

# Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

## Dear Members & Partners

We hope you have all had a good start to 2012. And what an exciting year it will be! The race for the US Presidency is already well underway and we have been closely following primary elections taking place in multiple US states. By summertime, we will know who will face President Obama as the Republican opponent in the November 6<sup>th</sup> election. Now a popular AmCham tradition, we will mark the occasion in "US Election Night Celebration" style! In the meantime, we urge you to read herein a first-hand assessment of the candidates and the preliminary elections.

As you know, AmCham undertakes various lobbying initiatives on behalf of our members as there are several hurdles in US/Norway trade relations. One recurring issue during bilateral talks is US tariffs on Norwegian salmon. We are very happy to report that this issue has now been resolved, with antidumping and countervailing duty orders being discontinued.

This issue of Membership News also includes information about the importance of Corporate Social Responsibility in US Foreign policy, information on getting children involved in playing baseball in Norway, new information from Shippingklubben, and new American wines to sample.

We hope you find this new Membership News both interesting and enlightening. It provides a snapshot of the issues and efforts we pursue each and every day – for you.

SINCERELY, THE AMCHAM STAFF

If your company wishes to advertise in this publication please do not hesitate to contact us at [amcham@amcham.no](mailto:amcham@amcham.no).

## In this issue

Salmon Duties Abolished .....	1
New Voting Rules .....	2
No Candidate of Their Dreams .....	3
Jeep is Relunched in Norway! .....	4
New US Wine Releases .....	5
CSR in US Foreign Policy .....	6
Norwegian Baseball Academy .....	7
Past Events .....	8
New AmCham members .....	10



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## At Last: US Penalty Duty on Norwegian Salmon Abolished

In early 2012, the US International Trade Commission (USITC) announced their ruling to discontinue antidumping and countervailing duty orders on Norwegian Salmon. The decision to rescind duties on fresh and chilled Atlantic salmon came as a result of the USITC's negative determination that dumping practices of artificially cheap salmon would continue.

The import tariffs on salmon from Norway have remained in place since they were first implemented in 1991, the same year Norway became the world's largest salmon farming nation. A review of the tariffs came as part of a mandatory five-year sunset review as established by the Uruguay Round Agreements Act.

Regulated by the World Trade Organization, the act requires that an antidumping or countervailing duty order be revoked after five years unless enough evidence is presented showing that revocation of the duties would result in further dumping practices. Although salmon exports from Norway reached 979,000 tons valued at about \$5 billion, ▶

▶ the US receives a rather small percentage of this as the majority of salmon entering the US is by way of Canadian suppliers. It is for this reason, among others, that the Norwegian industry contested the tariffs in the latest sunset review.

Although tariffs on salmon entering the US from Norway may not be an issue that will necessarily affect a large number of Norwegians, it is the bigger picture that is important. This is an issue that has acted as trade hurdle for one of Norway's largest industries for over 20 years. What this case of antidumping and countervailing duties on fresh and chilled Atlantic salmon highlights is the need for vigilance in the wide spectrum of trade issues that exist between Norway and the United States.

This case also highlights the long and arduous process that can occur when trying to eradicate cumbersome trade barriers. According to a Ministry of Fisheries and Coastal Affairs spokesman, both the Norwegian government and salmon industry were heavily engaged in preparations for the USITC's decision. As the Ministry states, this is largely an issue of principle that is important for Norway's long-term export interests.

Given its position as the global business leader, it is of paramount importance that the US sets the standard for, and maintains fair and clear international trade policies. There is hope that this decision will set a precedent for similar trade issues between Norway and the United States in the future, but given the complexity and time needed to solve trans-Atlantic trade issues like the case of Norwegian salmon, it is simply too early to say. The trade relationship between Norway and the US is a strong one, but as we see with the case of Norwegian salmon, there is still work to be done.



By Benjamin  
Kuban,  
AmCham Intern



## New Voting Rules To Benefit Overseas Americans

This year is shaping up to be an exciting election year for the United States, not only for voters living there, but overseas voters as well. At the U.S. Embassy in Oslo we want to encourage all Americans to exercise their right to vote and we stand ready to help.

