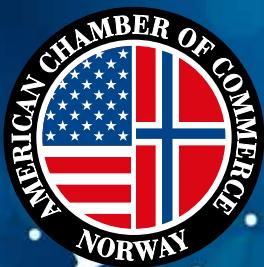


# Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS



## Dear Members & Partners

We are about to conclude a *very* busy fall season! We successfully celebrated the US Elections by coordinating an event for 1000 members and guests. We would like to sincerely thank our sponsors and partners for making such a huge and elaborate event possible. You can read more about it on the first two pages in this edition of Membership News.

You will also find an article about an impressive group of young students named the Young Ambassadors. The Young Ambassador program is a supplement to high school for involved and dedicated youths. The goal is to inspire and motivate students to reach their full potential.

Other articles include the fascinating story of Cecilie Melli's journey from Nedre Slottsgate to Hollywood! The dress and jewelry designer now finds herself in the midst of celebrities and international trendsetters. Way to go, Cecilie! You can also read about Polaris Norway's exciting venture with Motörhead. The band members are now all rolling around on Polaris' Victory motorcycles, custom made in Norway. Finally, we would like to take the opportunity to congratulate CEO Nancy Sandmæl on Doorway to Norway's 20 year anniversary. The company's story can be found within this newsletter.

Throughout the past few years there has been a marked development in the appreciation of American wines in Norway – both by consumers *and* importers. In this newsletter you can read about Hubert Skwarzwo's trip to the States in search of new wines for us to try and reviews of some of Engelstad newest additions to Vinmonopolet's shelves.

Finally, AmCham would like to thank you, our now 223 members - and partners, - for your support and positivity in 2012. We look forward to continuing our work with you in 2013!!

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).



*Photo: Mari Ekkje*



GAMBIT  
HILL + KNOWLTON  
STRATEGIES



## US Election Night in Norway

"A fitting celebration of the US political process." That was the stated goal when planning commenced in February for this autumn's big 1000-person event at Grand Hotel. Along with the US Embassy, Democrats and Republicans Abroad, AmCham set out again to improve upon our successful and novel all-under-one-roof US election events of '04 and '08. Based upon glowing attendee and partner feedback – and massive media coverage – the mission was decidedly accomplished.

Election Night guests are a unique lot. They are typically deeply engaged ►

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Photo: Mari Ekkje



Photo: Mari Ekkje

► in politics, often have an international background (surprisingly, only about 20% are American) and are not afraid to lose some sleep. As the US polls do not begin closing until midnight Oslo time, the first part of the evening is dedicated to interaction and entertainment.

Leading representatives of political parties KrF, Høyre, Labor, FrP, Venstre and Senter, media outlets including NRK TV & radio, TV2, TV8, Aftenposten, Stavanger Aftenblad, P4, VG, Dagbladet, Vårt Land, the team from Gambit Hill & Knowlton Strategies and hundreds of guests saw to the *interaction* bit. Fun and *entertainment* was brought to us by gifted jazz duet Tricia Boutté & Trude Kristin Klæboe, Norwegian rock/opera legends Åge Sten Nilsen & Benedicte Adrian, soul artist Byron Williams Jr., candidate Knut-Kåre Kristoffersen as played by comedian David Chocron, and blossoming R&B group Kenya & Nemor.

As election results started trickling in, education and information took over as themes. Dr. Randall Stephens, Monticello Society representatives and, most importantly, CNN were critical in our minute-by-minute understanding of voting events across the US. At 05:20 local time, with hundreds of die-hard election aficionados still in attendance, CNN's John King announced that it was "time to warm up the fat lady."

Breakfast for those remaining – and returning, well-rested, event partners –



began immediately after newly reelected President Obama's triumphant speech. Lisa Cooper of Democrats Abroad, Ken Burton of Republicans Abroad, US Ambassador Barry B. White and Erna Solberg of Høyre all provided distinctive insight into what had only just transpired.

