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“
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and guidance
through the entire
relocation process

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- Visas and Immigration
- Homefinding
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 - Permanent Accommodation for rental or purchase
- Settling In Services
- Orientation/Area Tour
- Childcare, Schools and Education Assistance
- Expense and Tenancy Management
- Pet Relocation
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SUPPORTING ORGANISATIONS





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Reaching customers >



Pricing and getting paid >



Delivery and documentation >

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Norway overview

Norway is a wealthy, open and mixed economy which is primarily service and manufacturing-based. English is very widely spoken and the UK holds a strong economic relationship with Norway and currently stands as the fourth-largest source of Norway's imports. Doing business in Norway is similar to doing business in the UK and if your product or service is successful in the UK, it is likely you will be successful in Norway.

Norway possesses extensive reserves of petroleum, natural gas, minerals, lumber, seafood and fresh water, and is the largest producer of oil outside of the Middle East. Like its Nordic and Scandinavian neighbours, Norway ranks highly on the World Economic Forum's Global Competitiveness Index, and possesses high Human Development Index (HDI) indicators.

Norway boasts a sophisticated and affluent consumer market and currently has the fourth-highest per capita income in the world.

As a member of the European Economic Area (EEA) and European Free Trade Association (EFTA), Norway is also a commercial gateway. It offers easy access to the growing northern European markets of the Nordics as well as Germany, Poland and the Baltics. It is a regional hub with excellent, high-quality air, rail and road networks.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

This Doing Business in Norway guide will help prepare UK businesses who are looking to trade with one of the world's strongest economies and a world leader in the oil and gas, energy, maritime and seafood sectors. Despite its relatively small population of just over 5 million, Norway is renowned for its good public services and political stability and can claim to be the happiest country on earth, taking first place in the 2017 World Happiness Report.

Norway has the potential to be a rich source of business opportunities for UK exporters. There are great opportunities in the knowledge development, innovation, and sustainability sectors, with Medtech, FinTech, Edtech and other technology sectors also being greatly in demand. Furthermore, Norwegian consumers are willing (and able) to pay a high price for quality and British products already enjoy a good reputation. English is widely spoken so communication is rarely an issue but an understanding of Norwegian attitudes and approaches to business will help you to develop those key relationships so vital to the success of any venture.

Norway has a highly egalitarian business culture which values humility, respect, simplicity and equality. As such, Norwegian people will rarely show off about their own achievements and are generally unimpressed by those who do. People are valued for their honesty, respect and goodness rather than in terms of their professional standing.

With this in mind, it is natural that decisions are often made in a consultative manner and this can result in the process taking longer than you may be used to. Being open and honest about your expectations from the outset and providing a realistic, solid and competitive price quote, backed up with the relevant facts and figures, is likely to be a more successful strategy with your Norwegian partners and customers.

Norway has the potential to be a high value market for British businesses and the Institute of Export & International Trade can help guide you through the intricacies of doing business with this sophisticated and established market through our education programmes, training and practical support, our helpline and one-to-one assistance with paperwork.

Why not contact us and find out how you can join?

Lykke til!

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

www.export.org.uk



BANKING THE NORWEGIAN WAY

DNB is Norway's largest financial institution offering a wide range of services for companies of all sizes. We provide advisory services, financial infrastructure and a large global network. We aim to be the preferred banking partner for our customers within our defined strategy.

IS NORWAY AN INTERESTING MARKET FOR YOUR BUSINESS?

DNB's team of business startup specialists can help companies in the early stages evaluating different methods of raising capital, choosing a company structure, the registration process, marketing activities, networking, what to consider when hiring, pension and insurance, banking products and services, etc. We can help both new and existing businesses to get in contact with the right department and the right people.

Contact: oppstartsløs@dnb.no





**British Embassy
Oslo**

Foreword from Sarah Gillett CMG CVO, British Ambassador to Norway

Norway is one of the wealthiest countries in the world, adapting its offshore sector, and investing in infrastructure and technology. It is a particularly interesting period for business opportunities, and British companies should be well-placed to seize them. A major focus of the British Embassy in Oslo is helping them to do so in respect of trade and inward investment.

The economic links between Norway and the United Kingdom are substantial, with plenty of room for growth. Currently bilateral trade is worth some £20 billion. Energy supplied by Norway, and services provided by the UK have been two strong features of the trading and investment patterns. That looks set to continue, especially as Norway is adapting its hydrocarbon production in light of both climate change considerations, lower oil prices, and rising global energy demands. British offshore companies are addressing the same issues, and have much to offer Norway.

Beyond the offshore sector, there are a range of new opportunities where British companies have a great deal to contribute. Norway is investing in new infrastructure such as railways, roads, urban development. There is exciting focus on the green and blue economies, as Norway acts to meet climate-change targets, and adapt its considerable offshore expertise to new ocean possibilities.

The macro-economic outlook for Norway is one of stable, steady growth. The economy has recovered from the dip caused by the 2014 oil price slide. Unemployment remains low. The mainland economy has benefitted from a lower currency, and the offshore economy has cut costs to be competitive and take advantage of developing some very exciting fields.

Sarah Gillett

British Ambassador to Norway

www.gov.uk/world/norway



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Introduction from Angela Balteskard, President of the Norwegian-British Chamber of Commerce

The “Doing Business In Norway” guide is an excellent tool, providing UK companies and businesses with the facts and figures needed to forge ahead with new partnerships between our two countries. Here at the Norwegian-British Chamber of Commerce we are immensely proud of our historical bilateral bond. Indeed, the NBCC has just celebrated its 111th Anniversary, making it one of the longest-standing Foreign Chambers of Commerce in the UK. This is hardly surprising, given the fact that Norway and the UK have been extremely successful trading partners for over a thousand years.

Norway has this year once again been voted “The Happiest Nation in the World”, and the reasons behind this recognition are multiple. Norway is famed for its innovative thinking, high level of education, work/life balance, breath-taking scenery, modern design and gender equality. Its rich natural resources of oil and gas, fish and renewables make Norway a highly attractive business partner, further enhanced by the nation’s impressive command of the English language on both a personal level and as a business language. Tourism and the service industry continue to grow at an impressive pace, with visitors from all over the globe opting for cruise experiences through the spectacular fjords of Norway and putting the magical Northern Lights near the top of their “must see” list.

The NBCC is 100% committed to helping our members – ranging from multinational companies to corporate members to individual members – to unlock their full business potential. We work actively and continuously with governments and embassies and we host a large number of pertinent business-related events throughout the year both in London and in Aberdeen. Through our governmental and ambassadorial partnerships, we are able to cascade first-hand information down to our members as soon as it becomes available on all Brexit-related matters. The Norwegian EEA model continues to garner great respect from the UK and further afield.

We embrace the opportunity to continue building on our bilateral strengths and to shaping our world for the better.

We look forward to seeing you very soon.

Warmest wishes,

Angela Balteskard

President of the Norwegian-British Chamber of Commerce

<https://nbccuk.com/>



HM Government



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Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

General enquiry number: +44 (0) 207 215 5000
Department for International Trade
3 Whitehall Place
London
SW1A 2AW
United Kingdom

Email: enquiries@trade.gsi.gov.uk



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View this guide online

Website and Mobile App features include:

- Latest business news
- Up-to-date travel advice
- Interactive 'Supporting Organisations' and 'Market Experts' profiles
- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to the Department for International Trade (DIT) support services.

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

www.DoingBusinessGuides.com

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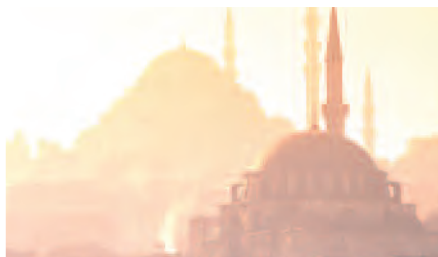
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- Tailored training to support your business needs
- Expert solutions for international trade



ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Norway Guide** is to provide you with basic knowledge about Norway; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Norway. Full contact details are available in this guide.

To help your business succeed in Norway we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- Website: www.Norway.DoingBusinessGuide.co.uk
- a 'free' downloadable 'mobile device-friendly' app
- PDF download/e-flipbook (please see the website for more details)
- this full colour hard-copy brochure

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NORWAY

Norway is a wealthy, open and mixed economy which is primarily service and manufacturing-based. English is very widely spoken and the UK holds a strong economic relationship with Norway and currently stands as the fourth-largest source of Norway's imports.





Relocating Employees to Norway for over 20 years



Why Norway?

Summary

Area:

385,252 km²

Population:

5.3 million

Population growth rate (change):

1.4%

Population density:

14.2 people per km²

Urban population:

80.5%

Capital city:

Oslo (population: 658,390; metropolitan area 1.7 million)

Language:

Norwegian; Sami (1.3%)

Government:

Parliamentary constitutional monarchy

Religion:

Christian – Lutheran (75.2%); Catholic (2.4%); Islam (2.4%)

Currency:

Norwegian Krone (NOK)

Nominal GDP

US \$370.4 billion

Real annual GDP growth:

1.0%

GDP per capita:

US \$70,391.6

Annual inflation rate:

3.6%

Unemployment rate:

4.5%

General government gross debt:

33.2% of GDP

Fiscal balance:

2.9% of GDP

Current account balance:

4.6% of GDP / US \$17.0 billion

Exports of goods to UK:

£13,123 million

Imports of goods from UK:

£3,240 million

Inward direct investment flow:

US -\$4.2 billion

Exports + imports as share of GDP:

72.1%

Membership of international groups/ organisations:

Arctic Council, European Free Trade Association (EFTA), International Monetary Fund (IMF), Interpol, NATO, Nordic Council, OECD, Organisation for Security and Co-operation in Europe (OSCE), Schengen Convention, UN and all the organisations of the United Nations family, World Trade Organization (WTO).

[Source – mostly FCO Economics Unit, Apr 2017]

Geography

Norway is one of the world's most northerly countries, located in North-Western Europe on the edge of the Scandinavian Peninsula. It has an elongated shape with a land border to the east with Sweden, and in the northeast with Finland and Russia. To the south across the Skagerrak Inlet lies Denmark, and to the southwest is the North Sea, to the west the Norwegian Sea and in the Arctic North, the Barents Sea.

Norway's terrain is predominantly mountainous, and its rugged coastline is made up of around 50,000 islands and numerous steep-sided inlets or fjords. The capital, Oslo is located in the south of the country above the Skagerrak Inlet, and the far north of the country lies above the Arctic Circle. The average elevation is 460m and 32% of the land lies above the tree line, and includes a number of glaciers.

General overview

Norway is a wealthy, open and mixed economy which is primarily service and manufacturing-based. English is very widely spoken and the UK holds a strong economic relationship with Norway and currently stands as the fourth-largest source of Norway's imports.

Norway possesses extensive reserves of petroleum, natural gas, minerals, lumber, seafood and fresh water, and is the largest producer of oil outside of the Middle East.

Like its Nordic and Scandinavian neighbours, Norway ranks highly on the World Economic Forum's Global Competitiveness Index and possesses high Human Development Index (HDI) indicators.

Norway boasts a sophisticated and affluent consumer market and currently has the fourth-highest per capita income in the world.

