia, Australia, North America, Europe, Middle East, and Latin America.

In 2009, the company had a net turnover of over USD 2.0 billion, managed more than 2.3 million TEU of ocean freight and supply chain management volumes and air freighted more than 60,000 tonnes.

**For more information, please visit [www.damco.com](http://www.damco.com)**

#### **More about Copenhagen Fur**

Kopenhagen Fur is the world's largest fur auction house. The auction turnover in 2009/2010 reached DKK 7 billion. The company is co-operatively owned by Danish fur breeders. Danish fur breeders produce the world's best mink skins. The vast majority is exported to China/Hong Kong. Mink skins make up one third of Denmark's export to China.

Kopenhagen Fur offers more than 20 million mink skins a year. At 5 annually auctions the world market price on mink skins is established. Besides mink skins, Kopenhagen Fur sells approx. 400.000 skins of other fur types.

Kopenhagen Fur is a market leader and the most sought-after fur brand for designers and fashion brands worldwide.

**For more information, please visit <http://www.kopenhagenfur.com/corporate>**

#### **Further information**

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