



## Doing Business in Norway:

# 2014 Country Commercial Guide for U.S. Companies

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## Chapter 1: Doing Business In Norway

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### Market Overview

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#### Nordic Region

- The Nordic region (Norway, Sweden, Denmark, and Finland) with its 1.7 trillion dollar plus economy is considered one of the ten largest economies in the world, and the fifth largest market in Europe. It is considered worldwide to be a test market for new sophisticated products/technology and an easy-to-enter export market for new and new-to-export companies. English is widely spoken, business agreements are reliable, and the infrastructure is first rate. The Nordic countries have close ties to the United States culturally, politically, and historically. There are great opportunities for American businesses.
- The Nordic countries are closely related in terms of language (except for Finland), ethnic roots, religion, history and a host of other ways, but they also differ in many ways.

#### Norway

- Norway is a modern, energy-rich country with 5.1 million people.
- Norway is considered one of the world's wealthiest countries with a Gross Domestic Product (GDP) per capita exceeding USD 67,300 based on purchasing power parities (ranked 2nd among OECD countries in 2013 and 1.7 times the average).
- Norway's external financial position is exceptionally strong from a global perspective and the country has an important stake in promoting a liberal environment for foreign trade.
- The country is richly endowed with natural resources - petroleum, hydropower, fish, forests, and minerals - and is highly dependent on the petroleum sector.
- Norway is the world's 10th largest exporter of crude oil and 3rd largest exporter of natural gas. Its large shipping fleet is one of the most modern among maritime nations. Other major industries, such as shipping, shipbuilding, fishing and fish farming, information technology, pulp and paper products, and light metals processing have prospered as well.
- Incomes are also more evenly distributed, making every person a consumer. Unemployment rates and interest rates are low.

- The Norwegian economy features a combination of free market activity and government intervention. The government controls key areas, such as the vital petroleum sector, through large-scale state enterprises.
- Norway is located in the Northern Europe and is a part of the Scandinavian Peninsula. Jan Mayen and the Arctic archipelago of Svalbard are also part of Norwegian territory.
- The majority of the country shares a border to the east with Sweden; its northernmost region is bordered by Finland to the south and Russia to the east; and Denmark lies south of its southern tip across the Skagerrak Strait. Norway's extensive coastline is facing the North Atlantic Ocean and the Barents Sea.
- With its population covering 323,802 square kilometers, Norway is one of the most sparsely populated countries in Europe, spread across a nearly 1600 mile long, narrow and mountainous country with a coastline ten times its length.
- Norway is a vibrant, stable democracy.
- The majority of Norwegians are fluent in English and many have very close cultural and family ties to the United States.
- Norwegian business ethics are similar to those of the United States.
- Norway is not a member of the European Union (EU), but is linked to the EU through the European Economic Area (EEA) agreement. By virtue of the EEA, Norway is practically part of the EU's single market, except in fisheries and agriculture.
- Norway is part of the Schengen Agreement, which guarantees free movement of persons and the absence of internal border control between 22 of the 28 EU Member States, as well as Norway, Iceland, Switzerland and Liechtenstein. All passport controls between these Schengen countries have been abolished.

## Market Challenges

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- The overall economic and trade relationship is strong, and Norway's import climate is generally open and receptive to U.S. products and investments, although the agriculture sector is well protected through trade barriers. For information on existing trade barriers (please see chapter 4 to learn more about the agriculture sector), use the link to the National Trade Estimate Report on Foreign Trade Barriers, published by USTR:  
<http://www.ustr.gov/sites/default/files/2014%20NTE%20Report%20on%20FTB.pdf>
- The domestic market is small, but the country can serve as an attractive base for business operations in the Nordic, Baltic, and/or Western Russian markets.

## Market Opportunities

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- U.S. companies have excellent opportunities to capture a significant share of new contract awards in Norway's offshore oil and gas, renewable energy, information technologies, shipping and maritime, defense, healthcare, and travel and tourism, and consumer goods sectors.

Please also see: [Chapter 4: Leading Sectors for U.S. Export and Investment](#)

## Market Entry Strategy

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- U.S. exporters seeking general export information and assistance or country-specific commercial information should consult with their nearest Export Assistance Center or the U.S. Department of Commerce's website [www.export.gov](http://www.export.gov).
- Information about services offered by the U.S. Commercial Service in Oslo can be found at <http://export.gov/norway/>
- The offices of the U.S. Commercial Service in Norway, Sweden, Denmark, and Finland are offering a unique opportunity to companies that want to enter the Nordic Market in the form of the Nordic Services. The offices packaged simple, affordable one-stop services to gain access to Norway, Sweden, Denmark, Sweden, and Finland with one point of contact and one good, positive result. Information about these Nordic Services can also be found at <http://export.gov/norway/>
- Please also see: [Chapter 3: Selling U.S. Products and Services](#)

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## **Chapter 2: Political and Economic Environment**

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/r/pa/ei/bgn/3421.htm>

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## Chapter 3: Selling U.S. Products and Services

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### Using an Agent or Distributor

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#### Defense Exports

The U.S. Commercial Service at the U.S. Embassy in Oslo receives many inquiries about agents and consultants in Norway wishing to secure government defense contracts. The query is usually about the payment of commissions/fees and Norwegian laws, regulations or informal policies regarding such payments. There are no prohibitions (under Norwegian law, regulations or informal policy) against using sales agents to make sales of defense-related products to Norwegian government agencies.

U.S. defense contractors seeking to do business in the Norwegian defense market may also get valuable information and assistance from the Office of Defense Cooperation at the U.S. Embassy in Oslo (<http://norway.usembassy.gov/defense.html>)

#### Selling to the Norwegian Armed Forces

To conduct business successfully in Norway, a local presence is often required, and doing business with the armed forces is no exception. One of the benefits from operating locally is to have an ally that continuously follows smaller tenders that are published nationally through [www.doffin.no](http://www.doffin.no). Even though tenders published nationally are of a small scale, this can also be of great value in terms of building a good reputation in the sector.

The Ministry of Defense negotiates offset agreements and has the overall responsibility for monitoring current contracts. The Norwegian Defense Logistics Organization (NDLO) is responsible for procurement, supply, information and communications (ICT) services as well

as the maintenance, repair and storage of materiel, engineering services and base operating services. NDLO has extensive knowledge and experience with international manufacturers.

The Norwegian Defense and Security Industry (FSi) is an association of over 100 Norwegian Defense and Security sector companies that advocates business internationally for its members, representing over 25,000 skilled professionals in defense and security industry.

## **Commercial Agency Agreements**

U.S. exporters often ask the Commercial Service about their rights and obligations regarding agreements with Norwegian commercial representatives. In most cases, there is no legal requirement for U.S. exporters to have a local representative. However, the Commercial Service recommends that U.S. companies wishing to export goods or services to Norway find local representatives

This report briefly outlines the rights and obligations of both parties (principal and agent) in an agency agreement. The report should not be considered definitive or comprehensive, and any company considering entering into an agreement governed by Norwegian law should obtain professional legal assistance.

### Agency Agreements

Each agency agreement is a legally binding agreement between two parties, where the parties are mutually obliged and entitled to certain compensations. There are no requirements stipulating the form or content of an agency agreement. For this reason, the Norwegian Agent's Association has worked to establish standard agency contracts on a Nordic basis. These are based on the Norwegian Agency Law and EU directives governing agency agreements.

### Agreement on Choice of Law

Most countries in Western Europe have legislation governing agency agreements. In December 1986, an EU directive was approved legislating agency agreements in all EU countries. On January 1, 1993, Norway implemented this directive through the Agency Act.

Perhaps one of the most important issues to settle when negotiating an agency agreement is which country's law will be used to settle any eventual disputes over the content of the contract. Section 3 of the Agency Act states that a provision pursuant to which the act is invariable may not be set aside to the detriment of a commercial agent or a commercial traveler through an agreement that the agency relationship shall be regulated by foreign law, if in the absence of such agreement the relationship would be subject to Norwegian law.

## The Agent's General Obligations

In performing his/her activities, a commercial agent shall look after the principal's interests and specifically:

1. Make proper efforts to procure orders and, where it is part of the agency contract, conclude transactions;
2. Inform the principal of orders procured and transactions concluded and of other matters of which the agent is aware that are of significance for the performance of the agency contract; and
3. Comply with reasonable instructions given by the principal.

## Commercial Agent's Care of the Principal's Goods

A commercial agent shall take proper care of goods and other items belonging to the principal that the agent has in his charge. The agent shall have such insurance as is customary in the circumstances. The principal's goods shall be kept separate from other goods. Where a commercial agent is entitled to receive payment for sold goods, he or she shall keep the amounts received separate from other monies. The agent shall give the principal an account of all amounts received.

## Obligations of the Principal

A principal shall act dutifully and in good faith towards the commercial agent, and in particular:

1. Provide the agent with samples, descriptions, price lists and other necessary documentation relating to the goods concerned;
2. Obtain for the agent the information necessary for the performance of the agency contract; and
3. Inform the agent without undue delay of acceptance, refusal and of any non-execution of a commercial transaction that the agent has procured. Where the principal anticipates that the volume of transactions will be significantly lower than that which the commercial agent could normally have expected, he or she shall inform the agent accordingly without undue delay.

## Commissions

The parties are completely free to determine additional content in the agency contract, including size of commission and commission settlement. Where the parties have not agreed on the level of remuneration, a commercial agent shall be entitled to such remuneration as is customarily allowed in the area where the agent carries on his duties. If there is no such customary practice, remuneration shall be fixed at a level deemed reasonable taking into account all the aspects of the agency contract. U.S. exporters should refer to sections 10 to 17 of the Agency Act for a detailed explanation of when an agent has the right to collect commission.



## Protection for the Agent

There are three elements in the Agency Law that give the agent some form of protection. These concern notice of termination, right to payment for termination and compensation for loss. These three elements are compulsory, meaning that the parties cannot exempt themselves from these rights. The agent is not protected against termination of the contract itself, only against untimely termination. Every agency contract should be able to be mutually terminated in a purely businesslike manner.

## Compensation

Should the commercial agent or the principal fail to fulfill their obligations pursuant to the agency contract or pursuant to the Agency Act, the counterpart is entitled to claim compensation for any resulting losses. This shall not apply if the other party can prove that such failure is not due to error or negligence on his/her part.

## Termination notice

According to the Agency Act, section 25, the agent has the right to a maximum of six months termination notice. Notice is one month for the first year, and can be extended by one month for each year the agency agreement has been in effect, up to a maximum of six months' notice. Termination notice is calculated in whole months from the following month.

The right to notice of termination should be understood such that termination can occur with immediate effect, but that the agent has the right to compensation for reduced notice. The agent has the right to usual commission for all orders brought in during the period of notice, in addition to orders scheduled for delivery after expiration of the notice.

## Payment of Indemnity

When an agency contract is terminated, the commercial agent is entitled to an indemnity if and to the extent that:

1. The agent has brought the principal new customers or has significantly increased the volume of business with existing customers and the principal will continue to derive substantial benefits from the business with such customers; and
2. The indemnity is equitable having regard to all the circumstances, including the commission lost by the commercial agent on contracts with customers.

The amount of the indemnity due with regard to points one or two will not exceed a figure equivalent to one year's commission. This amount shall be calculated on the basis of the commercial agent's average annual remuneration over the preceding five years. If the contract goes back less than five years the indemnity shall be calculated on the basis of the average for the period in question.

## For Further Information

There are many other provisions governing the Principal/Agent relationship in the Agency Act. Any U.S. exporter considering signing an agreement with a Norwegian representative should acquaint themselves with their rights and obligations under this law, and if necessary, seek professional legal advice for assistance in drafting the agreement.

## Contacts

U.S. Commercial Service - Oslo, Norway  
Contact: Mr. Vidar Keyn, Head of Commercial Section  
Tel: 011 (47) 21 30 88 34  
E-Mail: [Vidar.Keyn@trade.gov](mailto:Vidar.Keyn@trade.gov)  
Website: <http://export.gov/norway/>

Virke, The Federation of Norwegian Enterprises  
Contact: Mr. Henrik Renner Fredriksen, Legal Associate  
Section for Labor Law Affairs and Business Law  
Tel: 011 (47) 22 54 17 00 / 22 54 17 19  
E-mail: [henrik.fredriksen@virke.no](mailto:henrik.fredriksen@virke.no)  
Website: <http://www.virke.no/>  
Free agency agreement contracts in English can be downloaded at  
<http://www.virke.no/bransjer/Documents/Commercial%20Contract%20-%20Engelsk.docx>

## Establishing an Office

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The process of establishing a Norwegian company is relatively simple and generally free of restrictions.

The Norwegian Ministry of Trade and Industry has established the Bedin web portal to simplify the process of establishing and running business enterprises in Norway. The information is aimed to be relevant, reliable and non-biased. Bedin addresses two target groups; 1) Entrepreneurs looking for information needed to start his/her own business, incl. forms and brochures, all free of charge; 2) Enterprises that need answers to most of the questions arising during regular business activities: taxes, VAT, bookkeeping, employer employee relations, legislation, etc. Bedin provides useful information in an abbreviated format, together with links to sources and useful sites.

### Bedin

How to Start and Run an Enterprise in Norway  
Tel; 011 (47) 800 33 840  
Website: <https://www.altinn.no/en/Start-and-Run-a-Business/>

All companies establishing a presence in Norway are subject to mandatory registration through a central government agency, the Bronnoysund Register Center, which also maintains open annual accounts on all Norwegian companies.

The Bronnoysund Register Centre is a government body under the Norwegian Ministry of Trade and Industry, and consists of several different national computerized registers. These registers contain information and key data about such matters as: liabilities and titles in mortgaged movable property; business enterprises; annual accounts and auditor's reports of limited companies; bankruptcies and compulsory liquidations.

Bronnoysundregistrene (Bronnoysund Register Center)

Tel: 011 (47) 75 00 75 00

Website: <http://www.brreg.no>

The Norwegian Competition Act requires that concentrations (mergers, acquisitions, etc.) be notified to the Norwegian Competition Authority by way of a standardized notification.

Norwegian Competition Authority

Tel: 011 (47) 55 59 75 00

Website: [www.konkurransetilsynet.no](http://www.konkurransetilsynet.no)

## Franchising

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Franchising has become popular in Norway. There are several examples of American chains active in Norway, such as McDonalds, Avis, Starbucks and more. However, most franchising systems operating in Norway are based on concepts developed in Norway.

All franchise systems in Norway are required to act in accordance with the Norwegian legal framework for business enterprises. They also have to operate in line with the framework of the EEA, which is harmonized with EU legislation. Here franchising is exempted from the competition act through directive 4087/88. In Norway, franchising is regulated by the Ministry of Trade and Industry. There are no major obstacles for starting a franchise chain in the country.

In Norway, public knowledge about the franchise concept is relatively poor. There have been attempts to establish franchise conferences and trade shows in Norway to better educate the public and potential franchisees, but like in Sweden and Denmark, these attempts have failed. There are very few central marketplaces for potential franchisees to meet, so most of the business opportunities are presented through newspaper and magazine advertisements, the Internet, or facilitated meetings. It has been relatively difficult for potential franchisers to find financing in Norway.

In addition, a significant challenge when setting up a franchise system in Norway compared to the U.S. is the limited size of the market. Norway has a small population of 5 million, which often forces the franchise concepts to be broader than what is typically the case in the U.S. It would be difficult for niche products or services to succeed in Norway. It is also more critical that all of the franchisees succeed. If one fails, the odds for the rest of the chain are considerably lower.

Franchise systems in Norway also face high costs of for example labor and property rental and a tight labor market.

The master franchise fee in Norway depends on the terms set by the master franchise contract. Because Norway is a small market with a population of 5 million, frequently a concept will not already be established in the Norwegian market, the master franchisee is often required to make significant investments. However, the franchise fees often end up being lower than in most other countries in Europe.

A useful resource on franchising in Norway is the Norwegian Franchise Association, <http://www.franchiseforeningen.no/>

Also, the local consulting firm Effectum Franchise Consulting: [www.effectum.no](http://www.effectum.no)

## Direct Marketing

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There are plenty of options for companies wishing to use direct marketing in Norway, despite the fact that privacy issues and protection of personal data has been moved higher on the agenda by Norwegian consumers and authorities, particularly the Norwegian Data Inspectorate. Norwegian consumers now have an option to reserve the right to refuse receiving direct marketing. A national register for this purpose has recently been established by the Bronnoysund Register Center, the administrative agency responsible for a number of national control and registration schemes for business and industry.

For information on Norwegian direct marketing service providers, contact:

Norwegian Association of Direct Marketing  
Tel: 011 (47) 22 62 70 17  
<http://www.nordma.no>

Norwegian Data Inspectorate  
Tel: 011 (47) 22 39 69 00  
<http://www.datatilsynet.no>

Bronnoysundregistrene (Bronnoysund Register Center)  
Tel: 011 (47) 75 00 75 00  
Website: <http://www.brreg.no>

## Joint Ventures/Licensing

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Joint ventures and licensing agreements are common in Norway. Joint ventures may not have a name of its own, and its existence cannot be raised as a defense against claims made by third parties. Joint ventures may not be registered and have no independent legal identity. Bookkeeping and audit requirements do not exist for joint ventures, except when specified in the joint venture agreement.

With regard to licensing agreements, it is not mandatory to record these in the official patent office (Styret for det Industriale Rettsvern) in Norway. However, submitting a record may be recommended. A recorded licensee has the statutory right to be notified

of any third parties filing cancellation actions etc. and can thereby be more prepared to enforce his rights under the license agreement.

There are a number of local consulting firms that provide assistance in connection with license agreements adapted to the Norwegian market and in accordance with Norwegian intellectual property law. For a list of consulting firms, see the section below on Protecting Your Intellectual Property.

## **Selling to the Government**

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Norway is party to the Agreement on the European Economic Area (EEA), which extends, in most respects, to the internal market of the EU, as well as to the European Free Trade Agreement (EFTA) countries Norway, Iceland and Liechtenstein. These EFTA members and all the member states of the EU are party to the EEA Agreement. As part of the EEA Agreement, Norway, Iceland and Liechtenstein have adopted relevant EU legislation with respect to public procurement.

Through the signature of the WTO Government Procurement Act (GPA), Norway's public procurement market opened to more countries, so signatory states outside the European Union may also participate. Norway's international commitments through both the EEA and GPA agreements are incorporated into Norwegian legislation.

All public tender notices are required to be published in the Norwegian Gazette, Norsk Lysingsblad and the public procurement database Doffin. Through the EEA Agreement, public entities in Norway are required to announce tenders above certain threshold values in the EU database, Tender Electronic Daily (TED) <http://ted.europa.eu/TED/main/HomePage.do>. Because of the GPA, purchases covered by the GPA are also announced the Doffin database that automatically forward received tenders above the threshold value to the TED. Doffin Database <http://www.english.doffin.no/>

Legal complaints regarding public procurement in Norway should be directed to the Norwegian courts, or to the EFTA Surveillance Authority (ESA).

EFTA Surveillance Authority (ESA)

Tel: 011 (32) 2 286 18 11

Website: <http://www.eftasurv.int/>

The website of the U.S. Commercial Service at the U.S. Mission to the European Union dedicated to procurement and the market research page which contains a handful of reports on EU tendering and government procurement; <http://export.gov/EU/>

## **Distribution and Sales Channels**

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Although some 400 U.S. companies are estimated to have a presence or subsidiaries in Norway, the most common way of doing business is through agents/distributors. Three-quarters of Norway's 5.1 million people reside in the southern half of Norway. Most

major importers and distributors are headquartered in the Oslo region; some have sub-agents or sales offices in other major Norwegian cities.

The rest of the country is made up of widely dispersed, small population centers that are expensive to serve due to long distances and high freight expenses. There are few countrywide, multi-store chains outside the apparel, sporting goods, and grocery sectors, and most retailers and distributors are small by U.S. standards. As a result, sub-agents and secondary distribution are the standard, workable method of handling Norway's scattered northern markets. With proper market promotion and support, a good local business partner and/or an astute local office, U.S. companies have unusually good prospects in this small but affluent market. Moreover, U.S. companies may find some licensing and joint venture agreements and full Norwegian subsidiaries to be excellent vehicles for tapping upscale markets beyond Norway (e.g., through the Nordic region and the Baltic states).

