



Emborg's cold stores in Tema, Ghana, are located at the harbor, close to the fishing trawlers.

Emborg In West Africa



LARS P. SKENSVED, Accra, Ghana, Danish Vice Consul, general manager of joint enterprises in W. Africa.

Among other ambitious ventures pursued by Emborg is the setting up of cold stores, reconstituted milk and ice cream plants in West Africa, in order to open a new frozen food potential in distant markets.

In the early fifties Emborg was participating in the export of Danish pigs' offals to West Africa, primarily pickled pigs feet, but L. P. Skensved, reported from the then Gold Coast that he foresaw a future where it would be frozen products and not pickled products which would sell best. In 1956 he actually confirmed that either the company should build a cold store on the Gold Coast, or he would give up dealing in West Africa.

In 1958, Emborg agreed that frozen foods could also be carried out



Unloading Emborg frozen quality meat from the world-famous "surf boats" in Accra, Ghana.

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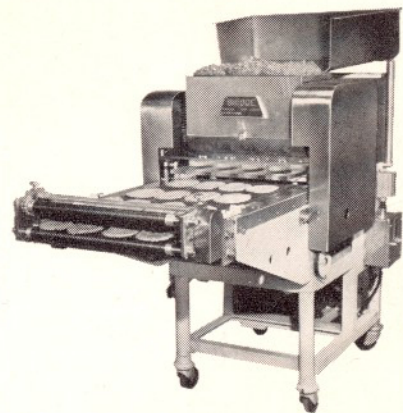
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Checking shipments of Emborg's pigs feet in cold store in Nigeria.

EMPRIX – the Annual Danish Packaging Grand Prix – was awarded to the ERIK EMBORG packs in 1963. Another winner by PAKKO-TRYK A/S, Korsoer, Denmark.

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in West Africa. With partners consisting of the supply line, the Hoegh Lines of Aslo, and the cold store specialists, the Sabroe company of Aarhus, Denmark, Ghana Cold Stores Ltd. was formed in 1958 with the Ghana Government as shareholders and Emidan Ltd. as managing agents.

The first cold store was a 1,200 tons cold store in a new industrial area of the capital Accra, which was inaugurated in November, 1959. The partners simultaneously founded Fan Milk Ltd., Ghana, a recombination dairy supplying fresh milk in cartons to the man in the street at prices which suited his pocket, and which



Emborg executives take full advantage of such communication links as the private Beechcraft airplane.



VIGGO ARENTOFT, Emborg Dairy Section, Emidan Ltd., Aalborg.

tion, which has never had such at a price which was within reach of the great public. The turnover of frozen fish in Ghana runs now to more than 80,000 tons a year compared to 485 tons in the year before Ghana Cold Stores was inaugurated.

Emborg has established a foothold in the Near East - spreading out from



Packaging statements clearly point out that Emborg frozen portion control meat offers no waste, equal portions, and economical planning.

Beirut, where Albert Abela, is meat agent. Emborg products are also represented in all of Saudi Arabia, Iraq, Iran, Pakistan, India, Singapore, Hong Kong, and Japan, where frozen foods are a challenge to the sales force.

Emborg In Spain

The potential for frozen foods in Spain has not been overlooked by Mr. Emborg. The Emborg banner is in Madrid, with a company managed by Luis Alvarez Parejo and Restorff-Ipsen of Denmark. Local production of Spanish frozen foods is on the way, and export of frozen Spanish game, boars, deer, and pheasants, as well as, specialty fish from the Mediterranean and the Biscay in on the program for this fast expanding part of the organization.



LUIS ALVAREZ PAREJO, manager of Erik Emborg Espanola, S.A.



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