This election year will see a number of significant changes in overseas voting rules that will help ensure that Americans casting their ballots from outside the U.S. will have their say in the upcoming election. The most important of these changes is that each voter must register and request their ballot for the upcoming election. Ballots will no longer be sent out based on previous registration. Other changes take advantage of current technology to speed up delivery and return of ballots and no matter what state you vote in. For example, you can now ask your local election officials to provide your blank ballots to you electronically (by email, internet download, or fax, depending on your state). You can now also confirm your registration and ballot delivery on-line.

There are also websites that can help you through the absentee voting process. The first of these is the official website of the Federal Voting Assistance Program, [www.fvap.gov](http://www.fvap.gov). This easy to use website has state by state voting instructions, online ballot request wizards, contact information for every county voting registrar, a great list of online FAQs, and an online help desk to help guide you through getting your ballot and then casting it this fall. It serves as a one stop shop for getting and casting ballots for every state in the Union and the District of Columbia.

Another great resource is the website of the Overseas Vote Foundation, [www.overseasvotefoundation.org](http://www.overseasvotefoundation.org). This non-partisan website is dedicated to helping absentee voters in a user friendly format. They also have links to a number of short videos to help explain how to request, complete, and return ballots.

Again, we encourage all U.S. citizens to be heard this election, and we hope these tools can help you do so. If you have other questions you can contact our voting assistance program by sending an email to [voteoslo@state.gov](mailto:voteoslo@state.gov).





# No Dream Candidate

From freezing Iowa to sunny Florida, it is fascinating to follow the Republican nomination process as close as you do when working for a national network. You meet “Joe the Plummer” in many versions, and they all have a story to tell. You get to know the candidates a little bit as well. I have exchanged some words with everyone except Rick Perry and Herman Cain, but they exited the race pretty early.

While writing this column I’m at the airport in Tampa, and we’ve just finished the Florida primary – the most important until now, if you take into consideration the number of votes and delegates to the Republican Convention in August. As you well know, it is all about delegates. There are a total of 2286 delegates and a candidate has to capture at least 1144 delegates to bring the nomination home.

Before I went to Iowa in December last year for a TV debate, I thought the republican presidential heat was a kind of “horror show.” However, after several political events, I have the deepest respect for the candidates. It is a marathon to go through an election campaign. You have to be sharp and do your best at all times.

Everyone has a smart phone nowadays, so every remark you utter, every odd move will be on tape.

It’s obvious after the first caucuses and primaries that Republican voters haven’t found the candidate of their dreams. I wrote a blog in November last year where I was willing to bet that former governor Mitt Romney was going to be the republican candidate. Now, in February, I’m still willing to bet on that. I see the frustration of the Tea Party movement, but in Florida Romney received the most votes in every demographic, except for the most conservative voters. He won the Latinos, the women, the young and the old. He has remained faithful to his message during the campaign: I’m a successful businessman, I have created jobs and I can restore the greatness of this nation. Apparently this message has started to resonate with the voters, even if he has flip-flopped in the past on important Republican issues like mandatory health insurance and the right to life.

I’m about to write a story about money in politics, negative ads and super PAC’s. I’ve spoken with political scientists, politicians

and journalists. They all say the same: the tone in the campaign has never been as ugly as this year. There has never been such a flow of money from anonymous donors, and the negative ads invade TV screens.

The four candidates that are still in the race are in for the long haul, perhaps with the exception of Rick Santorum. This will last until the summer. It’s heaven for political junkies. My impression is that the strong polarization also engages the American people, even if the attacks and the ads are nasty.

One expert put it like this: It’s a reflection of the reality television trend. This is a political reality show.

I still think Mitt Romney will be the last to be voted off of the island, putting him up against the phenomenal campaigner Barack Obama.



