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SVITZER INCREASES FOCUS ON GROWTH NEW REGIONAL STRUCTURE IN MIDDLE EAST, AFRICA AND ASIA

New regional structure with dedicated business development resources based in Singapore increases Svitzer's focus on growth in Middle East, Africa and Asia.

Svitzer's current business portfolio is relying on its mature markets; Europe and Australia, where aim is to preserve, and where possible increase, market positions and improve profitability. One of Svitzer's key strategic objectives is to increase growth in the two other regions, AMEA and Americas. Both regions are today of smaller weight in Svitzer's portfolio, but have substantial growth opportunities. The AMEA region today covers a huge geographical area from the Russia Pacific Coast to West Africa. We have therefore decided, from October 1, to create two focused regions covering this area: MEA – covering Middle East and Africa including the Indian Subcontinent and Sri Lanka, and Asia – covering Bangladesh in the West to Japan in the East and Russia in the North to Indonesia in the South. Both regions will focus on strategic growth, and by having increased and dedicated management and business development resources in both these regions, we aim for improved and faster growth in both MEA and Asia.

"Svitzer increases business development focus on the large and fast growing towage markets in Asia and Africa as well as the Middle East, where Svitzer is already strongly present. Our strategic objective is to accelerate growth outside Europe and Australia. The increased focus will bring us even closer to existing and new customers in Africa, Middle East and Asia and provide a platform for our safe, reliable and efficient towage solutions. We are looking forward to assisting port authorities and ship owners in reducing turn-around time and fuel consumption in relevant ports", says Kasper Friis Nilaus, Chief Commercial Officer, Svitzer.

The MEA region will be led by Torsten Holst Pedersen, whom for 3 years has led Svitzer's AMEA region from the regional HQ in Dubai. The Asia Region will, form a regional HQ in Singapore, be led by Alan Bradley who comes from a role as CCO for Svitzer Australia where he has been responsible for the winning of significant Harbor and Terminal Towage Contracts, most notably Gorgon, Wheatstone and Oil Search.

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ABOUT SVITZER

Since 1833, Svitzer has provided safety and support at sea. With 4,000 employees, a fleet of more than 400 vessels and operations all over the world, we are the global market leader within towage and emergency response.