As a member of the European Economic Area (EEA) and European Free Trade Association (EFTA), Norway is also a commercial gateway. It offers easy access to the growing northern European markets of the Nordics as well as Germany, Poland and the Baltics. It is a regional hub with excellent, high-quality air, rail and road networks.

Doing business in Norway is similar to doing business in the UK and if your product or service is successful in the UK, it is likely you will be successful in Norway.

Government overview

Parliament

The system of parliamentary rule means that it is the Parliament (the 'Storting') that determines the composition of the Norwegian Government. Parliament introduces legislation, authorises public spending, imposes taxes and controls the work of the Government. There are 169 elected Members of Parliament. Parliamentary elections take place every four years using a proportional representation system. There are no by-elections, nor is there any constitutional provision to dissolve the Storting between elections.

The most recent parliamentary elections took place on 11th September 2017.

Government

The minority coalition between the Conservative Party and the Progress Party (centre-right) won a second-term under the Conservative Prime Minister Erna Solberg in the recent elections in September 2017, with the opposition Labour party maintaining its position as the largest single group in parliament. Norwegian Governments tend to be minority or coalition governments, led by either Labour or one of the centre-right parties.

Political priorities

Domestically, the government has been prioritising tax reform, including lowering business tax, and diversification away from the economy's reliance on the vast oil and gas sector, as well as investing heavily in infrastructure. The new administration will likely choose to address other priorities for 2017 and beyond, such as:

- employment
- climate and energy policy
- the High North
- education and research (both domestically and within humanitarian aid)
- humanitarian aid – the humanitarian budget increased by more than 50% under the previous government
- regional consolidation of public services

International relations

The Norwegians are active on many global issues, particularly conflict resolution, counter-terrorism, development assistance and climate change. They are a committed NATO member, and see the alliance as central to their national defence. Although not an EU member, Norway aligns with many EU foreign policy positions, including on sanctions. Norway participates in the EU single market through the EEA Agreement.

In current times of political and economic change, Norway's relationships with the UK and the EU remain as important as ever.

Europe is vitally important for Norwegian trade and Norway works hard to influence EU policy where it can. Norway is also a leading aid donor providing 1% of GDP to official development assistance (ODA) and is active in international peace and reconciliation processes.

[Source – FCO Overseas Business Risk/gov.uk (June 2017)]

Economic overview

Norway is part of the Nordic and Baltic region and is the fourth largest country in Europe. It is a sophisticated and established market, having a long and trusted trading relationship with the UK. It has an educated and technologically-advanced society looking for high-quality products and services.

Oil and gas exports and related services, energy-intensive industries and manufacturing, fisheries and shipping keep Norway in the top ten-highest per capita wealth in the world, although the Norwegian economy has been negatively affected by the fall in oil prices.

Although the Norwegian continental shelf has decades of production to come, the current economic situation has proliferated the need for greater economic diversification and the current government is keen to support a transition towards sustainable economic activities. Norway has a long tradition of state ownership, which the current government is looking to moderately reduce.

2016 saw Norway's GDP grow by 1% and is currently at 600,596 NOK per capita. Unemployment in Norway has fallen to 4.5% (figures from Statistics Norway: <http://ssb.no/en/>)

Growth potential

Norway has a population of only 5 million, but is one of the world's wealthiest nations per capita.

Norway remained strong throughout the economic crisis. The economy remains stable but is growing at a slower rate. The Norwegian economy is dominated by the offshore oil and gas sector, which accounts for about 25% of value creation in Norway. Crude oil, natural gas and electricity account for 65% of all exports. According to current estimates, Norway has oil for the next 50 years and gas for the next 100 years.

Norway's priority sectors for economic development include:

- oil and gas
- seafood
- timber and metal products
- telecommunications
- hydropower equipment

Trade agreements

Norway negotiates free trade agreements with other countries through the European Free Trade Association (EFTA).

The EEA Agreement is the most important agreement regulating the relationship between Norway and the EU. See: <https://www.norway.no/en/eu>.

Although Norway is not a member of the EU, it has signed up to the Schengen Agreement: https://ec.europa.eu/home-affairs/what-we-do/policies/borders-and-visas/schengen_en.

Strengths of the Norwegian market

Strengths of the Norwegian market include:

- vast natural resources
- efficient business culture
- low levels of corruption

Benefits to UK businesses

Benefits for UK businesses exporting to Norway include:

- UK brands have a positive reputation in Norway
- English widely used as business language
- high living standards
- stable economy
- an open market

Trade between the UK and Norway

Top UK exports into Norway include:

- industrial and electrical machinery
- chemicals
- medicines and pharmaceuticals
- petroleum products
- animal and vegetable bi-products

[Source – DIT/gov.uk]

In addition:

- In 2016 Norway was ranked 6th out of 176 countries in Transparency International's latest Corruption Perceptions Index (the UK ranked 10th): http://www.transparency.org/news/feature/corruption_perceptions_index_2016

- Norway is ranked 6th out of 190 in the World Bank's 2016 Ease of Doing Business index (the UK ranks 7th): <http://www.doingbusiness.org/rankings>
- The World Economic Forum's Global Competitiveness Index 2016-17 ranks Norway 11th out of 138 (the UK is ranked 7th): <http://reports.weforum.org/global-competitiveness-index/country-profiles/#economy=NOR>

Contact a DIT export adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation if you are interested in exporting to Norway.

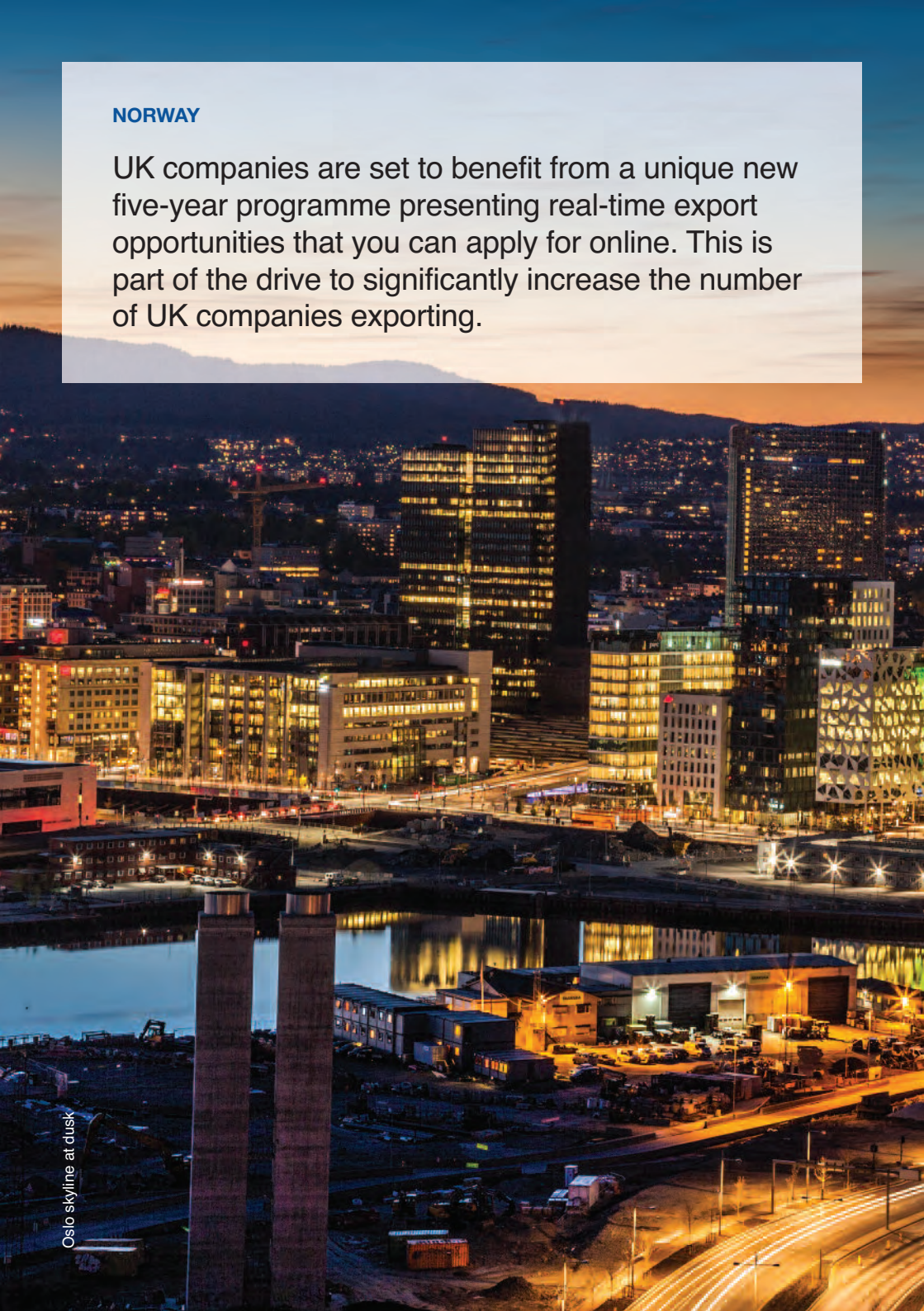
Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Norway. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#norway>.

[Source – DIT/gov.uk]



NORWAY

UK companies are set to benefit from a unique new five-year programme presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.





HELP AVAILABLE FOR YOU



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Choosing a great export training partner can really help your company take off in the export trade!

We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business.

Our main aim is to help you achieve your export and international trade goals.

If you do well, we do well.

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email: institute@export.org.uk

www.export.org.uk





Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small- and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: <https://www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services> for further information.

In addition, the British-Norwegian Chamber of Commerce can assist as the premier professional forum for British expats and UK-related business in Norway, by organising regular high-level events and networking opportunities, facilitating business development by providing targeted exposure for their members' goods and services, and providing news and information relevant to the UK-Norway business community, serving as a conduit for member-to-member communication. See: <http://bncc.no/membership/> for further information.

The following details are a selection of support services for you:

Support from the Department for International Trade (DIT)

Business opportunities

UK companies are set to benefit from a

unique new five-year programme presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.export.great.gov.uk/>.

'Exporting is GREAT' provides business advice and expertise to support you at every step on your exporting journey, from initial interest to selling in-market, and includes a year-long roadshow travelling the UK, giving face-to-face assistance to potential exporters, and using the latest technology to connect these businesses with live export opportunities.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

DIT Webinars

The DIT Webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT Webinars, please visit: <http://www.events.trade.gov.uk/> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Norway. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Norwegian customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Norway
- support to participate in trade fairs in Norway
- opportunities to participate in sector-based trade missions and seminars

- access to major buyers, local government and supply chains in Norway
- advice on forming international joint ventures and partnerships
- exploratory visits to Norway
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services>.

DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. DIT's E-Exporting Programme helps UK companies who are:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.contactus.trade.gov.uk/office-finder>

- meet a Digital Trade Adviser (where relevant), to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#expertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

They can provide a range of Norway-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you.

In addition, they can also organise events for you to meet contacts in Norway, or to promote your company and your products/services.

[Source – [DIT/gov.uk](https://www.dit.gov.uk)]

In-market support

If you already export, and have decided Norway is part of your business strategy, you are advised to contact the DIT team in Oslo prior to your visit to discuss your objectives and what help you may need (see the 'Resources' section at the end of this guide).