By Elin Sørsdahl,  
US Correspondent  
for TV2 Norway



# Jeep is Relunched in Norway!

Jeep has recently been relaunched in Norway by new distributor RSA, which maintains a strong and large dealership network. The history of Jeep is exciting, the brand is superior, and it is the original 4x4! Jeep is a legend among car brands and has produced a range of 4x4 icons. RSA sees huge potential in a brand that has such wonderful new models adapted to the Norwegian market and a very exciting future.

RSA is now launching the models Wrangler Unlimited, Compass and Grand Cherokee.

**Wrangler Unlimited** (5 doors) will be stocked in the "Sahara" version. Sahara has fenders and a hardtop painted in the same color as the car, 200 hp, automatic transmission with high/low switch, full frame construction, leather seats, cruise control and sidesteps - in other words, very impressively equipped. Many Wrangler improvements have been made since the last time it was available in Norway - with noise reduction, a new interior and a larger engine

chief among them. Wrangler Unlimited starts at 389,000 NOK as a 2-seater LCV, and the version Wrangler Unlimited Sahara starts at 449,900 NOK.

**Compass Limited** is a C-segment SUV that has undergone a heavy facelift. New front, new engine, reduced noise and better driving capabilities have transformed Compass into a very well-equipped Jeep at a reasonable price. Four wheel drive, leather seats, navigation, 18" alloy rims, and a stereo system from Boston Acoustics are only part of the standard equipment! The price starts at 424,900 NOK. Engine alternatives: 2,2 L CRD 136 hp (Diesel) and 2,4 L AT 170 hp (Petrol).

**Grand Cherokee** is the most awarded SUV ever - a real Jeep with luxury and modern driving capabilities. It is well-equipped, with an advanced Quadra Drive 4x4 system, and ground clearance that can easily be adjusted with pneumatic suspension. RSA will offer the Grand Cherokee Overland

with the newly developed 3,0 L Diesel engine motor (from VM Motori), Panorama sunroof, Napa leather interior, rear back-up camera, Quadra Drive 4x4, xenon lights with automatically adjusted high, heated steering wheel, heated rear seats, 20" alloy wheels, adaptive cruise control, ventilated seats, and electric tailgate door. Grand Cherokee is priced starting from 799,900 NOK. The Overland starts at 869,900 NOK. The engine range is 3,0 L 190 hp Diesel, 3,0 L 240 hp and up to 6,4 Hemi V8 468 hp.

## Warranty

All Jeep vehicles sold by RSA come with a 5 year/100 000 km "Norgesgaranti."

## Owners

Jeep is division of the Chrysler Corporation, which is owned 58,8 % by FGA (Fiat Group Automobiles) and 41,2 % by UAW (United Auto Workers).



SHIPPINGKLUBBEN is no longer a club only for shipping, membership is now available for leaders from all areas of business.

Shippingklubben was founded in 1957 as a club for the elite of the Norwegian shipping industry. The top floor of the "Thiis-gården" was designed especially for the club when the building was raised in 1959. At that point, Haakon VII's gt. was the street with the world's highest

density of shipping related businesses. In the '70s women were accepted as members and, gradually, representative from other industries were invited into the club.

Today Shippingklubben is an exclusive membership club for leaders in all areas of business. We offer members and their guests daily club lunches with our renowned lunch buffet, monthly lunch speeches with current topics and highly profiled speakers, cultural evenings, attractive hotel deals as well as access to 56 exclusive clubs worldwide.

Shippingklubben is open Monday to Friday from 8.00–16.00. Lunch is served

from 11.30–13.30. Daily newspapers, a computer, and wireless internet are available. All members are welcome to stop by for a coffee or bring guests for informal meetings during the opening hours. It is also possible to rent the premises for business presentations, dinners or private events.

A reduced membership fee is offered to AmCham members. For more information please visit our website at [www.shippingklubben.no](http://www.shippingklubben.no) or contact the Club Leader Anja Arnelid at 23 23 98 06 or Chairman Tone Kristiansen at 928 03 935.