In addition to those mentioned above, AmCham would like to sincerely thank ALL event partners for their support both on and behind the scenes, including financially and/or logically. Many are represented by the accompanying logos. Many others must be content in knowing that they contributed to the most extensive event AmCham has put on in our 54-year history.

Congratulations to President Obama and congratulations to you, our members, for making this fitting tribute possible!





The Young Ambassadors with US Ambassador Barry B. White at his residence.



## The Leaders of Tomorrow

In recent years, the Young Ambassadors has worked to encourage aspiring youth to attain their full potential. By giving outstanding youth new challenges and valuable experience, the program is making a difference both for the participants and society at large.

In close partnership with the American Embassy in Oslo, Young Ambassadors was developed and started in 2009 by founder and Chairman Kenneth Sydhagen. With the purpose of being a supplement to high school for committed students, the program aims to stimulate, inspire, and motivate youth to reach their full potential. Through a highly competitive application process, 20 outstanding high school students are chosen to be the Young Ambassadors of the year. Throughout the school year, they participate in 12 seminars and interactive meetings, with notable speakers, hosted by leading institutions, companies, and organizations. Furthermore, each participant is matched up with a mentor, who is a leader within their field of interest, enabling and guiding the students in achieving their goals.

***"The quality of program participants, and the dedicated efforts of its steering committee and mentors, have made the program a tremendous success."***

- US AMBASSADOR BARRY B. WHITE

The program is organized by a group of visionary students on a voluntary basis.

The Young Ambassadors' closest partner is the American Embassy in Oslo, contributing with expertise, funding and support. Furthermore, they work closely with other leading institutions, organizations and companies that contribute in diverse ways. This year, the participants are visiting offices within fields such as business (NHO, Ferd and Oslo Børs), politics (Stortinget and the Ministry of Foreign Affairs), culture (The Norwegian National Opera & Ballet) and research (SINTEF, The University of Oslo and BI Norwegian Business School). The expertise of these partners has played an important role in the growth of the program.

First House recently decided to support the program by giving lectures and sharing their knowledge and experience. This year they have already hosted the Young Ambassadors for a brilliant seminar, and contributed with several notable speakers such as Bjarne Håkon Hanssen, Geir Helljesen, Torbjørn Giæver Eriksen and Morten Wetland. The Young Ambassadors are very grateful for their support and feel confident that their dedication is boosting their participants' progress.

The Young Ambassadors are continuously improving and expanding the program. In the years to come they will look for more collabo-

ration opportunities. It is important for them to maintain and deepen their relationship with American businesses in Norway. The Young Ambassadors look forward to taking part in AmCham initiatives and meeting AmCham members that see the potential in young people, and wish to contribute in enabling the leaders of tomorrow.

If you want to learn more about the program, please contact Chairman Kenneth Sydhagen at [kenneth@youngambassadors.no](mailto:kenneth@youngambassadors.no).

### About:

Young Ambassadors aims to stimulate, inspire, and motivate youth, to reach their full potential, promoting positive development in society.

- A one-year program organized as a supplement to high school.
- Founded in 2009.
- Based on voluntary efforts by all involved.
- 20 participants, aged 16-19, take part in:
- 12 seminars on topics such as politics, business, culture, economy, debate, research etc.
- 4 social events giving them valuable networking opportunities.
- This fall we received more than 120 applications.
- All participants are matched up with their own mentor and they have 5 or more meetings.

Visit [www.youngambassadors.no](http://www.youngambassadors.no)



Cecilie Melli



Partying with George Clooney in Los Angeles!



Paris Hilton in a Cecilie Melli evening dress

Cecilie Melli:

# The Next Wave of Norwegian Fashion Hits US Shores

The fashion design brand "Cecilie Melli" was founded in 2004 by the similarly named Norwegian fashion designer. Her vision was to create feminine and beautiful women's wear and accessories. The various clothing collections consist of wedding gowns, cocktail dresses, cashmere ponchos and sweaters. The awarded designer combines classic silhouettes with exclusive details, giving sober Scandinavian design a continental look. Cecilie Melli has a soft and edgy color palette, using colors like crème, white, dusty pink, emerald green and bright yellow. The head office and shop is located in Oslo.