### **Selling Factors/Techniques**

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Americans with business interests in Norway benefit from ease of communication as the vast majority of Norwegians speak English very well. American culture, including movies and TV series, is pervasive and there is no extensive use of dubbing. Yet marketing and training materials in Norwegian will give companies a competitive advantage. Unfortunately, news about Norway in English is sparse, limited to a few Internet services and other media which provide only brief summaries of major events.

A few useful words on selling techniques in Norway: Norwegian companies are generally willing to pay for quality. They are also willing to switch suppliers to get better terms or better quality. Do not over promise, and make sure that you keep your deadline/schedule promises. Otherwise Norwegians quickly lose interest. To Norwegians "new" is not necessarily better. You need to present a convincing case – not based on emotions but on usefulness and technical quality. New concepts have to be proven as high quality, practical and already well tested. Hard selling techniques will get you nowhere in Norway. Avoid bragging and exaggerations, and make a well-documented presentation that gets your counterpart involved and lets him/her buy from you rather than you selling through one-way communication.

Norwegians are usually very straightforward, in the sense that they are typically not tactical negotiators. If they say your product is too expensive, they probably mean it. If you have made a proposal, you should stick to it. To your Norwegian counterpart trust is important, and use of written documents to establish agreements is common. Turning around and changing or adding surprising new elements is generally not popular. It is also hard to renegotiate terms after an agreement has been made, even if circumstances have changed.

### **Trade Promotion and Advertising**

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All major types of advertising media are available in Norway. With the exception of the state-controlled Norwegian Broadcasting Corporation's (NRK) TV and radio stations, advertising on radio and television is now fully developed, and a number of nationwide

and local commercial radio stations compete in a growing market. City radio stations that broadcast during morning and evening commute times are useful advertising vehicles.

Norway has high newspaper readership, with circulation figures audited by the newspaper publishers' association. Extensive demographic information concerning readership is available. Distinctions are drawn between the four major metropolitan areas and other, so-called trade districts, which number about 100.

Major Norwegian business newspapers include:

Dagens Naeringsliv  
Tel: 011 (47) 22 00 10 00  
<http://www.dn.no>

Finansavisen  
Tel: 011 (47) 23 29 63 00  
<http://www.hegnar.no>

Aftenposten  
Tel: 011 (47) 22 86 30 00  
<http://www.aftenposten.no>

## Pricing

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Norwegian tariffs on industrial goods are generally quite low. Most of Norway's trade with EU countries is conducted on a duty-free basis under the provisions of the EEA.

Norway's corporate tax rates are lower than the EU average. Both companies and branches are subject to income and capital tax. An income tax of 27% applies generally to all forms of income of corporate bodies and other entities liable to taxation. No tax allowances are provided. The Government lowered the corporate income tax from 28% to 27% in December 2013.

The top personal income tax marginal rate is 47.8%, and is applied at about USD 143,000. The lower step personal income tax marginal rate is 44.8% and is applied at such a relatively low level (about USD 88,000) that almost half of Norwegian workers are subject to it.

The value-added tax (VAT) is 25% on most goods and services, but is 15% on food items and non-alcoholic beverages. There are also very high taxes on automobiles, gasoline, real estate, financial assets, and other items. Overall, government revenues equal half of GDP. Disposable income is much lower than apparent income per capita, but this is offset to some extent by generous state benefits such as mostly free health care, free tuition at public schools and universities, grants for children, high state pensions (social security), etc.

A revised convention for the avoidance of double taxation between the United States and Norway came into force in 1972. It applies to national income taxes in the United States and Norway as well as local income taxes in Norway. The law covers both

individuals and corporations in the two countries. For Norwegian taxation purposes, the key is whether an American enterprise operates in Norway through a permanent establishment (article 4 of the convention), defined as a fixed place of business through which a resident of one of the contracting states engages in individual or commercial activity. If so, then all industrial and commercial profits made in Norway are taxable by the Norwegian government (and exempt from taxation by the United States). The identical rule applies to Norwegian-operated permanent establishments in the United States.

## **Sales Service/Customer Support**

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The EU institutions have launched a number of initiatives aimed at harmonizing national legislation. Suppliers within and outside the EU should be aware of existing and upcoming legislation affecting sales, service, and customer support.

### **Product Liability**

Under the 1985 Directive on liability of defective products, amended in 1999, the producer is liable for damage caused by a defect in his product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Key link:

<http://ec.europa.eu/enterprise/policies/single-market-goods/product-liability/>

### **Product Safety**

The 1992 General Product Safety Directive introduces a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU. The legislation is still undergoing review.

Key link: [http://ec.europa.eu/consumers/safety/prod\\_legis/index\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm)

### **Legal Warranties and After-sales Service**

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract.



Key link: [http://ec.europa.eu/consumers/rights/gen\\_rights\\_en.htm](http://ec.europa.eu/consumers/rights/gen_rights_en.htm)

Although it may not be required by law, marketing, sales service, customer support, user manuals, and training materials in Norwegian language will give a company a competitive advantage. Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in Chapter 5 of this report.

## **Protecting Your Intellectual Property**

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Several general principles are important for effective management of intellectual property ("IP") rights in Norway. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in Norway than in the U.S. Third, rights must be registered and enforced in Norway, under local laws. Your U.S. trademark and patent registrations will not protect you in Norway. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the Norwegian market. It is vital that companies understand that intellectual property is primarily a private right and that the US government generally cannot enforce rights for private individuals in Norway. It is the responsibility of the rights' holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in Norwegian law. The U.S. Commercial Service can provide a list of local lawyers upon request.

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. Government advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in Norway require constant attention. Work with legal counsel familiar with Norwegian laws to create a

solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both Norwegian or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

## **IP Resources**

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at [www.StopFakes.gov](http://www.StopFakes.gov).
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the US Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the US, contact the US Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, a free online training program is available at [www.stopfakes.gov](http://www.stopfakes.gov).
- For US small and medium-size companies, the Department of Commerce offers a "SME IP Advisory Program" available through the American Bar Association that provides one hour of free IP legal advice for companies with concerns in Brazil, China, Egypt, India, Russia, and . For details and to register, visit: [http://www.abanet.org/intlaw/intlproj/iprprogram\\_consultation.html](http://www.abanet.org/intlaw/intlproj/iprprogram_consultation.html)
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: [www.StopFakes.gov](http://www.StopFakes.gov) This site is linked to the USPTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking

imports of IP-infringing products) and allows you to register for Webinars on protecting IP.

- The U.S. Commerce Department has positioned IP attachés in key markets around the world. For contact information, please see:  
[http://www.uspto.gov/ip/global/attache/Attache\\_Contacts\\_12-23-11.doc](http://www.uspto.gov/ip/global/attache/Attache_Contacts_12-23-11.doc)

## Due Diligence

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Product safety testing and certification is mandatory for the EU market. U.S. manufacturers and sellers of goods have to perform due diligence in accordance with mandatory EU legislation prior to exporting.

For more general due diligence services, the U.S. Embassy in Oslo is well equipped to assist U.S. businesses. Comprised of offices of the U.S. Department of Commerce, Department of State, Department of Defense, and the Social Security Administration, the Embassy provides services and information for U.S. exporters, investors, and their Norwegian partners. Our trade specialists are available to counsel American companies, as well as Norwegian agents, importers and end-users.

Link: <http://www.export.gov/norway>

## Local Professional Services

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Following is a list of contacts and resources available in Norway to help U.S. businesses wishing to explore the country's investment climate or compare it with other European countries.

Major international accounting firms:

PriceWaterhouseCoopers

Tel: 011 (47) 0 23 16

Tel: 011 (47) 95 26 00 00

<http://www.pwc.no>

KPMG Consulting A/S

Tel: 011 47 45 40 40 63

<http://www.kpmg.no>

Deloitte & Touche Statsautoriserede Revisorer AS

Tel: 011 (47) 23 27 90 00

<http://www.deloitte.no>

Ernst & Young AS

Tel: 011 (47) 24 00 24 00

<http://www.ey.no>

For other local professional services, including legal services, please contact the U.S. Commercial Service in Oslo for qualified lists of providers.

## **Web Resources**

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U.S. Commercial Service, Oslo

<http://export.gov/Norway>

U.S. Commercial Service, European Union

<http://www.export.gov/eu>

Market Research Reports

<http://export.gov/europeanunion/marketresearch/index.asp>

EU Member State Country Commercial Guide

<http://export.gov/europeanunion/eustandardsandcertification/2010countrycommercialguide/index.asp>

European public procurement tenders open to U.S. companies

<http://export.gov/europeanunion/grantstendersandfinancing/cseutendersdatabase/index.asp>

EU Tenders Website

<http://ted.europa.eu/TED/main/HomePage.do>

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## Chapter 4: Leading Sectors for U.S. Export and Investment

### **Commercial Sectors**

- [Oil and Gas](#)
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- [ICT](#)
- [Shipping and Maritime Equipment and Services](#)
- [Healthcare Technologies](#)
- [Defense and Aerospace Technology](#)
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### **Agricultural Sectors**

- [Food, Agricultural, Fishery and Forestry Prospects](#)

## Oil and Gas

### Overview

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Norway's emergence as a major oil and gas producer in the mid-1970s transformed the economy. After more than four decades, the petroleum sector is still gaining significance as a key driver for the Norwegian economy. It is the country's single largest industry. The sector accounts for 22% of GDP and 29% of State revenues. Norway is the world's 3<sup>rd</sup> largest exporter of natural gas, and the 10<sup>th</sup> largest exporter of oil. About 75,000 people are directly employed in the sector (oil companies, supply and service industry). Indirectly, it is estimated that the petroleum sector contributes about 250,000 jobs throughout Norway.

The mood in Norway's petroleum industry remains optimistic after several very large oil and gas discoveries in the past three years. Resource accounts with estimates of both produced and remaining resources show that there are more than 8 billion standard cubic meters (scm) of oil equivalents (oe) left to be produced on the NCS. This is nearly twice the amount produced so far. During its more than 43 years of production, Norway has depleted about 6.2 billion scm oe – or 44% of its total resources.

The vast majority of Norway's gas exports are destined for Europe. Norwegian gas accounts for about 15% of Western Europe's gas consumption. Norway supplies about 35% of the UK's gas consumption, and Norway also provides substantial amounts of gas to Germany and France.

Oil and gas production in Norway is only offshore. While there are significant onshore processing facilities, there is no onshore production. The average estimated recovery factor for oil on the NCS is now close to 50% after steady increments during the last decade. Many of the fields that are producing today are of such a magnitude that even a small increase in the recovery factor will yield substantial extra oil volumes.

### Sub-Sector Best Prospects

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Investment and operating costs have grown on the NCS in recent years. The remaining resources on the NCS are gradually becoming more difficult to produce, both technologically and commercially. The industry's development and implementation of new and cost saving technologies, e.g. within seismic surveys, interpretation of seismic data, drilling, and subsea production, will be of crucial importance in this regard. Also of great significance is the information sharing and innovation linking the petroleum sector with sectors such as information and communication technology, maritime industries, finance, and other Norwegian energy industries.

The NCS is divided into three petroleum provinces, the North Sea, the Norwegian Sea, and the frontier Barents Sea. Norway continuously seeks new and proven technology to be used in the deeper and more extreme northern waters.

Promising sub-sectors for U.S. suppliers continue to be drilling and well completion technology. Key areas continue to be zero-surface, subsea and deepwater technology; Advanced technology facilitating remote/onshore, real-time operations, and solutions advancing the e-field, reducing the need for transportation and the number of personnel having to stay on offshore platforms; Innovative solutions for improved recovery and marginal field technology; LNG technology/gas value chain, incl. technology facilitating more efficient and clean production and transportation of gas from remote locations; As oil and gas fields are depleted and production ceases, investments are also needed on abandonment or alternative use of installations.

The Norwegian government emphasizes that the oil industry needs to strive to make their exploration activities as efficient and cost-effective as possible while at the same time showing due consideration for the environment and the fisheries, especially since exploration and drilling activities are moving further north and into more coastal areas.

## Opportunities

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Total investments in NCS oil and gas activity for 2013, including pipeline transportation, were estimated at a record USD 36 billion.

Most purchases for the offshore industry stem from international oil companies operating on the NCS and from local shipyards and offshore structure contractors building and maintaining offshore installations. There is also extensive use of engineering, procurement and construction (EPC) contracts. Most of these major contracts are channeled through Norwegian and international offshore engineering and service companies developing the NCS.

The Norwegian Government controlled Statoil ASA (with 67% Government ownership) controls approximately 80% of the operatorships on the NCS.

Most of the U.S. oil majors and large service companies are present on the NCS: ConocoPhillips, ExxonMobil, Chevron, Marathon Oil, Hess, Halliburton, Baker-Hughes, Cameron, Weatherford, National Oilwell Varco, Schlumberger, FMC Technologies, etc.

## Web Resources

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Norwegian Ministry of Petroleum and Energy  
<http://www.regjeringen.no/en/ministries/oed.html?id=750>

Facts 2014 – The Norwegian Petroleum Sector  
[http://www.regjeringen.no/upload/OED/pdf%20filer/Faktaheftet/Fakta2014OG/Facts\\_2014\\_netto.pdf](http://www.regjeringen.no/upload/OED/pdf%20filer/Faktaheftet/Fakta2014OG/Facts_2014_netto.pdf)

Norwegian Petroleum Directorate  
<http://www.npd.no/en/>

Norwegian Ministry of Trade, Industry and Fisheries  
<http://www.regjeringen.no/en/ministries/nhd.html?id=709>

Norwegian Oil Industry Association

<http://www.norskoljeoggass.no/en/>

Norwegian Shipowners' Association

<http://www.rederi.no/nrweb/english.nsf>

Petroleum Safety Authority Norway

[http://www.ptil.no/main-page/category9.html?lang=en\\_US](http://www.ptil.no/main-page/category9.html?lang=en_US)

Norwegian Coastal Administration

<http://www.kystverket.no/en/>

Norwegian Pollution Control Authority

<http://www.klif.no/no/english/english/>



## Renewable Energy – Green Technologies

### Overview

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Norway and its Nordic neighbors are considered world leaders in the use of renewable energy, clean technology and alternative fuels. Norway has accepted a number of international commitments to reduce emissions (including carbon dioxide). These numerous commitments have proven to be a challenge for Norway, given its role as the world's 10<sup>th</sup> largest exporter of oil and the 3<sup>rd</sup> largest exporter of natural gas. However, in a political agreement in January 2008 between the Norwegian Government and the opposition parties in the Norwegian Parliament the following ambitious climate change goals were stated:

- Norway intends to cut the global emissions equivalent to 100% of its own emissions by 2030, aspiring to become a carbon neutral nation.
- By 2020, Norway plans to reduce global greenhouse gas emissions by the equivalent of 30% of its own 1990 emissions.
- Norway will strengthen its Kyoto commitments by 10 percentage points, corresponding to nine percent below the country's 1990-level.

Norway considers itself a global environmental champion and is on the leading edge of several clean energy technologies, especially concerning hydropower and carbon capture and storage.

### Sub-Sector Best Prospects

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**Carbon Capture and Storage (CCS)** - As part of its commitment to a carbon neutral economy, Norway considers CCS a high priority and has played an important role in the development of CCS technologies. The commitment to increase CCS as part of offshore production and to develop a test center for gas-fired power stations with CCS in Norway has been a centerpiece of Norway's energy policy.

**Hydropower** – Norway has considerable hydro resources and has over the past 100 years constructed more than 330 dams. There are still new niche developments and technology potential associated with hydropower. Norway is a leader in pumped storage hydropower developments.

**Electrifying offshore oil platforms** - The parliament decided in 2014 for electrification of all fields at Utsirahøyden in the North Sea. Three of the fields are already under development (Gina Krogh, Ivar Aasen and Edward Greig). The fourth and largest is Johan Sverdrup, where Statoil is operator.

**Solar power** – Solar power R&D and production has been a fast-growing sector of the global energy market. Norway has been ambitious and several solar technology companies (including REC Solar, REC Silicon, Elkem Solar, Norsun) participate in developments across the entire value chain.

Bio fuels and bio mass - Norway has a total of 765 million m<sup>3</sup> of forest, with an annual contribution of 25 million m<sup>3</sup>. This is about 47% of Norway's landmass.

Early phase technologies:

Tidal power and wave energy are also rising developments - based largely on Norway's offshore capabilities, with current projects also involving osmotic power (salinity gradient energy based on seawater).

Geothermal energy is another renewable energy source, also tied to Norway's oil and gas production expertise.

Wind power (particularly offshore) is the renewable energy source where most investments are focused and which is also the source closest to commercial viability (including companies like Statoil, Statkraft, Scatec).

## Opportunities

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As a major producer of fossil fuels Norway considers that it has an important role in contributing to new technology development. To develop the technologies necessary to meet the twin challenges of energy security and climate change, the Norwegian Government believes that it must use a mix of political incentives/ persuasion and market mechanisms.

## Green Buildings

Best prospects include quality insulation and building materials, new and efficient windows, low maintenance heat exchangers, various types of heat pumps, and efficient burning furnaces, including pellets. Statistics Norway suggests that 69% of households have a wood burning appliance of some kind, and many households benefit from free firewood.

## Web Resources

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Norwegian Government – Energy initiatives

<http://www.regjeringen.no/en/topics/Energy.html?id=212>

<http://www.regjeringen.no/en/The-Government/stoltenberg-ii/The-Big-Issues/Binding-climate-policy.html?id=446708>

Norwegian Ministry of Trade, Industry and Fisheries

<http://www.regjeringen.no/en/ministries/nhd.html?id=709>

Norwegian Ministry of Petroleum and Energy

<http://www.regjeringen.no/en/ministries/oed.html?id=750>

Norwegian Ministry of Environment

<http://www.regjeringen.no/en/dep/md.html?id=668>

Norwegian Pollution Control Authority  
<http://www.klif.no/no/english/english/>

Gassnova  
<http://www.gassnova.no/?language=UK>

Enova  
<http://www.enova.no/sitepageview.aspx?sitePageID=1346>

Statoil  
[www.statoil.com](http://www.statoil.com)

Statkraft  
[www.statkraft.com](http://www.statkraft.com)

Norwegian Water Resources and Energy Directorate  
<http://www.nve.no/en/>

SINTEF Byggforsk passive house project  
[www.passiv.no](http://www.passiv.no)

Norsk Bioenergiforening (Norwegian Bio Energy Association)  
<http://www.nobio.no/>

## ICT

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The ICT Industry grew by a record high 9% from Q1 2013 to Q1 2014.

#### Hardware and telecom

Imports of computers and related equipment are worth almost USD 2.2 billion reflecting a good opportunity for U.S. vendors. With a wealthy economy, Norwegian businesses are generally making IT investments with good return on investment.

Revenue in the Norwegian telecom market remains relatively stable, but consumers use the services differently than before. In the mobile market providers are now offering “free” traffic and a generous data package for USD 30 per month. Fixed telephony continues to decline.

#### IT consultancy services

The market for IT services grew by a record high 16% from 2013 to 2014, according to Statistics Norway. Public sector is a significant client for local IT consulting companies with expected investments in several sectors.

#### Software

An ICT-Norway study showed that out of USD 1.2 billion spent on IT, some USD 300 million (25%) were spent on software procurement, and that the remaining 75% was spent on hardware or own developed software (less than 10%).

Use of operating systems with a third party open source code, e.g. Linux, has increased from 8% in 2010 to 16% in 2011. Large enterprises with in-house resources seem to use such operating systems much more than small enterprises.

### Sub-Sector Best Prospects

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#### Consumer electronics

Norway is generally an early adapter in most consumer electronics categories.