Support from the British-Norwegian Chamber of Commerce (BNCC)

The BNCC strives to be the leading independent networking forum for the promotion of British-Norwegian trade, providing the opportunity to meet business leaders from both countries who are actively working in the British and Norwegian markets.

They host events regularly throughout the year with speakers who cover topics of current interest from business life in the two countries or between them. Presentations are followed by discussions and a social gathering, creating a stimulating and useful networking forum.

If you are involved in business with or in Norway, then do make contact with the BNCC to discuss how the Chamber can add value to your company and enhance your business network.

For more information on how the BNCC can help you, or on becoming a member, contact them at: <http://bncc.no/>.

[Source – British-Norwegian Chamber of Commerce]

Support from the Norwegian-British Chamber of Commerce (NBCC)

The Norwegian-British Chamber of Commerce (NBCC) is an important organisation for the Norwegian-British business community in the UK. NBCC is an independent non-profit organisation with a membership consisting of more than 100 Norwegian and British

companies, as well as a large number of personal members. NBCC was founded in 1906 and welcomes companies and individuals from Norway, the UK and other countries, who wish to be part of the business community. Since its creation more than 100 years ago, NBCC has played a significant role in strengthening trade relations between the two countries.

NBCC's mission is to promote trade and investment between Norway and the UK, and to provide a professional and social arena for business people. NBCC provides business and networking opportunities and encourages dialogue and exchange of experience between members. NBCC works closely with government bodies and other trade organisations, including the Norwegian Embassy, Innovation Norway and other bilateral Chambers of Commerce.

NBCC have three main functions:

- To create a forum for professional and social networking for members
- To act as a channel between members and the Norwegian and British authorities on particular topics of special interest to the members
- To participate in the debate regarding trade and policy issues which are of concern to members both in Britain and in Norway

Support from the Institute of Export & International Trade

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a Technical Helpline. See: https://www.export.org.uk/page/Export_Helpline
- a voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes
- a complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>
- a range of short courses giving you the skills and expertise you need to gain a competitive advantage in the

challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>

- an extensive events programme to help you share information and connect at every level in the international trade community whether it is sector specific or regional. See: https://www.export.org.uk/events/event_list.asp
- inclusion in surveys to research the attitudes and changes to world trade

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

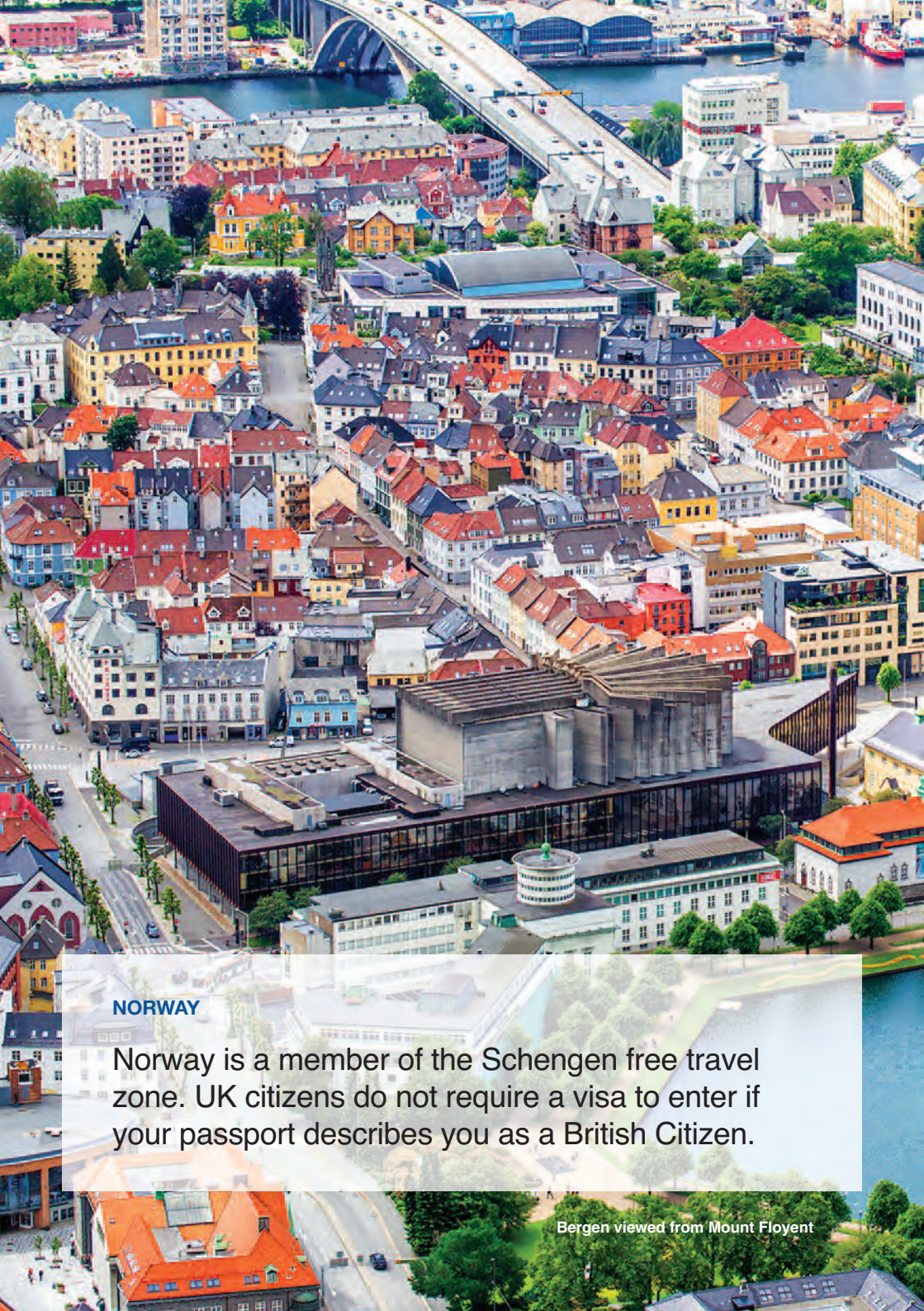
[Source – Institute of Export & International Trade]

Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question, and learn from each other. Open to Export can be accessed at: <http://opentoexport.com/>.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

[Source – Institute of Export & International Trade]



NORWAY

Norway is a member of the Schengen free travel zone. UK citizens do not require a visa to enter if your passport describes you as a British Citizen.

Bergen viewed from Mount Floyet



GETTING HERE AND ADVICE ABOUT YOUR STAY

Getting here and advice about your stay

Entry requirements

Visas

Norway is a member of the Schengen free travel zone. UK citizens do not require a visa to enter if your passport describes you as a British Citizen.

If you have another type of British nationality, you should check the current entry requirements on the website of the Norwegian Directorate of Immigration (UDI) at: <https://www.udi.no/en/contact-us/>; and if necessary confirm with the Norwegian Embassy in the UK, at: <https://www.norway.no/en/uk>.

For stays of longer than three months, contact the Norwegian Embassy for further information about entry requirements: <https://www.norway.no/en/uk>

Passport validity

Your passport should be valid for the proposed duration of your stay; you do not need any additional period of validity on your passport beyond this. If you are travelling to Norway for business, check the Foreign & Commonwealth Office (FCO) travel advice, at: <https://www.gov.uk/foreign-travel-advice/norway> before you leave.

UK Emergency Travel Documents (ETDs)

UK ETDs are accepted for entry, airside transit and exit from Norway.

Pets

Check with the Norwegian Embassy in London before travelling with pets. See: <https://www.norway.no/en/uk>.

Money

The currency of Norway is the Kroner (NOK). Norway can be very expensive. Make sure you have access to plenty of money. Bank opening hours are shorter than in the UK – especially in summer. Credit cards are widely accepted, but are not so widely accepted as a means of payment in Norwegian supermarkets and petrol stations as they are in the UK. You may be asked to provide ID if you cannot pay by chip and PIN. You can send money electronically to Norway via Forex and Western Union.

[Source – FCO Travel Advice/gov.uk]

Local laws and customs

Drugs and drink driving laws are stricter in Norway than in the UK. Do not become involved with drugs of any kind. Possession of even small quantities can lead to heavy fines and/or imprisonment.


Whale meat is available in Norway but importing it into the UK/EU is illegal under the Convention on International Trade in Endangered Species. Any importation of whale meat to the UK will result in seizure of the goods, possibly a fine of up to £5,000 and a custodial sentence.

[Source – FCO Travel Advice/gov.uk]

Safety and security

Crime

Crime levels are low, but there is a risk of petty theft, particularly in airports and railway stations in and around Oslo. The British Embassy is often asked to help



British nationals who have had their valuables stolen just after arriving in the country. Take sensible precautions to protect your belongings, particularly your passport, money and credit cards.

Assaults and muggings have been on the increase. Remain alert when walking home alone at night, and stick to main roads and well-lit areas. Avoid shortcuts and quiet roads with no other pedestrians.

Road travel

Visitors can drive using a valid UK or other EU/EEA driving licence. There is no need for an International Driving Permit. Make sure you have the correct vehicle insurance cover before you arrive.

Distances are great and driving takes longer than you think. Narrow and winding roads may be hazardous and impassable, especially in winter. Winter tyres are mandatory from around 1st November to 15th April (exact dates vary from year-to-year).

Keep headlights on at all times. Fines for exceeding the speed limit are high. On roads which are not marked with a priority sign (a yellow diamond), drivers must give way to traffic coming from the right.

Alcohol limits for drivers are far stricter than UK levels. There are frequent roadside checks for alcohol. Penalties for driving under the influence are severe and can lead to a prison sentence.

See the European Commission guide to driving in Norway, at: http://ec.europa.eu/transport/road_safety/going_abroad/norway/index_en.htm.

Road hauliers

All vehicles with a maximum allowable total weight of over 3,500kg must be equipped with snow chains. A truckers' guide in English issued by the Norwegian Public Roads Administration can be found at Donna Diesel. See: <https://www.vegvesen.no/en/Home>; and <https://www.vegvesen.no/en/Traffic/Planning+your+trip/Truckers+guide/truckers-guide-presented-by-donna-diesel>.

Svalbard

Follow the advice of the Governor of Svalbard, including on how to protect yourself from a possible polar bear attack, the risks of glaciers, avalanches and other dangers outside the main town of Longyearbyen. See: <http://www.sysselmannen.no/en/>.

Extreme weather and crises

Extreme weather, floods and landslides can occur. The Norwegian Government's website (Kriseinfo) provides information and advice to the public before, during and after a crisis. See: <http://www.kriseinfo.no/en/>.

Visiting in summer

Mosquitoes and midges can be a problem in forest, lake and mountainous regions. Bans on campfires are strictly enforced in many areas during the summer months. If you plan to go off the beaten track or out to sea, seek local advice about weather conditions and have suitable specialist equipment. The weather can change rapidly, producing Arctic conditions even in summer on exposed mountain tops.

Visiting in winter

The winter is long (it can last well into April) and temperatures can drop to -25°C and below. There is also a high wind chill factor, particularly in unsheltered areas and mountain ranges. Weather conditions can worsen quickly.

Bring warm clothes and practical footwear to cope with icy roads and pavements. You can buy special clamp-on grips (brodder) to give extra security in icy conditions locally. If you are taking part in skiing, hiking or other off-road activities use the correct equipment. You can get advice at local information centres, which in smaller places tend to be connected with skiing equipment rental shops.