Cecilie also designs costume jewelry and accessories, salmon-skin bags and leather bags. Included in the jewelry collection you will find earrings, rings, bracelets and necklaces. If you are lucky and stop by the shop at the right time you might be able to watch some of the dresses being sewed by hand in the atelier located in the shops adjacent room. The jewelry collection can also be seen at various retailers located around Norway and as well as in Stockholm and Helsinki.

One of the most recent jewelry collections is the "Aurora" collection. This particular collection is inspired by the Nordic light, nature, animals and traditional Norwegian way of life. If you are looking for an original gift or two to bring with you when visiting abroad, the "Aurora" collection's eight different items are all perfect gift choices.

In addition to achieving success in Norway, Cecilie has begun to make a name for herself in the US. During the last year, many American actors and people connected to the American TV and movie-industry have been spotted wearing her designs, both on and off the red carpet. Amongst many, Adria Tennor from the Oscar-winning film The Artists and the HBO series Mad Men has worn items from Cecilie's cashmere collection. While celebrity Paris Hilton has been spotted wearing gowns and accessories signed by Cecilie Melli two nights in a row.

Currently, the brand has an ongoing collaboration with the St. Regis Bora Bora Resort located in the southern Pacific Ocean. This collaboration was highlighted

at the "Carousel of Hope" charity event that took place last month at the Beverly Hills Hilton Hotel in Los Angeles. With entertainer Jay Leno as the host, actor George Clooney as the guest of honor, and entertainment provided by Neil Diamond and Kenny "Babyface" Edmonds, the St. Regis Bora Bora auctioned off a \$250 000 wedding. For the ceremony and reception, the lucky bride will wear a dress designed Cecilie Melli. The event benefited the Barbra Davies Center for Childhood Diabetes, the US's leading care and research center for type 1 diabetes. The wedding dresses were also presented to 75 journalists representing a variety of magazines in New York City.

Cecilie's future goals for her brand include further expansion into the US market. Connecting with retailers who are interested in selling her brand in the form of dresses and/or accessories is one of her top priorities for the coming year. Prospective American retailers can currently schedule a viewing of the jewelry collection with one of the brands agents located in Los Angeles.



*Nancy Sandmæl, founder and manager of Doorway to Norway.*

# Doorway to Norway: 20 Years Young and Taking a Giant Leap into the Future

## **Doorway to Norway offers Immigration, Home Search and Destination services for all of Norway.**

During the past three decades, Norway has become a wealthy producer of oil and gas. It is in constant need of expertise that is often not found within its own population. Therefore, the old saying "do it yourself" becomes quite useless. Norway needs foreign expertise. It needs to attract people from all over the world who have such expertise and will enjoy living in Norway long enough to stay and get the job done. There are no billboards at the airport telling these foreigners how to "get started with life in Norway" and no introduction to the

*The old saying "do it yourself" becomes quite useless. Norway needs foreign expertise.*

Norwegian culture that all of its citizens take for granted.

To insure a successful transition to life in Norway foreign experts need quick and efficient assistance to get them established in their everyday lives as successfully as possible. Everything from immigration, government registration, home search, local orientation and settling-in, to practical tips on what to do on the weekends may be key to their success living in Norway. Doorway to Norway provides all of the above and more. We handle the issues, the feelings and the practicalities to insure that our clients will have the best possible start to their new lives in Norway.

As true pioneers since 1992, and the first relocation company to establish roots in Norwegian soil, *Doorway to Norway* now celebrates its 20<sup>th</sup> year in the relocation business. Today, *Doorway to Norway*

provides relocation assistance throughout the country from its four main bases: Oslo, Stavanger, Bergen and Ålesund. DtN is the preferred provider for several global Relocation Management Corporations as well as a leading provider for local businesses throughout Norway. We have grown and developed our services and standards for 20 years.