Mobility is still the main driver in the B2B and B2C telecommunications market. The business market is demanding stable, safe, mobile and flexible sharing a wider range of company resources. With new and sophisticated offerings, margins have been stable in the B2B cellular phone market as opposed to continued low margins in the consumer

market for roaming and data traffic. The market is very competitive, and telecoms have also switched to offering “free” services, with data being the differentiator.

## **Enterprise software and services**

The Government remains a steady and large buyer of technologies. The total annual ICT expenditure in the central government is estimated at USD 1.85 billion.

The Norwegian health sector is in need of a full IT renovation, and the focus on finding solutions is priority (see Healthcare Technologies for more details).

An ongoing project to reduce reporting for businesses may also create opportunities and the Military is another large customer in Norway. Fiscal budgets are constantly growing and have more than doubled since 2005.

Mobility and cloud computing is still of the strongest drivers in the service market, but also in the software market. Public sector is increasingly “moving to the cloud” to save costs and to be more flexible, according to industry experts. This will also create security challenges addressed at a policy-level.

SMEs represent a good business opportunity in Norway, and not just because of the sheer number of these companies. Vendors should keep this in mind that market growth and drivers vary by company size.

Oracle, SAP and Microsoft dominated the ERP market. The three giants account for the majority of awarded contracts in Norway.

## **IT security**

U.S. security vendors with niche products should consider Norway and the Nordic region. Value added resellers (VARs) and systems integrators are on a constant look-out for new features to secure their assets and customers.

## **Opportunities**

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The strongest present and future growth area in hardware will be centralized and sophisticated cloud data-storage, e-businesses and transaction applications, as service providers are required to store more and more of their clients’ data.

Data traffic over fiber and cable TV continues to increase. The fiber infrastructure is primarily owned and operated by local utility companies.

High quality hardware for infrastructure will also be in demand as base stations and grids are updated constantly. Norway has currently three GSM licenses with world class capacity/speed and one NTM 950 network covering the peripheral parts of the country. Even though population is spread over a large area, no operators seem to believe

internet over satellite would offer a viable business in the consumer market yet. Operating costs would be too high, and 3G/4G GSM is a strong competitor even in marginal areas.

Norway covers a vast land area and stretches over very long distances. Upgrades in terrestrial telecommunications infrastructure could therefore create opportunities for U.S. companies in this space.

Government owned Telenor Satellite Broadcasting, regularly acquires and launches broadcast satellites. The Norwegian military may also look into building capacity over the next few years.

## Web Resources

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Post and telecommunications Authority

[http://www.npt.no/aktuelt/nyheter/\\_attachment/3910?\\_ts=13a78405f3b](http://www.npt.no/aktuelt/nyheter/_attachment/3910?_ts=13a78405f3b)

Statistics Norway

<http://www.ssb.no/english/>

The Ministry of Transport and Communications

<http://www.regjeringen.no/en/ministries/sd.html?id=791>

ICT Norway

*Norway's largest IT-organization with over 320 members*

[www.ikt-norge.no](http://www.ikt-norge.no)

Abelia

*Association of Norwegian ICT- and knowledge based enterprises, associated with the Confederation of Norwegian Enterprise*

[www.abelia.no](http://www.abelia.no)

EE Branch of Trade

<http://www.elektronikkbransjen.no/>

## Shipping and Maritime Equipment and Services – PRT, CVR

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Norway has been a major player in shipping and shipbuilding over the past 150 years. This country, with a population of only 5.1 million, is still considered a superpower on the seas, controlling the world's 5<sup>th</sup> largest merchant fleet. Norway has a long tradition of utilizing the rich maritime environment, including major activities in commercial shipping and fishing. The market for leisure boats is also big in Norway, with about 800,000 leisure boats registered. The Norwegian coastal line measures over 20,000 km, and 6% of the land areas are covered by water. With fjords and islands included, the Norwegian coastline is 126% compared to that of the United States.

Revenues from Norwegian maritime industry add up to around USD 27 billion, and have more than doubled over the last decade.

Norwegian ship owners are especially active within shipping areas like offshore service/specialty vessels, oil tankers, bulk carriers, chemical tankers, gas (LNG/LPG) tankers, car carriers, and cruise operations.

The Norwegian fleet of mobile offshore units reached 64 units as of January 2014, qualifying as the 2<sup>nd</sup> largest in the world, after the United States.

Shipbuilding has very long traditions in Norway, and is still a very important part of Norwegian maritime activities. It is estimated that the maritime cluster today provides around 100,000 jobs in Norway. Some 61,000 Norwegians and foreigners work on Norwegian ships and rigs.

By international comparisons, most of the Norwegian shipyards are relatively small and they have recently experienced heavy competition.

Today, however, most large ships, floating production storage and off-loading units (FPSOs), and offshore rigs are built in East Asia and Southeast Asia. Lack of sufficient Norwegian competitiveness in these labor and raw materials intensive segments is primarily based on high costs for hull constructions, plus the fact that shipyards in Norway can only handle new vessels up to 45,000 dwt.

Many have characterized the Norwegian maritime community as being the most internationally competitive and knowledge-based industry in Norway. The maritime community is one of the most comprehensive of its kind in the world, encompassing ship-owners, brokers, insurance and financial services, classification institutions, shipyards, ship's gear manufacturers, institutions of maritime education, maritime research and development, maritime authorities and employees' organizations.

Cargo transport within Norway has seen a significant increase during the last few years. There has been an increase in sea transport and road transport, but a decline in freight transport by rail. Almost half of cargo transport in Norway now occurs on roads, while sea transport accounts for 44% and rail transport accounts for the remaining 7%. Ships

completely dominate international cargo transport, with 88% of the freight volume to and from mainland Norway.

## **Best Prospects/Services**

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U.S. maritime technology and service suppliers have found the Norwegian market well worth exploring for exports and joint venture opportunities.

Over the past 30 years, Norway has also become a significant oil-producing nation. One of the main reasons for this success was that Norwegian shipping and related maritime businesses provided the administrative network, the technical know-how, and the infrastructure needed to build up a sophisticated offshore oil-related industry. Norway is now the world's third largest exporter of oil and gas. In addition, the Norwegian-controlled offshore fleet is the second largest in the world, after the United States.

The country has to stay ahead of increased international competition by maintaining and modernizing its important merchant fleet. Norway needs to keep its fleet and shipbuilding industry as modern, efficient, "clean" and well-equipped as possible, and ship-owners and shipyards are constantly seeking advanced, labor saving equipment and systems, not only for the growing Norwegian merchant fleet, but also for the ever-expanding offshore oil and gas sector.

All shipyards and ship equipment manufacturers and suppliers are seeking new ways to reduce costs and increase productivity and will evaluate any system or equipment that will contribute to a better competitive position. Analysing the total life cycle costs of equipment is crucial in making purchasing decisions.

Shipbuilding today entails construction of sophisticated vessels with highly integrated electronic control systems - from cargo handling to technical reporting - that demand advanced information technology. At the same time, customers are demanding multi-system packages from single source suppliers.

## **Opportunities**

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More than half of all Norwegian yards orders are commissioned by the offshore oil and gas sector. Furthermore, much of the production in the Norwegian manufacturing industry has been geared towards offshore-related industrial activity. In last quarter of 2014, the numbers of Norwegian mobile offshore installations were 64 units; mostly semi-submersibles and floating production units, but also some drill ship and jack-ups. The Norwegian orders amounted to about 10 per cent of the world's order book. Increased investments and high industrial activity in the offshore sector will have significant effects on Norwegian industrial activity in general.

## **Resources**

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Norwegian Ministry of Trade and Industry  
<http://www.regjeringen.no/en/ministries/nhd.html?id=709>

Norwegian Shipowners' Association



<http://www.rederi.no/nrweb/english.nsf>

Norwegian Ministry of Petroleum and Energy

<http://www.regjeringen.no/en/ministries/oed.html?id=750>

Norwegian Maritime Directorate

<http://old.sjofatsdir.no/en/>

## Healthcare Technologies

### Overview

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Norway is one of the wealthiest countries in the world and this is reflected in its expenditure on medical care for its citizens. With the exception of the U.S. and Switzerland, Norway spends more of its GDP (8%) on healthcare than any other country in the world. The state-dominated medical system, covering 84% of total healthcare costs, is striving for technological advances and organizational improvements in a climate of budget constraints, a rise in chronic disease and an aging population. By 2025, there will be 40% more senior citizens in Norway than today.

The health and social welfare system in Norway is predominantly publicly financed, primarily through a national insurance tax. The national insurance, or social security, is a collective insurance plan to which all in Norway belong. Citizens requiring medical treatment in Norway are guaranteed medical care and user fees are limited – no one pays more than about USD150/year for public health services.

Estimates from the public health authorities and trade associations indicate that the total Norwegian market for medical/ dental equipment and supplies reached just over USD 2 billion in 2013 with a growth of approximately 2% per annum. The various public health care authorities are estimated to account for about 90% of the purchases of medical equipment, whereas private (non- publicly funded) purchases account for the remaining 10%. About half of the medical equipment is sold to hospitals.

The Norwegian pharmaceuticals market is estimated at USD 3.3 billion, including value added tax (PRP - pharmacy retail price), in 2013. The pharmaceuticals market in Norway has experienced modest growth in recent years, and this has been attributed to the government's restrictive policy in fixing prices and reimbursement, and the patent expiry of several high turnover brands. The generic pharmaceuticals market has grown significant in recent years and accounts for 40% of the market, and with the introduction of the "step price scheme" aimed at further reducing the price of generic medicines this is a trend set to continue.

### Sub-Sector Best Prospects

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U.S. companies are estimated to supply around 30% of Norwegian purchases of medical equipment. High end, quality products and a tailored marketing approach are key factors for U.S. companies in penetrating the Norwegian market. The perceived reliability and quality of a product, together with information received from health care providers and from relevant certifying bodies and professional associations in Norway constitute the most significant factors in a purchasing decision for Norwegian buyers and end-users of medical equipment. Due to very limited domestic production Norway relies heavily on imports of medical equipment and increases in market demand are likely to be met by imports.

Promising sub-sectors for U.S. suppliers of medical equipment include; surgical instruments and equipment, diagnostic apparatus, ultrasound, orthopedic equipment, monitoring instruments and equipment, laboratory/pathology instruments and equipment, digital x-ray systems and customized ICT equipment.

With a rapidly aging population, an increase in chronic disease and increasing healthcare costs, the Norwegian government has stated that telemedicine, e-health and welfare technology are a national priority as they are very important tools in the successful implementation of the key Integrated Health Care Reform of 2012. For example, telemedicine as an important part of future acute medical care, radiology (work-sharing among hospitals) with specialist consultations within the ear-nose-throat field (video conferencing) and specialist consultations in dermatology (e.g. video conferencing and still picture technology); and cardiography (e.g. heart rhythm/sound comparisons). Also, clinical information systems, home care and personalized health systems/ services for remote patient monitoring, systems for integrating local/regional/national health information networks represent significant potential for US companies. However, there are barriers to entry such as requirement for local language, privacy and data protection concerns, standardization and interoperability issues, and reimbursement issues.

Equipment to be sold in Norway must be registered with the Department of Health and Care Services <http://www.regjeringen.no/en/dep/hod/Subjects/Pharmaceutical-products/medical-devices.html?id=86835>, and must have EU approval (CE Mark) <http://export.gov/eu/index.asp>. Norway participates in the EU internal market through the EEA Agreement (European Economic Area), and has the same rights and obligations as EU member states in regulation of medical devices. Norway applies EU product requirements, methods of conformity assessment, and duty rates for U.S. imports.

Best prospects for U.S. suppliers of pharmaceuticals are still drugs associated with the treatment of cardiovascular diseases, high cholesterol, high blood pressure, asthma, mental (psychiatric) disorders, gastric ulcers, allergy, and pain relief.

## Opportunities

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Norway spends an estimated USD 7 billion annually on its hospitals, and there is an attractive market for innovative, high quality medical and dental equipment. A further USD 300 million has been earmarked for the Norwegian Ministry of Health and Care Services as part of increased government spending in the wake of the current economic downturn. These investments are earmarked for upgrading hospital and building new facilities for senior citizens. There have also been reports that equipment in Norwegian hospitals is outdated, and the cost of replacing this equipment is estimated at USD 600 million.

Large public tenders are to be found at the Norwegian site [www.doffin.no](http://www.doffin.no) and the TED ([Tenders Electronic Daily](#)) database where tenders that are covered by EU public procurement law have to be published. A [tender's database](#) has been developed by the US mission to the EU, featuring all European public procurement tenders that are open to U.S.– based companies since the European Communities is a party to the GPA.

Norwegian Ministry of Health and Care Services  
<http://www.regjeringen.no/en/ministries/hod.html?id=421>

Norwegian Directorate of Health  
<http://www.helsedirektoratet.no/english/Sider/default.aspx>

Norwegian public health portal - Helseportalen  
<https://helsenorge.no/Sider/default.aspx>

Norwegian Institute of Public Health  
<http://www.helsetilsynet.no/Norwegian-Board-of-Health-Supervision/>

Norwegian Center for Integrated Care and Telemedicine  
<http://www.telemed.no/home.81328.en.html>

Norwegian Medicines Agency  
<http://www.legemiddelverket.no/English/Sider/default.aspx>

Norwegian Food Safety Authority  
[http://www.mattilsynet.no/portal/page?\\_pageid=54,40103&\\_dad=portal&\\_schema=PORTAL&language=english](http://www.mattilsynet.no/portal/page?_pageid=54,40103&_dad=portal&_schema=PORTAL&language=english)

South Eastern Norway Regional Health Enterprise (Helse Sør-Øst RHF)  
<http://www.helse-sorost.no/omoss/english/Sider/page.aspx>

Central Norway Regional Health Enterprise (Helse Midt-Norge RHF)  
<http://www.helse-midt.no/EN/>

Western Norway Regional Health Enterprise (Helse Vest RHF)  
<http://www.helse-vest.no/english/Sider/side.aspx>

Northern Norway Regional Health Enterprise (Helse Nord RHF)  
<http://www.helse-nord.no/about-helse-nord/category5770.html>

Norwegian Association of Medical Suppliers  
<http://lfh.no/english/>

## Defense and Aerospace Technology

### Overview

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In 2014 the Norwegian Armed Forces' total annual investment budget for materiel and services is estimated at USD 1.5 billion. The total annual defense budget exceeds USD 7.2 billion. Norway is a member of NATO. Norway's 2014 budget is notable for being the biggest per-capita defense spend among nations allied to NATO in Europe. The total value of Norwegian arms and ammunition exports amounted to USD 358 million in 2013; this is a decrease from 2012. Weapon exports to the USA amounted to USD 97 million in 2013, which is a USD 13 million increase from 2012.

The Ministry of Defense negotiates offset agreements and has the overall responsibility for monitoring current contracts. Advisory and support of implementation of industrial strategy and offset agreements are performed by The Norwegian Defense Research Establishment (FFI). The Norwegian Defense Logistics Organization (NDLO) is responsible for procurements, supply, information and communications (ICT) services as well as the maintenance, repair and storage of materiel, engineering services and base operating services. NDLO has extensive knowledge and experience with international manufacturers.

The Strategic Concept Report developed for procurements in the Norwegian Armed Forces from 2012 until 2020 clearly shows increased investments. Norway is focused on developing its Armed Forces in a specialized direction, increasing the number of professional soldiers. Combat capability is crucial when participating in national and international operations. An efficient and high-tech defense demands innovative solutions. U.S manufacturers have a very good reputation in the Norwegian defense industry, which initiates a good climate for business cooperation.

In 2013, Oslo Airport Gardermoen was the largest airport in the Nordic region measured by the amount of traffic. The airport is owned by Avinor, a state owned commercial enterprise that operates 46 airports in Norway, including 12 in cooperation with the Norwegian Armed Forces. Avinor operations also include air traffic control towers, control centers and technical infrastructure for aircraft navigation. Avinor was established as a fully State owned Limited Liability Company in 2003, and the ownership is administrated by the Norwegian Ministry of Transport and Communications.

### Sub-Sector Best Prospects

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Some significant investments over the past five years, both in army, air and sea systems have been done by the Norwegian Armed Forces. Equipment deliveries of investments are spread over time. The Government of Norway often requires offset agreements for the larger projects, but recognizes the U.S position of best value for the Joint Strike Fighter (JSF) program. Norway's participation in operations abroad, operating in a different environment, is also an area of focus. Making a more streamlined defense and developing professional, full-time soldiers turn the attention to high-tech solutions when investing.

The Norwegian Military ordered 14 NH-90 helicopters back in 2001; the delivery was planned in two steps, first delivery of 6 helicopters in 2011, and the rest within 2016. So far NH Industries has delivered three helicopters.

In December 2013 the Norwegian Government selected AgustaWestland's AW101 as the NAWSARH. The contract included 16 new SAR helicopters with an option for further 6, and ensures that the Sea King will be phased out across the country by the end of 2020.

In February 2014, Norwegian Air Shuttle announced they had ordered an additional four new Boeing 787-9 Dreamliners. That makes 14 wide-body aircrafts in total, three of which are already in service. Norwegian currently operates 89 jet aircraft, of which 76 are 737-800s, 10 are 737-300s and three are 787-8 Dreamliners. The company has opted to modernize the fleet with state-of-the-art Boeing 737-800 aircraft. A total of 73 such aircraft will be delivered from 2008 to 2014.

Scandinavian Airlines recently released information that they are looking to upgrade and renew its ageing fleet. In the summer of 2013 SAS announced they had made a deal with Airbus, ordering 12 new planes with a value of USD 3.3 billion.

There is a high demand for commercial offshore helicopter service; the offshore industry transports personnel to the offshore oil rigs and more than 30,000 flights are made each year. Some of the largest operators here are Bristow, CHC Helicopter Service AS, and Norsk Helicopter AS. Sikorsky has a significant share of the market for helicopters offshore, having 32 S-92s currently operating offshore Norway.

## Opportunities

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Reorganization of the Norwegian Armed Forces the past five to ten years has increased the focus on developing a defense system with professional soldiers. Manufacturers will be directly affected in a positive way, with growing demand for up-to-date warfare equipment. Smaller procurements may not be subject to the same transparency or formality as larger tenders, but can be of great importance to defense manufacturers. Looking at the strategic concept report, ongoing updates for all defense branches are planned over the next seven years. Please see Best Prospects for more detailed information. U.S products have a very good reputation in the Norwegian defense environment. The ongoing modernization of the Norwegian Armed Forces includes the entire defense system. The major contracts detailing aircraft and helicopters, maritime vessels and army vehicles have already been signed. In the budget for 2014, Norway's Parliament is asked to approve the procurement of an additional six F-35 aircrafts for planned delivery in 2018. This is in addition to the 10 aircraft already approved for procurement.

## Web Resources

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The Norwegian Ministry of Defense  
[www.forsvarsdepartementet.no](http://www.forsvarsdepartementet.no)

The Norwegian Armed Forces  
[www.forsvaret.no](http://www.forsvaret.no)

The Norwegian Defense and Security Industries Association (FSI)  
[www.fsi.no](http://www.fsi.no)

The Norwegian Defense Logistics Organization  
<http://forsvaret.no/om-forsvaret/organisasjon/felles/flo/Sider/flo.aspx>

The Norwegian Defense Research Establishment (FFI)  
[www.ffi.no](http://www.ffi.no)

Norwegian Armed Forces Operational Headquarters  
<http://forsvaret.no/om-forsvaret/organisasjon/operativt-hovedkvarter/Sider/operativt-hovedkvarter.aspx>

Joint Warfare Center (Office for public information)  
[www.jwc.nato.int](http://www.jwc.nato.int)

NAIC – Norwegian Aerospace Industry Cluster  
[http://www.fsi.no/fsi\\_english/naic-norwe/](http://www.fsi.no/fsi_english/naic-norwe/)

Norwegian Air Shuttle  
[www.norwegian.no](http://www.norwegian.no)

Scandinavian Airlines  
[www.sas.no](http://www.sas.no)

Widerøe  
[www.wideroe.no](http://www.wideroe.no)

Ryanair  
<http://www.ryanair.com/no>

## Travel and Tourism

### Overview

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Norwegians continue traveling to the United States in record numbers, around 284 311, an increase of 8.2% in 2013. Tour operators specializing in the U.S. market report record numbers of reservations in 2014.

