

A close-up photograph of several oranges. One orange is sliced in half, showing its juicy segments and white pith. The oranges are vibrant orange with some green leaves visible. The background is dark, making the oranges stand out.

Orana and SDG 8

Growth in Developing Countries - The Danish Way

DI 20.11.2018

Niels Østerberg

ORANA

Quality by Nature – The sustainable way

ORANA IS:

Fruit Based Raw Materials. Tailor made

- For Beverage, Dairy and Bakery Industries
- Fit to each individual market and customer
- Uniform Quality

Fruit Based Raw Materials. Commodities

- Natural Extracts / Natural Flavours
- Pulp / Concentrates / Pieces



ORANA IS *ALSO*:

Food Service

Ice Cream

Co-Packing

Fresh Fruit Processing

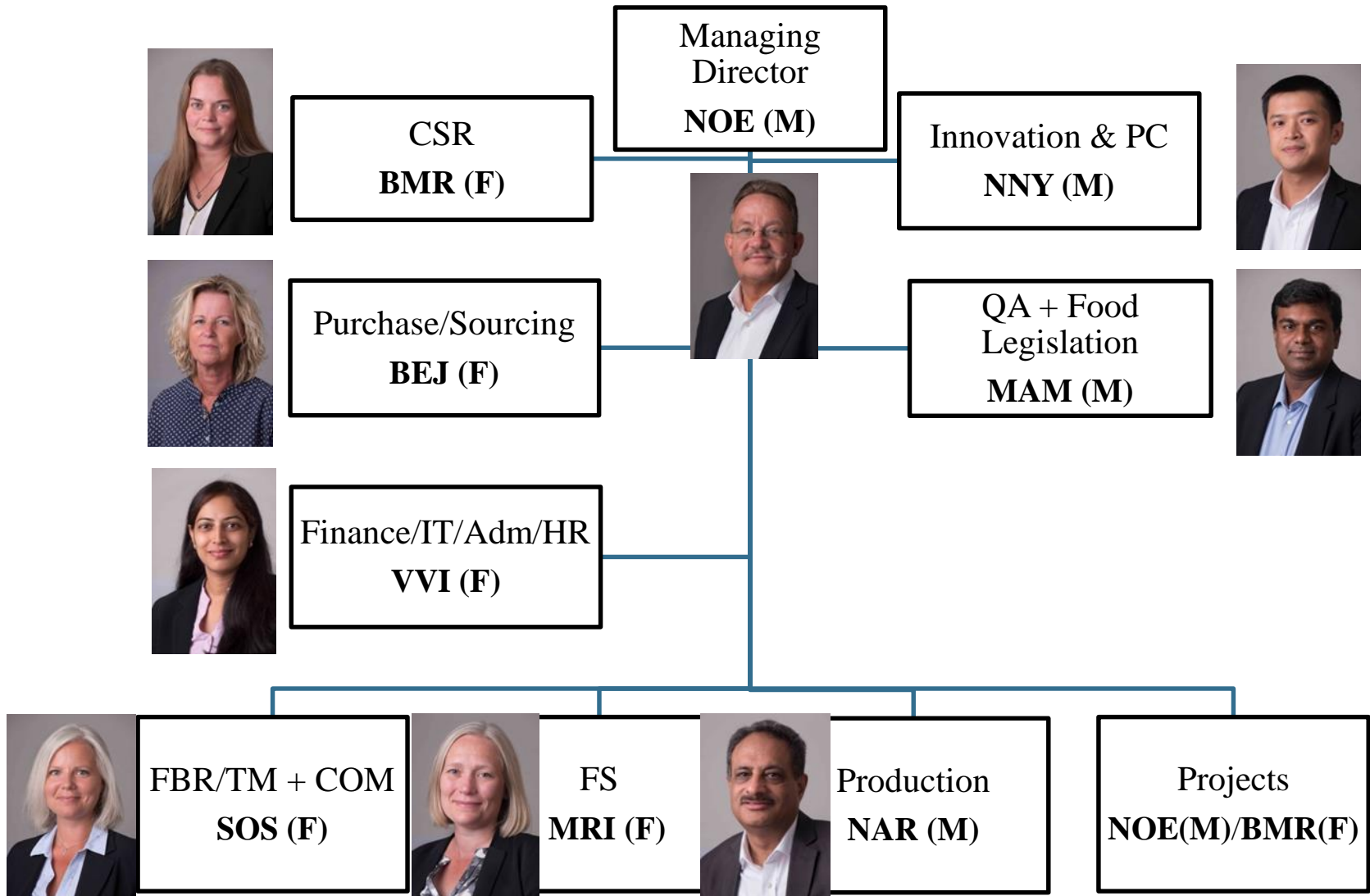
Technology Transfer



ORANA TODAY:

- International Company based on old Danish values
- 80+ Years Experience in Fruit (1934)
- 40+ Years Experience in Fruit Based Raw Materials
- 4 Innovation Centres
- 5 Production Sites (3 + 2)
- 13 Sales Offices
- FSSC, ISO, HACCP, Halal and Kosher Certified
- CSR/SDG focused
- Environment Conscious (Danish style)

GROUP MANAGEMENT. 5 F + 4 M. 5 DK + 2 IN + 1 SL + 1 VN



THE 10 ORANA CSR COMMANDMENTS (FROM 2007)

1. No forced labour
2. No child labour
3. Minimum standards for salaries and working hours
4. Freedom of association
5. No discrimination
6. Danish working conditions and safety at all production sites
7. Danish environmental standards at all production sites
8. Strict business integrity in all departments (rules for gifts, etc.)
9. Zero tolerance on corruption
10. Supply chain management system hereunder audit of suppliers

OUR SUCCESS IS BASED ON 5 PILLARS:



Tradition &
Origins

1934 ...



1963 ...

1953 ...





OUR SUCCESS IS BASED ON 5 PILLARS:



Tradition &
Origins



Innovation &
Creativity



ø s t e r b e r g

ice cream



TASTE THE WORLD

Østerbro:

Rosenvængets Allé 7C
2100 Copenhagen Ø

Vesterbro:

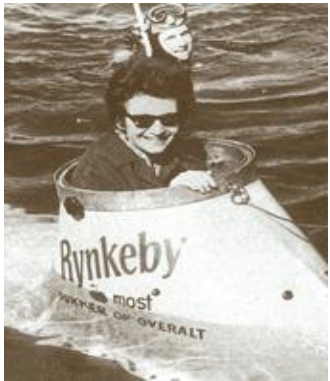
Tullinsgade 25
1618 Copenhagen V

Ho Chi Minh City:

94 Xuan Thuy
District 2,
Ho Chi Minh City

www.osterberg-ice.vn

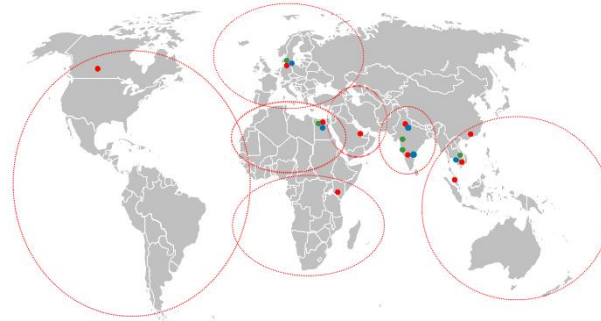
OUR SUCCESS IS BASED ON 5 PILLARS:



Tradition &
Origins

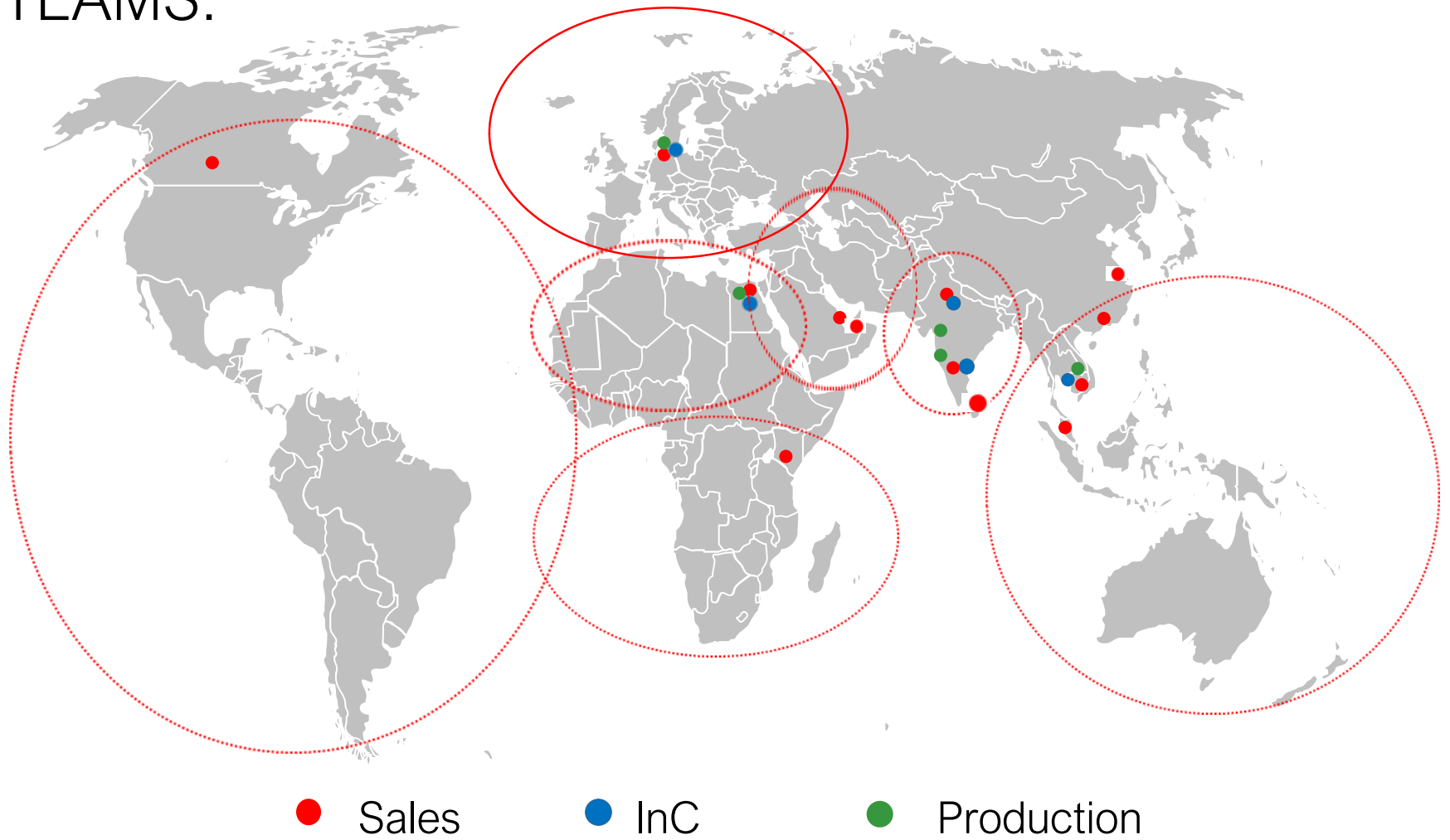


Innovation &
Creativity



Expansion
& Localisation

TEAMS:



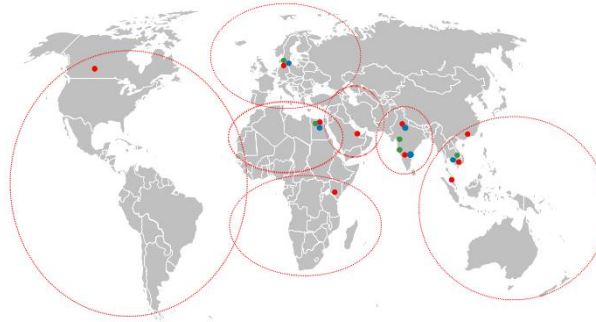
OUR SUCCESS IS BASED ON 5 PILLARS:



Tradition & Origins



Innovation & Creativity



Expansion & Localisation



Quality & Responsibility

and

SPREADING THE RISK

WHY HAS ORANA CHOSEN TO WORK ON SDG 8 (DECENT WORK AND ECONOMIC GROWTH)?