## New US Wine Releases

### MISSION BELL WINES ECHO FALLS "Unscripted Moments"

We've all had them – those unplanned moments of serendipity where you leave routine behind and amazing things happen. The chance meeting a mate that turns into a giggly night of girly reminiscing. The nothing-to-wear panic where you empty your wardrobe and create something fabulous from forgotten garments. The cancelled date that takes a turn for the better when you meet the guy at the next table. Wherever you find them, these

spontaneous, unscripted moments are out there waiting to be celebrated. Live them, love them, look for them. And don't forget to raise a glass of Echo Falls when you find them ...

**The Echo Falls winemaking team hails from sunny California. They appreciate a good glass of wine better than anyone and pour a drop of California sun into every bottle.**



**Smooth, dry, light, crisp lemon, peach, tropical fruit**

When lazy sunny days turn into dreamy summer evenings, this smooth, dry Chardonnay is the perfect addition to your garden table. Crisp lemon, ripe peach and tropical fruit flavors make a light and luscious wine that's ideal for sipping with friends.

Enjoy with grilled or barbecued chicken or fish.

Echo Falls Chardonnay 75 cl  
Ordering number 9689501  
NOK 99,90



**Feminine, cheeky, strawberries, summer berries**

This fruity rosé brings a feminine, cheeky charm to the table, making it the ideal accompaniment to girly get-togethers. The hints of strawberries and fresh summer berries go perfectly with fruit salad or sumptuous summer dishes – or simply enjoy it

on its own on a lazy summer afternoon.

Echo Falls White Zinfandel 75 cl  
Ordering number: 9689701  
NOK 99,90



**Smooth, spicy blackcurrants, full-bodied**

Summer or winter, indoors or outdoors, party or picnic – this wine is ideal for any kind of gathering, with a smooth, full-bodied taste that has hints of spicy blackcurrants. Best enjoyed with marinated lamb chops, rump steak or tender pork chops.

Echo Falls Cabernet Sauvignon 75 cl  
Ordering number: 9689601  
NOK 99,90



# The Vital Role of Corporate Social Responsibility in US Foreign Policy

Promoting commercial interests are a vital part of what U.S. embassies do around the world, but the opposite relationship – how companies represent the United States abroad – is sometimes overlooked. Speaking in January at the annual ceremony marking the Secretary's Award for Corporate Excellence, Secretary of State Hillary Clinton highlighted the crucial role that companies play in projecting America and its values abroad:

"... for many people around the world, the most direct contact they will ever have with the United States is through American businesses. Through brand names and through small companies, every size, that are doing business abroad, that's how they learn what we stand for and who we are and what aspirations we share. So this is really important, not just to the bottom line but to our national security, our interests and our values, and the future of global leadership."

The U.S. Government, through its posts abroad, seeks to partner with companies, unions and other members of civil society to promote corporate social responsibility (CSR). Here are some of the areas where we are having an impact:

## **Guidelines:**

The Organization for Economic Cooperation and Development Guidelines for Multinational Enterprises (MNE) are voluntary recommendations to MNEs on responsible business conduct in a range of areas, including human rights, employment, environment, corruption, supply chain management, and other topics. The Guidelines are the only multilateral,

comprehensive code of conduct negotiated and endorsed by national governments, including the United States, Norway and 42 others. The U.S. Government works closely with private business, labor, civil society and the general public to foster sustainable development through responsible business conduct. For more information see [www.state.gov/usncp](http://www.state.gov/usncp).

## **Transparency:**

With Norway and other partners, the United States has supported efforts to help countries with abundant natural resources avoid the "resource curse" by promoting revenue transparency through the Extractive Industries Transparency Initiative (EITI). In 2011, the United States committed to implement the EITI under the Open Government Partnership. The State Department also participates actively in the Kimberley Process Certification Scheme, a joint government, industry and civil society initiative launched in 2003 to break the link between the sale of rough diamonds and armed conflict. It is a conflict-free certification system in which governments from 76 diamond-producing and -processing countries work together with the diamond industry and civil society to eliminate the trade in conflict diamonds. In 2012, the United States is chairing the Kimberley Process for the first time. Separately, the U.S. has worked closely with the OECD on the development of due diligence guidance on the sourcing of minerals from high-risk and conflict-affected areas, with a particular focus on conflict minerals sourced from eastern Congo.