Norwegians are experienced travelers, fluent in English with the time and money to travel long haul. The average Norwegian tourist stays in the United States for 16 days and spends more than USD 4,000 on his/her trip. The summer remains the primary vacation season for Norwegians, whose custom it is to take three weeks in July. More Norwegians are now traveling abroad in the autumn/winter getting away from the cold and harsh climate. The vacation group with the highest growth rate is the age group over 65.

The top five destinations for Norwegian visitors are: New York City, Miami, Los Angeles, San Francisco and Tampa. The traditional fly-drive vacation in Florida and California remain very popular, as well as city breaks to New York City. Many Norwegians have close family and cultural ties with the United States, so there is still a growing interest in travel to "Norwegian America". Trends in the Norwegian travel market also include activity vacations built around pursuits such as rafting, mountain climbing, golf, and culture.

There are three airlines offering a scheduled, direct service to New York, Scandinavian Airlines, United Airlines and budget airline Norwegian using the Dreamliner.

### Sub-Sector Best Prospects

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Based on the current trends in the Norwegian travel market, a best prospect is certainly activity/ niche vacation market, a vacation that offers them something unusual. Norwegian enjoyment of nature and an outdoor lifestyle is a vital part of the country's national identity. Hiking, ranching or visiting an Indian reservation, or activity vacations combining fishing and hunting with photographic opportunities would be of interest. There is a significant growth in the cruise market segment, either out of Florida or New York.

### Opportunities

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There are a number of tour operators and wholesalers located in Norway targeting the U.S market. Alternatively, consider exhibiting at the international travel and tourism show Reiselivsmessen, next scheduled January 2015. Reiselivsmessen is well attended and the U.S. Commercial Service in Oslo organizes a U.S. Pavilion, along with the Discover America Committee of Norway. For more information, contact the U.S. Commercial Service at the American Embassy in Oslo <http://export.gov/norway/>



## Web Resources

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Discover America Committee in Norway

<http://www.DiscoverAmerica.no>

Discover America – Brand USA

<http://www.discoveramerica.com/>

U.S. Travel Association

<http://www.ustravel.org>

## Agricultural Sectors

### Overview

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Norway is a high-cost producer with agricultural policies focused on maintaining a high degree of self-sufficiency. To maintain agricultural production, Norway's subsidies for most agricultural products exceed those of the EU. High tariffs, quantitative restrictions and technical barriers to trade severely limit competitive products from entering the Norwegian market. Tariff-rate quotas exist for grains, meat and a number of horticultural products. Additionally, Norway extends rebates to food processors in compensation for the high cost of agricultural inputs and to ensure that Norwegian processed products can compete with imports. Norwegian legislation is more restrictive than EU legislation regarding genetically modified products. This difference in the assessment of biotech products has led to Norway's rejection of several products approved in the EU. The spirits and wine retail market is controlled by a government monopoly, Vinmonopolet.

### Best Products/Services

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#### Best U.S. Food, Agricultural, Fishery and Forestry Prospects for Norway

- Processed fruit and vegetables
- Fresh fruit and vegetables
- Tree nuts and peanuts
- Beef, non-hormone treated
- Conventional soybeans
- Wine and beer
- Sugar and sweeteners
- Pet food
- Hardwood lumber
- Panel/plywood products

### Opportunities

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Norway is only 50 percent self-sufficient in food and agricultural production. U.S. food and agricultural products are associated with high quality and innovation. Large Nordic retail chains provide opportunities for high volume sales to established U.S. suppliers. Norway is also a large importer of soybeans and has the only crushing facility in the Nordics. While biotech restrictions impede the bulk of U.S. soybean exports, demands for conventional soybeans remain in high demand.

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Global branding and further integration of European markets is continuing to produce a more homogeneous food and drink market in Europe, but significant national differences in consumption remain. Nevertheless, certain common trends are evident throughout the

EU: demand for greater convenience, more openness to non-traditional foods, and a growing interest in health foods, organics and niche markets. For a thorough analysis of what commodities and products offer the best opportunities, access <http://www.fas.usda.gov/posthome/useu/> and consult the individual member states' exporter guides.

## **Web Resources**

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Foreign Agriculture Service (FAS)

[http://export.gov/about/eg\\_main\\_024300.asp](http://export.gov/about/eg_main_024300.asp)

Norwegian Farmers' Union

<http://www.bondelaget.no/information-in-english/category2689.html>

International Society of European Agricultural Cooperatives (INTERCOOP EUROPE)

<http://www.uia.be/s/or/en/1100009532>

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## Chapter 5: Trade Regulations, Customs and Standards

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### Import Tariffs

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Norway (with Switzerland, Iceland and Liechtenstein) is a member of the European Free Trade Association (EFTA). EFTA members, except Switzerland, participate in the European Union (EU) single market through the European Economic Area (EEA) accord. Norway grants preferential tariff rates to EEA members. As an EEA signatory, Norway assumes most of the rights and obligations of EU member states. The principal exception is in the agricultural sector, which the EEA accord does not cover.

The Integrated Tariff of the Community, referred to as TARIC (Tarif Intégré de la Communauté), is designed to show the various rules which apply to specific products being imported into the customs territory of the EU or, in some cases, exported from it. To determine if a license is required for a particular product, check the TARIC. The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

The Customs Tariff can be found on the Norwegian Customs and Excise website:

<http://www.toll.no/default.aspx?id=3&epslanguage=EN>

Tel: 011 (47) 55 38 88 38. More information available on the following Norwegian Customs and Excise website <http://www.toll.no/default.aspx?id=3&epslanguage=EN>

For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers, published by USTR and available through the following website:

<http://www.ustr.gov/sites/default/files/2014%20NTE%20Report%20on%20FTB.pdf>

Information on agricultural trade barriers can be found at the following website:

<http://www.fas.usda.gov/posthome/useu/>

To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center at <http://www.trade.gov/tcc> or the U.S. Mission to the European Union at <http://export.gov/europeanunion/>

The TARIC (Tarif Intégré de la Communauté), described above, is available to help determine if a license is required for a particular product.

Many EU member states maintain their own list of goods subject to import licensing. For example, Germany's "Import List" (Einfuhrliste) includes goods for which licenses are required, their code numbers, any applicable restrictions, and the agency that will issue the relevant license. The Import List also indicates whether the license is required under German or EU law.

For information relevant to member state import licenses, please consult the relevant member state Country Commercial Guide: [EU Member States' Country Commercial Guides](#) or conduct a search on the Commerce Department's Market Research Library, available from: <http://www.export.gov/mrktresearch/index.asp>.

## **Import Documentation**

### **The Single Administrative Document**

The official model for written declarations to customs is the Single Administrative Document (SAD). Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

- the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- the person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official

document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU member states. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

More information on the SAD can be found at:

[http://ec.europa.eu/taxation\\_customs/customs/procedural\\_aspects/general/sad/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/sad/index_en.htm)

Regulation (EC) No 450/2008 laying down the Community Customs Code (so-called the "Modernized Customs Code") aimed at the adaptation of customs legislation and at introducing the electronic environment for customs and trade. This Regulation entered into force on June 24, 2008 and was due to be applicable once its implementing provisions were in force by June 2013. However, the Modernized Customs Code was recast as a Union Customs Code (UCC) before it became applicable. The Union Customs Code (UCC) Regulation entered into force in October 2013 and repealed the MCC Regulation; its substantive provisions will apply only on May 1<sup>st</sup> 2016. Until this time, the Community Customs Code and its implementing provisions continue to apply.

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_code/union\\_customs\\_code/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_code/union_customs_code/index_en.htm)

## **EORI**

Since July 1, 2009, all companies established outside of the EU are required to have an Economic Operator Registration and Identification (EORI) number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. If a U.S. company wishes to apply for AEO status or apply for simplifications in customs procedures within the EU, it must first obtain an EORI number. Companies should request an EORI number from the authorities of the first EU member state to which they export. Once a company has received an EORI number, it can use it for exports to any of the 28 EU member states. There is no single format for the EORI number.

More information about the EORI number can be found at

[http://ec.europa.eu/taxation\\_customs/dds2/eos/eori\\_home.jsp?Lang=en](http://ec.europa.eu/taxation_customs/dds2/eos/eori_home.jsp?Lang=en)

## **New U.S. - EU Mutual Recognition Arrangement (MRA)**

Since 1997, the U.S. and the EU have had an [agreement](#) on customs cooperation and mutual assistance in customs matters. For additional information, please see [http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/international\\_customs\\_agreements/usa/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/international_customs_agreements/usa/index_en.htm)

In 2012, the U.S. and the EU signed a new Mutual Recognition Arrangement (MRA) aimed at matching procedures to associate one another's customs identification numbers. The MCC introduced the Authorized Economic Operator (AEO) program (known as the "security amendment"). This is similar to the U.S.' voluntary Customs-Trade Partnership Against Terrorism (C-TPAT) program in which participants receive certification as a "trusted" trader. AEO certification issued by a national customs authority is recognized by all member state's customs agencies. An AEO is entitled to two different types of authorization: "customs simplification" or "security and safety". The former allows for an AEO to benefit from simplifications related to customs legislation, while the latter allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition.

The U.S. and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by mutual recognition will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. The newly signed arrangement officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The agreement is being implemented in two phases. The first commenced in July 2012 with the U.S. customs authorities placing shipments coming from EU AEO members into a lower risk category. The second phase will take place in 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. The U.S. customs identification numbers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above):

[http://ec.europa.eu/taxation\\_customs/resources/documents/customs/procedural\\_aspects/general/implementing\\_regulation\\_58\\_2013\\_en.pdf](http://ec.europa.eu/taxation_customs/resources/documents/customs/procedural_aspects/general/implementing_regulation_58_2013_en.pdf)

Additional information on the MRA can be found at:

<http://www.cbp.gov/newsroom/national-media-release/2013-02-08-050000/eu-us-fully-implement-mutual-recognition-decision>

## **Batteries**

EU battery rules changed in September 2006 following the publication of the Directive on batteries and accumulators and waste batteries and accumulators ([Directive 2006/66](#)). This Directive replaces the original Battery Directive of 1991 (Directive 91/157). The 2006 Directive applies to all batteries and accumulators placed on the EU market including automotive, industrial and portable batteries. It aims to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. In 2012, the European Commission published a FAQ document to assist interested parties in interpreting its provisions. For more information, see our market research report:

[http://www.buyusainfo.net/docs/x\\_4062262.pdf](http://www.buyusainfo.net/docs/x_4062262.pdf)

## **REACH**

REACH, "Registration, Evaluation and Authorization and Restriction of Chemicals", is the system for controlling chemicals in the EU and it came into force in 2007 (Regulation 1907/2006). Virtually every industrial sector, from automobiles to textiles, is affected by this policy. REACH requires chemicals produced or imported into the EU in volumes above 1 metric ton per year to be registered with a central database handled by the European Chemicals Agency (ECHA). Information on a chemical's properties, its uses and safe ways of handling are part of the registration process. The next registration deadline is **May 31, 2018**. U.S. companies without a presence in Europe cannot register directly and must have their chemicals registered through their importer or EU-based 'Only Representative of non-EU manufacturer'. A list of Only Representatives (ORs) can be found on the website of the U.S. Mission to the EU:

<http://export.gov/europeanunion/reachclp/index.asp>

U.S. companies exporting chemical products to the European Union must update their Material Safety Data Sheets (MSDS) to be REACH compliant. For more information, see the guidance on the compilation of safety data sheets:

[http://echa.europa.eu/documents/10162/17235/sds\\_en.pdf](http://echa.europa.eu/documents/10162/17235/sds_en.pdf)

U.S. exporters to the EU should carefully consider the REACH 'Candidate List' of Substances of Very High Concern (SVHCs) and the 'Authorization List'. Substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export products containing substances on the 'Authorization List' will require an authorization. The Candidate List can be found at:

<http://echa.europa.eu/web/guest/candidate-list-table>. The Authorization List is available at <http://echa.europa.eu/addressing-chemicals-of-concern/authorisation/recommendation-for-inclusion-in-the-authorisation-list/authorisation-list>

## **WEEE Directive**

EU rules on Waste Electrical and Electronic Equipment (WEEE), while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register the products with a national WEEE authority or arrange for this to be done by a local partner. The WEEE Directive was revised on July 4, 2012. The revised WEEE Directive expands the scope of products covered to include all electrical and electronic equipment. The expanded scope will apply from August 14, 2018. U.S. exporters seeking more information on the WEEE Directive should visit: <http://export.gov/europeanunion/weeerohs/index.asp>

## **RoHS**

The RoHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork however, manufacturers must self-certify that their products are compliant. The Directive was revised in 2011 and entered into force on January 2, 2013. One important change with immediate effect is that RoHS is now a CE marking Directive. The revised Directive expands the scope of products covered during a transition period which ends on July 22, 2019. Once this transition period ends, the Directive will apply to medical devices, monitoring and control equipment in addition to all other electrical and electronic equipment. U.S. exporters seeking more information on the WEEE Directive should visit: <http://export.gov/europeanunion/weeerohs/index.asp>



## **Cosmetics Regulation**

On November 30, 2009, the EU adopted a new regulation on cosmetic products which will apply from July 11, 2013. The new law introduces an EU-wide system for the notification of cosmetic products and a requirement that companies without a physical presence in the EU appoint an EU-based responsible person.

In addition, on March 11, 2013, the EU imposed a ban on the placement on the market of cosmetics products that contain ingredients that have been subject to animal testing. This ban does not apply retroactively but does capture new ingredients. Of note, in March 2013, the Commission published a Communication stating that this ban would not apply to ingredients where safety data was obtained from testing required under other EU legislation that did not have a cosmetic purpose. For more information on animal testing, see: <http://ec.europa.eu/consumers/sectors/cosmetics/animal-testing>

For more general information, see:

[http://export.gov/europeanunion/accessingeumarketsinkeyindustrysectors/eg\\_eu\\_044318.asp](http://export.gov/europeanunion/accessingeumarketsinkeyindustrysectors/eg_eu_044318.asp)

## **Agricultural Documentation**

**Phytosanitary Certificates:** Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.

**Sanitary Certificates:** For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU, but the harmonization process is not complete. During this transition period, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on harmonized import requirements can be found at the following website: <http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/>

## **Sanitary Certificates (Fisheries)**

In April 2006, the European Union declared the U.S. seafood inspection system as equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the U.S. are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

Since June 2009, the unique U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).

In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally.

For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU ([stephane.vrignaud@trade.gov](mailto:stephane.vrignaud@trade.gov)) or visit the following NOAA dedicated web site: [http://www.seafood.nmfs.noaa.gov/EU\\_Export.html](http://www.seafood.nmfs.noaa.gov/EU_Export.html)

## U.S. Export Controls

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The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.

The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: <http://www.bis.doc.gov/licensing/exportingbasics.htm>

BIS has developed a list of "red flags," or warning signs, intended to discover possible violations of the EAR. These are posted at: <http://www.bis.doc.gov/enforcement/redflags.htm>

Also, BIS has "Know Your Customer" guidance at: <http://www.bis.doc.gov/Enforcement/knowcust.htm>

If there is reason to believe a violation is taking place or has occurred, report it to the Department of Commerce by calling the 24-hour hotline at 1(800) 424-2980, or via the confidential lead page at: <https://www.bis.doc.gov/forms/eeleadsntips.html>

The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and services. A list of other agencies involved in export control can be found on the BIS web.

It is important to note that in August 2009, the President directed a broad-based interagency review of the U.S. export control system, with the goal of strengthening national security and the competitiveness of key U.S. manufacturing and technology sectors by focusing on current threats, as well as adapting to the changing economic and technological landscape. As a result, the Administration launched the Export Control Reform Initiative (ECR Initiative) which is designed to enhance U.S. national security and strengthen the United States' ability to counter threats such as the proliferation of weapons of mass destruction.

The Administration is implementing the reform in three phases. Phases I and II reconcile various definitions, regulations, and policies for export controls, all the while building

toward Phase III, which will create a single control list, single licensing agency, unified information technology system, and enforcement coordination center.

For additional information on ECR see: <http://export.gov/ecr/index.asp>

BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two day seminars and focus on the basics of exporting as well as more advanced topics. A list of upcoming seminars can be found at: <https://www.bis.doc.gov/seminarsandtraining/index.htm>

For further details about the Bureau of Industry and Security and its programs, please visit the BIS website at: <http://www.bis.doc.gov/>

## Temporary Entry

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For information on this topic please consult the Commerce Department's Country Commercial Guides on EU member states: [EU Member States' Country Commercial Guides](#)

Alternatively, search the Commerce Department's Market Research Library, available from: <http://www.export.gov/mrktresearch/index.asp> under Country and Industry Market Reports.

## Labeling and Marking Requirements

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An overview of EU mandatory and voluntary labeling and marking requirements has been compiled in a market research report that is available at: [http://buyusainfo.net/docs/x\\_366090.pdf](http://buyusainfo.net/docs/x_366090.pdf)

## Toxic chemicals

A mandatory composition declaration is imposed on domestic and foreign suppliers of chemical substances and products. The requirement calls for a 100% product composition declaration to be filed and registered in the product register. These provisions govern the declaration and labeling of very toxic, toxic, and carcinogenic substances and products. These products must be declared to the product register prior to import and production.

The fundamental principle is that all manufacturers and importers of chemicals shall provide all the information required by the product register. In cases where foreign producers need to withhold detailed composition from the importer, the foreign producer may send the complete chemical composition directly to the product register. One condition for accepting the above is that the importer supplies administrative information ("administrative data") with reference to the information provided by the foreign supplier. The Norwegian importer is nevertheless responsible for labeling the product and preparing the safety data sheet.

In special instances, however, the board of the product register may grant a partial or total dispensation from the declaration requirements. Exemptions may be granted only for specific product groups, and for a limited period of time. The exemptions will normally not be granted for more than three years at a time. Special guidelines have been prepared in connection with the various forms of dispensation, which may be obtained from the product register:

#### Produktregisteret

(The Product Register - the Norwegian Government's Central Register for chemical products that are on the market in Norway)

Tel: 011 (47) 22 05 48 80

E-mail: [produktregisteret@produktregisteret.no](mailto:produktregisteret@produktregisteret.no)

Website: <http://www.klif.no/no/english/english/The-Product-Register/>

Publication: "Guidelines for Declaration of Chemical Products"

Website: [http://www.klif.no/seksjonsartikkel\\_\\_\\_\\_41818.aspx](http://www.klif.no/seksjonsartikkel____41818.aspx)

#### Norwegian Climate and Pollution Agency

(An agency under the Norwegian Ministry of Environment)

Website: <http://www.klif.no/no/english/english/>

### Safety data sheets

Arbeidstilsynet (Norwegian Labor Inspection Authority)

Tel: 011 (47) 22 95 70 00

E-mail: [direktoratet@arbeidstilsynet.dep.no](mailto:direktoratet@arbeidstilsynet.dep.no)

Website: <http://www.arbeidstilsynet.no/artikkel.html?tid=79289>

### Food Products

Norwegian Food Control Authority

Tel: 011 (47) 23 21 68 00

Website:

[http://www.mattilsynet.no/portal/page?\\_pageid=54,40103&\\_dad=portal&\\_schema=PORTAL&language=english](http://www.mattilsynet.no/portal/page?_pageid=54,40103&_dad=portal&_schema=PORTAL&language=english)

### Prohibited and Restricted Imports

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The TARIC is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a product is prohibited or subject to restriction, check the TARIC for that product for the following codes:

CITES	Convention on International Trade of Endangered Species
PROHI	Import Suspension
RSTR	Import Restriction

For information on how to access the TARIC, see the Import Requirements and Documentation Section above.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

For up to date information on prohibited and restricted imports to Norway, please contact the Norwegian Customs Authority:

<http://www.toll.no/default.aspx?id=3&epslanguage=en>

## Customs Regulations and Contact Information

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The following provides information on the major regulatory efforts of the EC Taxation and Customs Union Directorate:

**Electronic Customs Initiative** – This initiative deals with EU Customs modernization developments to improve and facilitate trade in the EU member states. The electronic customs initiative is based on the following three pieces of legislation:

- The [Security and Safety Amendment to the Customs Code](#), which provides for full computerization of all procedures related to security and safety;
- The Decision on the paperless environment for customs and trade ([Electronic Customs Decision](#)) which sets the basic framework and major deadlines for the electronic customs projects;
- The [Modernized Community Customs Code](#) which provides for the completion of the computerization of customs.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/electronic\\_customs\\_initiative/electronic\\_customs\\_legislation/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/electronic_customs_initiative/electronic_customs_legislation/index_en.htm)

Homepage of Customs and Taxation Union Directorate (TAXUD) Website

Key Link: [http://ec.europa.eu/taxation\\_customs/customs/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/index_en.htm)

**Customs Valuation** – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.

Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:

- economic and commercial policy analysis
- application of commercial policy measures
- proper collection of import duties and taxes
- import and export statistics

These objectives are met using a single instrument - the rules on customs value. The EU applies an internationally accepted concept of 'customs value'.