Arctic travel

Large numbers of British nationals travel successfully and safely in and around the Arctic each year. The Arctic is, however, a vast region, comprising the northerly areas of Canada, Finland, Greenland (Denmark), Iceland, Norway, Russia, Sweden and Alaska (United States).

In addition to reading the specific travel advice for each of these countries, prospective visitors to the Arctic should also consider carefully the potential remoteness of certain destinations from search and rescue, evacuation and medical facilities. Independent travellers are particularly advised to develop contingency arrangements for emergency back-up.

The most popular way of visiting the Arctic is by ship. As some areas of the Arctic – specifically the more northerly and remote regions – can be uncharted and ice-covered, you should check the

previous operational experience of cruise and other operators offering travel in the region. You should also consider the on-board medical facilities of cruise ships and talk to cruise operators as appropriate, particularly if you have a pre-existing medical condition.

The eight Arctic States take their international search and rescue obligations very seriously, and have recently signed a binding agreement on search and rescue co-operation in the Arctic.

However, in the highest-latitude regions of the Arctic, cruise ships may be operating in relative isolation from other vessels and/or inhabited areas. You should be aware that in these regions, search and rescue response will often need to be despatched from many hundreds of miles away, and assistance to stranded vessels may take several days to arrive, particularly in bad weather.

Search and rescue assets are also likely to offer only basic transport and basic medical care, and are unlikely to be capable of advanced life-support. Responsible cruise operators should happily provide additional information relevant to the circumstances of the cruise they are offering, and address any concerns you may have.

Consular assistance and support to British nationals in the Arctic will be affected by the capacity of national and local authorities. You should make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment or potential repatriation.

Health

Visit your health professional at least four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealth-Pro website: <https://travelhealthpro.org.uk/countries>; and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>.

If you are visiting Norway you should get a free European Health Insurance Card (EHIC) before leaving the UK. See: <http://www.nhs.uk/NHSEngland/Healthcareabroad/EHIC/Pages/about-the-ehic.aspx> The EHIC is not a substitute for medical and travel insurance, but it entitles you to state-provided medical treatment that may become necessary during your trip. Any treatment provided is on the same terms as for Norwegian nationals.

If you do not have your EHIC with you or you have lost it, you can call the Department of Health Overseas Healthcare Team (+44 191 218 1999) to get a Provisional Replacement Certificate. The EHIC will not cover medical repatriation, ongoing medical treatment or non-urgent treatment, so you should make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment and repatriation.

Seek local advice if you intend to eat mussels harvested off the coast and certain types of fish from lakes and fjords.

If you need emergency medical assistance during your trip, dial 112 and ask for an ambulance. If you are referred to a medical

facility for treatment you should contact your insurance/medical assistance company immediately.

Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation.

[Source – FCO Travel Advice/gov.uk]

FCO travel advice

If you are travelling to Norway for business, the Foreign & Commonwealth Office (FCO) website has up-to-date travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there.

For advice please visit the FCO Travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/norway>. Email: traveladvicepublicenquiries@fco.gov.uk; this email service only offers information and advice for British nationals planning to travel abroad.

If you need urgent help because something has happened to a friend or relative abroad, contact the Consular Assistance team on +44 (0)20 7008 1500 (24 hours). If you are abroad and need emergency help, contact the nearest British Embassy, Consulate or High Commission: <https://www.gov.uk/world/organisations>

[Source – FCO Travel Advice/gov.uk]

Travel insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.



NORWAY

Norwegian consumers are looking for quality, design and innovation. They are willing to pay a high price for quality products.



Sector-specific opportunities in Norway

You should carry out as much market research and planning as possible before exporting to Norway, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

UK DIT's trade specialists can help you identify local representatives for your products in Norway. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

UK DIT provides free international export sales leads from its worldwide network. You can search for export opportunities in Norway at: <https://opportunities.export.great.gov.uk/>.

Government tenders in Norway

You can find high-value public procurement notices from the EU and European Economic Area (EEA) on Tenders Electronic Daily (TED), the 'Supplement to the Official Journal of the European Union', at: <http://ted.europa.eu/TED/main/HomePage.do>.

There is a legal requirement to publish public sector tenders on Norway's online site (Doffin) at: <https://www.doffin.no/en/Notice>, and on TED, if they are above EU thresholds. See: <https://www.ojec.com/?asperrorpath=/thresholds.aspx>.

UK DIT has a document providing an overview of the business opportunities in the eight Nordic and Baltic countries, at: <https://www.gov.uk/government/publications/business-opportunities-nordic-and-baltic-countries>.

[Source – DIT/gov.uk]

Energy

New discoveries over recent years will see some of the highest levels of investment across the globe.

These discoveries include:

- the Johan Sverdrup field
- new acreage being opened up in the Barents Sea
- the Norwegian continental shelf

Opportunities for UK companies exist in:

- field life extension
- Enhanced/Improved Oil Recovery (EOR/IOR) technologies
- maintenance and modification work
- standardisation of solutions
- electrifications from shore

Contact: comsec@online.no for more information on energy opportunities in Norway.

[Source – DIT/gov.uk]



Financial services / banking

DNB ASA, Norway's largest financial services group with total combined assets of more than NOK 1.9 trillion, dominates the industry as the nation's largest financial services company. It is headquartered at Aker Brygge in the heart of Oslo's commercial financial district. Storebrand, the Nordic region's leading provider of life insurance and pensions, is located in Lysaker.

The other financial powerhouse is the Norwegian Government Pension Fund Global, the investment vehicle for the country's surplus oil revenue, placing its money in equities and bonds outside Norway. The fund is currently one of the world's largest sovereign wealth funds.

The fund is not just known for its size, but also for its ethical investment strategy and good corporate governance. The fund is managed by Norges Bank Investment Management (NBIM), which also manages the major share of Norges Bank's foreign exchange reserves and the Government Petroleum Insurance Fund.

According to World Economic Forum's Global Competitiveness Report 2016-2017, financial market development in Norway scored 5.2 out of a maximum 7.0 and ranked 9th out of 138 economies. Soundness of Banks in Norway scored 6.4 (7th place), and Trustworthiness and Confidence of the Financial Market scored 5.4 (17th place). See: <http://reports.weforum.org/global-competitiveness-index/country-profiles/#economy=NOR>

Renewables and the low-carbon economy

99% of power generation in Norway comes from clean hydro-driven installation. Government support is available for development of power generation from renewable energy sources.

Energy efficiency solutions are being used across the construction industry. The Norwegian Government runs the Enova initiative which encourages energy efficiency measures and new low-carbon energy.

Opportunities for UK companies exist in:

- renewable technologies
- energy efficiency
- smart meters

Contact: comsec@online.no for more information on renewables and low-carbon economy opportunities in Norway.

[Source – DIT/gov.uk]

Quality consumer goods

Norwegian consumers are looking for quality, design and innovation. They are willing to pay a high price for quality products.

Opportunities for UK companies exist in:

- clothing
- accessories
- footwear
- food and drink
- giftware
- interiors

Contact: comsec@online.no for more information on quality consumer goods opportunities in Norway.

[Source – DIT/gov.uk]

Shipping and logistics

The maritime industry in Norway is a global knowledge-based industry with a strong position in markets worldwide. With a total value creation close to US \$175 billion and more than 110,000 people employed it is among the largest and most important industries in Norway. The industry also accounts for a large share of Norwegian exports.

This position is created through continuous innovation – an ability that is crucial now that the industry faces a weaker offshore market due to low oil prices.

Oslo has successfully combined its position as the country's finance capital with its expertise within shipping and energy. There are close to 1,000 viable maritime companies and one of the most complete maritime clusters in the world.

Some of the financial service companies serving this market are DNB, one of the largest companies within ship finance, marine insurer Skuld, which provides protection and indemnity (P&I) and defence cover to shipowners and charters, and ship brokers RS Platou. Nordea is the world's leader in syndicated loans to the shipping and offshore industries, followed by DNB.

There is one freight service linking Norway with the United Kingdom. The DFDS TorLine service operates a twice weekly rotation between Brevik & Immingham. Norway is connected to her largest neighbour Sweden with a frequent service between Sandefjord and Strömstad. There are also several routes linking Norway with Denmark, such as those from both Larvik and Kristiansand to Hirtshals and from Oslo to Frederikshavn and Copenhagen. There is also a connection from Oslo to Kiel in Germany.

The services from Norway to Sweden, Denmark and Germany carry a combination of both tourist and freight traffic.

Shipping & offshore network

The Norway Shipping & Offshore Network (formally Bulkforum) is an independent networking club which was founded in 1981 by 28 Norwegian shipping companies. Its original purpose was to organise market research related to tanker and bulk shipping markets, based on theoretical as well as practical expertise and knowledge. Since its foundation, the forum has grown and expanded in terms of scope, membership and activities. See: <http://www.shippingoffshorenetwork.no/?page=1> for further information.

Security

Norway is a very safe country with a generally risk-free business environment. It invests heavily on defence resources. Opportunities for UK companies exist in:

- civil and defence technologies
- cyber security
- physical security

Contact: comsec@online.no for more information on security opportunities in Norway.

[Source – DIT/gov.uk]

Relocation

Norway offers a lot of activities for people who are fond of nature and prefer outdoor activities such as skiing. Relocation services in Norway provide foreign nationals moving to the country with more than just moving their valuables. Some companies also offer services such as information on currency exchange, residence and work permits, health insurance, public registrations, home and school finding among others.

Norway has ranked first on the annual United Nations Human Development Index (UNDP) for several consecutive years. See: <http://hdr.undp.org/en/countries/profiles/NOR> for the 2016 report, released March 2017.

Healthcare

Norway's healthcare sector is developing. There are plans to build three new hospitals which will generate major investment opportunities. The government is also looking at ways to deal with the challenges in dealing with an increasingly aging population. Opportunities for UK companies exist in:

- new hospital builds
- information and communications technology (ICT) infrastructure
- services
- medical and healthcare research

Contact: comsec@online.no for more information on healthcare opportunities in Norway.

