

**BLUE WATER  
SHIPPING  
TOGETHER  
WE CREATE  
SOLUTIONS**

WORLDWIDE TRANSPORT  
AND LOGISTICS



## We do much more than moving cargo from A to B

Blue Water Shipping is more than the traditional transport and logistics provider. We are a global provider of all logistics services in modern supply chain management. At the heart of Blue Water is an organisation of professionals skilled to offer complete and tailor-made solutions to any shipping and transport requirement anywhere in the world.

Since the company was founded in 1972, our ambition has been to provide clients with the best service and highest quality in the industry. Our foundation is knowledge, decades of experience and dedicated employees.

From the very start – as a small local freight forwarding company in Esbjerg, Denmark – the ambition was to provide the clients with better service and higher quality than our competitors. Now - being a large international company - our ambition is still the same: to be Best in Town everywhere we operate.

Today, Blue Water is represented with more than 70 offices worldwide. In every Blue Water office, we combine our strong global network with local expertise – thereby adding value and providing our clients with services beyond transporting cargo in a safe and efficient way.

**Søren N. Thomsen**  
CEO

### Our values



**We play as a team**  
– and we play to win



**The colour of service is Blue**  
– we work with passion to serve customers better - every day, everywhere



**We keep our promises**  
– because our business is built on trust



**We believe in strong and long-lasting relations**  
– enabling everyone to run a good business



**Our responsibility reaches beyond our business**  
– we take care of each other, our partners and society



**We constantly question status quo**  
– dedicated to improving our efficiency

# We always work with the client in focus

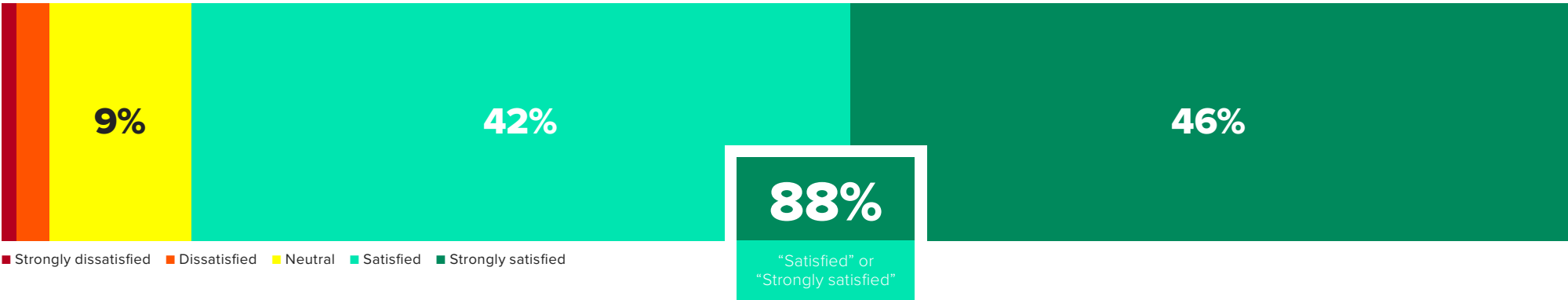
In Blue Water, we know that close relationships with our clients make a difference, and our clients and their needs are always our primary focus. Building mutual trust and personal relations are important to the way we work, and it is a natural part of the Blue Water culture.

A short line of command is vital for us – it makes us flexible and proactive in finding the best solutions to any challenge we may face. That is why you can always expect personal service and a regular contact person within Blue Water.

We work together with our clients to find the perfect solutions. It is important that we understand our clients' needs to find solutions that are meaningful seen from their end of the table.

**Blue Water is – and always will be – a knowledge-based company built on in-house competences**

## Customer satisfaction 2022



## Quotes from our clients

“

I would endorse Blue Water's services without hesitation.

“

I very much appreciate the staff, the personalised service and the timely response when there is an issue.

“

Blue Water has always been a trustful partner.

“

Blue Water understands how our team is thinking and solutions come ahead of the problem.