The value of imported goods is one of the three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/declared\\_goods/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/declared_goods/index_en.htm)

### **Advance rulings on classification**

Before signing a long-term contract or sending a shipment of considerable value, it may be prudent for the Norwegian importer or U.S. exporter to obtain an official ruling on customs treatment. Requests for advance information regarding the customs classification of products may be addressed directly to:

Toll og Avgiftsdirektoratet (Norwegian Customs and Excise Authority)

Tel: 011 (47) 22 86 03 00

E-mail: [tad@toll.no](mailto:tad@toll.no)

Website: <http://www.toll.no/default.aspx?id=3&epslanguage=EN>

## **Standards**

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## **Overview**

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Products tested and certified in the United States to American standards are likely to have to be retested and re-certified to EU requirements as a result of the EU's different approach to the protection of the health and safety of consumers and the environment. Where products are not regulated by specific EU technical legislation, they are always subject to the EU's General Product Safety Directive as well as to possible additional national requirements.

European Union legislation and standards created under the New Approach are harmonized across the member states and European Economic Area countries to allow for the free flow of goods. A feature of the New Approach is CE marking. For a list of

new approach legislation, go to

<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=directive.main>.

The concept of new approach legislation is likely to disappear as the New Legislative Framework (NLF), which entered into force in January 2010, was put in place to serve as a blueprint for existing and future CE marking legislation. Since 2010/2011 existing legislation has been reviewed to bring them in line with the NLF concepts.

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the European Union.

### **Agricultural Standards**

The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, but it took until January 2002 for the publication of a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the Foreign Agricultural Service's website at: <http://www.fas.usda.gov/posthome/useu/about.html>

There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website:

<http://www.fas.usda.gov/posthome/useu/about.html>

## **Standards Organizations**

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EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

1. CENELEC, European Committee for Electro technical Standardization (<http://www.cenelec.eu/> )
2. ETSI, European Telecommunications Standards Institute (<http://www.etsi.org/>)
3. CEN, European Committee for Standardization, handling all other standards (<http://www.cen.eu/cen/pages/default.aspx>)

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the member states, which have "mirror committees" that monitor and participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual member states standards bodies. ETSI is different in that it allows direct participation in

its technical committees from non-EU companies that have interests in Europe and gives away some of its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental and consumer groups. The Commission also provides money to the standards bodies when it mandates standards development to the European Standards Organization for harmonized standards that will be linked to EU technical legislation. Mandates – or requests for standards - can be checked on line at: [http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index_en.htm)

Given the EU's vigorous promotion of its regulatory and standards system as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include affiliate members (countries which are hopeful of becoming full members in the future) such as Albania, Belarus, Israel, and Morocco among others. Another category, called "partner standardization body" includes the standards organization of Mongolia, Kyrgyzstan and Australia, which are not likely to become a CEN member or affiliate for political and geographical reasons.

To know what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. Other than their respective annual work plans, CEN's "sectors" page provides an overview by sector and/or technical committee whereas CENELEC offers the possibility to search its database. ETSI's portal ([http://portal.etsi.org/Portal\\_Common/home.asp](http://portal.etsi.org/Portal_Common/home.asp)) leads to ongoing activities.

The European Standardization system and strategy was reviewed in 2011 and 2012. The new standards regulation 1025, adopted in November 2012, clarifies the relationship between regulations and standards and confirms the role of the three European standards bodies in developing EN harmonized standards. The emphasis is also on referencing international standards where possible. For information, communication and technology (ICT) products, the importance of interoperability standards has been recognized. Through a newly established mechanism, a "Platform Committee" reporting to the European Commission will decide which deliverables from fora and consortia might be acceptable for public procurement specifications. The European standards bodies have been encouraged to improve efficiency in terms of delivery and to look for ways to include more societal stakeholders in European standardization.

Key Link: [http://ec.europa.eu/enterprise/policies/european-standards/standardisation-policy/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/standardisation-policy/index_en.htm)

**Standards Norway**, the Norwegian Electro technical Committee and the Norwegian Post and Telecommunication Authority are the three standards writing bodies in Norway. Standards Norway is the Norwegian member of CEN and ISO. Standards Norway is responsible for all standardization areas except electro technical and telecommunication. Standards Norway adopts and publishes some 1,500 new Norsk Standard (Norwegian Standards - NS) annually. NS are adopted by Standards Norway based on nationally



required standards, European and international standards. Website: <http://www.standard.no/en/>

**The Norwegian Electro technical Committee** is the Norwegian member of CENELEC and IEC and is responsible for standardization in the electro technical area. The Norwegian Electro technical Committee adopts and publishes some 300 new standards annually. Website: <http://www.standard.no/en/About-us/The-Norwegian-Electrotechnical-Committee/>

**The Norwegian Post and Telecommunication Authority** is the Norwegian national member of ETSI and ITU. The Norwegian Post and Telecommunication Authority are responsible for post and telecommunication standardization in Norway. The major tasks are the co-ordination of international and European work in this area. Website: [http://eng.npt.no/portal/page/portal/PG\\_NPT\\_NO\\_EN/PAG\\_NPT\\_EN\\_HOME](http://eng.npt.no/portal/page/portal/PG_NPT_NO_EN/PAG_NPT_EN_HOME)

**Pronorm AS** is responsible for marketing and sale of standards and related products in Norway. Pronorm provides information on available standards, and Standards Norway, the Norwegian Electro technical Committee and the Norwegian Post and Telecommunication Authority provide information on standardization work in progress. Website: <http://www.standard.no/en/>

As the Norwegian member of ISO, Standards Norway is responsible for marketing and selling ISO standards and publications within Norway. Pronorm AS is doing this on behalf of Standards Norway. Each Norwegian Standard (NS) is adopted by Standards Norway based on either nationally created or European and International Standards. There are currently around 14,000 NS in many different fields. More than 95 % of the standards being adopted today are common European Standards and are designated NS-EN.

### **Note on Standards in the Offshore Oil Industry**

EU regulations stipulate that suppliers of products and services to the oil industry must be selected with the aid of objective criteria based on a public call for competition in the EU/EEA area. To ensure correct and objective procurement in accordance with these rules, leading Scandinavian oil companies have established a common qualification scheme, called the Achilles Joint Qualification System, for qualification of suppliers of products and services to the oil industry in Norway and abroad. All operators, the main engineering companies, and the suppliers in the industry use this system. Achilles contains information on each company, its QA system, and its services and products. Also, Achilles may be very useful for any new-to-market company since it provides an overview on existing competitors, or even better, it may reveal gaps in a product range that offer an opportunity to the suppliers with the relevant products, tools, or services.

**Achilles Information Center** - <http://www.achilles.com/en/Norway/>

A Norwegian initiative for reducing development and operation costs for the offshore oil and gas industry has resulted in the NORSOK Standards (Norsk Søkkel Konkurransesposisjon – the competitive standing of the Norwegian offshore sector). The main objective for these standards has been to add value and ensure cost savings for all relevant transaction parties in the industry. NORSOK standards have been widely used

by companies on the Norwegian Continental Shelf. NORSOK standards for the Norwegian offshore market are available for free from the Standards Norway website <http://www.standard.no/petroleum>

## Conformity Assessment

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Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages, from design to production, to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice regarding conformity assessment, depending on the level of risk involved in the use of their product. These range from self-certification, type examination and production quality control system, to full quality assurance system. Conformity assessment bodies in individual member states are listed in NANDO, the European Commission's website.

Key Link: <http://ec.europa.eu/enterprise/newapproach/nando/>

To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification systems are the Keymark, the CENCER mark, and CEN workshop agreements (CWA) Certification Rules. CENELEC has its own initiative. ETSI does not offer conformity assessment services.

## Product Certification

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To sell products in the EU market of 28 member states, as well as in Norway, Liechtenstein and Iceland, U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized standards. There is no easy way for U.S. exporters to understand and go through the process of CE marking, but hopefully this section provides some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC and ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the requirements of EU Directives. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance, standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the member states, and its use simplifies the task of essential market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New

Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back to the manufacturer or the local contact established in the EU. This detailed information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

## Accreditation

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Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.

"European Accreditation" (<http://www.european-accreditation.org>) is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible with appropriate EN or ISO/IEC standards.

**Norwegian Accreditation** is the authorized Accreditation Body in Norway. This agency manages the Norwegian accreditation system and serves as the top level in the quality system in Norway. Organizations accredited by Norwegian Accreditation (e.g. laboratories and certification bodies), will in turn control the quality and certify other organizations/businesses. <http://www.akkreditert.no/en/>

Norwegian Accreditation is a member of:

- ILAC International Laboratory Accreditation Cooperation
- IAF The International Accreditation Forum, Inc.
- EA European Accreditation

## Publication of Technical Regulations

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The Official Journal is the official publication of the European Union. It is published daily on the internet and consists of two series covering adopted legislation as well as case law, studies by committees, and more (<http://eur-lex.europa.eu/JOIndex.do?ihmlang=en>). It lists the standards reference numbers linked to legislation ([http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index_en.htm)).

National technical Regulations are published on the Commission's website [http://ec.europa.eu/enterprise/tris/index\\_en.htm](http://ec.europa.eu/enterprise/tris/index_en.htm) to allow other countries and interested parties to comment.

## **NIST Notify U.S. Service**

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

## **Labeling and Marking**

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Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes.

Manufacturers are advised to take note that all labels require metric units although dual labeling is also acceptable. The use of language on labels has been the subject of a Commission Communication, which encourages multilingual information, while preserving the right of member states to require the use of the language of the country of consumption.

The EU has mandated that certain products be sold in standardized quantities. Council Directive 2007/45/EC harmonizes packaging of wine and spirits throughout the EU. Existing national sizes will be abolished with a few exceptions for domestic producers. Key Link: [http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index_en.htm)

### **The Eco-label**

The EU eco-label is a voluntary label which U.S. exporters can display on products that meet high standards of environmental awareness. The eco-label is intended to be a marketing tool to encourage consumers to purchase environmentally-friendly products. The criteria for displaying the eco-label are strict, covering the entire lifespan of the product from its manufacture, use, and disposal. These criteria are reviewed every three to five years to take into account advances in manufacturing procedures. There are currently 13 different product groups, and more than 17000 licenses have been awarded.

Applications to display the eco-label should be directed to the competent body of the member state in which the product is sold. The application fee will be somewhere between €275 and €1600 depending on the tests required to verify if the product is eligible, and an annual fee for the use of the logo (typically between \$480 to \$2000), with a 20% reduction for companies registered under the [EU Eco-Management and Audit Scheme](#) (EMAS) or certified under the international standard [ISO 14001](#). Discounts are available for small and medium sized enterprises (SMEs).

Key Links:

[Eco-label Home Page](#)

**U.S. Mission to the EU**

Sylvia Mohr, Commercial Specialist

Tel: 011 (32) 2 811 5001

[Sylvia.Mohr@trade.gov](mailto:Sylvia.Mohr@trade.gov)

<http://export.gov/europeanunion/index.asp>

**U.S. Commercial Service - Oslo, Norway**

E-Mail: [Vidar.Keyn@trade.gov](mailto:Vidar.Keyn@trade.gov)

Contact: Vidar Keyn, Head of Commercial Section

Tel: 011 (47) 21 30 88 34

<http://export.gov/norway/>

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100 Bureau Dr.

Mail Stop 2100

Gaithersburg, Maryland 20899

Tel: (301) 975-5627

Website: <http://ts.nist.gov/Standards/Global/about.cfm>

***CEN – European Committee for Standardization***

Avenue Marnix 17

B – 1000 Brussels, Belgium

Tel: 32.2.550.08.11

Fax: 32.2.550.08.19

Website: <http://www.cen.eu>

***CENELEC – European Committee for Electrotechnical Standardization***

Avenue Marnix 17

B – 1000 Brussels, Belgium

Tel: 32.2.519.68.71

Fax: 32.2.519.69.19

Website: <http://www.cenelec.eu>

***ETSI - European Telecommunications Standards Institute***

Route des Lucioles 650

F – 06921 Sophia Antipolis Cedex, France

Tel: 33.4.92.94.42.00

Fax: 33.4.93.65.47.16

Website: <http://www.etsi.org>

***SBS – Small Business Standards***

4, Rue Jacques de Lalaing

B-1040 Brussels

Tel: +32.2.285.07.27

Website: under development (<http://www.ueapme.com/spip.php?rubrique220>)

***ANEC - European Association for the Co-ordination of Consumer Representation in Standardization***

Avenue de Tervuren 32, Box 27  
B – 1040 Brussels, Belgium  
Tel: 32.2.743.24.70  
Fax: 32.2.706.54.30  
Website: <http://www.anec.org>

***ECOS – European Environmental Citizens Organization for Standardization***

Rue d'Edimbourg 26  
B – 1050 Brussels, Belgium  
Tel: 32.2.894.46.55  
Fax: 32.2.894.46.10  
Website: <http://www.ecostandard.org>

***EOTA – European Organization for Technical Assessment (for construction products)***

Avenue des Arts 40  
B – 1040 Brussels, Belgium  
Tel: 32.2.502.69.00  
Fax: 32.2.502.38.14  
Website: <http://www.eota.be/>

**Trade Agreements**

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Norway voted against joining the European Union (EU) in a 1994 referendum. With the exception of the agricultural and fisheries sectors, however, Norway enjoys free trade with the EU under the framework of the European Economic Area (EEA). This agreement aims to apply the four freedoms of the EU's internal market (goods, persons, services, and capital) to Norway. As a result, Norway normally adopts and implements most EU directives. Norway is not a member of the EU's Economic and Monetary Union and does not have a fixed exchange rate.

Norway and other members of the European Free Trade Association (EFTA) -- Iceland, Liechtenstein and Switzerland -- have jointly concluded 25 free trade agreements since 1960. These include: Albania, Bosnia-Herzegovina (not yet ratified), Canada, Chile, Colombia (not yet ratified), Costa Rica and Panama, (not yet ratified), Egypt, Gulf Cooperation Council (GCC), Hong Kong, Israel, Jordan, Lebanon, Macedonia, Mexico, Montenegro, Morocco, Palestinian Authority, Peru, Serbia, Singapore, South Korea, South African Customs Union, Tunisia, Turkey, and Ukraine. The agreements cover trade in goods and services, services and investment, dispute settlement and other issues generally found in bilateral investment accords. Negotiations are currently being undertaken with Algeria, India, Indonesia, China, Malaysia, Russia/Belarus/Kazakhstan, Thailand, and Vietnam. EFTA also has declarations of cooperation with Georgia, MERCOSUR, Pakistan, Mongolia, Myanmar, and Mauritius.

For a list of trade agreements with the EU and its member states, as well as concise explanations, please see [http://tcc.export.gov/Trade\\_Agreements/index.asp](http://tcc.export.gov/Trade_Agreements/index.asp)

**Norwegian Websites:**

Norwegian Customs and Excise Authority

<http://www.toll.no/default.aspx?id=3&epslanguage=EN>

Standards Norway

<http://www.standard.no/en/>

The Norwegian Electro-technical Committee

<http://www.nek.no>

The Norwegian Post and Telecommunication Authority

[http://eng.npt.no/portal/page/portal/PG\\_NPT\\_NO\\_EN/PAG\\_NPT\\_EN\\_HOME](http://eng.npt.no/portal/page/portal/PG_NPT_NO_EN/PAG_NPT_EN_HOME)

Norwegian Accreditation

<http://www.akkreditert.no/en/>

**EU websites:**

Online customs tariff database (TARIC):

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

The Modernized Community Customs Code (MCCC):

[http://europa.eu/legislation\\_summaries/customs/do0001\\_en.htm](http://europa.eu/legislation_summaries/customs/do0001_en.htm)

ECHA: <http://echa.europa.eu>

Taxation and Customs Union:

[http://ec.europa.eu/taxation\\_customs/customs/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/index_en.htm)

Security and Safety Amendment to the Customs Code - Regulation (EC) 648/2005:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:117:0013:0019:en:PDF>

Electronic Customs Initiative: Decision N° 70/2008/EC

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:023:0021:0026:EN:PDF>

Modernized Community Customs Code Regulation (EC) 450/2008):

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:145:0001:0064:EN:PDF>

Legislation related to the Electronic Customs Initiative:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/electronic\\_customs\\_initiative/electronic\\_customs\\_legislation/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/electronic_customs_initiative/electronic_customs_legislation/index_en.htm)

Export Help Desk

[http://exporthelp.europa.eu/thdapp/index\\_en.html](http://exporthelp.europa.eu/thdapp/index_en.html)

International Level:

What is Customs Valuation?:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/declared\\_goods/european/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/declared_goods/european/index_en.htm)

Customs and Security: Two communications and a proposal for amending the Community Customs Code:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/customs\\_security/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/customs_security/index_en.htm)

Establishing the Community Customs Code: Regulation (EC) n° 648/2005 of 13 April 2005

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:117:0013:0019:en:PDF>

Pre Arrival/Pre Departure Declarations:

[http://ec.europa.eu/taxation\\_customs/customs/procedural\\_aspects/general/prearrival\\_predeparture/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/prearrival_predeparture/index_en.htm)

AEO: Authorized Economic Operator:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/customs\\_security/aeo/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/customs_security/aeo/index_en.htm)

Contact Information at National Customs Authorities:

[http://ec.europa.eu/taxation\\_customs/taxation/personal\\_tax/savings\\_tax/contact\\_points/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/personal_tax/savings_tax/contact_points/index_en.htm)

New Approach Legislation:

<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=directive.main>

Cenelec, European Committee for Electrotechnical Standardization:

<http://www.cenelec.eu/>

ETSI, European Telecommunications Standards Institute:

<http://www.etsi.org/>

CEN, European Committee for Standardization, handling all other standards:

<http://www.cen.eu/cen/Pages/default.aspx>

Standardisation – Mandates:

[http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index_en.htm)

ETSI – Portal – E-Standardisation :

[http://portal.etsi.org/Portal\\_Common/home.asp](http://portal.etsi.org/Portal_Common/home.asp)



CEN – Sector:

<http://www.cen.eu/work/areas/Pages/default.aspx>

CEN - Standard Search:

<http://esearch.cen.eu/esearch/>

Nando (New Approach Notified and Designated Organizations) Information System:

<http://ec.europa.eu/enterprise/newapproach/nando/>

Mutual Recognition Agreements (MRAs):

<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=mra.main>

European Co-operation for Accreditation:

<http://www.european-accreditation.org/home>

Eur-Lex – Access to European Union Law:

<http://eur-lex.europa.eu/en/index.htm>

Standards Reference Numbers linked to Legislation:

[http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index_en.htm)

What's New:

[http://ec.europa.eu/enterprise/news/index\\_en.htm](http://ec.europa.eu/enterprise/news/index_en.htm)

National technical Regulations:

[http://ec.europa.eu/enterprise/tris/index\\_en.htm](http://ec.europa.eu/enterprise/tris/index_en.htm)

NIST - Notify U.S.:

<http://www.nist.gov/notifyus/>

Metrology, Pre-Packaging – Pack Size:

[http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index_en.htm)

European Union Eco-label Homepage:

<http://ec.europa.eu/environment/ecolabel/>

### **U.S. websites:**

National Trade Estimate Report on Foreign Trade Barriers:

<http://www.ustr.gov/about-us/press-office/reports-and-publications/2012-1>

Agricultural Trade Barriers:

<http://www.usda-eu.org/>

Trade Compliance Center:

<http://tcc.export.gov/>

U.S. Mission to the European Union:

<http://useu.usmission.gov/>

The New EU Battery Directive:

[http://www.buyusainfo.net/docs/x\\_8086174.pdf](http://www.buyusainfo.net/docs/x_8086174.pdf)

The Latest on REACH:

<http://export.gov/europeanunion/reachclp/index.asp>

WEEE and RoHS in the EU:

<http://export.gov/europeanunion/weeerohs/index.asp>

Overview of EU Certificates:

<http://www.usda.eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/>

Center for Food Safety and Applied Nutrition:

<http://www.fda.gov/Food/default.htm>

EU Marking, Labeling and Packaging – An Overview

[http://buyusainfo.net/docs/x\\_366090.pdf](http://buyusainfo.net/docs/x_366090.pdf)

The European Union Eco-Label:

[http://buyusainfo.net/docs/x\\_4284752.pdf](http://buyusainfo.net/docs/x_4284752.pdf)

Trade Agreements:

[http://tcc.export.gov/Trade\\_Agreements/index.asp](http://tcc.export.gov/Trade_Agreements/index.asp)

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## Chapter 6: Investment Climate

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### Openness to Foreign Investment

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#### Attitude Toward FDI

Norway welcomes foreign investment as a matter of policy and generally grants national treatment to foreign investors. According to the OECD's (Organization for Economic Cooperation and Development) 2013 FDI Regulatory Restrictiveness Index, Norway is ranked close to the OECD average (slightly less restrictive than the United States). Norwegian authorities encourage foreign investment particularly in the key offshore petroleum sector, mainland industry, and in less developed regions such as northern Norway. In 2013, the Government established "Invest in Norway", Norway's official investment promotion agency, to help attract and assist foreign investors.