## **Corporate Excellence:**

For the last 13 years, the State Department has recognized exemplary U.S. companies through the Secretary's Award for Corporate Excellence (ACE). Each year, the Secretary presents the ACE to two companies, a small-medium business and a large multinational corporation, at a ceremony held at the State Department. U.S. Ambassadors worldwide nominate the firms. In January 2012, Secretary Clinton presented the 2011 ACE award to Sahlman Seafoods, Incorporated, for its commitment to the Nicaraguan community through promotion of sustainable aquaculture and environmentally sound business practices and to Procter & Gamble for a variety of public health, energy efficiency, and educational activities in Nigeria and Pakistan.

The U.S. Embassy in Oslo is carrying out a number of initiatives to grow our economic and commercial partnerships with Norway. We can also help put companies in touch with other CSR resources. Please do not hesitate to contact us by email at [CSR@state.gov](mailto:CSR@state.gov) or visit the State Department's CSR page at [www.state.gov/e/eb/eppd/csr](http://www.state.gov/e/eb/eppd/csr) for further information.



By  
Aldo Sirotic,  
Political &  
Economic Affairs  
Officer at the  
US Embassy

# Norwegian Baseball Academy

While there may be snow on the ground in Oslo, on Sunday afternoons from 3–5 PM inside Hall 3 at Norges idrettshøgskole, young baseball players who are members of the Norwegian Baseball Academy are already undergoing spring training in order to get ready for the upcoming season. The Norwegian Baseball Academy (NBA) is dedicated to assisting young baseball players interested in raising their game. The initial motivation in establishing NBA was to serve as a developmental program for the Norwegian National Team. As the program has evolved, its goal today is to provide greater depth and quality instruction to young ballplayers. Team practices are devoted to developing a player's five baseball "tools" – the ability to hit, hit with power, run, field and throw.

NBA is established in two cities, Oslo and Kristiansand. There are plans to expand the Academy to Stavanger in the near future. The Academy in Oslo is in its second year, and there are currently 25 players on the roster. The ages run from 13–21. This year, the Academy in Oslo is actively recruiting 13–16 year-olds who want to play baseball.

NBA is open to all, but there are two requirements for admission. A player must belong to a Norwegian Baseball League (NBL) team, and he must be recommended by his manager.

If you are (or parents, if your baseball player is) a U.S. expat living in Norway, or perhaps you hail from a country where baseball is a major sport, or you are living in Norway and simply like the game, consider joining one of the NBL clubs. There are currently three baseball clubs and four teams in Oslo: the Oslo Alligators, the ØHIL Royals, and the Oslo Pretenders Outcasts and the Oslo Pretenders Rascals. There are also teams established in Kristiansand, Trondheim, Stavanger, and Bergen. Clubs are always looking for new players.

Of primary importance, NBA is working to establish a Scholarship Endowment, where talented players are awarded grants to attend college in the U.S. In order to provide that opportunity for players, NBA is planning to "showcase" its players with a tour to the U.S. next year.

If you are a parent of a player looking for a team, or if you want to take up the



Photo: Greg Eichelberger

game in Norway, those interested in baseball should take a look at the following web sites:

[www.soft-baseball.no](http://www.soft-baseball.no)

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

Opening Day for baseball season is coming soon. If you are interested, contact a club representative. If you belong to a team and want to work hard to become a better baseball player, let your manager know you are interested in Norwegian Baseball Academy.



## New AmCham Project Consultant

AmCham is pleased to have on board Lynn Kvamme, who will be working as a Project Consultant for our office for the next six months.

Lynn is originally from Colorado Springs in the US and has resided in Norway for the past 15 years. She has a BA in Political Science from The Colorado College and an MBA from BI Norwegian Business School.