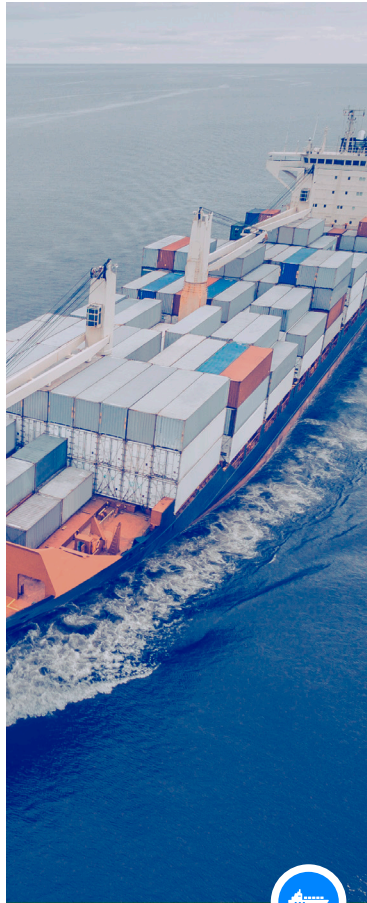


## We operate within these areas



### Road Transport

Do you want a reliable transport solution? With our fleet of modern trucks, we can deliver your cargo when and where you wish.



### Sea Freight

Through our worldwide network of offices and contact with all major shipping lines, we can deliver your cargo to any port in the world.



### Air Freight

When choosing Blue Water, you get access to global air freight solutions, courier services and air chartering based on your requirements.



### Rail Transport

Choose rail if you want a reliable service with low environmental impact reducing the transit time from door-to-door.



### Courier Transport

Our courier service is the perfect solution if speed and flexibility are important to you. You can book easily using our online system.





## Reefer Logistics

It takes the right team of specialists to ensure an unbroken cold chain for temperature-controlled products and shipments.



## Marine Logistics

We provide tailored solutions to the Cruise & Marine industry through a long-standing cooperation with our global network.



## Renewables

The future is wind and solar power. We have been on board from the beginning offering broad experience within the renewables sector.



## Port Service

We deliver full service to vessels and crew within port service and port agency through our worldwide network and dedicated agents.



## Oil, Gas & Projects

We handle complex and oversize project transports, and we do heavy lifts all over the world. Do you have a challenge for us?



## We do value-adding service and expertise



### Intelligent IT solutions

Whether you need to transport parcels, pallets, containers, project cargo or wind turbines, we can customise our IT system to your needs. Our in-house IT specialists design solutions that can easily be integrated with clients' technology.

Blue Water's IT systems are tailored to fit specific markets and serve as a tool for handling and monitoring every single step of the transport. You can book your transport online and have a full overview of the cargo. We take care of the rest.



### Safety and Quality

At Blue Water, we care about our business partners, our business and each other. Through a determined strategy, we are well underway on our Safety Journey.

Working with a zero-incident mindset, we have initiated training programmes for safety awareness at all levels of the organisation to prevent accidents. We believe in a diverse workplace, but when it comes to health and safety, we support a streamlined safety standard worldwide.



## Transport and cargo insurance

Our responsibility as freight forwarding agent is regulated by various country-specific laws and rules.

The benefits of Blue Water's insurance are plenty. We have extended the benefits beyond standard to provide our customers with the best coverage at the same price. Our skilled staff can also advise on Incoterms.



## Customs services

We handle your customs documents to ensure that your cargo will arrive without any delays or problems. Customs handling of import and export shipments is part of our core services.

Our in-house customs experts are AEO certified (Authorised Economic Operator) to work with customs authorities, ensuring that we provide the best service.



# We are a people's business

Skilled and dedicated colleagues are the most important foundation for Blue Water. As a knowledge-based company with in-house competences and resources we can deliver unique service and solutions to our clients anywhere in the world.



## Blue Water Academy

In 2021, we opened the Blue Water Academy offering quality education and training at all levels of the organisation. The Academy is frequented by employees from all over the world to strengthen the working relationships across borders and business units as well as ensuring a high level of expertise crosswise of Blue Water.