[Source – DIT/gov.uk]

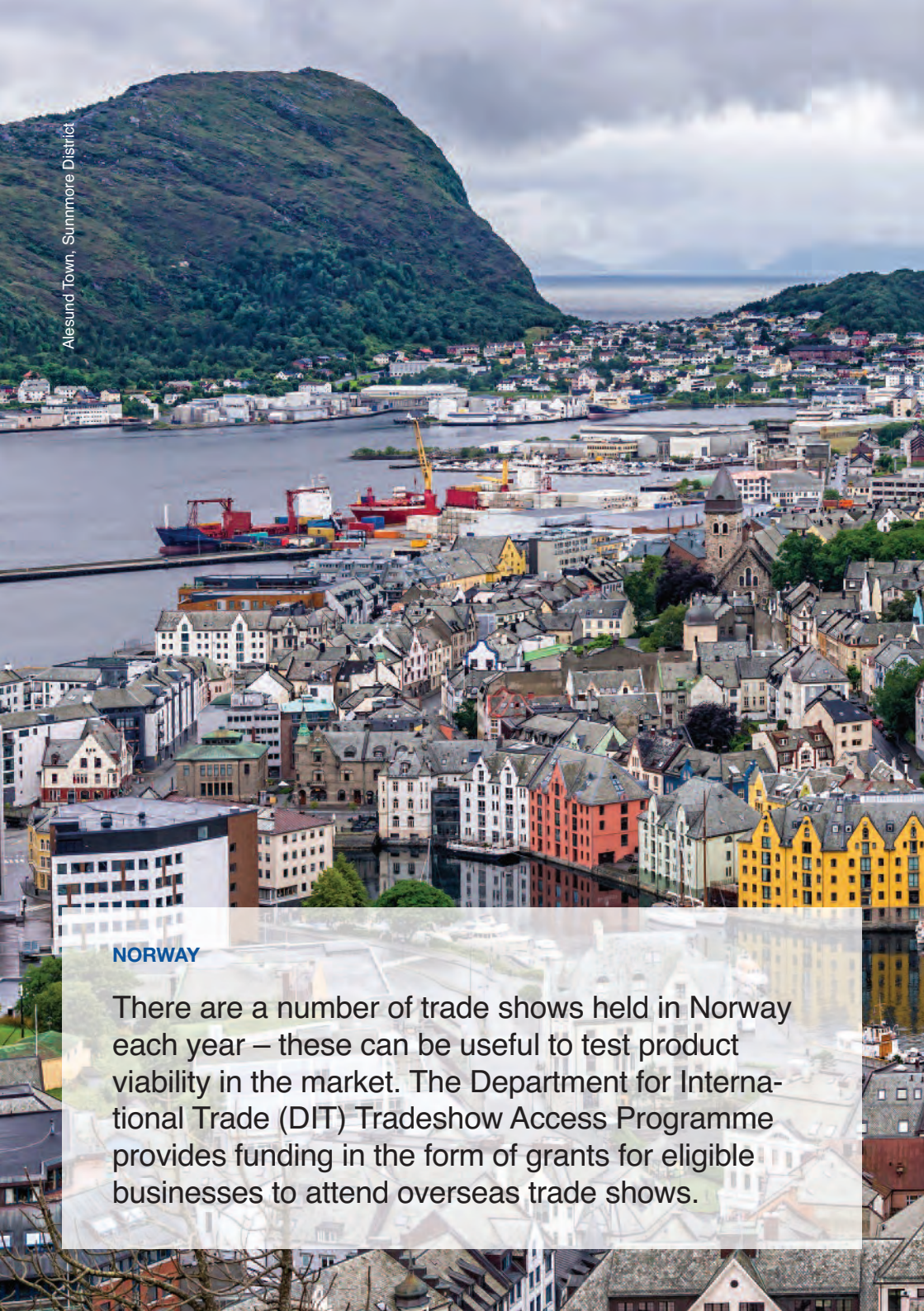
Infrastructure

The government has pledged to set up a £10 billion infrastructure fund to be built up over a maximum period of five years. Norway's Government wants to reform and re-organise the railway system and construction of roads. This will open up transportation and construction projects for competition with the use of Public Private Partnerships (PPP). Opportunities for UK companies exist in:

- project planning
- engineering services

Contact: comsec@online.no for more information on infrastructure opportunities in Norway.

[Source – DIT/gov.uk]



NORWAY

There are a number of trade shows held in Norway each year – these can be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshaw Access Programme provides funding in the form of grants for eligible businesses to attend overseas trade shows.



Preparing to export to Norway

Consultation and bespoke research

Visit: www.great.gov.uk/uk for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Regional plans and good local research are likely to be needed, using both desk research and market visits.

You should determine whether:

- there is a market for your product or service
- your pricing is competitive
- to localise your product
- to adapt your business model

The questions listed below should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Norway strategy, although this may not be necessary or appropriate for all companies:

Your aims

- Do you wish to buy from Norway, sell to Norway or both?
- Do you wish to establish your own company presence in Norway (for example through partnering with a local company, establishing a Norwegian subsidiary, registering as a foreign company, or licensing, franchising, direct or indirect exporting)?

- Do you need to be involved in Norway at all?
- Do you see Norway as part of a wider plan including e.g. other Nordic or Scandinavian markets?


Your company

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product in Norway?
- Do you know if you can be competitive in Norway?
- Are your competitors already in Norway? If so, what are they doing?
- Do you have the time and resources to handle the demands of communication, travel, product delivery and after-sales service?

Your knowledge

- Do you know how to secure payment for your products or service?
- Do you know where in Norway you should start?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Norway-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' should form the basis for further research and investigation.



Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations. Talking to other people in your industry and regularly visiting Norway will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.

There are a number of trade shows held in Norway each year – these can be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows. The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions in Norway.

Find out more about marketing your goods and services for Norway, at: <https://www.great.gov.uk/uk/>.

Contact the DIT team in Norway at: comsec@online.no for events and company launches at Embassy locations.

Start-up considerations

There are several ways you can do business in Norway:

- direct exports
- finding an agent or wholesaler/distributor
- register as a Norwegian business
- set up a subsidiary company

Direct exports and sales in Norway

With direct exports you handle all the logistics of marketing, selling, sending overseas and getting paid yourself. Direct sales are possible to retailers and through online sales.

If you do not have a high level of fluency in business Norwegian, you may wish to use local representation. Options include using an agent, distributor or wholesaler.

UK DIT's trade specialists can help you identify local representatives for your products in Norway. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

Setting up a business entity in Norway

Once you have a foothold in the market you should consider starting up a Norwegian subsidiary. This is a quick and relatively easy process in Norway.

It is recommended you verify company status with Norway's companies register (Brønnøysund Register) at: <https://www.brreg.no/home/>. This consists of several different national computerised registers.

Contact the DIT team in Oslo at: comsec@online.no for advice, as the tax and legal obligations of each business structure can differ.

You can find out more about starting a business entity in Norway at: <https://www.altinn.no/en/Start-and-Run-a-Business/?epslanguage=en>.

Consult legal professionals to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity. See: <https://www.gov.uk/government/publications/norway-list-of-lawyers>.

Online selling to Norway

If you are selling your goods over the internet to private consumers you must pay for value added tax (VAT) and to do this you must register with The Norwegian Tax Administration at: <http://www.skatteetaten.no/en/voesnorway> via VOES Norway. For more information on Norway's VAT threshold consult the Norwegian Tax Administration at: <http://www.skatteetaten.no/en/business-and-organisation/duties1/value-added-tax---vat/>.

Find out about UK DIT's e-exporting programme at: <https://www.gov.uk/guidance/e-exporting>, which can help you export products overseas.

Check out online marketplaces in Norway at: <https://selling-online-overseas.export.great.gov.uk/markets/>, where DIT has negotiated listings at better-than-commercial rates.

Licensing or franchising in Norway

Licensing and franchising are increasingly popular. You can license your goods or services to be sold in Norway.

Visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

Visit: <https://www.great.gov.uk/uk/> for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Consult local English-speaking lawyers at: <https://www.gov.uk/government/publications/norway-list-of-lawyers> to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity.

Getting finance to fulfil an export contract in Norway

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to Norway. Contact your bank or specialist financial organisations for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports to Norway. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#norway>.

Contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial guidance on your finance options.

Within the EEA, many businesses use payment on account in much the same way as within the UK.

Payment conditions must be factored into prices. For business-to-business transactions these can range from immediate payments on receipt of goods (often with a negotiated small discount) to a negotiated 60-day payment.

Getting paid in Norway

Norway is a wealthy and interconnected economy. Norwegians are well educated and sophisticated buyers with a good reputation for paying suppliers on time. However, you may wish to talk to a specialist about finance, including how to get paid in Norway.

This could be a bank, an accountant or you can contact the DIT team in Oslo to help you find a financial adviser in Norway. See: <http://www.export.great.gov.uk/>

Your contract will specify the terms for payment. If there is any dispute you will need to go through the Norwegian legal system for resolution.





NORWAY

Labelling should be translated into Norwegian. It is considered common practice to also label products in a similar language to Norwegian – normally Swedish and Danish – with guidance from a Norwegian importer.



How to do business in Norway

Legal considerations

A combination of EEA legislation and Norwegian Government legislation forms the basis of Norwegian law for trade and commerce. It is therefore worth seeking professional legal advice to determine the correct legal framework.

Contact the DIT team in Oslo at: comsec@online.no to help find tax and legal advisers before entering into agreements.

The Oslo Business Region gives free advice to anyone looking to do business in the region. See: <http://www.oslobusinessregion.no/>.

Export licences for Norway

You will need a licence to supply any goods to Norway that are on the UK strategic export control lists. You can find out more at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>.

Some other products may need certification and licensing.

To find out which other products may need certification or licensing before they can be exported, contact Standards Norway at: <http://www.standard.no/en/toppvalg/about-us/contact-us/#.WmwVEvnyjIU>.

Law on marketing and selling in Norway

Through the EEA Agreement, Norway applies the same legal framework as other EU countries. If you are selling to consumers (rather than businesses) you must therefore comply with EU consumer protection law.

You can find out about consumer rights in the EU at: http://europa.eu/european-union/life/consumer-rights_en.

The Norwegian Consumer Council at: <https://forbrukerombudet.no/english> is the main authority for supervising the implementation of consumer protection law in Norway.


Customers in Norway have various consumer rights when you sell at a distance (without meeting the customer face-to-face).

The Norwegian Ministry of Foreign Affairs provides further information on the incorporation of EU consumer protection law into Norway's consumer legislation. See: <https://www.regjeringen.no/en/topics/european-policy/areas-cooperation/consumer-issues/id685826/>.

Business and human rights

In Norway, human rights are protected under the Constitution, the Human Rights Act and specific legislation in certain areas. In the event of conflict with domestic law, the provisions of the UN conventions incorporated through the Human Rights Act prevail over other Norwegian legislation.

The Norwegian Anti-Discrimination Act prohibits direct and indirect discrimination based on ethnicity, national origin, family background, skin colour, language, religion and belief. Norwegian society is characterised by a high level of gender equality, coming 3rd in the World Economic Forum's Global Gender Gap Report 2016: <http://reports.weforum.org/global-gender-gap-report-2016/economies/#economy=NOR>.



Trade union membership is common in Norway (52%), and two thirds of employees are covered by a collective agreement. Norway has been the destination for large-scale labour migration from EU countries in Eastern and Central Europe, presenting some challenges for authorities to ensure foreign workers enjoy wages and labour conditions that are in accordance with Norwegian legislation and collective agreements. There is no statutory minimum wage in Norway.

Norway is a member of the Voluntary Principles on Security and Human Rights (VPs): <http://www.voluntaryprinciples.org/>, an initiative involving governments, companies, and non-governmental organisations that promotes implementation of a set of principles that guide oil, gas and mining companies on providing security for their operations in a manner that respects human rights. Norway is also a Member State of the International Code of Conduct for Private Security Service Providers Association (ICoCA): http://www.icoca.ch/en/the_icoc, an initiative working with private security companies to set out international principles and standards for the responsible provision of private security services.

Norway hosts the secretariat of the Extractive Industries Transparency Initiative (EITI): <https://eiti.org/>. This organisation works for good governance and transparency in the oil, gas and mining industries, and the countries benefiting from them. The focus of Corporate Social Responsibility (CSR) is as prominent in Norway as in the UK.

[Source – FCO Overseas Business Risk/DIT/gov.uk (May 2017)]

Standards and technical regulations in Norway

Suppliers and manufacturers have an obligation to make sure products are safe. Products must meet relevant safety standards, have clear instructions for proper use and include warnings against possible misuse.

