

Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Dear Members & Partners

As detailed during our recent AGM, 2012 was a good year for AmCham and Norwegian-American business in general. Statoil and the petroleum fund invested heavily in the US. Norwegian companies in the US – especially the Houston-based variety – continue to expand and thrive. Norwegian salmon is now available in the US, sans punitive tariffs. And major deals were announced by Discovery Communications (TV2), ABRY Partners (Basefarm), FMC Technologies (Statoil), and Umoe (Starbucks) to name but a few.

As for the year ahead, 2013 hosts no shortage of challenges and opportunities. In Norway, multinationals should be valued as job creators and innovators, not tax policy punching bags. AmCham will get the word out. Ranking delegates from the states of Alabama, Minnesota (see page 3) North Dakota, Virginia and others are personally making the trek to Norway to increase mutual trade and investment. AmCham and the US Embassy are laying the groundwork. In the US, the Norwegian public and private sectors ought to seize upon their pro-Norway fan base throughout the upper Mid- and Northwest. AmCham is making the practical introductions and proposals to help get the job done. And perhaps most notably, AmCham companies need to better understand one another’s capabilities, needs and shared challenges. AmCham will facilitate this interaction even more proactively.

Finally, we would like to take this opportunity to commend the Norwegian Trade Ministry’s recent suggestion toward working on a free trade deal with the US. We look forward to learning more details.

SINCERELY, THE AMCHAM STAFF

If your company wishes to advertise in this publication please do not hesitate to contact us at amcham@amcham.no.



AGM 2013: Public/Private Sector Collaboration is the Answer

With only five months to go until Parliamentary elections, AmCham members eagerly gathered to gain valuable insight from two prominent *insiders* – Virke CEO Vibeke Hammer Madsen and Bent Høie, MP and head of Høyre’s Program Committee. Both guest speakers emphasized a deepening need for private sector solutions to a wide range of public sector challenges within healthcare and infrastructure.

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Bent Høie, MP and head of Høyre's Program Committee.



AmCham's new Chairman, Pål Rokke from Citi Norway

For her part, Madsen credited her growing organization's long earned position of trust with local government – and close cooperation with competitor organizations like NHO – as keys to resolving issues on behalf of industry. Madsen went on to encourage recent US-Europe trade initiatives, stating that “Virke is perhaps the strongest proponent of opening Norway to trade with the world.” In a final cautionary note, she warned that government should be deeply concerned about stagnating foreign investment in Norway.

AmCham Members Elect New Board & Chairman

“It is with deep appreciation for my fellow Executive Committee members and AmCham staff that I now step down – following what has undoubtedly been AmCham's best year ever”. So stated five year Board veteran and outgoing Chairman Jan Grønbech (Google) as he graciously vacated his voluntary posting. “The time has come for renewal.”

With their mandate clearly defined, AmCham Nomination Committee members Sarah Ouakim (Monster Worldwide) and Peder Sunde (CorpNordic) presented four new nominees:

- Kathryn M. Baker (Reiten & Co.)
- Siri Børsum (Google)
- Meg O'Neill (ExxonMobil)
- William Taliaferro (US Embassy)

All nominees were unanimously approved and enthusiastically congratulated. As presented, the Board would henceforth be led by new Chairman Pål Rokke (Citi), and Vice Chairs Nils Arne Grønli (DLA Piper) and Christine Korme (Microsoft).

US-Norway Relations – the Washington DC Perspective

The tireless US Ambassador White returned from Washington DC just hours before the event to share highlights of his trip. He adeptly recounted the deep mutual respect evident when Foreign Minister Barth Eide and Secretary of State Kerry had their first official meeting. The Ambassador went on to detail multiple transatlantic relationship and domestic US politics issues, while addressing as many of the abounding member questions as the gourmet dinner sequence permitted.





Minnesota Mission to Norway

The State of Minnesota Trade Office is pleased to announce that Governor Mark Dayton will lead Minnesota businesses and organizations on a trade mission to Europe on June 12-21, 2013, that will include a stop in Norway. The governor and trip delegates will travel to important business centers in Berlin, Dusseldorf, Oslo and Stockholm.

The goal of the trip is to increase state exports, attract new investments, explore foreign direct investment opportunities from Norway, and connect with potential customers and longstanding partners in Europe and the Nordic Region.

"Germany, Sweden and Norway are vital trade partners that account for nearly \$1 billion in annual exports from Minnesota," said Katie Clark Sieben, commissioner of the Minnesota Department of Employment and Economic Development. "This trip is an opportunity to build relationships and attract customers for companies that want

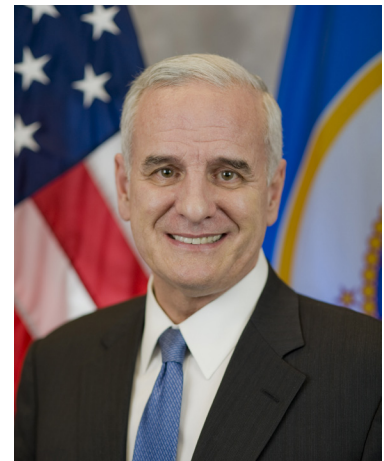
to increase business in one of the strongest markets in the world."