Doorway to Norway is a longstanding member of the American Chamber in Norway and EuRA (the European Relocation Association). Furthermore we are certified with the EuRA Quality Seal. This is an independent externally audited quality assurance management system based on an ISO 9001 process management model. It represents excellence in relocation service delivery with the use of internally recognized process management systems.



## Victory Motorcycles Supplies Bikes to the World's Toughest Band – Motörhead

**Motörhead has never JUST been the world's greatest rock'n'roll band. They have never been JUST the hardest, toughest, or the band that JUST plays loudest. No, Motörhead is a lifestyle.**

"We received a request from Motörhead's sponsor broker in Europe, Jonas Sveberg, for three bikes for the guys in the band. We contacted our partners and got it done. The guys ordered one Victory High Ball each, with CBP Motors in Norway making minor rebuilds to suit the bands wishes. Terje Aspmo painted the bikes. Marius

Mellebye made beautiful seats. Sure, they are specially made but we retain Victory's DNA on these bikes," said Victory Sweden's Marketing Manager Niklas Frisk. "Of course it is incredibly flattering to supply bikes to the biggest and baddest rock band in the world."

"We have never compromised and will never do so either. We are associated with the biker culture. When I first saw Victory, I thought that those bikes were built for Motörhead. They fit our image. Victory Motorcycles are just like a tough rock'n'roll band – no compromises," says Motörhead's drummer Mickey Dee.

In connection with the band's gig in Oslo last December, the bikes were handed over to the members during a press conference at Hard Rock Cafe.

"There are so many products and brands that want to connect with Motörhead. But if there is one thing that captures everything we stand for, and it's a cool motorcycle. So if you please can hurry up with all your questions now, we are really curious about how our bikes look," said Mikkey Dee during the press conference. The moment of truth came and the bikes where unveiled for fans, press, media and, most of all, for the band's delight.



Lemmy got an olive green High Ball with Tailgunners. Phil could rest his eyes on a matte silver beauty High Ball, and Mikkey got his black/red High Ball, loaded with chrome. The paintjob on all these three bikes where just amazing. "How did you guys know? Man, look at these bikes," said Mikkey Dee. "Listen, we gave these guys at Victory free hands to do whatever they wanted with our bikes and this is just spot on. It's unbelievable. These bikes are Motörhead," exclaimed Mikkey to the delighted crowd. Needless to say, the roof literally lifted when Mikkey fired up his mean machine for the first time!

"I'm speechless. This is too much. Is this really my bike? And look at Lemmy's and Mikkey's! I'm so grateful," said Phil Campbell who hugged all the guys that were involved with building his bike. Mikkey later held an interview with air brush artist Terje Aspmo, where Terje explained the new technique and paint he used on the bikes.

"This is a big moment in Victory's history. Just look at the crowd here this evening. Just look at the bikes and the band," said Victory Scandinavia's Sales and Marketing Manager Niklas Frisk.

*Victory Motorcycles is an American motorcycle manufacturer based in Spirit Lake, Iowa, which began production of its vehicles in 1998. Victory's motorcycles are designed to compete directly with American-style motorcycle brands, with V-twin engines and touring, sport-touring, and cruiser configurations. The first Victory, the V92C, was announced in 1997 and began selling in 1998. Victory has been modestly profitable since 2002 and is represented in Scandinavia by AmCham member Polaris Norway.*



# 'Cause not all wines are created equal!

Over the past ten years, wine consumption in the United States has nearly doubled, stealing the world's number two consumer spot from Italy and leaving France as the only country that devours more wine. It's hard to believe that just forty years ago the bulk of American wine production ended up in a jug or else labeled "Thunderbird" and ensconced in many a brown paper bag on many an urban street corner.