The policy vis-a-vis third countries, including the United States, will likely continue to be governed by reciprocity principles and by bilateral and international agreements. The European Economic Area (EEA) free trade accord, which came into force for Norway in 1995, requires the country to apply principles of national treatment in certain areas where foreign investment was prohibited or restricted in the past. Norway's investment regime is generally based on the equal treatment principle, but national restrictions exist on activities ownership (natural resources) and activities (fishing/maritime transport). State ownership in companies can be used as a means of ensuring Norwegian ownership and domicile for these firms.

## **Laws/Regulations of FDI, Limits on Foreign Control**

As an EEA signatory, Norway continues to liberalize its foreign investment legislation to conform more closely to European Union (EU) standards. Current laws, rules, and practices follow below.

### *Government Monopolies*

Norway has traditionally barred foreign and domestic investors alike from investing in industries monopolized by the government; including postal services, railways, and the domestic production and retail sale of alcohol. In 2004, Norway slightly relaxed the restrictions, allowing foreign companies to bid on providing certain postal services (e.g., air express services between countries) and railway cargo services (notably between Norway and Sweden). The government may grant foreign investment in hydropower (though limited to 20 percent of equity), but rarely does so. However, Norway has fully opened the electricity distribution system to foreign participation, making it one of the more liberal power sector investment regimes in the world.

### *Ownership of Real Property*

Foreign investors may generally own real property, though ownership of certain real assets is restricted. Companies must obtain a concession to acquire rights to own or use various kinds of real property; including forests, mines, tilled land, and waterfalls. Foreign companies need not seek concessions to rent real estate, e.g. commercial facilities or office space, provided the rental contract is made for a period not exceeding ten years. The two major laws governing concessions are the Act of December 14, 1917, and the Act of May 31, 1974.

### *Petroleum Sector*

The Petroleum Act of November 1996 (superseding the 1985 Petroleum Act) sets forth the legal basis for Norwegian authorities' awards of petroleum exploration, production blocks and follow-up activity. The act covers governmental control over exploration, production, and transportation of petroleum.

Foreign oil companies report no discrimination in the award of petroleum exploration and development blocks in recent licensing rounds. Norway has implemented EU directives requiring equal treatment of EEA oil and gas companies. The Norwegian offshore concession system complies with EU directive 94/33/EU of May 30, 1994, which governs conditions for awards and hydrocarbon development. Norway's concession process operates on a discretionary basis, with the Ministry of Petroleum and Energy awarding licenses based on which company or group of companies it views will be the best operator for a particular field, rather than purely competitive bids. A number of U.S. energy companies are present on the NCS.

The Norwegian government has dismantled former tight controls over the gas pipeline transit network that carries gas to the European market. All gas producers and operators on the Norwegian Continental Shelf (NCS) are free to negotiate gas sales contracts on an individual basis, with access to the gas export pipeline network guaranteed.

Norwegian authorities encourage the use of Norwegian goods and services in the offshore petroleum sector, but do not require it. The Norwegian share of the total supply of goods and services on the NCS has remained approximately fifty percent over the last decade.

### *Manufacturing Sector*

Norwegian legislation granting national treatment to foreign investors in the manufacturing sector dates from 1995. Legislation that formerly required both foreign and Norwegian investors to notify and, in some cases, file burdensome reports to the Ministry of Industry and Trade if their holdings of a company's equity exceeded certain threshold levels, was repealed in July 2002. Foreign investors are not currently required to obtain government authorization before buying shares of Norwegian corporations.

### *Financial and Other Services*

Effective January 1, 2004, Norway liberalized restrictions on acquisitions of equity in Norwegian financial institutions. Current regulations delegate responsibility for acquisitions to the Norwegian Financial Supervisory Authority and streamline the process. The Financial Supervisory Authority permission is required for acquisitions of Norwegian financial institutions that exceed defined threshold levels (20, 25, 33 or 50 percent). The Authority assesses the acquisitions to ensure that prospective buyers are financially stable and that the acquisition does not unduly limit competition.

The Authority applies national treatment to foreign financial groups and institutions, but nationality restrictions still apply to banks. At least half the members of the board and half the members of the corporate assembly of a bank must be nationals and permanent residents of Norway or another EEA nation. Effective January 1, 2005, there is no ceiling on foreign equity in a Norwegian financial institution as long as the Authority has granted permission for the acquisition.

The Finance Ministry has abolished remaining restrictions on the establishment of branches by foreign financial institutions; including banks, mutual funds and other types. Under the liberalized regime, Norway grants branches of U.S. and other foreign financial institutions the same treatment as domestic institutions.

### *Media*

Media ownership is regulated by the Media Ownership Act of 1997 and the Norwegian Media Authority. No individual party, domestic or foreign, may control more than 1/3 of the national newspaper, radio and/or television markets without a concession. National treatment is granted in line with Norway's obligations under the EEA accord. The introduction and growing importance of new media forms (including those emerging from the internet and wireless industries) has raised concerns that the existing domestic legal regime (which largely focuses on printed media) is becoming outmoded.

### ***Screening of FDI***

Investment applications, when required, are processed by the ministries concerned. For example, the Ministry of Trade, Industry and Fisheries handles applications to acquire real property in Norway when permission is required. The Finance Ministry handles

cases involving financial institutions. The Ministry of Culture is responsible for media cases. Decisions are normally taken at the Ministerial level. However, in some cases with significant political implications, the minister(s) may ask the entire cabinet to make the decision.

The processing time for acquisition applications depends on several factors, but is normally from one to three months. The government may set conditions when a concession is granted, which is commonly done in cases involving more than one-third foreign ownership. Concession agreements do not permit a company to engage in business activities other than those specified. In general, the government screens investments on a case-by-case basis based on the "public interest" principle. This principle is vague and permits broad discretion.

### **Competition Law**

Current legislation governing competition went into effect on May 1, 2004, and is enforced by the Norwegian Competition Authority (NCA). Under the authority of the Ministry of Trade, Industry and Fisheries the NCA is authorized to conduct non-criminal proceedings and impose fines, or "infringement fees," for anti-competitive behavior. The size of the fees may vary according to a number of factors, including company turnover and severity of the offense. The 2004 legislation also empowers the NCA to halt mergers or acquisitions that threaten to significantly weaken competition. Companies planning such transactions are obliged by law to report their plans to the NCA, which may conduct a review. However, if the combined annual turnover in Norway does not exceed NOK 1 billion (USD 165 million) or the annual turnover of one of the companies NOK 100 million (16.5 million), notification is not required.

### *Public Procurements*

Pursuant to its obligations under the EEA, Norway implemented EU legislation on public procurements on January 1, 1994. Norway is also a signatory to the WTO Government Procurement Agreement (GPA). The EEA/EU legislation and WTO agreement oblige Norway to follow internationally recognized, transparent procedures for public procurements above certain threshold values.

All public procurement contracts exceeding certain threshold values must be published in the Official Journal of the European Union and in the EU's Tenders Electronic Daily (TED) databank. Norway instituted an electronic notice database more than a decade ago and currently transmits all tender notices electronically through this database to the TED system.

The rules apply to procurement by the central government, regional or local authorities, bodies governed by public law, or associations formed by one or more such authorities or bodies governed by public law. In addition, special rules apply to the procurement by certain entities in the "utilities" sectors of water, energy, transport, and telecommunications.

Public agencies must publish general annual plans for purchases of goods and services, as well as general information on any major building and construction projects planned. No later than two months after a contract has been awarded, a notice must be published

which states which company won the contract. All notices must be published in an EU language.

Discriminatory technical specifications may not be used to tailor contracts for a local or national supplier. Any technical standards applied in the procurement process must be national standards that are harmonized with European standards. If no such standards exist, other international or national standards may be applied. All specifications that are to be used in evaluating tenders must be included in the notice or in the invitation to tender.

In general, public procurements are non-discriminatory and based on open, competitive bidding. There are exceptions, however, notably in defense procurements where national security concerns may be taken into account.

The Complaints Board, an independent review body, offers suppliers and inexpensive complaint process for bid challenges. The board can issue “non-binding opinions” and review the legality of the procurement in question. More serious disputes may be taken before the European Surveillance Authority (ESA), or the courts, but the decision making process can be lengthy.

#### *Discriminatory/Preferential Export/Import Policies*

An export promotion organization, Innovation Norway, assists export-oriented firms to market their goods and services internationally. Norway also maintains an export credit institution (Eksportkreditt Norge AS) and an export guarantee institution (GIEK).

Norway's agricultural sector is highly protected from external competition through a variety of tariffs, subsidies, and other barriers. Norway imposes high, variable tariffs on farm product imports that compete with domestic products, largely excluding them from the market.

According to the WTO, Norway's simple average applied tariff in 2012 was 53.2 percent for agricultural goods -- in comparison to less than one percent for non-agricultural products -- and can range up to several hundred percent. Agricultural export subsidies are also high.

With limited exceptions, Norway has since 1996 effectively banned the importation of agricultural biotechnology products. Harmonization with relevant EU regulations may open the Norwegian market up to these products in the future.

#### **Investment Trends**

Foreign direct investment in Norway has more than doubled over the last decade and stood at NOK 1 115 billion / USD 183 billion at the end of 2012. Nearly 1/3 of FDI goes to the offshore oil and gas sector (2010). According to Invest in Norway, there are 5500 foreign-owned companies in Norway, with several thousand branch offices.

**TABLE 1:** The following chart summarizes several well-regarded indices and rankings.

Measure	Year	Rank or value	Website Address
TI Corruption Perceptions index	2013	(5 of 177)	<a href="http://cpi.transparency.org/cpi2013/results/">http://cpi.transparency.org/cpi2013/results/</a>
Heritage Foundation's Economic Freedom index	2013	(32 of 178)	<a href="http://www.heritage.org/index/ranking">http://www.heritage.org/index/ranking</a>
World Bank's Doing Business Report "Ease of Doing Business"	2013	(9 of 189)	<a href="http://www.doingbusiness.org/rankings">http://www.doingbusiness.org/rankings</a>
Global Innovation Index	2013	(16 of 142)	<a href="http://www.globalinnovationindex.org/content.aspx?page=gii-full-report-2013#pdfopener">http://www.globalinnovationindex.org/content.aspx?page=gii-full-report-2013#pdfopener</a>
World Bank GNI per capita	2012	USD 98,780	<a href="http://data.worldbank.org/indicator/NY.GNP.PCAP.CD">http://data.worldbank.org/indicator/NY.GNP.PCAP.CD</a>

### Conversion and Transfer Policies

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Dividends, profits, interest on loans, debentures, mortgages, and repatriation of invested capital are freely and fully remissible, subject to Central Bank reporting requirements. Ordinary payments from Norway to foreign entities can normally be made without formalities through commercial banks. Norway is a member of the Financial Action Task Force.

### Expropriation and Compensation

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There have been no cases of questionable expropriation in recent memory. Government "takings" of property are generally limited to non-discriminatory land and property condemnation for public purposes (road construction, etc.). The Embassy is not aware of any cases in which compensation has not been prompt, adequate, and effective.

### Dispute Settlement

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Norway has ratified principal international agreements governing arbitration and settlement of investment disputes, including the 1958 New York Convention and the Washington Convention (ICSID). No major investment disputes have occurred in recent years.



Norway's legal system provides effective means for enforcing property and contractual rights.

## **Performance Requirements and Incentives**

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Norway does not impose performance requirements on foreign investors, nor offer significant general tax incentives for either domestic or foreign investors. There is an exception for investments in sparsely settled northern Norway where reduced payroll taxes and other incentives apply. There are no free-trade zones, although taxes are minimal on Svalbard, a remote Arctic archipelago, which is subject to special treaty provisions. A state industry and regional development fund provides support (e.g., investment grants and financial assistance) for industrial development in areas with special employment difficulties or with low levels of economic activity. Tax deductions are allowed for research costs in key industries, including the petroleum sector. Petroleum sector regulations for write-offs of exploration expenses are generous to encourage the search for new hydrocarbon resources.

## **Right to Private Ownership and Establishment**

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Subject to the restrictions noted above, foreign and domestic entities are generally free to establish and own business enterprises and engage in all forms of legal commercial activity. Norway generally treats private and public enterprises equally in terms of market access and other business operations. Foreign investors are generally permitted to participate freely in privatizations of Norwegian state firms.

## **Protection of Property Rights**

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Norway recognizes secured interests in property, both movable and real. The system for recording interests in property is recognized and reliable. Norway maintains an open and effective legal and judicial system that protects and facilitates acquisition and disposition of rights in property, including land, buildings, and mortgages.

## **Intellectual Property Rights**

Norway adheres to key international agreements for the protection of intellectual property rights (e.g., the Paris Union Convention for the Protection of Industrial Property, the Berne Copyright Convention, the Universal Copyright Convention of 1952, and the Rome Convention). It has notified its main intellectual property laws to the World Trade Organization. Norway's intellectual property statutes cover the major areas referred to in the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement.

The chief domestic statutes governing intellectual property rights include: the Patents Act of December 15, 1967, as amended; the Designs Act of March 14, 2003; the Copyrights Act of May 12, 1961, as amended; the Layout-design Act of June 15, 1990, as amended; the Marketing Act of January 9, 2009; and the Trademarks Act of March 26, 2010. The above legislation also protects trade secrets and industrial designs;

including semiconductor chip layout design. As an EEA member, Norway adopted legislation intended to implement the 2001 EU Copyright Directive, though subsequent court cases exposed shortcomings in the legislation (see below).

### *Patents*

The patent office (Patenstyret) grants patents for a period of 20 years (Acts of June 8, 1979, and May 4, 1985). U.S. industry has expressed concerns that Norway's regulatory framework for process patents filed prior to 1992 denies adequate patent protection for a number of pharmaceutical products. Although Norway introduced product patents for pharmaceuticals in 1992, the old system has left a difficult legacy for pharmaceutical companies, as competitors claiming to use non-patented processes have continuously entered the market. Several U.S. pharmaceutical companies filed successful patent infringement lawsuits in Norwegian courts to fend off these new entrants, but others lost their court cases and were later forced to restructure their Norwegian operations with loss of employment. Norway was placed on the Special 301 Watch List in 2008, due to concerns about pharmaceutical patent protection but has not been listed since 2013.

### *Copyright*

Internet piracy in Norway is facilitated by high broadband internet penetration, which makes peer-to-peer downloads of music and video easy and common. Groups that release early copies of new motion pictures on the internet are active in the Norwegian market, and Norway has experienced some "camcording incidents," where motion pictures are illegally recorded in cinemas. Private organizations like the Motion Picture Association are attempting to raise public awareness of internet and video piracy, for example by running anti-pirating advertisements in movie theaters.

Norway enacted legislation based on the EU's 2001 Copyright Directive which combats internet piracy in June 2005, but subsequent court cases showed that implementation did not give sufficient grounds for enforcement. The GON started a process of revision in 2011, and the amended Copyright Act entered into force in July 2013. The amended Act brings Norwegian copyright protection up to date by clarifying the process for gaining access to infringers' identities and introducing a site-blocking mechanism. Positive developments on the enforcement side are complemented by the growing popularity of legal streaming alternatives like Netflix and HBO.

### *Counterfeit and Pirated Goods*

Norway does not expressly ban imports or exports of counterfeit or pirated goods for private use or consumption. However, import or export for resale or other commercial purpose will be controlled by Norwegian Customs and rights-holders will be notified. Customs may seize and hold suspected counterfeit goods for up to five working days, during which time rights-holders may decide whether to proceed with an injunction or other settlement. If the rights-holder does not pursue the case or respond to the notice, the goods are released to the importer (unless considered harmful). In comparison, customs officials in the EU have wider powers to seize, hold, and destroy counterfeit shipments. In 2010, Norwegian Customs established an intellectual property rights (IPR) office to coordinate training and increase awareness.

## *Enforcement*

The Norwegian government does not consider itself obligated, under the European Economic Area Agreement, to implement the European Union Enforcement Directive. Rights holders report that law enforcement authorities have begun to investigate major copyright infringement cases, with the result that several internet sites facilitating infringement were closed down. However, rights holders contend that the authorities still do not give adequate priority to copyright and internet piracy cases.

### **Transparency of Regulatory System**

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The transparency of Norway's regulatory system is generally on par with that of the EU. Norway is obliged to adopt EU directives under the terms of the EEA accord (in the areas of social policy, consumer protection, environment, company law, and statistics).

### **Efficient Capital Markets and Portfolio Investment**

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Norway has a highly computerized banking system that provides a full range of banking services, including internet banking. There are no significant impediments to the free market-determined flow of financial resources. Foreign banks have been permitted to establish branches in Norway since 1996.

Foreign and domestic investors have access to a wide variety of credit instruments. The financial regulatory system is transparent and consistent with international norms. The Oslo Stock Exchange facilitates portfolio investment and securities transactions in general.

Conservative asset/liquidity requirements limited the exposure of banks to the global financial crisis in 2008/9. Norwegian banks are generally considered to be on a sound financial footing.

### **Competition from State Owned Enterprises**

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The government continues to play a strong role in the Norwegian economy through its ownership or control of many of the country's leading commercial firms. The public sector accounts for nearly sixty percent of GDP. The Norwegian government is the largest owner in Norway, with ownership stakes in a range of key sectors (i.e., energy, transportation, finance, and communications). Over 80 State Owned Enterprises (SOEs) are managed directly by the relevant ministries. Central or local authorities own shares in approximately 35 percent of the companies listed on the Oslo Stock Exchange, and approximately 40 percent of the stock exchange's capitalization is in government hands. State ownership in companies can be used as a means of ensuring Norwegian ownership and domicile for these firms.

