

# CV: PER-OLOF BJÖRKE

*Per-Olof Björke joined the ferry-/cruisebusiness when the "business was born" in early sixties and strongest in the following fields:*

- Strategic Planning designed from the company philosophies
- Logistic and integrated POS/ Stock Management Systems, Internal Audits.
- Shipping consulting, "Sparring Partner" for your organization
- Trading concepts, new products from Europa to Asia and to Europe from Asia

- 1966 - 67** Commercial School, Mariehamn, weekend work Ålandsfärjan, steward asst, Slite
- 1968 - 69** Commercial Institute, Åbo, Finland. System Design from zero, Sally m/s Viking 2
- 1970** System Design & internal audit m/s Viking 1
- 1972 - 73** System Design & internal audit m/s Viking 3. Viking 4
- 1974** The first VL Helsinki route m/s Viking 5, Viking 6
- 1979** System design for the eighties m/s Viking Saga, Song, Sally, System designer for TEC Tokyo Electric, Japan.
- 1982 - 87** New ferry operation from zero - Sally Line UK Ramsgate - Dunkerque Onboard and logistic systems, internal audit
- 1984 - 85** Commodore Cruise Line, responsible for the system design in the Caribbean cruise operations
- 1986** Sally Albatross, the first "real" Cruise-concept in the Baltic Reservation system, integrated POS/ logistic system.
- Establishing of ICM- Integrated Cruise Management Ab Ltd, New name 1: ICM CONSULTING AB LTD
- 1987** AW-Line fast ferry traffic Mariehamn - Norrtälje (1 ship) Integrated POS/ logistic system.
- 1988 - 89** Delfin Cruises, Turku/ Rauma, Finland - Sweden (2 ships) Responsible for the total System Design, logistics and system implementation.
- 1989** Rederi Ab Slite Project Manager for development of the new integrated ADS/POS system for m/s Athena and m/s Kalypso.
- 1989** Pre-investigation for Delfin Cruises Pte Ltd of establishing of cruise concept in Singapore
- 1989 - 93** Euroway AB ferry/cruise traffic Malmö - Lübeck. 2 bill SEK project. ICM with 8 consultants as part of the organization responsible for development and implementation of routines for the operational activities, logistics and the company management & information systems.
- 1993 -** Establishing ICM Pte Ltd in Singapore for the cruise development in the region where ICM is representing 12 system suppliers from Europe. Import of foodstuff for IKEA Singapore
- 1995 - 99** Organizing the sales-/ service-/customer feedback organization in Singapore for the biggest Satellite Supplier in the world - Telenor Satellite Service in Norway, as a result, today the HQ for Telenor Satellite Division is in Singapore. Transfer to Telenor/ EIK Earth Station more than USD 50 mill first year
- 1999 - 2009** Developing Trading Concept for goods from Scandinavia to Asia such as Fazer, OLW , Hartwall, Spendrups, Danisco, Pripps, Procordia, Abba, etc. The biggest customer is IKEA in Singapore buying most Scandinavian food products.
- Developing Trading Concept from Asia to Scandinavia, such as Tiger Beer, Tiger Balm, different kinds of trollies and bags from China , for the Duty Free Trade in the Baltic Sea/ North Sea. The biggest customers are Viking Line, Birka Line, Eckerölinjen, TAMRO OYJ, Inflight Service Pool, Arlanda
- 2009-** Long term development project, "how to get more companies to Åland"
- 2009-** ECO PARK GODBY. Pre-investigation of a shopping-, office- and condominium complex to be located in Godby, Finström.
- 2010** ECO PARK MÖCKELÖ, Harbor Front Ltd, pre-investigation/ developing of a high standard office and condominium complex in Möckelö, Jomala
- 2012** ECO PARK ECKERÖ, Ocean View Ltd, pre-investigation/ developing of a high standard office and condominium complex in Storby, Eckerö. We have secured land of 16 ha. In Käringsund (vilthägnaden)
- 2012** MY ÅLAND AB LTD marketing/ holding company of the total ECO Park business concept in Sweden, Finland as well as in Singapore/ Asia
- 2013 -** Development of ICM WATERTOWN "a Floating City Concept" for Asia, Baltic Sea and the International markets.