Forty years ago, fine wine was synonymous with expensive Bordeaux, Burgundy, and Champagne, and thus in the eyes of many Americans it was expensive, anti-populist, and for most, intangible. In just 40 years, this country managed to create its own new wine culture - however flawed - of wine connoisseurship.

Oh man! Isn't it just intriguing? That is what I think. I am lucky to work with wine on the daily basis and, when the opportunity suddenly appeared, I just couldn't say no to explore the American wines on home turf - a dream-come-true. This summer I had the chance to throw myself on the epic journey to the USA; 4 weeks, 5 states, 9 flights, plenty of jet leg - yet so rewarding!

It all started on the East Coast, where America's wine history reaches much further back than the 1970s and covers much more ground than the West Coast. In many places, the remnants of 500 years of wine growing and consumption are still evident – around the area of the Great Empire State!

A New Yorker and a good friend of mine, Sunny, who is an expert on East Coast wines, granted me an intimate session at Terroir Wine Bar, located in Tribeca, lower Manhattan, NY. She guided me through the history and extensive tasting of wines from some of the prime estates in Hudson Valley: Millbrook, Robibero, Whitecliff, Benmarl (the oldest American vineyard), Brotherhood (the oldest American winery) and Warwick.

Some wines were pretty odd and different from what I have tasted before, some wines were very interesting, but the feeling of true passion and happiness completely enveloped when I arrived at the nowadays pioneering American viticulture area: Northern California.

The Napa Valley, Lodi, Monterey region is one of the most beautiful places in the

whole of United States and home of wines that turned the world's attention when a panel of French wine experts scored several of the state's wines higher than top Bordeaux and white Burgundy in a blind tasting in Paris in 1976.

For seven days we were hosted and accommodated at the *Black Stallion Winery*, located on the grounds of a historic equestrian center just off the famous Silverado Trail in Napa. We stayed in the "Man Cave" – a deluxe cottage on the property, equipped with big screen TV, poker table, pool table, BBQ, outside Jacuzzi and fire place and, of course, a wine cellar at our disposal.

## Zin-famous Lodi

Just a few hours' drive from Napa is the "zin-famous" appellation, Lodi. This is due to its ideal climate – long, warm summer days and cooling nighttime breezes from the ocean and well-draining, sandy soil. These two factors provide a combination that is perfectly suited for growing Zinfandel. The grapes are hand-selected from some of the oldest and most respected vineyards in



*The "Man Cave"*



heart of Lodi – primarily the Mokelumne River area.

Gnarly Head Old Vine Zinfandel makes a bold statement from the first sip. When the search for great Zinfandel led us to Lodi, we ended up visiting vineyards that have some of the oldest vines in California. These vineyards, some with 80+ year old vines, also make a bold impression on first sight, “Wow, those vines sure have some gnarly heads!” Unlike modern rows of trellised vines, these old Zinfandel vines were grown as free standing, “head trained” vines. Today they resemble wild bushes with twisted old trunks and branches that spread out in all directions sprouting leaves like unruly umbrellas. The grapes from these brash old vines create Zinfandel with rich, concentrated fruit flavor that is easy to drink and pair with food.

#### **Reign of terroir - Monterey**

Vines perform at their best when they are put to work in the type of soil and climate from which they develop. Pinot Noir favors cool conditions, and Monterey’s coastal climate — with afternoon breezes, evening

fog and a long growing season — is known for producing exceptional Pinot. On the gentle slopes of our San Bernabe Vineyard, the 667 Pinot Noir clone does especially well in the heavier, darker soils, which give the fruit concentration without too much ripeness. The vines are planted on the more exposed sites to make it work harder and become even more concentrated.

One of the newer French “Dijon” clones, 667, is best known for having much deeper color and more tannin than typical Pinot Noir, resulting in wines with great structure and black fruit flavors with spicy notes.

American wines are not yet fully discovered in Norway. They express so much personality with an individual twist, so don’t hang yourself up in old habits and expand your horizons, ‘cause not all wines are created equal and certainly American wine culture has so much more to offer then we are aware of!