Local product laws vary. The Norwegian Standards Authority has responsibility for standardisation, certification and assessment. See: <http://www.standard.no/en/>.

For details on regulations concerning food products and food packaging regulations contact the Norwegian Food Control Authority (Mattilsynet), at: <http://www.mattilsynet.no/language/english/>.

Norway has requirements for country of origin marking. Norway has adopted the EU's CE mark on some products sold in the EU market, which indicates that they meet EU legislation.

Packaging for export to Norway

Packaging must conform to EU/EEA legislation on the prevention of health risks to consumers and the protection of the environment, especially with regards to waste treatment. However, depending on the business sector, there may be local considerations. You should check by:

- seeking appropriate legal advice
- consulting relevant national agencies
- consulting the DIT team in Oslo at: comsec@online.no

Read also, the guidance on packaging regulations which implement EU legislation, at: http://exporthelp.europa.eu/thdapp/display.htm?page=rt%2Frt_TechnicalRequirements.html&docType=main&languageId=en#Packaging.

You also need to be aware of requirements for using wood packaging in the EU. See: <https://www.gov.uk/wood-packaging-import-export>.

The Norwegian Food Safety Authority provides up-to-date advice on procedures and regulations on food packaging, at: <https://www.mattilsynet.no/language/english/>.

Product requirements in Norway

Product standards are the same in most EU and EEA states. If you sell products in the UK it is likely that you already comply with standards in other EU countries. Many products require a CE marking (<https://www.gov.uk/guidance/ce-marking>) before they can be sold in the European Economic Area (EEA). This marking proves your product has been assessed and meets EU safety, health and environmental protection requirements.

If your product requires testing before obtaining certification, consult the EU's designated authority list at: <http://ec.europa.eu/growth/toolsdatabases/nando/index.cfm?fuseaction=na.main> for the relevant bodies on specific product procedures, and you can find out more about CE markings at: http://europa.eu/youreurope/business/product/ce-mark/index_en.htm.

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/Insurance-and-savings/Products/Business-insurance/Liability-insurance/Product-liability-insurance>.

Labelling your products for Norway

Labelling should be translated into Norwegian. It is considered common practice to also label products in a similar language to Norwegian – normally Swedish and Danish – with guidance from a Norwegian importer.

Certain products, such as foodstuffs and textiles, have specific labelling requirements.

You can choose to use the e-mark (<https://www.gov.uk/weights-measures-and-packaging-the-law/labelling-packaged-goods>) on packaging when exporting food products to Norway, or use Norway's rules on weights and measures.

Tax and customs considerations in Norway

The UK and Norway have signed a double taxation agreement ensuring the same income is not taxed in more than one country. See: <https://www.gov.uk/government/publications/norway-tax-treaties>.

Value Added Tax (VAT)

The general VAT rate in Norway is currently at 25%. Only services explicitly mentioned in the VAT legislation are exempt from VAT. There has been a reduced VAT rate on sales of food.

VAT is zero rated if your Norwegian customer provides their VAT registration number and you have proof of export.

You will need your Norwegian customer's VAT registration number (from the invoice) for your VAT return and paperwork proving that the goods have been sent within certain time limits (usually three months).

You can check to see if a Norwegian VAT number is valid, at: <https://www.brreg.no/home/>, and check with HM Revenue and Customs (HMRC) regarding VAT refund of business expenses incurred in Norway, at: www.gov.uk/government/publications/vat-notice.

Excise duty in Norway

You should check you have paid excise duty on any alcohol, alcoholic drinks, energy products, electricity or tobacco products you send to Norway.

For more about Norway's excise duty charges, see the Norwegian Tax Administration site at: <http://www.skatteetaten.no/en/business-and-organisation/duties1/excise-duty/>.

Company and corporate tax in Norway

The basic corporate tax rate starts at 27%. The Norwegian tax administration at: <http://www.skatteetaten.no/en/International-pages/Tell-me-about/Forms-Tax-topics-and-brochures-1/Forms-Tax-topics-and-brochures-1/> can provide further information and advice about corporate tax.

Contact the DIT team in Oslo at: comsec@online.no, to help find local tax advisers before entering into agreements in Norway.

Customs and documentation in Norway

Free movement of goods is the general rule within the EEA, but the agreement applies primarily to industrial goods. Only certain farm products and specific species of fish are included.

On goods not covered by the agreement, duties are levied in the same way as on goods from countries outside the EEA. For details contact the Norwegian Customs Authority at: <http://www.toll.no/en/>.

Under the EEA Agreement goods that satisfy the origin rules can enter Norway at a reduced or zero rate of duty. To claim this, goods manufactured in the UK and exported to Norway should be accompanied by a movement certificate EUR1: http://www.londonchamber.co.uk/lcc_public/article.asp?aid=105, which must be endorsed by the issuing customs office.

You can find out more about import tariffs in the Market Access Database at: <http://madb.europa.eu/madb/indexPubli.htm>.

Information on reporting VAT on goods is available via Norwegian customs. See: <http://www.toll.no/en/corporate/import/reporting-vat-on-import-to-the-norwegian-tax-administration-in-2017/>.

Norway, as a member of the EFTA, has virtually the same documentary requirements as the EU. Customs declarations are not generally required, and traders must raise VAT invoices showing the VAT registration number of their customers and obtain evidence of shipment.

You have to:

- record all the goods sold to Norway on your VAT return (<https://www.gov.uk/vat-returns>)
- fill in an EC Sales List: <https://www.gov.uk/guidance/vat-how-to-report-your-eu-sales>
- fill in an Intrastat declaration if your total dispatches are worth more than £250,000. See: <https://www.gov.uk/intrastat>

Read HMRC's guidance on dispatching your goods within the EU, at: <https://www.gov.uk/guidance/dispatching-your-goods-within-the-eu>.

Documentation in Norway

Import licences are not generally required for British industrial products, but licences are required for some other goods, mainly:

- agricultural products
- textile items
- alcoholic beverages
- pharmaceuticals
- fish nets
- raw materials

Special certificates are required for the following products:

- plants and plant parts (including fresh vegetable and fruit)
- live animals

- animal products (including pickled meat and milk products)
- seeds

Sample goods with a value will need to be imported under an ATA Carnet, see: http://www.londonchamber.co.uk/lcc_public/article.asp?aid=100. This is an international customs document that permits duty-free and tax-free temporary import of goods for up to one year.

The Norwegian Customs Authority can provide further details about Norway's import regulations. See: <http://www.toll.no/en/>.

Further information on certificates can be obtained from the UK Department for Environment, Food and Rural Affairs (DEFRA) at: <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>.

Norway trade agreements

Norway is a member of the European Economic Area (EEA): <https://www.norway.no/en/eu> (full access to the European Single Market) and the World Trade Organization (WTO). Goods manufactured in the UK are exempt from import duties. Although Norway is not a member of the EU, it has signed up to the Schengen Agreement: http://ec.europa.eu/dgs/home-affairs/what-we-do/policies/borders-and-visas/schengen/index_en.htm.

Norway's free trade agreements are explained by Norway's Ministry of Trade, Industry and Fisheries at: <http://www.regjeringen.no/en/dep/nfd/selected-topics/free-trade/Norways-free-trade-agreements.html?id=457017>.

Contact the SOLVIT team at:
<https://www.gov.uk/government/groups/uk-single-market-centre> if you have market access issues relating to the operation of the single market.

Shipping your goods to Norway

You can usually send samples of your goods through the postal system. Your local post office can also be used to export small orders to Norway which can be easily packaged and are within the current weight restrictions.

If you are sending goods by post you must check that the items are not prohibited or restricted by mail services in the UK and in Norway. You can find out more about prohibited or restricted items in Norway on Royal Mail's website: <http://www.royalmail.com/norway>.

When using postal services on a more commercial basis you must complete the required customs form with the commodity code that relates to your goods. You can find your commodity code in the UK Trade Tariff: <https://www.gov.uk/trade-tariff>.

You can contact the HMRC Tariff Classification Service for more help, at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts>.

You must get a Certificate of Posting (form C&E 132) from the post office branch and you should ensure it is date-stamped. This supports the VAT zero-rating of your goods. If you are exporting UK duty-paid excise goods, you will need the certificate of posting form to support a claim for reimbursement of the UK excise duty. See: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/374167/ce132.pdf.

A pro-forma invoice (and licence, if you need one) must be attached to your consignment. Records of pro-forma invoices must be kept for four years. For bigger orders, most businesses use a courier or freight forwarder. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in Norway.

You can find freight forwarding companies to help you transport your goods to Norway via the British International Freight Association (BIFA) at: <http://www.bifa.org/home>, or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Find out more about shipping your goods to international markets, at: <https://www.exportinggreat.gov.uk/shipping-and-logistics/>.

Terms of delivery to Norway

Your contract should include agreement on terms of delivery using Incoterms. See: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Norway at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#norway>.

[Source – DIT/UKEF/gov.uk]

The logo for SR GROUP is displayed in a large, bold, blue font. The letters 'S' and 'R' are significantly larger than 'GROUP'. The logo is contained within a rounded rectangular frame with a purple border and a light blue background.

SR GROUP

Your partner in logistics



HELPFUL, HONEST, PROUD

Your partner in logistics

SR GROUP

SR Group is founded in the philosophy of being flexible, fast and knowledgeable. One of the core strengths is the imminent response time, availability of dedicated resources for sporadic customer needs and the 24/7 duty service, available 365 days a year. More, the values of being helpful, honest and proud are embedded in all the employees and in every activity. This has great impact of the perfection in operations with delivery on time and a minimum level of damages or accidents. This is also related to the strong and continuous focus on HSE-Q, in which SR operates with a zero-target vision of deviations.

The operations of SR is divided in 3 categories; Supply Chain Management, Domestic logistics and International logistics.

With Supply Chain Management, SR rent key personnel to control the customer logistics on-site, and conduct control of all related activities, storage and distribution.

In the category of Domestic logistics, SR handles transportation with wholly owned material by road and independent divisions of Sea cargo. A great network of sub-suppliers is used to facilitate transportation by air and railroad. SR personnel, regardless of the transportation mode chosen, control all operations.

In International logistics, SR has several larger divisions with key personnel to receive, plan, execute and control all the activities of international freight by sea, air and road. Additional expert personnel handle all the related activities to customs service. With IATA certificate, SR may execute transportation directly with most major airline operators. At the same time, SR has access to an extensive network of partnerships with companies of great international reach, which enables SR to provide door-to-door shipments to most global destinations.

- Our vision is to be best on quality and service
- We shall always follow our values and be honest, helpful and proud
- As your partner in logistics
SR Group shall enable our customers to focus on their core business and rely on us to handle all logistics needs



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NORWAY

Although English is widely understood, if you are selling into Norway it is important to use Norwegian for all your communication materials, which will need to be of a very high quality.



Business etiquette, language & culture

Overview

Norway has two official languages. The majority of the population speak Norwegian. However, many people speak Sami in the municipalities of Kautokeino, Karasjok, Gáivuotna (Kåfjord), Nesseby, Porsanger, Tana, Tysfjord, Lavangen and Snåsa.

Although English is widely understood, if you are selling into Norway it is important to use Norwegian for all your communication materials, which will need to be of a very high quality.