- We haven't.
- We always have done.
- It's in our DNA

Result:

- Safe and secure working environments
- Increased labour productivity
- Ensured gender equality (SDG 5)
- Built up businesses in developing countries
- Provided economic growth

ORANA HISTORY:

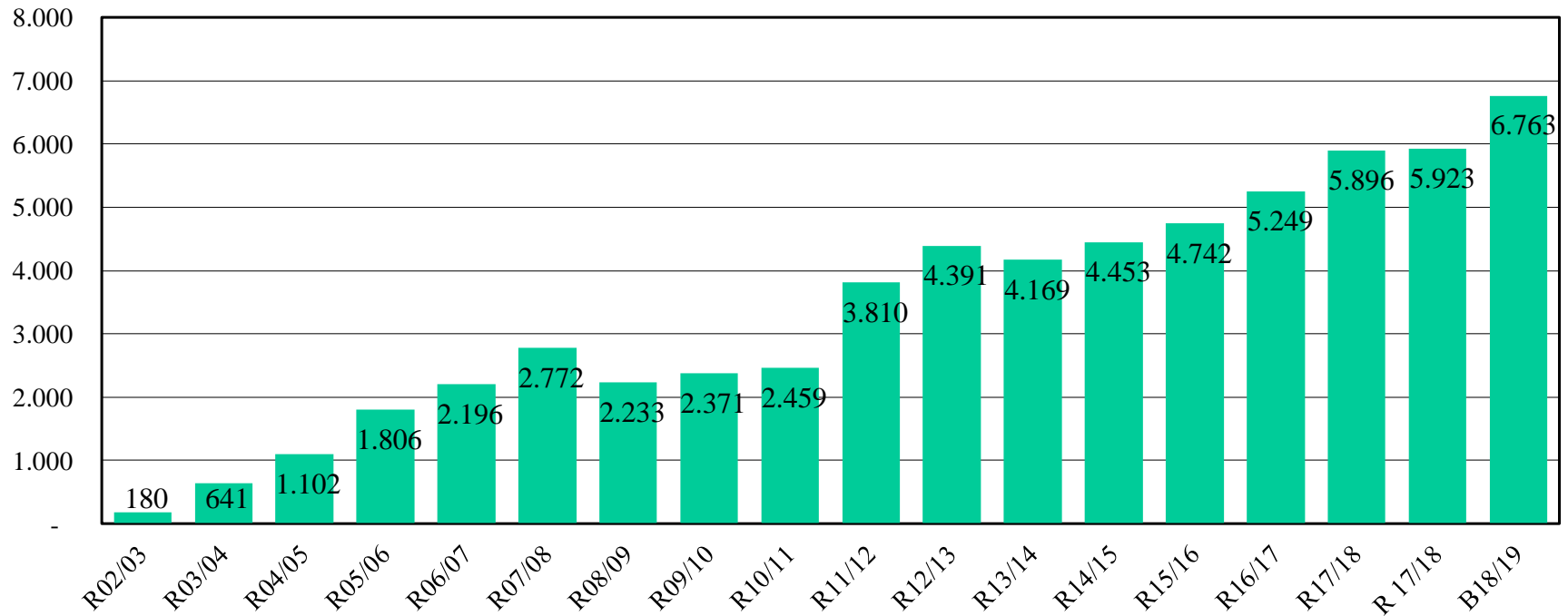
- 1984. Orana as independent division
- 1993. First visit to Vietnam
- 1999. Orana A/S established via management buy out
- **2002. Orana Vietnam**
- 2003. Production Denmark
- 2005. Orana India
- 2007. Orana Malaysia. Regional Office
- 2007. Orana Egypt
- 2013. Orana Kenya

ORANA VIETNAM

- Sales office, Innovation centre and production
- Established in 2002
- Joint venture with Mr. Nguyen Huu Chung
- Active in Vietnam since 1993
- ISO 9001, ISO 22000, and HACCP certified
- Halal HCA (Asia/Middle East) and Halal MUI (Indonesia)
- Involved in local fresh fruit processing
- Success since day 1 with continuous growth
- From 180 tons in 2002 to 6,000 tons today