## Community and personal development

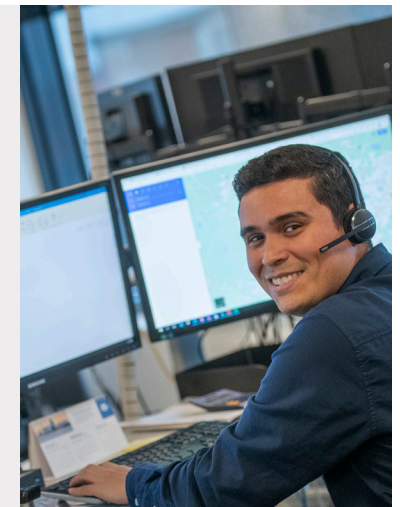
We improve the competencies of our employees with the purpose of meeting our strategic goals as well as our customers' individual solution requirements. It is our ambition to be the most desirable workplace in the cities we operate.

### We constantly focus on

- › ongoing development with in-house education and training
  - › being engaged in the local community around the world
  - › having a great mix of different competencies
    - always with focus on business talent and enthusiasm
  - › constantly developing our managers on all levels.
- In this way, they remain skilled, engaged and prescient

## An international trainee programme

Blue Water offers its own 2-year trainee programme of transport and logistics. It is a desired education and a great way to start an international career, providing high-level courses and good career opportunities.



## We have inhouse experts within



**Aerospace  
Logistics**



**Aid &  
Development**



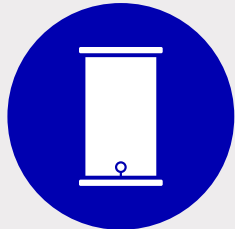
**Air Charters**



**Customs**



**Complex Project  
Logistics Management**



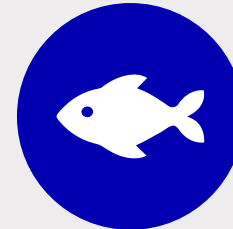
**Exhibition  
Logistics**



**Gov. & Defence  
Logistics**



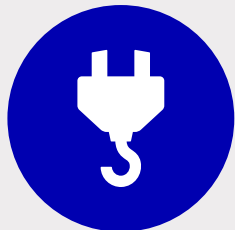
**North Atlantic**



**Perishables**



**Port Agency**



**Stevedoring**



**Technical  
Engineering**



**Vessel  
Chartering**



**Warehousing**

**Together  
we  
create  
solutions**

# We are adopting sustainability principles

At Blue Water, we are serious about our approach towards the green transition.

We have implemented several green solutions to reduce our own and our customers' CO2 footprints.

## Our ambitions are to:

- › adopt sustainable logistics principles and work in close cooperation with customers, partners and suppliers to reduce our carbon footprint
- › engage in sustainable partnerships with significant players to contribute to the Sustainable Development Goals agenda
- › commit ourselves to the global Sustainability Development Goals, focusing especially on goals 3, 12, 13, 16 supported by goal number 17

Innovative thinking is in Blue Water's DNA, meaning that we keep seeking green alternatives. Climate action is vital, and we wish to make a difference as a role model in the transition to a more sustainable world.



## GOAL 3:

Good Health and Well-being



## GOAL 12:

Responsible Consumption and Production



## GOAL 13:

Climate Action



## GOAL 16:

Peace, Justice and Strong Institutions



## GOAL 17:

Partnerships for the Goals

## SDG 17: Partnerships for the Goals

### Worldwide



**Responsible impact  
on our planet**

### Employees



**Succeeding  
together**

### Suppliers



**Together we  
create solutions**

### Partners



**Positive  
impact**

### Customers



**Mutual  
values**



## We keep our promises

When Blue Water was founded in 1972, the ambition was to create a small, local freight forwarding company which could provide clients with a better service and higher quality than our competitors.

Today, Blue Water is a large, international company with many employees, offices and diverse activities, however, our fundamental strategy has not changed much since 1972: We want to be Best in Town – meaning the best, local freight forwarder in the business areas we operate – whether the assignment is local or global.