**Noble Vines 667**  
**Pinot Noir from Monterey:**  
[www.noblevines.com](http://www.noblevines.com)  
 Vinmonopol no.: 9907601  
 Size: 75 cl Price: NOK 159,90



**Gnarly Head Old Vine Zinfandel from Lodi:**  
[www.gnarlyhead.com](http://www.gnarlyhead.com)  
 Vinmonopol no.: 5259101  
 Size: 75 cl Price: NOK 139,90  
 Vinmonopol no.: 9370006  
 Size: 300 cl (bag-in-box)  
 Price: NOK 399,90



*Hubert Skwarwo,  
 Brand Manager  
 and US Wine  
 Ambassador for  
 Engelstad.*

# Past Events

## *selected*

### Ambassador's Reception

September 5<sup>th</sup>

US Ambassador's Residence, Villa Otium

The Ambassador of the United States Barry B. White and Mrs. Eleanor White opened their home to current AmCham members for the 2012 Ambassador's reception. The event provided an opportunity for the Ambassador and AmCham to present bilateral issues of importance between the United States and Norway.

After greeting attendees, the Ambassador, Jan Grønbech and Jason Turflinger on behalf of AmCham, spoke of the important relationship between the two countries, as well as an overview of AmCham and the Embassy's work in business development. The Ambassador also promoted the Young Ambassadors Leadership Training program, a year-long mentorship program for excep-



*Ambassador White accepting a sculpture by Tone Ørvik courtesy of AmCham*

tional high school students. The three speakers also took time to commemorate the tragic loss of the US Ambassador in Libya.

Following the speeches, guests enjoyed a buffet accompanied by a selection of American wines and beers. AmCham members and embassy staff enjoyed the remainder of the evening at Villa Otium with a bit of networking and socializing.

### The Annual AmCham Thanksgiving Dinner

November 15<sup>th</sup>

Akerhus Festning's historic Artillery Loft

The annual AmCham Thanksgiving Dinner gathered over 140 members and guests to Akerhus Festning's historic Artillery Loft. Within the old stone walls, tables were decorated with cornucopias of pumpkins, vegetables and fall fittings creating an authentic Thanksgiving atmosphere.

In true Thanksgiving spirit, guests arrived and friendly engagement in the loft immediately rose. They came not only to celebrate Thanksgiving but also to support Norges Kreftforeningen through a charity raffle. The raffle was comprised of sixteen prizes

generously donated by AmCham members, including huge gift baskets, many items of clothing and an NOK 8000,- gift card from Icelandair.

Dinner finally commenced and the room silenced as all enjoyed the carefully roasted turkey, stuffing, green beans along with sweet and mashed potatoes topped off with cranberry sauce and a thick coating of gravy.

At least two portions were mandatory!

Dinner included gracious speeches by the US Embassy's new Deputy Chief of Mission, Ms. Julie Furuta-Toy, and Member of Parliament Ketil Solvik-Olsen. Entertainment for the evening was provided by Alexx Alexxander, an illusionist who wowed the members and guests.

Throughout the dinner members and guests had the opportunity to support Norges Kreftforeningen by purchasing raffle tickets. AmCham is proud to announce that the raffle raised a record NOK 50 000,- in support of Norges Kreftforeningen!



*Chef Kjetil helping Deputy Cheif of Mission at the US Embassy Julie Furuta-Toy carve the turkey.*





For more info on Alexx see [www.alexx.no](http://www.alexx.no) or contact Best Company

## Nothing is What it Seems

At this year's annual Thanksgiving Charity Dinner we were lucky to have Norway's best illusionist perform for us. It was a spectacular show that left guests baffled and scratching their heads.

Alexx Alexxander is born and raised in Tønsberg, and was only five years old when he got his first book about magic as a gift from his grandfather. Five years later, at the age of ten Alexx put on his first magic show. That was the start of a magic career, taking him all over Norway and Scandinavia performing on TV and radio, excelling at talent shows and making his own spectacular stage shows. He is also partner in an event and entertainment company called [hoppeslott.com](http://hoppeslott.com). You can see Alexx every day this Christmas on NRK's *Julenøtter*.

