



ANDERSEN

SHIPPING COMPANY

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Andersen Shipping sets sail

The ambassadors from both countries, Mr. Tony Siddique and Ms. Vibeke Rovsing Lauritzen, were among more than 250 people from the shipping industry celebrating the launching of a new name on the Singaporean shipping scene. Andersen shipping Company Private Ltd. was presented at the posh Singapore restaurant Senso as the new name of the former shipping enterprise Nordana Asia.

The name change follows a million dollar management buy out in July this year, when the Danish based family company lead by its chairman Mogens Andersen took full control of its own destiny.

Nordana Asia was established in 1999 in Singapore as a fifty-fifty joint venture between shipping company Dannebrog from Denmark and the Andersen family. Nordana Asia bought 25 percent of the outstanding shares in 2003 and now has bought the rest and renamed and re-branded the company as Andersen Shipping Ltd.

The move is part of the strategy for Andersen Shipping to expand its service between Singapore and the west coast of Australia.

The new brand reflects the close relationship between the Danish past and Singaporean future by keeping its colours red and white - the colours of both the Danish and Singaporean national flags.

One core product of Andersen Shipping is line services between South East Asia and Western Australia including the Coco's and Christmas Islands - express services run by modern tonnage.

Other core businesses are project chartering worldwide and port-agencies in Singapore and Indonesia.