Skilled, dedicated and competent colleagues are the most important foundation for Blue Water. As a knowledge-based company with in-house competences and resources, we are able to deliver unique service and solutions to our clients.

In 2007, we handed over 75 percent of the shares in Blue Water to an independent commercial foundation, the Blue Water Foundation, in order to secure the ownership, existence and future development of our company. The remaining 25 percent of the shares are kept in our family company Kurt Skov Holding A/S. It is important to us that we stay close to our clients and understand their needs. And we shall always keep our promises and through trust build long-term relations.

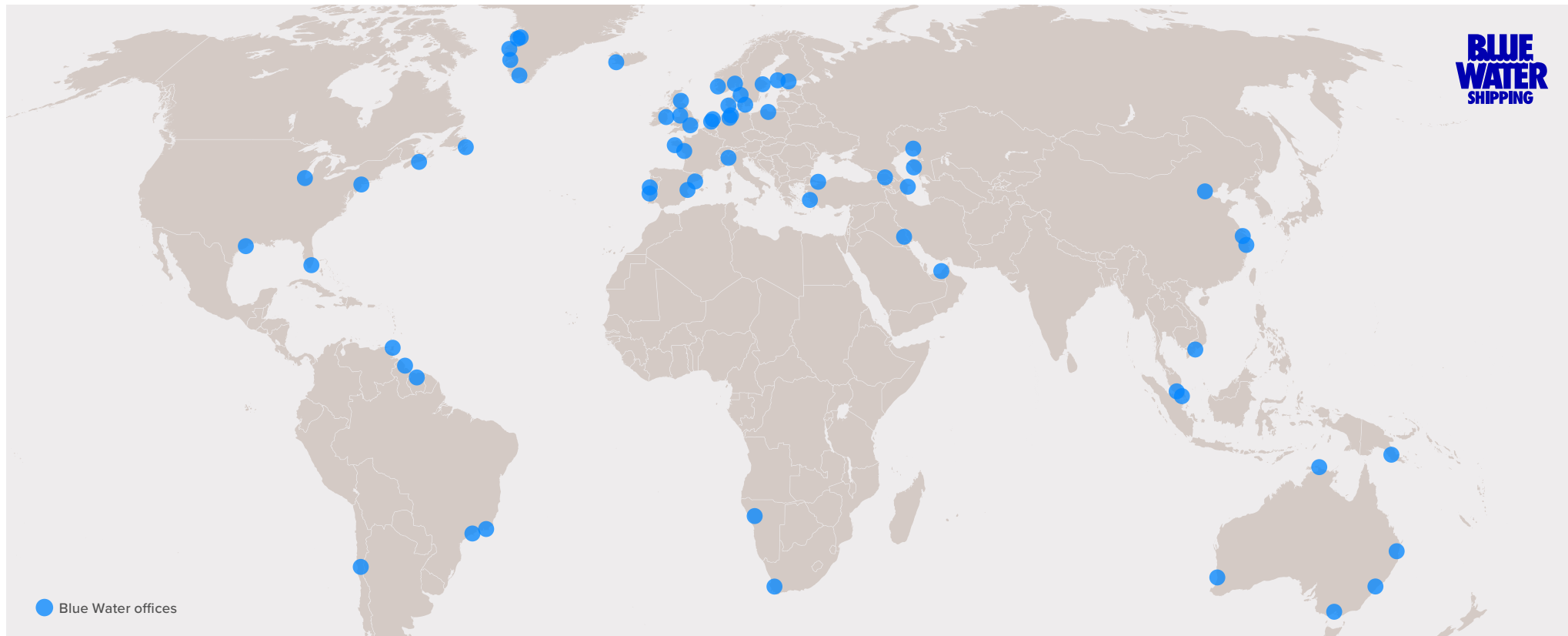
### **Kurt Skov**

Owner  
Board Member

### **Anne Skov**

Owner & Board Member  
Chairman of BW Foundation





- Blue Water offices