Having coffee with Alexx one week after our event I wanted to ask him a few questions about his relationship to the States.

### **Ever been to the States, Alexx?**

Yes, I have been twice, both times to Orlando. The first time was on a family vacation visiting all the different theme parks. Great place to gather inspiration. The second time was with my colleagues and assistants to a fair for the entertainment industry. We did some traveling around and I found out that everything *really is* bigger over there. I also have a lot of friends in the US, and also the people who build my equipment have their warehouse in Las Vegas.

***What is your relationship to some of the great American magicians / illusionists like David Copperfield, Penn & Teller, David Blaine and Criss Angel?***

Of course all of these are big role models, especially Sigfried & Roy, but my biggest inspiration is Harry Houdini. He was before his time.

***What American landmark would you most like to make disappear?***

I think maybe the Chrysler building. That would be a real challenge because of all the houses, people and cars around. However I am not a person who shies away from a challenge....

# New AmCham Members

## Patron

### **CBRE GROUP, INC.**

**CBRE** (NYSE: CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm. The Company has approximately 34,000 employees, and serves real estate owners, investors and occupiers through more than 300 offices worldwide. CBRE offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; mortgage banking; appraisal and valuation; development services; investment management; and research and consulting.

In Norway, the CBRE Group is represented by its affiliate company Atrium AS, performing commercial real estate services in Norway since 1993 and a CBRE affiliate since 2000. Atrium is fully integrated with CBRE through delivery on several major managed accounts for multinational companies and deliver services for both international and local clients in all parts of Norway. Additionally our services include cross border transactions and advisory services for occupiers and investors. The company is located in Oslo and has 22 employees.

### **NORTHROP GRUMMAN**

**NORTHROP GRUMMAN** Northrop Grumman is a leading global security company providing innovative systems, products and solutions in unmanned systems, cybersecurity, C4ISR, logistics and modernization to government and commercial customers worldwide.

Northrop Grumman is the recognized leader in Unmanned Systems (UMS). The depth and breadth of the company's platform and sensor technologies portfolio provide customers with a wide range of advanced and new capabilities that directly benefit the military and citizens worldwide. UMS operate in areas where manned vehicles cannot, allow for prolonged missions which are not limited by human endurance and help reduce risk to both national security and human lives.

## Corporate

### **CONCHA Y TORO NORWAY**

**CONCHA Y TORO NORWAY** Viña Concha y Toro S.A. is Latin America's leading wine exporter and one of the most important wine brands in the world, with a presence in more than 135 countries. It is a global company that brings together tradition and innovation, and supports its commitment with the consumer by providing them with the best quality and wine experience. The head quarter is situated in Santiago, Chile, with subsidiaries around the world.

Concha y Toro Norway A.S. is a subsidiary of Concha y Toro - established in 2009. The company in Norway imports and markets selected wines from Chile, Argentina, and the United States. The wine producers that are represented in Norway are Bonterra Organic Vineyards, Viña Concha y Toro, Fetzer Vineyards, Viñedos Emiliana, Viña Maycas del Limarí, Trivento Bodegas y Viñedos, and Viñedos Quinta de Maipo. Concha y Toro Norway began work with the American brands Fetzer

and Bonterra in the first part of 2012 after Fetzer Vineyards was purchased by Viña Concha y Toro S.A in March 2011.

### **EIKER MOTORSHOP**

 Eiker Motorshop AS was founded by Svein H. Rust in 1973 and has since the very beginning specialized in classic US cars, parts and tires / wheels. The company imports and sells US Fords, original and Hot Rods, and also supply parts for years 1909- 53.