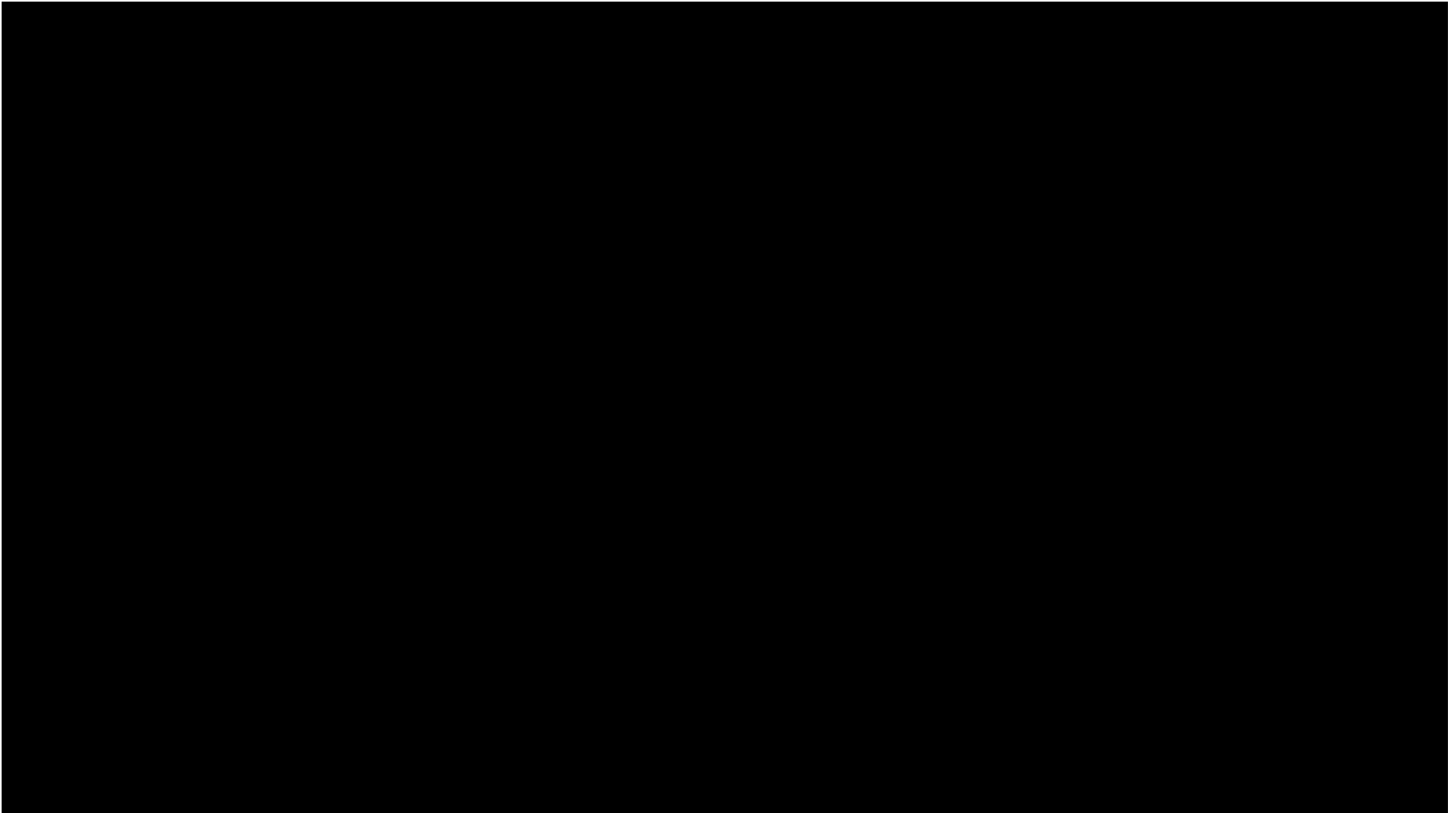


Production Volume (Tons)



ORANA VIETNAM - Mr. Ban

Production Team Leader/Vice Chairman of Labour Union





WORK LIFE BALANCE



ORANA HISTORY:

- 2002. Orana Vietnam
- 2003. Production Denmark
- 2005. Orana India
- 2007. Orana Malaysia. Regional Office
- **2007. Orana Egypt**
- 2013. Orana Kenya
- 2014. Orana Hong Kong
- 2014. Østerberg Ice Cream A/S
- 2015. Orana Dubai
- 2016. Orana Canada
- 2017. Orana Shanghai
- 2017. Orana Sri Lanka

ORANA EGYPT - Ms. Mona Ahmed

Head of Product Construction



ORANA EGYPT - Mr. Abdel Fattah Nasr

Beverage Development Assistant



SDG FOR EXISTING FACTORIES. PROJECT 8512

3 prioritized goals:



WHAT HAS ORANA GAINED FROM ITS FOCUS SDGS?