Norwegian governments have sustained stable levels of strong, transparent, and predictable government ownership. The previous center-left government, increased its stake in companies like Statoil ASA, Kongsberg Gruppen AS, and Yara International

ASA, but also sold off other holdings. It has been announced that the current center-right government will sell of holdings.

### **Sovereign Wealth Funds**

Norway's sovereign wealth fund, the Government Pension Fund Global (GPFG), was established in 1990, and valued at NOK 5038 billion (USD 830 billion) at year-end 2013. Petroleum revenues are invested in global stocks and bonds, and the current portfolio includes over 8200 companies and approximately 1.3 percent of global stocks. In 2004, Norway adopted ethical guidelines for GPFG investments, which ban investment in companies engaged in various forms of weapons production, environmental degradation, tobacco production, human rights violations, and what it terms "other particularly serious violations of fundamental ethical norms." The fund has since divested from some 63 companies, 22 of which are American. Following a review in 2009, the GPFG has strengthened its corporate governance efforts, and intends to use shareholder engagement rather than divestment as a first resort.

## **Corporate Social Responsibility**

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CSR is very much part of Norwegian corporate and political consciousness. Significant attention has been given to ethical and sustainable business practices over the last several years, and the GON has issued a series of white papers on various aspects of CSR, most recently in 2009, and on the responsibility of Norwegian businesses in the global economy. In 2006 and 2007, the GON also set down guidelines for ethical and responsible conduct in government-owned enterprises, and incorporated climate policy, procurement policy, and development policy as parts of the GON's broader CSR vision.

## **Political Violence**

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Norway is a vibrant, stable democracy. Violent political protests or incidents are extremely rare, as are politically motivated attacks on foreign commercial projects or property. However, on July 22, 2011, a Norwegian individual motivated by extreme anti-Islam ideology carried out twin attacks on Oslo's government district and on the Labor Party's youth summer camp in Utoeya, killing 77 people. The individual operated alone, he is now in prison, and this incident is not generally considered an indicator of increased political violence in the future.

## **Corruption**

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Business is generally conducted "above the table" in Norway, and Norway ranks 5 out of 177 countries on Transparency International's Corruption Perceptions Index for 2013. Corrupt activity by Norwegian or foreign officials is a criminal offense under Norway's Penal Code. Norway's anti-corruption laws cover illicit activities overseas, subjecting Norwegian nationals/companies who bribe officials in foreign countries to criminal penalties in Norwegian courts. Norway has ratified the UN Anticorruption Convention, and is signatory of the OECD Convention on Combating Bribery. In 2008, the Ministry of

Foreign Affairs launched an anti-corruption initiative, focused on limiting corruption in international development efforts.

Norway is a member the Council of Europe's anti-corruption watchdog Group of States Against Corruption (GRECO) and ratified the Criminal Law Convention on Corruption in 2004, without any reservations.

Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

**U.S. Foreign Corrupt Practices Act:** In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at: <http://www.justice.gov/criminal/fraud/>

**Other Instruments:** It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements. This country is party to [add instrument to which this country is party], but generally all countries prohibit the bribery and solicitation of their public officials.

**OECD Antibribery Convention:** The OECD Antibribery Convention entered into force in February 1999. As of March 2009, there are 38 parties to the Convention including

the United States (see <http://www.oecd.org/dataoecd/59/13/40272933.pdf>). Major exporters China, India, and Russia are not parties, although the U.S. Government strongly endorses their eventual accession to the Convention. The Convention obligates the Parties to criminalize bribery of foreign public officials in the conduct of international business. The United States meets its international obligations under the OECD Antibribery Convention through the U.S. FCPA. [Insert information as to whether your country is a party to the OECD Convention.]

**UN Convention:** The UN Anticorruption Convention entered into force on December 14, 2005, and there are 158 parties to it as of November 2011 (see <http://www.unodc.org/unodc/en/treaties/CAC/signatories.html>). The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery. [Insert information as to whether your country is a party to the UN Convention.]

**OAS Convention:** In 1996, the Member States of the Organization of American States (OAS) adopted the first international anticorruption legal instrument, the Inter-American Convention against Corruption (OAS Convention), which entered into force in March 1997. The OAS Convention, among other things, establishes a set of preventive measures against corruption, provides for the criminalization of certain acts of corruption, including transnational bribery and illicit enrichment, and contains a series of provisions to strengthen the cooperation between its States Parties in areas such as mutual legal assistance and technical cooperation. As of December 2009, the OAS Convention has 34 parties (see <http://www.oas.org/juridico/english/Sigs/b-58.html>) [Insert information as to whether your country is a party to the OAS Convention.]

**Council of Europe Criminal Law and Civil Law Conventions:** Many European countries are parties to either the Council of Europe (CoE) Criminal Law Convention on Corruption, the Civil Law Convention, or both. The Criminal Law Convention requires criminalization of a wide range of national and transnational conduct, including bribery, money-laundering, and account offenses. It also incorporates provisions on liability of legal persons and witness protection. The Civil Law Convention includes provisions on compensation for damage relating to corrupt acts, whistleblower protection, and validity of contracts, inter alia. The Group of States against Corruption (GRECO) was established in 1999 by the CoE to monitor compliance with these and related anti-corruption standards. Currently, GRECO comprises 49 member States (48 European countries and the United States). As of December 2011, the Criminal Law Convention has 43 parties and the Civil Law Convention has 34 (see [www.coe.int/greco](http://www.coe.int/greco).) [Insert information as to whether your country is a party to the Council of Europe Conventions.]

**Free Trade Agreements:** While it is U.S. Government policy to include anticorruption provisions in free trade agreements (FTAs) that it negotiates with its trading partners, the anticorruption provisions have evolved over time. The most recent FTAs negotiated now

require trading partners to criminalize “active bribery” of public officials (offering bribes to any public official must be made a criminal offense, both domestically and trans-nationally) as well as domestic “passive bribery” (solicitation of a bribe by a domestic official). All U.S. FTAs may be found at the U.S. Trade Representative Website: <http://www.ustr.gov/trade-agreements/free-trade-agreements>. [Insert information as to whether your country has an FTA with the United States: Country [X] has a free trade agreement (FTA) in place with the United States, the [name of FTA], which came into force. Consult USTR Website for date: <http://www.ustr.gov/trade-agreements/free-trade-agreements>.]

**Local Laws:** U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department’s U.S. and Foreign Commercial Service can provide assistance with navigating the host country’s legal system and obtaining a list of local legal counsel.

**Assistance for U.S. Businesses:** The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company’s overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at [www.trade.gov/cs](http://www.trade.gov/cs).

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department’s Advocacy Center and State’s Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy personnel and through the Department of Commerce Trade Compliance Center “Report A Trade Barrier” Website at [tcc.export.gov/Report\\_a\\_Barrier/index.asp](http://tcc.export.gov/Report_a_Barrier/index.asp).

**Guidance on the U.S. FCPA:** The Department of Justice’s (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department’s present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ’s Fraud Section Website at [www.justice.gov/criminal/fraud/fcpa](http://www.justice.gov/criminal/fraud/fcpa). Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html). More general information on the FCPA is available at the Websites listed below.

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of corruption by virtue of being parties to various international conventions discussed above.

*POST INPUT: Public sector corruption, including bribery of public officials, [remains a major/minor challenge for U.S. firms operating in xxx xxx. Insert country specific corruption climate, enforcement, commitment and information about relevant anticorruption legislation.*

## **Anti-Corruption Resources**

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a “Lay-Person’s Guide to the FCPA” is available at the U.S. Department of Justice’s Website at: <http://www.justice.gov/criminal/fraud/fcpa>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: [http://www.oecd.org/departement/0,3355,en\\_2649\\_34859\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/departement/0,3355,en_2649_34859_1_1_1_1_1,00.html). See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/dataoecd/11/40/44176910.pdf>.
- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html).
- Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: [http://www.transparency.org/policy\\_research/surveys\\_indices/cpi/2009](http://www.transparency.org/policy_research/surveys_indices/cpi/2009). TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.
- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 213 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See <http://info.worldbank.org/governance/wgi/index.asp>. The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://data.worldbank.org/data-catalog/BEEPS>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See <http://www.weforum.org/s?s=global+enabling+trade+report>.



- Additional country information related to corruption can be found in the U.S. State Department's annual *Human Rights Report* available at <http://www.state.gov/g/drl/rls/hrrpt/>.
- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 106 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>

## **Bilateral Investment Agreements**

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Norway has concluded investment protection agreements with numerous countries. These agreements contain provisions for repatriation of capital, dispute settlement, and standards for expropriation and nationalization by the host country.

Norway and other members of the European Free Trade Association (EFTA) -- Iceland, Liechtenstein and Switzerland -- have 25 joint free trade agreements covering 35 countries: Albania, Bosnia and Herzegovina, Canada, Central American States (Costa Rica and Panama), Chile, Colombia, Egypt, Gulf Cooperation Council (GCC), Hong Kong, Israel, Jordan, Lebanon, Macedonia, Mexico, Montenegro, Morocco, the Palestinian Authority, Peru, Serbia, Singapore, Southern African Customs Union, The Republic of Korea, Tunisia, Turkey, and Ukraine. The agreements cover trade in goods and services, services and investment, dispute settlement, and other issues generally found in bilateral investment accords.

## **OPIC and Other Investment Insurance Programs**

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OPIC does not currently operate in Norway.

The Norwegian Guarantee Institute for Export Credits (GIEK) is the central governmental agency responsible for issuing export credits and investment guarantees. GIEK operates under the authority of the Norwegian Ministry of Trade, Industry and Fisheries, which contains a section that oversees export and investment guarantees and domestic industry financing.

GIEK's primary function is to promote export of Norwegian goods and services, and Norwegian investment abroad. It underwrites exports to over 150 countries of all types of goods and services. The guarantees may encompass a single transaction or a series of transactions and cover not only commercial risk, i.e., bankruptcy on the part of the debtor or non-payment for other reasons, but also political risk, i.e., war, expropriation and actions by the public authorities that prevent payment.

GIEK offers long term guarantees for export of capital goods to most countries, including emerging markets. The guarantees are issued on behalf of the Norwegian government and can be used as security vis-à-vis banks and other financial institutions to facilitate funding. The Director General and a Board of seven directors are responsible for day-to-day operations.

GIEK guarantees the down payment on a loan raised by the buyer for financing deliveries from a Norwegian exporter.

GIEK is a member of the Berne Union. Norway is a member of the Multilateral Investment Guarantee Agency (MIGA).

## Labor

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Skilled and semi-skilled labor is usually available in Norway, though strong economic growth in recent years has caused shortages in certain professions (e.g., nurses) and in unskilled labor (construction workers, processing industry). The labor force as of year-end 2013 totaled about 2.7 million persons, representing 71.8 percent of the working-age population. Unemployment stood at 3.2 percent. Unemployment has been low and stable (between 2.3-4.7 percent since 2003) and is expected to remain low in 2014.

For the last few years, financial services and other business activities have shown the strongest employment growth. Other recent growth sectors include legal, accounting, and auditing services, business and management consultancy, as well as temporary staffing agencies. Union membership is in excess of 1.5 million persons, over 50 percent of the labor force. Labor benefits are generous, e.g., one year's paid maternity leave (financed chiefly by the government).

The average number of hours worked per week in one's primary job, 33.9 in 2011, is the third lowest in the OECD, after the Netherlands and Denmark. Productivity, however, is high – significantly higher than the EU average. Sick leave and absenteeism rates have been between 6-8 percent over the last decade, and stood at 6.8% at the start of 2014. Relatively high disability rates, especially among young people, are a concern.

Despite attempts to curb wage growth, Norwegian blue-collar hourly earnings are comparatively high. High wages encourage the use of relatively capital-intensive technologies in Norwegian industry. Top-level executives and highly skilled engineers, on the other hand, are generally paid considerably less than their U.S. counterparts, which, when combined with relatively high wages at the bottom of the wage scale, contributes to Norway's very high income equality.

Obtaining work permits for foreign labor, particularly for semi-skilled workers, can be cumbersome. Norway has witnessed a strong influx of foreign workers as demand for labor has outstripped supply in some sectors, e.g., construction.

Norway has a highly centralized and constructive system of collective bargaining. The government may impose mandatory wage mediation should strikes threaten key sectors in the economy, particularly the oil and gas and transportation sectors. The government stepped in during 2006 to prevent a threatened strike in the banking sector. Mandatory wage mediation was used in 2010 to end strikes in the health sector and in the offshore sector in 2012.

## Foreign-Trade Zones/Free Ports

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Norway has no foreign trade zones and does not contemplate establishing any.

## Foreign Direct Investment Statistics

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The following data are the latest available from the Norwegian Central Bank and the Norwegian Central Bureau of Statistics. Figures on investment position refer to book value. These figures are limited to companies in which a single foreign investor holds 10 percent or more of equity capital and do not include foreign ownership interests via third party investment. Flow investment statistics are based on market value. FDI stands for Foreign Direct Investment.

Note that the NOK/USD exchange rates were as follows for the period in review:

Source: Norges Bank

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
End-Period	6.68	6.04	6.77	6.23	5.41	7.05	5.78	5.86	5.96	5.57	6.08
(Last day recorded)											
Period-Average	7.08	6.74	6.45	6.42	5.86	5.64	6.28	6.05	5.61	5.82	5.88

**TABLE 2: Key Macroeconomic data, U.S. FDI in host country/economy**

	Host Country Statistical source*		USG or international statistical source		USG or international Source of data (Source of Data: BEA; IMF; Eurostat; UNCTAD, Other)
<b>Economic Data</b>	Year	Amount	Year	Amount	
Host Country Gross Domestic Product (GDP) (Millions U.S. Dollars)	2012	USD 500 billion	2012	USD 500 billion	<a href="http://www.worldbank.org/en/country">http://www.worldbank.org/en/country</a> Statistics Norway: <a href="http://www.ssb.no/a/english/minifakta/en/">http://www.ssb.no/a/english/minifakta/en/</a>
<b>Foreign Direct Investment</b>	Host Country Statistical source*		USG or international statistical source		USG or international Source of data: BEA; IMF; Eurostat; UNCTAD, Other

U.S. FDI in Norway ( <i>Millions U.S. Dollars, stock positions</i> )	2012	NOK 93,512 / USD 16,067	2012	USD 38,803	<a href="#">(BEA) click selections to reach.</a> <ul style="list-style-type: none"> <li>• Bureau of Economic Analysis</li> <li>• Balance of Payments and Direct Investment Position Data</li> <li>• U.S. Direct Investment Position Abroad on a Historical-Cost Basis</li> <li>• By Country only (all countries) (Millions of Dollars)</li> </ul>
Norway's FDI in the United States ( <i>Millions U.S. Dollars, stock positions</i> )	2012	NOK 144,421 / USD 24,815	2012	USD 16,432	<a href="#">(BEA) click selections to reach</a> <ul style="list-style-type: none"> <li>• Balance of Payments and Direct Investment Position Data</li> <li>• Foreign Direct Investment Position in the United States on a Historical-Cost Basis</li> <li>• By Country only (all countries) (Millions of Dollars)</li> </ul>
Total inbound stock of FDI as % host GDP ( <i>calculate</i> )	2012	5.0%	2012	3.3%	

\* Provide sources of host country statistical data used.

**TABLE 3: Sources and Destination of FDI**

**Norway, 2012**

<b>Direct Investment from/in Counterpart Economy Data</b>					
<b>From Top Five Sources/To Top Five Destinations (US Dollars, Millions)</b>					
<b>Inward Direct Investment</b>			<b>Outward Direct Investment</b>		
Total Inward	182,602	100%	Total Outward	197,322	100%
Sweden	35,234	19%	Netherlands	28,799	15%
Netherlands	19,949	11%	Sweden	25,719	13%
United States	15,457	8%	Belgium	19,238	10%
United Kingdom	13,415	7%	United States	15,329	8%
Denmark	10,731	6%	Spain	14,245	7%

"0" reflects amounts rounded to +/- USD 500,000.

Source: <http://cds.imf.org>

**TABLE 4: Sources of Portfolio Investment**

Norway, 2012

Portfolio Investment Assets								
Top Five Partners (Millions, US Dollars)								
Total			Equity Securities			Total Debt Securities		
World	897,022	100%	World	502,196	100%	World	394,826	100%
United States	219,794	25%	United States	128,679	26%	United States	91,114	23%
United Kingdom	103,215	12%	United Kingdom	67,552	13%	Germany	41,284	10%
Germany	71,284	8%	France	30,015	6%	United Kingdom	35,663	9%
France	58,663	7%	Germany	30,000	6%	France	28,648	7%
Japan	43,089	5%	Switzerland	27,639	6%	Sweden	19,991	5%

Source: <http://cpis.imf.org/>**TABLE 5: FDI Position in Norway (NOK Bill)**

Source: Statistics Norway

	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total FDI	499.2	535.7	633.1	709.8	804.9	879.8	1015.9	1028.5	1115.0
of which from:									
U.S.	99.7	114.3	109.7	129.0	127.7	120.6	102.6	99.0	93.5

**TABLE 6: Norway FDI Abroad (NOK Bill)**

Source: Statistics Norway

	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total FDI	531.4	676.1	813.3	799.7	951.4	985.7	1092.7	1210.6	1299.9
of which in:									
U.S.	43.5	110.8	103.6	76.3	115.6	107.8	118.8	129.3	144.4

**Major Foreign Investors**

Norwegian, American and other foreign companies are major investors in the offshore petroleum sector. The major U.S. investors offshore are: ExxonMobil, ConocoPhillips, Chevron, Marathon, and Hess. Major U.S. petroleum service providers include Halliburton, Baker Hughes, FMC, General Motors, National Oilwell Varco, Weatherford,

and BJ Services. The number of companies holding production/operator licenses on the Norwegian Continental Shelf currently totals 55, including other international majors like BP, Shell, ENI, and Total. In 2012, foreign and Norwegian petroleum firms invested approximately NOK 180 billion (USD 32 billion) in the offshore petroleum sector.

Over 300 U.S. companies have a presence in Norway, including names such as: Cisco, Citigroup, CSC, Coca-Cola Norge, Dell, Google, IBM, Microsoft, Pepsi Cola Norge, Kraft General Foods, American Express, General Electric, Ford Motor Company, Pfizer, Merck, Eli Lilly, Abbott, Baxter, Colgate-Palmolive, DHL International, Ernst & Young, Hewlett-Packard, Ingersoll-Rand, Kellogg, 3M, Manpower, Motorola, Yahoo, and Xerox Corporation.

Note on Sources

Information in this report was obtained from various sources, including the Ministries of Finance, Trade, Industry and Fisheries, Labor, and Foreign Affairs, as well as the Norwegian Central Bureau of Statistics and the Central Bank of Norway.

**Contact Point at Post**

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## Chapter 7: Trade and Project Financing

- [How Do I Get Paid \(Methods of Payment\)](#)
- [How Does the Banking System Operate](#)
- [Foreign-Exchange Controls](#)
- [U.S. Banks and Local Correspondent Banks](#)
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### How Do I Get Paid (Methods of Payment)

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The payment system in Norway is highly automated and computerized. The most common forms of payment in Norway are bank cards (debit and credit cards), internet banking/payment, and giros. Bank checks are not frequently used in Norway.

Payment is normally prompt and usually interest is charged and paid if payment is late.

While the Central Bank of Norway is responsible for authorizing interbank systems in Norway, the Financial Supervisory Authority of Norway supervises all banks and other financial institutions. See more information below.

### How Does the Banking System Operate

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Participants in the Norwegian banking market vary from large full-service banks active in both the wholesale and retail sectors to small private institutions. There is also a range of savings banks. The banking system, i.e., the actual payment system, is highly automated and computerized.

The Norwegian banking system is comprised of 15 commercial banks, 107 savings banks and a small number of state-owned banks that provide financing for particular purposes. Other principal financial institutions are mortgage companies, finance companies and insurance companies. The Financial Supervisory Authority of Norway (Finanstilsynet - <http://www.finanstilsynet.no/en/>) supervises all banks and other financial institutions in Norway.