Although her main focus will be on improving and updating our CRM system, she will be assisting in other capacities as needed. So don't be surprised to see Lynn at your next AmCham event!

# Past Events

## AmCham Holiday Reception

Etoile, Grand Hotel – Oslo



Starting up the holiday season in style, AmCham members gathered at Grand Hotel's top floor bar to celebrate the Christmas season and another successful year. Upon arrival, over 100 attendees enjoyed a complimentary glass of wine provided by Ravenswood and the chance to network and mingle. As the venue filled up, an educational session on US wine and its history was provided by wine-master and former restaurateur Mai Tjemsland. Accompanying the presentation, a short Norway Communicates

film highlighting Norwegians' knowledge of American wines was presented.

For the remainder of the evening, guests sampled US wines and a delicious 'koldtbord' arrangement in the Etoile bar's lounge area. AmCham would like to thank the Grand Hotel and Ravenswood for helping to make this wonderful evening possible.

*US Ambassador Barry B. White with Greta Hessen Kvalvaag of Strøm.*



## Super Bowl XLVI

Hard Rock Cafe – Oslo



AmCham football fans gathered once again at Hard Rock Cafe for Indianapolis-hosted Super Bowl XLVI between the New York Giants and the New England Patriots. Despite the late viewing hours on this side of the Atlantic, an exciting rivalry between these northeast teams set the tone.

Reminiscent of 2008's Super Bowl, the evening concluded with a win by the Giants over the Patriots. For the second year in a row guests were entertained not only by the match itself, but also by the famous commercials and halftime show.



*Coach Tom Coughlin of the New York Giants poses with the trophy.*



## Study in the USA – An Evening of Inspiration!

Kilroy – Oslo



As promoting educational exchange between the US and Norway remains an important AmCham objective, member Kilroy Norway hosted An Evening of Inspiration to inform students and their parents about educational opportunities across the Atlantic. Counselors and representatives from American schools shed light on the benefits of a US education and provided practical information on application and financing processes.



Drawing upon her own fulfilling university experience in the US, former NRK journalist and now Microsoft Public Relations & Community Affairs Lead Christine Korme advised on the importance of finding the right school for future career ambitions.



## Business After-Hours – Fresh Travel Perspectives

Best Western Bondeheimen – Oslo



Sharing experiences of discovering Norwegian roots and exploring the country he grew to love, Matti Rowe, winning contestant of the Norwegian reality show *Alt For Norge*, joined AmCham members for 2012's first Business After-Hours event. Return-



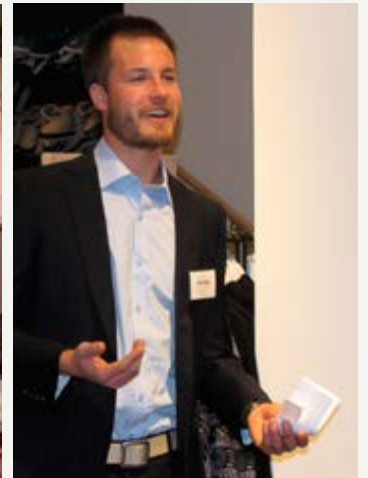
Tom Grundstad of United with generous guest gift bags .

ing to Norway for the first time since his victory, Matti shared many highlights from his experience on the show. Our sincere gratitude goes to AmCham members United and Best Western Bondeheimen for making Matti's return to Norway possible.

Bente Borvik, of new AmCham member Royal Caribbean International, next provided a detailed presentation of the cruise line's services and US destination options. Focusing on vacation hot-spot Florida, Bente captivated the audience by explaining all there is to do in the sunshine state. In addition to great travel tips, guests also enjoyed fantastic hors d'oeuvres provided by the hotel's Kaffistova restaurant.



RCCL Sales Manager Bente Borvik on where to go and what to see in Florida.



Winner of Alt for Norge Matti Rowe shared his Norway experiences.