Norway is especially committed to promoting anti-discrimination, LGBT and human rights and annually holds the internationally renowned and highly-regarded Oslo Freedom Forum Conference.

Like fellow Nordic states, Norway is an egalitarian society which prides itself upon the high quality provision of public services, low CEO-to-worker pay differentials and high wages.

In business, Norwegians are fairly informal and are keen to promote equal opportunities in the workplace – women occupy many of the senior business positions.

It is important to remember that the Norwegian business model is also predominantly non-hierarchical – communication is very open and directness is encouraged.

Business culture is largely based upon trust, co-operation and employee empowerment. Managers are expected not to give orders, but rather to facilitate for the wider needs of the workforce.





Norwegian public holidays

2017

Date:	Weekday:	Holiday:
25 th December	Monday	Christmas Day
26 th December	Tuesday	Boxing Day

2018

Date:	Weekday:	Holiday:
1 st January	Monday	New Year's Day
29 th March	Thursday	Maundy Thursday
30 th March	Friday	Good Friday
1 st April	Sunday	Easter Day
2 nd April	Monday	Easter Monday
1 st May	Tuesday	International Worker's Day
10 th May	Thursday	Ascension Day
17 th May	Thursday	Constitution Day
20 th May	Sunday	Whit Sunday
21 st May	Monday	Whit Monday
25 th December	Tuesday	Christmas Day
26 th December	Wednesday	Boxing Day

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

> YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
- > We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.



NORWAY

Norway is not a member of the European Union (EU), but is a member of the European Economic Area (EEA). Norway acknowledges the same trading code practice as the EU. However, there are certain challenges regarding import and customs restrictions.





WHAT ARE THE CHALLENGES?

What are the challenges?

Business risk

Challenges to doing business in Norway

Doing business in Norway is similar to doing business in the UK, and if your product or service is successful in the UK, it is likely you will be successful in Norway.

Norway is not a member of the European Union (EU), but is a member of the European Economic Area (EEA). Norway acknowledges the same trading code practice as the EU. However, there are certain challenges regarding import and customs restrictions.

Read the Foreign and Commonwealth Office (FCO) Overseas Business Risk report for Norway, at: <https://www.gov.uk/government/publications/overseas-business-risk-norway/overseas-business-risk-norway>.

Contact the DIT team in Oslo at: comsec@online.no for more help and advice on doing business in Norway.

[Source – DIT/FCO/gov.uk]

Payment risks in Norway

UKEF helps UK companies get paid by insuring against buyer default. Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options or contact one of UKEF's approved export insurance brokers. See: <https://www.gov.uk/government/publications/uk-export->

[finance-insurance-list-of-approved-brokers](#)
[/export-insurance-approved-brokers](#).

Currency risks when exporting to Norway

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling or Norwegian Kroner in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

Transferring money from Norway

There are limits to the amount of currency you can carry into or out of Norway. This is currently set at 25,000 Norwegian Kroner (about £2,500). If you bring any more than this into the country, you must declare it to Customs on arrival. Exporting currency from Norway in excess of the set limit has to be approved in advance by Norwegian Customs and transferred through a bank. Forms for this and further information can be found at the Norwegian Customs Authority (Tollvesenettet), see: <http://www.toll.no/en/>. Failure to comply with these rules can lead to arrest, a substantial fine and temporary confiscation of the excess currency which may then be released only through a bank.

Bribery and corruption

In 2016 Norway was ranked 6th out of 176 countries in Transparency International's latest Corruption Perceptions Index (CPI). See: http://www.transparency.org/news/feature/corruption_perceptions_index_2016.

You should read the information provided on the UK Government's bribery and corruption page at: <https://www.gov.uk/anti-bribery-policy>.



Protecting your Intellectual Property (IP) in Norway

Intellectual Property Rights (IPR), as intangible assets, are a key factor in the competitiveness of your business in the global economy. IPR can protect your innovation from competitors and can also be an important source of cash flow through licensing deals or selling IP. IPR infringement can lead to loss of business, revenue, reputation and competitive advantage unless you take steps to protect your IP both in the UK and abroad.

Norwegian IP legislation mirrors that of the EU and Norway is also party to most important international conventions in the area of intellectual property rights, including the TRIPS Agreement, the Paris Convention, the Berne Convention, the Patent Co-operation Treaty and the European Patent Convention (EPC).

However, IP law – especially for patent protection – is not yet totally harmonised within the EU/EEA. Therefore, a Norwegian patent or trademark does not apply across the 28 EU member states (an EU trademark must be applied for separately if selling outside of Norway). You can apply for a Norwegian patent and trademark through the Norwegian Industrial Property Office at:

PO Box 8160 Dep. N-0033 Oslo
Sandakerveien 64, 0484 Oslo

Phone: + 47 22 38 73 00 (switchboard)
Fax: + 47 22 38 73 01
Website: <https://www.patentstyret.no/en/>
E-mail: post@patentstyret.no (all enquiries)

You can check out the European Commission site for more information on making a European patent valid in Norway,

at: http://europa.eu/youreurope/business/start-grow/intellectual-property-rights/norway/index_en.htm, and information on obtaining a European-wide patent from the European Patent Office at: <http://www.epo.org/service-support/contact-us.html>.

The UK Intellectual Property Office (IPO) has more detailed guidance on IP protection abroad. See: <https://www.gov.uk/government/publications/protecting-your-uk-intellectual-property-abroad>.

Protective security advice

Business disputes

The UK Centre for the Protection of National Infrastructure (CPNI) provides protective security advice to businesses. See: <http://www.cpni.gov.uk/>.

[Source – FCO Overseas Business Risk/gov.uk]

Terrorism

Terrorist attacks in Norway cannot be ruled out. Attacks could be indiscriminate, including in places frequented by expatriates and foreign travellers. There is a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time

Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack, at: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

[Source – FCO Travel Advice/gov.uk]



NORWAY

Doing business in Norway is similar to doing business in the UK, and if your product or service is successful in the UK, it is likely you will be successful in Norway.

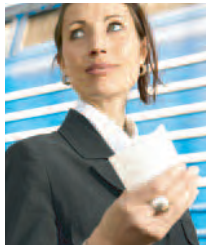


INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade Adviser
- Level 4 Advanced Certificate in International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs Compliance and Regulations
- Level 6 Foundation Degree jointly delivered with *** Anglia Ruskin University
Higher Apprenticeship in International Trade - the first so far.

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



British Embassy Oslo

The British Embassy in Oslo develop and maintain relations between the UK and Norway.

Their work covers a range of issues including political, business, economic and security issues that are important to the UK and Norway.

Urgent assistance

If you are in Norway and you urgently need help (e.g. if you have been attacked, arrested or there has been a death), call +47 2313 2700. If you are in the UK and concerned about a British national in Norway, call 020 7008 1500.

Get or renew a passport

The British Embassy cannot help with passport enquiries. Contact Her Majesty's Passport Office, if you need help, here: www.gov.uk/government/organisations/hm-passport-office

If you cannot get a new or replacement passport in time to travel, you may be able to get an emergency travel document, see: www.gov.uk/emergency-travel-document

Get an emergency travel document

You can apply for an emergency travel document, if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: www.gov.uk/renew-adult-passport

If you are due to travel in the next 24 hours, contact the British Embassy in Oslo as soon as possible.

Apply online for an emergency travel document if you:

- are over 16 years old and
- are a British citizen and
- have previously owned a British passport

Contact the Embassy to apply for an emergency travel document if you are:

- over 16 years old but have not owned a British passport before or
- not a British citizen or
- applying for a child under 16 years old

Once you have contacted them, you will be advised to make an appointment to apply for an emergency travel document at the British Embassy Oslo, here: www.consular-appointments.service.gov.uk/fco/#!/british-embassy-oslo/issuing-an-emergency-travel-document/company_list

Get a visa

The British Embassy cannot help with visa enquiries. If you are not a British national, you may need a visa to travel to the UK. Check if you need a UK visa, here: www.gov.uk/check-uk-visa

If you are a British national travelling abroad and need to apply for a visa to visit a particular country or check if you need a visa, see the entry requirements on their foreign travel advice for the country you want to visit, see: www.gov.uk/foreign-travel-advice

For more information on visas, see UK visas and immigration: www.gov.uk/government/organisations/uk-visas-and-immigration

Notarial and documentary services

The Embassy may be able to offer notarial services, including administer an oath, affirmation or affidavit; make a certified copy of a document, etc. See the full list of notarial and documentary services they provide here: www.gov.uk/guidance/notarial-and-documentary-services-guide-for-norway

Legalisation services

The British Embassy in Oslo does not provide legalisation services. Read their notarial and documentary services page for more information on legalisation here: www.gov.uk/guidance/notarial-and-documentary-services-guide-for-norway

Ask the UK Government to get a UK document legalised (certified as genuine), here: www.gov.uk/get-document-legalised

Local service providers

Use the Embassy's list of local suppliers and services if you need help in Norway. Please note that inclusion in this list does not constitute official endorsement by the British Embassy or the UK Government.

- Medical facilities and practitioners:
www.gov.uk/government/publications/norway-list-of-medical-facilitiespractitioners

How else the British Embassy in Oslo can help

In addition to the services listed above they can also:

- provide information about transferring funds
- provide appropriate help if you have suffered rape or serious assault, are a victim of other crime, or are in hospital
- help people with mental illness

- offer support and help in a range of other cases, such as child abductions, missing people and kidnapping
- contact family or friends for you if you want
- make special arrangements in cases of terrorism, civil disturbances or natural disasters or other crises abroad

For more information on the services we can provide, see Support for British nationals abroad: A guide, here: www.gov.uk/government/publications/support-for-british-nationals-abroad-a-guide

Consular fees

The British Embassy in Oslo charge fees for some of their services. See the full list of consular fees in Norway here: www.gov.uk/government/publications/norway-consular-fees

British Embassy Oslo

Visiting address:

Thomas Heftyes Gate 8

Postal address:

Oslo, 0244 Norway

Telephone: 0207 215 5000

(for general enquiries)

Visit our digital platform:

<http://www.export.great.gov.uk/>

Or contact the DIT Norway team directly on:

comsec@online.no



The Institute of Export & International Trade

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: www.export.org.uk



UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit: <https://www.gov.uk/government/organisations/uk-export-finance>

New business enquiries:

Telephone: +44 (0)20 7271 8010

Email: customer.service@ukef.gsi.gov.uk



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<http://www.britishexpertise.org/bx/pages/bx.php>



Department for International Trade (DIT):

If you have a specific enquiry about the Norwegian market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk

Tel: +44 (0)20 7215 5000

Otherwise contact the DIT team in Oslo directly, for more information and advice on opportunities for doing business in Norway:

UK DIT Norway

British Embassy Oslo

Visit our digital platform:

<http://www.export.great.gov.uk/>

Or contact the DIT Norway team directly on: comsec@online.no

Visting address:

Thomas Heftyes gate 8

Postal address:

0244 Oslo Norway



Norwegian-British Chamber of Commerce

1 Burwood Place

London

2W 2UT

Telephone: +44 (0)20 3051 8077

Email: info@nbccuk.com

Contact form: nbccuk.com/contact

Language Services



AST Language Services Ltd

Unit 8, Ayr Street, Nottingham NG7 4FX
United Kingdom

Tel: +44 (0)115 970 5633
Fax: +44 (0)845 051 8780
Email: office@astls.co.uk

www.astlanguage.com

Banking / Financial Sector



DNB

Email: oppstartslos@dnb.no

Website: www.dnb.no/en/business?la=EN&site=DNB_NO

Office Space Solutions



Regus

Regus Business Centre Norge AS
C.J. Hambros plass 2c
0164
Oslo

Tel: +47 23965534
Website: regus.no/businessnorway

Country manager: Thomas Weeden

**Relocation AS**

Visiting address:
Kvitsøygate 15
3rd floor
4014 Stavanger
Norway

Mailing address:
P.O.Box 1547
4093 Stavanger
Norway

Tel: +47 51 51 00 30
Fax: +47 51 51 00 31
Email address: post@relocation.no

Website address: relocation.no

Contact Person: Gaute Sømme

Shipping & Logistics

**SR Group AS**

Energiven 9
4056 Tananger
Norway
Telephone: +47 51 71 53 50
Email Inquiries: toll@sr-group.no
Website: www.sr-group.no

Contacts:
Sales & Marketing:
Stian Waage

Tel: +47 99 20 99 34
Email: stian.waage@sr-group.no

COO International:
Sissel Aa Hald

Tel: +47 91 66 55 46
Email: sissel.hald@sr-group.no

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Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice>

Culture and communications:

ICC – The international language association:

www.icc-languages.eu/links/156-the-national-centre-for-languages-cilt

Customs and regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

Economic information:

The Economist:

<http://www.economist.com/topics/>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Organisation:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/>

Export Control Organisation (ECO):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

Trade shows:

British Expertise Events:

<http://www.britishexpertise.org/bx/pages/bx.php>

EventsEye.com online database:
www.eventseye.com

DIT Events Portal:
<https://www.events.trade.gov.uk/>

Travel advice:

FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:

Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Health-careabroad.aspx>

International trade:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
<http://www.britishexpertise.org/bx/pages/bx.php>

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
<https://www.gov.uk/guidance/e-exporting>

Export Britain:
<http://exportbritain.org.uk/>

Exporting is GREAT:
<https://www.export.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/rankings>

World Economic Forum Global Competitiveness Report:
<https://www.weforum.org/reports/the-global-competitiveness-report-2016-2017-1>

Norwegian websites:
British-Norwegian Chamber of Commerce:
<http://bncc.no/>

Brønnøysund Register:
<https://www.brreg.no/home/>

Donna Diesel:
<https://www.vegvesen.no/en/Traffic/Planning+your+trip/Truckers+guide/truckers-guide-presented-by-donna-diesel>

Governor of Svalbard:
<http://www.syssemmannen.no/en/>

Norway Shipping and Offshore Network:
<http://www.shippingoffshorenetwork.no/?page=1>

Norwegian Consumer Council:
<https://forbrukerombudet.no/english>

Norwegian Customs Authority (Tollvesenett):
<http://www.toll.no/en/>

Norwegian Directorate of Immigration (UDI):
<https://www.udi.no/en/contact-us/>

Norwegian Embassy in the UK:
<https://www.norway.no/en/uk>

Norwegian Food Control Authority (Mattilsynet):
<http://www.mattilsynet.no/language/english/>

Norwegian Government Crisis Information (Kriseinfo):
<http://www.kriseinfo.no/en/>

Norwegian Industrial Property Office:
<https://www.patentstyret.no/en/>

Norwegian Public Roads Administration:
<https://www.vegvesen.no/en/Home>

Norwegian Standards Authority:
<http://www.standard.no/en/>

Norwegian Tax Administration (VOES Norway):
<http://www.skatteetaten.no/en/voesnorway>

Oslo Business Region:
<http://www.oslobusinessregion.no/>

Standards Norway:
<http://www.standard.no/en/toppvalg/about-us/contact-us/#.WmwVEvnyjIU>

ABOUT US

Launched in 2007, Start Up Overseas has become the definitive online resource for companies who are looking to expand internationally, export products or set up overseas operations.

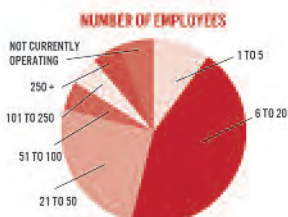
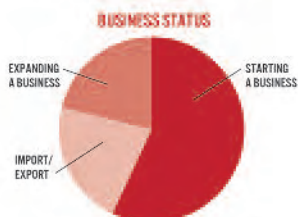
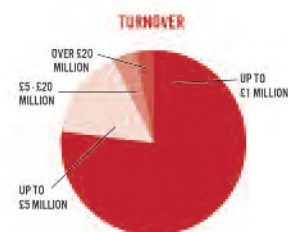
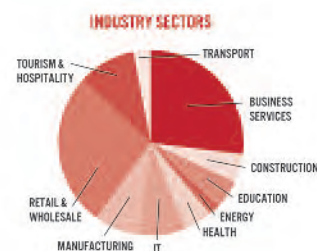
We have all the information you will need to trade in 60 countries.

LOOKING FOR HELP DOING BUSINESS IN NORWAY?

You are not alone. In January 2017, 29,064 companies used Start Up Overseas to find up to date information – and to find service providers who could help.

WHY DO COMPANIES USE START UP OVERSEAS?

- **Country Guides** – the essential information you will need to trade on foreign soil.
- **Business Directory** – A helpful directory giving you the tools and contacts to run your business overseas.
- **Ask the Expert** – Experts are waiting to answer your questions
- **Start Up Overseas Forum** – Join our virtual community. Share knowledge & advice with people facing similar issues to you.
- **Editors News** – Subscribe to our free newsletter, and keep completely up to date with all the developments in international trade.



WHAT OUR ADVERTISERS SAY:

Accounting Advantage experience with Startupoverseas has been positive, since we have been able to help people to see Portugal as a potential market, and develop their business.

Startupoverseas provides us with the opportunity we need to reach other markets. Thank you for that.

Claudia de Oliveira
Azevedo Accounting Advantage

The startupoverseas website is a great platform to interact directly with entrepreneurs and SME's and has generated a number of good leads from the UK and Asia for us.

Nadia Rinawi RAK Free Trade Zone

ADVERTISE WITH US

Launched in 2007, StartupOverseas is the first port of call for companies looking to trade internationally for the first time.

Over 25,000 unique visitors a month use our website to source information, and to find suppliers who can help them achieve their aims.

If your company provides a service to organisations entering new markets, then advertising on www.startupoverseas.co.uk can introduce you to new customers.

We offer a range of packages to suit all ambitions and budgets, so to find out more, email admin@startupoverseas.co.uk or give us a call on +44 (0)117 907 3520



CONTACTUS

To contact the sales team: simon@startupoverseas.co.uk

To contact the editorial team: caroline@startupoverseas.co.uk

If you have any general questions email using the above details or call us on: +44 (0)117 907 3520. See more at: www.startupoverseas.co.uk/aboutus

www.startupoverseas.co.uk

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www.goinggloballive.co.uk

Going Global runs every May at the ExCeL in London and every November at the Olympia in London. For the dates of the next event, please visit www.goinggloballive.co.uk

Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

IOE&IT's events:

http://www.export.org.uk/events/event_list.asp

10 Times (formerly
BizTradeShows.com):

www.10times.com/norway

British Expertise Events:

<http://www.britishexpertise.org/bx/pages/bx.php>

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

www.events.trade.gov.uk





Simon Chicken – Event Director of Going Global Live: Europe's leading event for expanding your business overseas

Hi Simon, can you tell us about how Going Global Live started?

The Prysm Group had been running The Business Show for 10 years. The Business Show is Europe's largest event helping UK based companies grow domestically. It became apparent that many of our 20,000+ visitors were looking to expand internationally. There was a need, and there was a gap in the market, so we launched Going Global Live at ExCeL in November 2014, and we've done 2 events each year ever since. Going Global Live takes place twice a year, in May and November. For more information including event dates, visit the website at: www.goinggloballive.co.uk

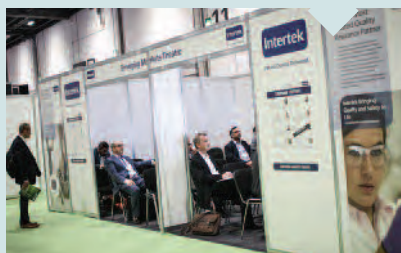
What can people expect to find at Going Global Live?

Think of it as a trade show and conference. Visitors who come to the event will get up to date advice from world leading experts on the most attractive markets and overseas opportunities, and be able to speak to suppliers & service providers who can help with the challenging project of international expansion.



Why is it important for SMEs to attend the event?

Research has shown businesses are 11% more likely to survive if they export their products, Great Britain is currently in a fantastic position where we have good trade deals in place and British products are in high demand. At Going Global Live we put all the suppliers and services companies will need to meet in order for them to achieve international expansion, all under one roof. Trying to meet with all of these people would take years to arrange and do, at the event you can do it in 2 days! If you are serious about taking your business to the next level, the event is a must attend.



If you were to start trading in a new market, which country would that be and why?

Iran. This is a massive market which is just opening up, and I would want to get there before my competitors. More importantly, I need an excuse to put a trip to Shiraz on business expenses. A city that is famous for poetry, roses and wine needs to be visited. I'm guessing the food is unbelievable too.



Finally, what are your aims going forward?

We've reached a point where the event has firmly established itself. Visitors leave our events with advice and knowledge they need to grow their company's further, however we still feel the event can reach a whole new height. So we're expanding the team and increasing the size of the exhibition. The show has the potential to be four times the size it is now, in terms number of exhibitors, seminars, and visitors at the event.





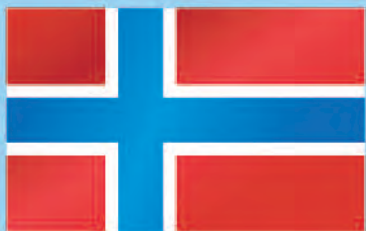
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Doing Business in Norway Guide Quick Facts

Location: Northern Europe, bordering the North Sea and the North Atlantic Ocean, west of Sweden

Area: 385,252 km²

Population: 5.3 million

Urban population: 80.5%

Capital city: Oslo (Pop: 658,390; metropolitan area 1.7 million)

GDP per capita: US \$70,391.6

Language(s): Norwegian; Sami (1.3%)

Religion: Christian – Lutheran (75.2%); Catholic (2.4%); Islam (2.4%)

Government: Parliamentary constitutional monarchy

Legal system: mixed legal system of civil, common, and customary law; Supreme Court can advise on legislative acts

Currency: Norwegian Krone (NOK)

Climate: temperate along coast, modified by North Atlantic Current; colder interior with increased precipitation and colder summers; rainy year-round on west coast

Natural resources: petroleum, natural gas, iron ore, copper, lead, zinc, titanium, pyrites, nickel, fish, timber, hydropower

Natural hazards: rockslides, avalanches, and volcanism: Beerenberg (elev. 2,227 m) on Jan Mayen Island in the Norwegian Sea is the country's only active volcano

Time difference: UTC +1

Internet country code: .no

National holiday: Constitution Day, 17th May (1814)

National symbols: lion; national colours: red, white, blue

[Source: FCO Economics Unit, (April 2017), CIA World Factbook (June 2017)]



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