The Commercial Banking Act, the Savings Bank Act and the Act on Financing and Finance Institutions regulate banking activities. Norway has revised the regulations relating to financial institutions as a result of the EEA Agreement. With respect to financial services, the EEA Agreement provides for full adaptation to EU regulations. Foreign banks have been allowed to establish subsidiaries in Norway since 1985. Since the implementation of the EEA Agreement in January 1994, foreign banks may also establish branches in Norway, but only a few U.S. banks currently operate in Norway.

The Central Bank of Norway (<http://www.norges-bank.no/english/>) is organized as a share-issuing company, but the government owns all the shares. It is the executive and advisory entity for monetary, credit and exchange policy. It is the sole bank of currency issue.

Commercial banks enjoy a very close relationship with trade and industry. Savings banks have a long tradition in Norway and also cover a substantial part of the local credit requirements. Merchant banks have not achieved the same position in Norway that they enjoy in some countries. This is partly because of the market dominance by the very large commercial banks, all of which maintain specialized departments covering the areas generally regarded as typical of merchant banking.

There are special banks for fisheries, agriculture, shipping, industry, house building, and export finance. The State, to varying degrees, participates in all of these.

### **Foreign-Exchange Controls**

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Norway has no currency restrictions. Foreign exchange controls were abolished in 1990. No licensing requirements are in force. The only requirement is a reporting requirement for international payments and financial transactions. The transaction bank generally takes care of this reporting.

The Government has defined an inflation target for monetary policy in Norway. The operational target is consumer price inflation of close to 2.5% over time. Monetary policy shall also contribute to stabilizing output and employment. The interest rate on banks' deposits with the Central Bank of Norway (the sight deposit rate) is the most important monetary policy instrument.

### **U.S. Banks and Local Correspondent Banks**

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Listed below are major Norwegian banks and their corresponding branches in the U.S. - as well as two U.S. banks operating in Norway:

DNB ASA

Tel: 011 (47) 915 03000

<http://www.dnb.com>

DNB Bank ASA, New York Branch

E-mail: [dnb.newyork@dnb.no](mailto:dnb.newyork@dnb.no)

Nordea Bank Norge ASA

Tel: 011 (47) 915 06002

<http://www.nordea.no>

Nordea Bank Finland Plc, New York Branch

Telephone: +1 212 318-9300

<http://www.nordea.com>



J.P. Morgan - Corporate Banking  
Tel: 011 (47) 22 00 30 10  
<http://www.jpmorgan.com/pages/jpmorgan/emea/local/nordic>

## **Project Financing**

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In principle, all kinds of financing are available to foreign investors. Overdrafts and mortgages are available from banks, which will also assist in the issuance of such financial instruments as discount bonds, convertible bonds, etc.

Financial lease arrangements are supplied by leasing companies. If a leased asset is financed from foreign funding, a license is required from the Bank of Norway. If the lessee is foreign and the agreement is of a financial character (financial leasing), a license is required. No license is required if the leasing agreement can be said to be operational.

Venture capital and merchant banking are not highly developed in all sectors, but do exist. Venture capital is particularly focused on the energy sector, renewable technology and to some degree within healthcare technology. The Norwegian Venture Capital & Private Equity Association (NVCA) is an independent, non-profit association supporting the interests of companies and persons who are active in the Norwegian private equity industry.

Norwegian Venture Capital & Private Equity Association  
[http://www.norskventure.no/index\\_en.aspx](http://www.norskventure.no/index_en.aspx)

Under relatively strict conditions it is possible to obtain fresh capital at the stock exchange. The Oslo Stock Exchange (Oslo Bors) offers the only regulated markets for securities trading in Norway today.

Oslo Stock Exchange  
[http://www.oslobors.no/ob\\_eng/](http://www.oslobors.no/ob_eng/)

## **Export financing**

Export Credit Norway extends loans to large and small companies in Norway and abroad for purchases of capital goods and services from Norwegian exporters. Export Credit Norway is a limited liability company wholly owned by the Norwegian government. Export Credit Norway finances export contracts ranging in value from a few million to several billion Norwegian kroner, across sectors and worldwide. The company's loans comply with the OECD framework on officially supported export credits.

Export Credit Norway  
<http://www.eksportkreditt.no/en-GB/>

The Guarantee Institute for Export Credits (GIEK) is the central governmental agency responsible for furnishing guarantees and insurance of export credits. The primary function of the Institute is to promote export of Norwegian goods and services and

Norwegian investment abroad. GIEK underwrites exports to over 150 countries of all types of goods and services ranging from fruit and berries, to ships, to consultancy services. The guarantees may encompass a single transaction or a series of transactions and cover not only commercial risk, i.e. bankruptcy on the part of the debtor or non-payment for other reasons, but also political risk, i.e. war, expropriation and actions by the public authorities that prevent payment.

GIEK

Tel: 001 (47) 22 87 62 00

<http://www.giek.no/en>

Norway offers no significant financing programs for either domestic or foreign investors. One exception is investments in northern Norway, where a reduced payroll tax and other incentives apply. There are no free-trade zones, although taxes are minimal on Svalbard. A state industry and regional development fund provides support (e.g., investment grants and financial assistance) for industrial development in areas with special employment difficulties or with low levels of economic activity.

## Web Resources

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Export-Import Bank of the United States: <http://www.exim.gov>

Country Limitation Schedule: [http://www.exim.gov/tools/country/country\\_limits.html](http://www.exim.gov/tools/country/country_limits.html)

OPIC: <http://www.opic.gov>

Trade and Development Agency: <http://www.tda.gov/>

SBA's Office of International Trade: <http://www.sba.gov/oit/>

USDA Commodity Credit Corporation: <http://www.fsa.usda.gov/cc/default.htm>

U.S. Agency for International Development: <http://www.usaid.gov>

Export-Import Bank of the United States: <http://www.exim.gov>

Norwegian Ministry of Finance: <http://www.regjeringen.no/en/ministries/fin.html?id=216>

Central Bank of Norway: [http://www.norges-bank.no/default\\_\\_\\_\\_106.aspx](http://www.norges-bank.no/default____106.aspx)

Financial Supervisory Authority of Norway: <http://www.finanstilsynet.no/en/>

Norwegian Financial Services Association: <http://www.fno.no/en/>

Oslo Stock Exchange: [http://www.oslobors.no/ob\\_eng/](http://www.oslobors.no/ob_eng/)

Norwegian Venture Capital & Private Equity Association:  
[http://www.norskventure.no/index\\_en.aspx](http://www.norskventure.no/index_en.aspx)

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## Chapter 8: Business Travel

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### **Business Customs**

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Business customs are largely similar to those in the U.S. and practically all business people speak excellent English.

Norwegian business people tend to travel extensively, so meetings should be scheduled well in advance. It is recommended to use the 24-hour clock. This will avoid confusion over any references to a.m. and p.m. Punctuality is valued for both business and social occasions. If you are late for a business meeting, call your counterpart and explain the delay.

The typical greeting is a firm handshake with everyone in the room when you arrive and before you leave. Maintain moderate eye contact. Business cards are widely used. Although many Norwegians tend to dress more casually, you should dress conservatively – at least until the host opens up for an open-shirt dress code.

Norwegians are often direct and do not focus on rituals and social environments for negotiations. In the initial meeting, Norwegians are ready to talk business after only a few minutes of small talk. Norwegians are straightforward in business meetings. Presentations should be precise and concrete and you should not make any promises that you cannot keep - your honesty will be respected. There is no need to be embarrassed talking about price and payment.

Business lunches and dinners are common. The one inviting is the one who pays. If you are the host, arrange for reservations in advance. Smoking is banned in all places of business. Do not smoke in someone's home without asking for permission.

Norway, with its 5.1 million population spread over an area larger than the United Kingdom or Germany, has a very low population density. This gives the opportunity for a large variety of outdoor sports, hikes in the mountains, skiing, sailing, hunting, golfing, etc. Many Norwegians own their own cabins or vacation homes in the mountains, on the coast, or both, where they spend many of their weekends and vacations. If invited to a

local Norwegian home or to an "off site" meeting, you are experiencing an honor that should be gratefully accepted.

## **Travel Advisory**

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U. S. citizens are encouraged to enroll in the Smart Traveler Enrollment Program. If you enroll, we can keep you up to date with important safety and security announcements. It will also help us get in touch with your friends and family in an emergency. Here's the link to the [Smart Traveler Enrollment Program](https://step.state.gov/step/): <https://step.state.gov/step/>. The American Embassy in Oslo is located at Henrik Ibsens gate 48, Tel. (47) 22 44 85 50, Consular Fax: (47) 22 56 27 51, E-Mail: [osloamcit@state.gov](mailto:osloamcit@state.gov). For additional information visit the Embassy's website at <http://norway.usembassy.gov/>

Norway has a relatively low crime rate. Most crimes involve the theft of personal property, e.g., residential burglary, auto theft, or vandalism to parked cars. Persons may become targets of pickpockets and purse-snatchers, especially in hotel restaurants and in certain parts of the Oslo area. Violent crime, although rare, occurs and appears to be increasing. The loss or theft of a U.S. passport in Norway should be reported immediately to the local police and to the U.S. Embassy in Oslo. The Department of State's pamphlet A Safe Trip Abroad provides useful information on guarding valuables and protecting personal security while traveling abroad. The pamphlet is available on the Internet at [http://travel.state.gov/travel/tips/safety/safety\\_1747.html](http://travel.state.gov/travel/tips/safety/safety_1747.html)

While in a foreign country, a U.S. citizen is subject to that country's laws and regulations. Penalties for breaking the law can be more severe than in the United States for similar offenses. Persons violating the laws of Norway, even unknowingly, may be expelled, arrested or imprisoned. Penalties for possession, use, or trafficking in illegal drugs are strict. Some substances that are legal in other European countries are prohibited in Norway. These include ephedrine, an ingredient in many U.S. over-the-counter drug preparations. The possession of small amounts of drugs for personal use that may not result in arrest in neighboring countries can result in arrest in Norway. Penalties usually include detention, a hefty fine and deportation.

## **Visa Requirements**

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A passport is required. U.S. citizens may enter Norway without a visa. Norway is a member of the Schengen Agreement. Travelers may not stay in the Schengen area for more than 90 days in any six-month period. For information regarding entry requirements travelers can contact the Royal Norwegian Embassy at 2720 34th Street N.W., Washington, D.C. 20008-2714, Tel. (202) 333-6000, or the nearest Norwegian consulate. Consulates are located in Houston, New York, and San Francisco. Information is also available on the Internet at <http://www.norway.org>

U.S. companies that require travel of foreign businesspersons to the United States should be advised that security options are handled via an interagency process. This process may be time-consuming. Visa applicants should go to the following links.

State Department Visa Website

[http://travel.state.gov/visa/visa\\_1750.html](http://travel.state.gov/visa/visa_1750.html)

U.S. Embassy, Oslo – including Consular Services  
<http://norway.usembassy.gov>

## Telecommunications

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Norway has one of the most modern and advanced telecommunications networks in Europe. The following cellular phone systems can be used in Norway: GSM, GPRS, EDGE, 3G/UMTS, and CDMA are widely available.

There are still also many public telephones where payment can be made with Visa, American Express, Diners Club or Eurocard/ Mastercard. For an operator, you can dial 1881 for numbers in Norway, Sweden and Denmark, and 1882 for numbers in all other countries. When calling another country from Norway, dial 00 first.

In Norway, in the event of an emergency, call:

**110 Fire Department**

**112 Police**

**113 Ambulance**

Broadband, ADSL lines and 3G wireless networks are widely available. 4G services have also been launched.

Electricity in Norway is 220 V AC with 50 Hertz cycles. Plugs used are round-ended, two-pronged, continental plugs.

## Transportation

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Norway has an excellent transportation system. Car rentals are expensive but easily available. Those choosing to drive themselves should exercise caution. Because of the mountainous terrain, most roads are narrow and winding. The northerly latitude can cause road conditions to vary greatly depending on weather and time of year. Speed limits vary from 50-100 km per hour (30-60 miles per hour). Fines for traffic violations are extremely high and can easily exceed USD 1,000 for speeding.

Roadblocks for checks of drivers under the influence of alcohol are frequent, and submission to a breathalyzer test is mandatory. Norway has adopted a zero tolerance policy regarding drinking and driving. One drink may put a person over the legal limit and could result in a fine. More than two drinks could result in a jail sentence.

## Language

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The three Scandinavian countries – Norway, Denmark, and Sweden - are closely related in terms of language, ethnic roots, religion, history and a host of other ways. The languages are to a lesser degree related to English, Dutch and German.

Americans with business interests in Norway benefit from the ease of communication as the vast majority of Norwegians (and nearly everyone under 60) speak English well. American culture, including movies and TV series, is pervasive. Unfortunately, news about Norway in English is sparse, limited to a few Internet services that provide only brief summaries of major events.

There are two official languages, bokmål and nynorsk, with equal status both in official use and in schools. The Norwegian alphabet contains 29 letters, including three letters not found in the English alphabet – æ (ae), ø (oe), and å (aa).

## Health

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Medical care is widely available. U.S. medical insurance is not always valid outside the United States. Travelers have found that supplemental medical insurance with specific overseas coverage has proved useful in some cases. Information on medical emergencies abroad, including overseas insurance programs, is provided in the Department of State's Bureau of Consular Affairs brochure Medical Information for Americans Traveling Abroad, available on the Internet at <http://travel.state.gov>. Further information on health matters can be obtained from the Centers for Disease Control and Prevention's hotline for international travelers at Tel. (877) 394-8747, or via their Internet site at <http://www.cdc.gov>

## Local Time, Business Hours, and Holidays

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Businesspeople should note the following local holidays during 2014:

January 1 – New Year's Day  
April 17 - Holy Thursday  
April 18 - Good Friday  
April 21 – Easter Monday  
May 1 – Norwegian Labor Day  
May 17 – Norwegian Constitution Day  
May 29 – Ascension Day  
June 9 – Whit Monday  
Dec 24 - Christmas Eve  
Dec 25 - Christmas Day  
Dec 26 – 2<sup>nd</sup> Day of Christmas  
December 31 – New Year's Eve

Some Norwegian manufacturing plants and major businesses are closed for 3-4 weeks during the summer holidays from mid-July to mid-August. Easter (10-day holiday season for many Norwegians) and the week between December 23 and New Year also are periods of low business activity.

## **Temporary Entry of Materials and Personal Belongings**

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Click on the following link for updated customs regulations when traveling to and from Norway:

Norwegian Customs and Excise

<http://www.toll.no/default.aspx?id=94&epslanguage=EN>

## **Web Resources**

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U.S. Commercial Service – Oslo, Norway

<http://export.gov/norway/>

U.S. Embassy, Oslo

<http://norway.usembassy.gov/>

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## Chapter 9: Contacts, Market Research and Trade Events

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### Contacts

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Embassy of the United States of America  
Commercial Section / U.S. Commercial Service (part of Global Markets, International Trade Administration, U.S. Department of Commerce)  
Mr. Vidar Keyn, Head of Commercial Section  
Henrik Ibsens gate 48, N-0244 Oslo, Norway  
Tel: 011 (47) 21 30 88 34  
E-mail: [Vidar.Keyn@trade.gov](mailto:Vidar.Keyn@trade.gov)  
<http://export.gov/norway/>  
<http://norway.usembassy.gov>

Embassy of the United States of America  
Henrik Ibsens gate 48, N-0244 Oslo, Norway  
Tel: 011 (47) 21 30 85 50  
<http://norway.usembassy.gov>

U.S. Department of Commerce, Washington, D.C  
Contact: Ms. Jen Levine, Nordic/Baltic Desk Officer  
European Country Affairs  
Global Markets  
International Trade Administration  
U.S. Department of Commerce  
Tel: 202 482 4414  
E-mail: [Jen.Levine@trade.gov](mailto:Jen.Levine@trade.gov)  
[www.trade.gov/mac](http://www.trade.gov/mac)

### Norwegian Government

Information from the Government and the Ministries  
<http://www.regjeringen.no/en.html?id=4>

Norwegian Ministries  
<http://www.regjeringen.no/en/ministries.html?id=933>

Norwegian Parliament (The Storting)  
<http://www.stortinget.no/en/In-English/>  
Tel: 011(47) 23 31 30 50

Central Bank of Norway (Norges Bank)  
[http://www.norges-bank.no/default\\_\\_\\_\\_106.aspx](http://www.norges-bank.no/default____106.aspx)  
Tel: + (47) 22 31 60 00

Statistics Norway  
<http://www.ssb.no/english/>  
Tel: + (47) 21 09 00 00

Norwegian Petroleum Directorate  
<http://www.npd.no/en/>  
Tel: + (47) 51 87 60 00

Innovation Norway  
<http://www.innovasjon Norge.no/system/Global-toppmeny/English/>  
Tel: + (47) 22 00 25 00

### **Major Trade Organizations in Norway**

American Chamber of Commerce in Norway  
Contact: Mr. Jason Turflinger, Managing Director  
E-mail: [Jason.Turflinger@amcham.no](mailto:Jason.Turflinger@amcham.no)  
Tel: 011 (47) 22 41 50 10  
[www.amcham.no](http://www.amcham.no)

Confederation of Norwegian Enterprise  
<http://www.nho.no/english/>  
Tel: 011 (47) 23 08 80 00

Federation of Norwegian Industries  
<http://www.norskindustri.no/english/>  
Tel: 011 (47) 22 59 00 00

Federation of Norwegian Commercial and Service Enterprises  
<http://www.virke.no>  
Tel: 011 (47) 22 54 17 00

Abelia - Association of Norwegian ICT- and Knowledgebased Enterprises  
<http://www.abelia.no/english>  
Tel: 011 (47) 23 08 80 70

ICT Norway  
<http://ikt-norge.no/>  
Tel: 011 (47) 22 54 27 40

Norwegian Defense & Security Industry Organization (FSi)  
<http://www.fsi.no/eng/>  
Tel: 011 (47) 23 08 82 37

Norwegian Oil and Gas Association

<http://www.norskoljeoggass.no/en/>

Tel: 011 (47) 51 84 65 00

### **Major Norwegian and U.S. Banks Operating in Norway**

DNB ASA

Tel: 011 (47) 915 07700

<https://www.dnb.no/en/corporate/>

DNB ASA, New York Branch

Address: 200 Park Avenue 31st Floor

New York, N.Y. 10166-0396, USA

Tel: + 1 212 681 3800

Fax: + 1 212 681 3900

E-mail: [dnb.newyork@dnb.no](mailto:dnb.newyork@dnb.no)

Nordea Bank Norge ASA

Tel: 011 (47) 22 48 50 00

<http://www.nordea.no>

Nordea Bank Finland Plc, New York Branch

437 Madison Avenue

New York, NY 10022, USA

Telephone: +1 212 318-9300

Fax: +1 212 421-4420

<http://www.nordea.com>

J.P. Morgan - Corporate Banking

Tel: 011 (47) 22 00 30 10

<http://www.jpmorgan.com/pages/jpmorgan/emea/local/nordic>

### **Market Research Firms**

Several Norwegian market research firms serve international clients. Some of the major ones are:

TNS Gallup

Tel: 011 (47) 91 11 16 00

<http://www.tnsglobal.com/global/europe/norway/>

AC Nielsen Norge AS

[www.acnielsen.no](http://www.acnielsen.no)

Tel: 011 (47) 22 58 34 00

Synovate MMI AS

[www.synovate.no](http://www.synovate.no)

Tel: 011 (47) 22 95 47 00

## **Market Research**

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To view market research reports produced by the U.S. Commercial Service please visit the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, and is free.

## **Trade Events**

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Please click on the link below for information on upcoming trade events.

<http://www.export.gov/tradeevents/index.asp>

Offshore Northern Seas (ONS) 2014

<http://ons.no/2014/>

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## Chapter 10: Guide to Our Services

The President's National Export Initiative marshals Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities** and **support them once they do have exporting opportunities**.

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: [www.export.gov](http://www.export.gov)

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: (Insert link to Products and Services section of local buyusa.gov website here.)

U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRAD(E)**.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

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