## Winemaker's Dinner – Seghesio Vineyards and Pine Ridge Vineyards

Restaurant Eik 2. Etage – Oslo



For the fourth year running, AmCham members gathered to learn more about – and indulge in – American wines. Guests were lucky enough to meet two renowned winemakers; Michael Beaulac from *Pine Ridge Vineyards* and Pete Seghesio from *Seghesio Vineyards*. History and detailed accounts of wines served from their respective vineyards made for an educational evening. Several guests had their favorites already picked out but left the fashionable restaurant with several more. A selection of these wines are currently available at Vinmonopolet while some of others will be made available this spring. Among the wines that received especially good guest reviews were the Pine Ridge Chenin Blanc Viognier 2011 and Seghesio Zinfandel Home Ranch 2010.



Pete Seghesio enlightening the guests on the making of his wines.

This year's dinner was held at Restaurant Eik 2. Etage, with the fine California wines accompanied by a delicious five-course meal prepared by chef Christer Rodin.

# New AmCham Members

## Patron:

### RCCL

Royal Caribbean Cruise Line consists of five different brands. In the Nordic region we offer sailings with Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises. The three brands offers a wide variety of holiday experiences, from the largest cruise ships out there (The Oasis Class ships) to the smaller luxury ships of Azamara. Today we are the world's second largest commercial cruise line, and approximately 4 million guests sailed with us in 2011. We offer cruises all over the world, and we have had a great increase in Mediterranean cruises the last few years. We also offer cruises out of Oslo a few months in the summer season every year.

Royal Caribbean was founded by two Norwegian families in 1968, and today Anders Wilhelmsen group is the biggest shareholder. We are registered on the Oslo and New York stock exchanges. Our head office is in Miami, and our Nordic head office is right outside Oslo, in Lilleaker. Today we are 60 persons working in the Nordic offices.

## Patron Upgrade

### IBM

IBM is a global technology and innovation company that stands for progress. It is the largest technology and consulting employer in the world, with approximately 427,000 employees serving clients in 170 countries. IBM offers a wide range of technology and consulting services; a broad portfolio of middleware for collaboration, predictive analytics, software development and systems management; and the world's most advanced servers and supercomputers. Utilizing its business consulting, technology and R&D expertise, IBM helps clients become "smarter" as the planet becomes more digitally interconnected. In Norway IBM



has contributed to innovation and progress since 1935. In cooperation with our partners we deliver smart solutions to companies and organizations of all sizes in public and private sector. IBM invests more than \$6 billion a year in R&D, just completing its 18th year of patent leadership. IBM Research has received recognition beyond any commercial technology research organization and is home to 5 Nobel Laureates, representing more than 3000 researchers from IBM's 11 Research labs around the world contributing to solve some of our societal challenges and develop next generation technology.

## Corporate:

### CECILIE MELLI

## CECILIE MELLI

Cecilie Melli was founded in 2004 by the Norwegian fashion designer Cecilie Melli. The vision is to create collections that are beautiful, feminine and fun.

The awarded designer combines contemporary perfection and vintage sophistication, giving Scandinavian quality design a continental look. All the Cecilie Melli collections are made of exclusive materials like silk, lace and Swarovski crystals in the designers soft and edgy signature color palette.

The evening wear, bridal gowns and cocktail dresses are well-known for their elegant look, simplicity and fine details. Many of the Cecilie Melli dresses are all made-to-measure and sewn by experienced seamstresses in the Cecilie Melli Studio located in Oslo, Norway. The Cecilie Melli accessories explore a variety of fields and unite in the same look that never goes out of style. The accessories are both designs and findings to compliment the lovely dresses.

### DUN & BRADSTREET

D&B is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with

Confidence® for 170 years. D&B's global commercial database contains more than 210 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions to convert prospects into clients faster by enabling business professionals to research companies, executives and industries.

### HELLY HANSEN

Founded in 1877 in Moss, Norway, Helly Hansen



continues to protect and enable professionals making their living on oceans and mountains around the world.