1. Stable key employees
2. Good, safe and secure working conditions – at home and abroad
3. Gender equality and no discrimination
4. Establishment of worker's unions
5. Satisfied employees
6. Successful establishment in difficult countries
7. Growth higher than average
8. Sustainability goals that employees can identify themselves with

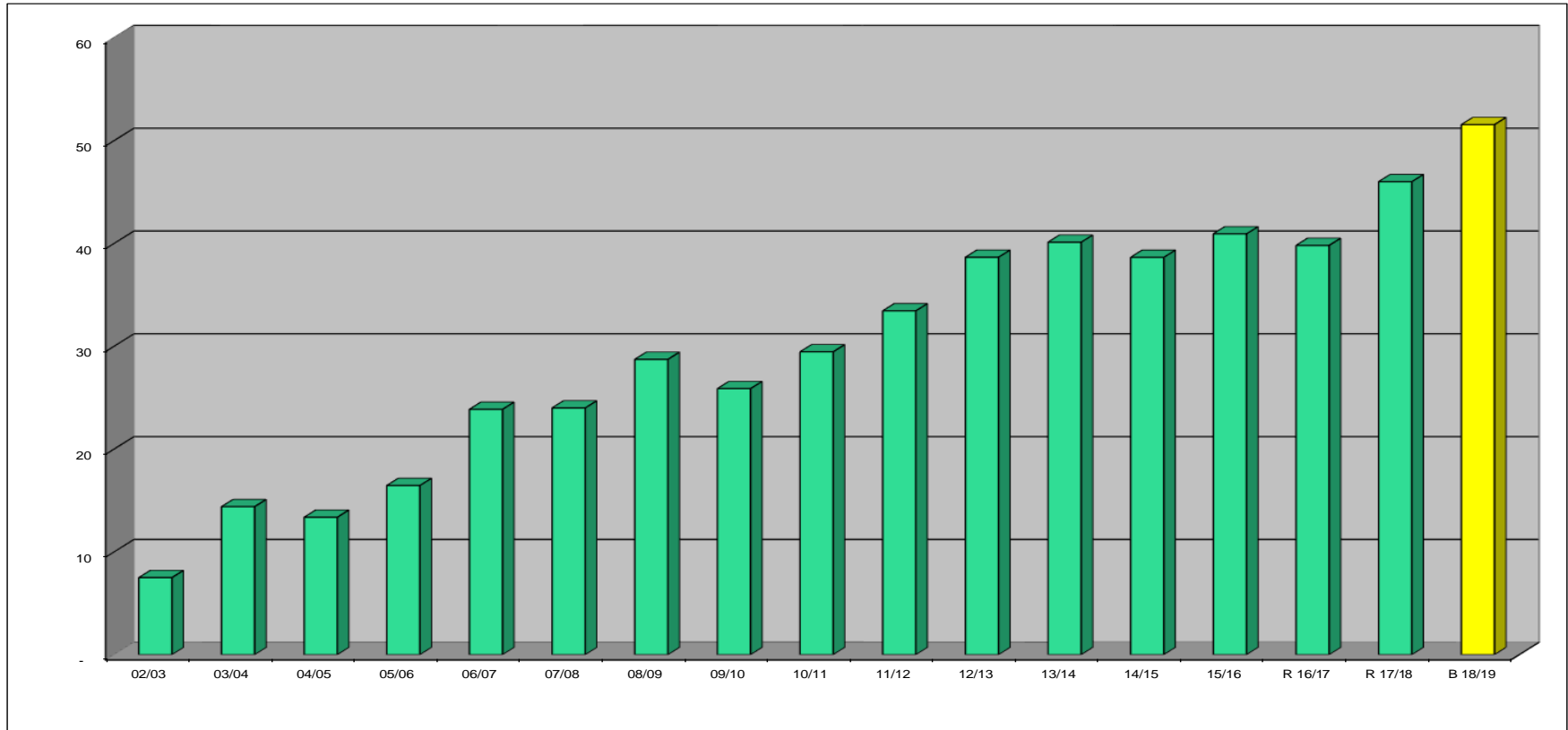
NEXT STEP: FRESH FRUIT PROCESSING PLANT IN EAST AFRICA

