



Knút with his employees at Safari Transport

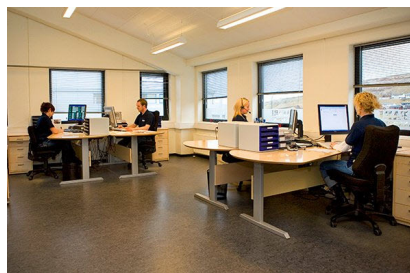


Safari Transport location in Tórshavn

Forwarding and horses are his passion

Safari Transport, a forwarding company of eight specialises in air transport and import to the Faroe Islands. The company has grown steadily from the beginning but Samskip bought a share of 50% a few years ago.

Knút Lützen, a little over 40 and lives in Tórshavn in the Faroe Islands, founded Safari Transport in the year 1995 after working in air transport for 6 years. He had then gotten to know the business well. Safari Transport, a company with 8 employees, is a forwarding company, specialising in air transport and import to the Faroe Islands. 80% of all import comes from Denmark and the rest comes from the other Nordic countries, Britain and Germany. The company has grown steadily from the beginning but Samskip bought a share of 50% a few years ago.



Safari Transport office in Tórshavn

Creating value for exporters

98% of export from the Faroes is fish, mostly transported in containers. As an example, despite moderate prices, export of farmed salmon has gone very well in the last few months. Safari often transports examples to potential buyers and they are always transported by air, packed accordingly and Safari handles all documentation. That is how Safari Transport helps exporters from the Faroes in creating value for their business. „Apart from this, export is not a big part of our business, we mainly focus on importing goods to the Faroes,” he adds.

The family and the Icelandic horse

Knút is married with four children. Apart from being a family man, he enjoys the Icelandic horse and owns a few in the Faroes, Denmark and in Iceland and uses much of his spare time with them. „The Icelandic horse is unique. I have tried other horses, but no one has as good temperament as the Icelandic one and his gaits are quite special. A few years ago, I was fortunate to be able to work on an Icelandic horse ranch for over two months. It was rewarding and a nice change from everyday routine. No cell phones, no quotation worries, just physical work and great times with the horses. Although the job is challenging, it is necessary to have a good family and interests to clear the mind and get some rest” says Knút Lützen, manager of Safari Transport.



Knút Lützen in his office in the Faroes

Tough competition

Safari Transport is known for reliability, trust and excellent service, but also for competitive prices. „Five companies are competing in this small market of 48,000 people (thereof 20,000 in Tórshavn) so you have to spend all your time focused in order to succeed” says Knút. „I am usually the first to arrive in the office in the mornings and the last one to leave in the evenings” he adds.

Less economic downturn in the Faroe Islands

„We feel the economic downturn here in the Faroes but not as much as in Iceland. In total, imports have shrunk by 20-30%, with cars and building material decreasing the most. Unemployment has risen, but we have strong funds and banks and you could say we are in better position than many nations to deal with unemployment and economic problems. Loans for houses and buildings already are making a positive impact.”