Scandinavian design is the cornerstone in all Helly Hansen gear. It represents the optimal combination of purposeful design, protection and style, and is why professional mountain guides, patrollers and discerning enthusiasts choose Helly Hansen. In winter 2012, Helly Hansen uniforms will be worn by more than 57,000 ski resort and mountain guiding professionals around the world. The company invented the first supple waterproof fabrics more than 130 years ago, created the first fleece fabrics in the 1960s introduced the first technical base layers made with LIFA Stay Dry Technology in the 1970s and continues to innovate with award winning products designed to meet the performance and style needs of passionate and discerning consumers. The brand's outerwear, base layers, midlayers, sportswear, training apparel and footwear are sold in more than 40 countries around the world.

**REGUS**

Regus is the world's largest provider of flexible workplaces, with products and services ranging from fully equipped offices to professional meeting rooms, business lounges and the world's largest network of video communication studios. Regus enables people to work their way, whether from home, on the road, or from an office.

Customers such as Google, GlaxoSmithKline, and Nokia join hundreds of thousands of growing small and medium businesses that benefit from outsourcing their office and workplace needs to Regus, allowing them to focus on their core activities.

Over 900,000 customers a day benefit from Regus facilities spread across a global footprint of 1,200 locations in 550 cities and 95 countries, including four in Oslo and one in Stavanger which allows individuals and companies to work wherever, however, and whenever they want to.

**RSA**

RSA was established in 1936 and is today one of the most resourceful car importers in Norway. RSA imports Suzuki, Isuzu pick ups, Alfa Romeo, Jeep, Fiat and Setra luxury buses. Through its sister company Erling Sande AS, RSA imports Suzuki mopeds & motorcycles, Peugeot mopeds, Suzuki Outboards, Arctic Cat ATV and snowmobiles, as well as 40



different boat models from Ibiza Boats that they own. RSA currently has 220 employees and has a total of 140 dealers in Norway, 14 of which is owned by RSA. RSA and their dealers have long experience in handling both individual costumers and large deliveries.

**SYMPOSIUM WINES**

Symposium Wines AS was established by Master of Wine Sebastian Bredal in 2009. The Arcus Group acquired 80% of the shares during the same year. After three years of operation, the company ranks as the 11th largest import company of wines in Norway, with an estimated turnover 2012 of around 50 million NOK. The portfolio consists of family owned producers of smaller and larger size, from conventional growers of renowned brands to strictly natural producers of gems hardly heard of. From the US, the two employees at Symposium Wines take care of Grgich Hills Estate, Schug Winery and Mendocino Wine Company.

**TURNER**

Turner Broadcasting (TBS) Europe delivers some of the world's most successful and well-known news and entertainment channels in 17 languages across approximately 100 countries in Europe, the Middle East and Africa. The brands active in the Nordic

and Baltic region includes CNN, Cartoon Network, Boomerang, Cartoonito, TCM (Turner Classic Movies) and Adult Swim. Since the acquisition of Scandinavian Millennium Media Group AB in 2010, Turner is also the home of the channels TNT7, Showtime, Star! and Silver. During the last year Turner has also made investments in the Nordic brands TeePee Games, Starlounge and Lazy Town. In 2011 TBS opened an office in Oslo.

Turner Broadcasting is a Time Warner Company.

## Coming Events

### AmCham Annual General Meeting & Dinner

Thursday, March 29<sup>th</sup>  
Holmenkollen Rica Hotel, Oslo

### Patron Event

#### - American Whiskey Tasting

Thursday, April 26<sup>th</sup>  
TGI Friday's City, Oslo  
*Additional information will be provided to Patron members.*

### Business After-Hours with SEB

Thursday, May 24<sup>th</sup>, 16:00  
Aker Brygge, Oslo

**Please check [www.amcham.no](http://www.amcham.no) for regularly updated AmCham and member event information**

# BI CUSTOMIZED PROGRAMS

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Kristin Ølberg, Project Manager: [Kristin.olberg@bi.no](mailto:Kristin.olberg@bi.no)  
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# AmCham Members

## Patron



## Corporate

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