SDG PROJECT 1217

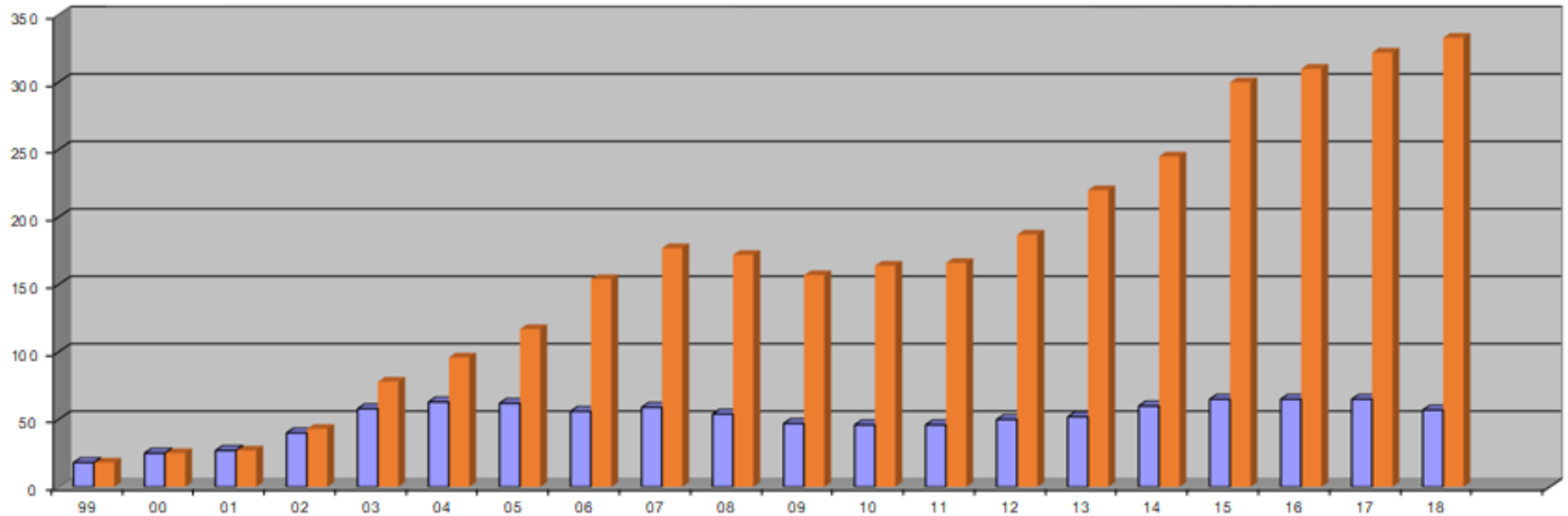


FINANCIAL RESULTS. TURNOVER

All figures in million USD



ORANA GROUP. NO. OF EMPLOYEES



- Total staff **Worldwide** 333 employees
- Total staff **Denmark**: 57 employees, including 5 “skånejobs”, 4 trainees and 1 refugee

WHY SUCH SUCCESS:

- SDG 8 – in our DNA
- SDG 5 – fulfilled 100%
- Orana's International Experience – Born Global
- Good partnerships. Long-term co-operations
- Support from Danida
- Support from IFU
- Support from local embassies
- Hard working employees
- Values and Traditions
- Success overseas equals success in Denmark

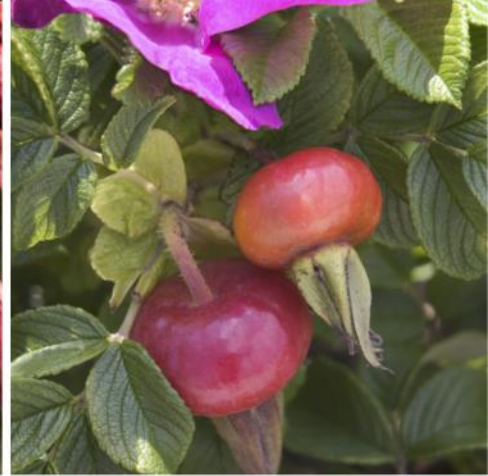
RECOMMENDATIONS:

To other companies

- Describe what you are doing in your companies today
- Most companies are doing much more than they think

To politicians

To Labour Unions



Thank you!