Eiker Motorshop AS is also the main importer for Coker Tire Company, the world's largest supplier of collector car tires and wheels. Other important products are Evapo-Rust (biodegradable rust remover) Rev wheels, Status wheels and tires for modern SUV – Pickups and passenger cars.

Eiker Motorshop designs and makes its own wheel and tire brands for many classic cars. Several are made in cooperation with US partners.

Eiker Motorshop AS is part of Eiker Holding AS which is involved in real estate in US and Norway and also owns an export company in US.

### **EIMSKIP – CTG**

 Eimskip is an international company providing worldwide transportation services. The company's transportation services include shipping, port operations, ocean-, land- and airfreight-transport, warehousing, freight forwarding and expert advice on shipping and logistics. Eimskip currently has 65 partners in 36 countries. The company currently operates 17 vessels and employs

around 1,300 people. The Norwegian branch has its head office in Sortland and branch offices in Tromsø, Ålesund, Bergen and Fredrikstad.

The newest addition to Eimskip's services is the North America route with direct calls between USA, Canada and Norway.

Customers are king at Eimskip and the company places a strong emphasis on the importance of building long-term relationships. Eimskip is committed to achieving this through offering high quality, value-added *services* tailored to the individual customer's requirements.

#### **INTERNATIONAL HERALD TRIBUNE**

**International Herald Tribune** The International Herald Tribune (IHT) is the premier international newspaper for opinion leaders and decision-makers around the globe. It combines the extensive resources of its own correspondents with those of The New York Times, is printed at 40 sites throughout the world and is for sale in more than 160 countries and territories. Based in Paris since 1887, the IHT is owned by The New York Times Company.

#### **MARS NORGE**

**MARS** In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a "mutuality of benefits for all stakeholders" – this objective serves as the

foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 70,000 Associates worldwide that are putting its principles into action to make a difference for people and the planet through its performance. Mars was established in Norway in 1973.

Mars brands include: Petcare – PEDIGREE®, ROYAL CANIN®, WHISKAS®, KITEKAT®, BANFIELD® Pet Hospital and NUTRO®; Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley – DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®; Symbioscience – COCOAVIA™, WISDOM PANEL™ and SERAMIS®.

#### **OUR AMAZING NORWAY**

**OUR AMAZING NORWAY** Our Amazing Norway is an exclusive magazine for expats living in Norway. It is a print magazine, in English that is also available on your IOS device.

Our Amazing Norway's goal is to enrich and inspire everyday life for expats living in Norway. The premier issue included information about some of the country's most interesting cities, Norwegian news, local cuisine, information and resources about health, happiness and social life. There are tips about adjusting to a new way of life, a cultural overview and a multitude of local business, restaurant and service listings.

The first issue was a huge success, selling out of 20,000 copies. With such a large

demand, a second printing is now available. It was originally designed to be an annual publication, but because of the great response from the readers the magazine is excited to announce that - starting in 2013 - it will be published on a bi-annual basis with subscription service available.

#### **ROCK'N ROLL MARATHON/ COMPETITOR GROUP**



There's a new race in town... Rock 'n' Roll Oslo Half Marathon!

The Rock 'n' Roll Marathon Series is the world's largest running series with over 400,000 participants each year and 26 destination events already established in the United States. Best known for its fusion of live music and running, the Rock 'n' Roll Marathon Series has changed the running landscape by creating a unique and welcoming race atmosphere within many of the world's most famous cities. This brand of running puts the fun back into health and exercise, and the addition of live music, cheerleaders and entertainment guarantees non-stop encouragement along the way.

In 2013, the international Rock 'n' Roll Marathon Series adds a new tour stop: Oslo! Mark your calendars for Saturday, June 15<sup>th</sup> and join us for a scenic tour of the capitol city. The course itself takes in the highlights of Oslo, starting and finishing in front of the City Hall building and offering a finish line festival featuring fantastic live music and entertainment.

All runners, joggers, and walkers are invited to come and be a part of this exciting new event. Don't miss this 13.1 mile street party!

# AmCham Members

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