Considered a medical technology mecca in the US, Minnesota is one of the world's largest regions for life science manufacturing with more than 600 companies, including device manufacturers 3M, Medtronic and St. Jude Medical. Employment in the medtech sector grew 36 percent over the past five years in Minnesota, while the average for the rest of the US was just one percent.

"Although the value of Minnesota exports to the Nordic Region represents two percent of the state's overall exports, the consistent recent strong growth trends of exports in this region and the impressive economic growth of Nordic economies warrants a closer look by Minnesota businesses," said Jeffrey Phillips, European trade representative at the Minnesota Trade Office. "In addition to boosting exports to Norway, we look forward to meeting with Norwegian-based firms looking to

establish a presence in the United States. Norway and Minnesota are natural partners and Governor Dayton welcomes more Norwegian firms to Minnesota." More people of Norwegian descent (845,000) reside in Minnesota than in any other state.

Mission activities in Oslo will take place on Monday, June 17. Watch for further details! For more information, contact Jeffrey Phillips, jeffrey.phillips@state.mn.us.



Governor Mark Dayton



The launch of the Peace research Endowment. Kristian Berg Harpviken (Director, PRIO), Leymah Gbowee (Nobel Peace Prize Laureate) and Joe R. Ruder (Chair of PRE)



Executive Director Ingeborg Haavardsson

The Peace Research Endowment

The Peace Research Institute Oslo (PRIO) has recently established a non-profit organization in the US called the Peace Research Endowment (PRE). The Norwegian Consul General, Ms. Sissel Breie, generously hosted the launch of the Endowment at her residence in New York City in March 2012. We were honored by the presence of 2011 Nobel Peace Prize winner, Mrs. Leymah Gbowee, who gave a memorable key note address, focusing on the importance of solid research in the preparation of policy. Mrs. Gbowee and film maker Abigail Disney (who is also a PRE Board member) conducted an engaging filmed interview for PRE in association with the event. Please see www.peace-research.org.

The aim of the Peace Research Endowment is to build solid, dynamic relationships between donors, leading academic researchers and policy makers. The ultimate goal is to shape policy and practice that support the resolution of conflict and the promotion of peace. The activities supported by the Endowment range from research projects,

facilitation of dialogue that promotes peace, endowed professorships and centers of advanced study, as well as learning experiences, including conferences and research exchanges. The Endowment can also exercise convening power to create spaces for dialogue and coordination between parties that do not often get a chance to meet. For example, the Endowment facilitated a small, high-level dinner in Washington DC in mid-February 2013 on the topic of the Syrian crisis and the issues of inclusive dialogue and protection of civilians. The dinner provided a much needed opportunity for key actors that do not otherwise have the opportunity of talking together to talk freely. During the same week, the Endowment sponsored a reception at the United States Institute for Peace (USIP), in connection to its biggest conference ever entitled: "The Missing Peace", which was co-organized by PRIO, USIP, University of Berkeley and SIPRI North America.

Building on its already substantial partnerships and cooperation with US institutions and universities, PRIO is

working to create a base for trans-Atlantic cooperation and partnership within the field of peace research through its support of the Peace Research Endowment (PRE). The Endowment also offers the opportunity to diversify and expand PRIO's funding base in North America.

The Peace Research Endowment's day-to-day business is led by Ingeborg Haavardsson, who is based in Oslo at PRIO, along with a staff member based in New York. Emphasis has also been placed on pulling together a diverse and highly distinguished Board of Directors for the Endowment, bringing together energies and talents from diverse spheres – from public service to the private sector, to academia and civil society. This diversity helps ensure that the Endowment will remain independent of any particular political program or world view.

We welcome any communication and queries. Please contact, Executive Director Ingeborg Haavardsson: Ingeborg@prio.no



The Snacking Powerhouse

We don't consume the way we used to. Instead of three square meals a day, we tend to have a series of small eating moments. Snacking has become a growing global phenomenon. On-the-go food consumption is increasing in virtually every market around the world, with the fastest growth in developing nations, such as China, Brazil and Russia. By 2015, the global snack-foods market is expected to reach \$335 billion. At the newly created Mondelez International, now the world's largest snacking company, we are here to address this emerging behavior to meet today's snacking needs.

What is snacking?

Snacking is a small eating moment enjoyed between meals or to replace meals. Small eating occasions have always been part of the way we get energy and nutrition, hence the presence of traditional snacking moments such as tapas, elevenses, gouter and fika in cultures across the world. This is the way we live our lives. Our deep understanding of snacking behaviour is based on conversations we have had with thousands of consumers, who have shown us that there are three valid reasons why people snack: to treat, fuel and boost themselves.

What is Mondelez International?

In October 2012 we made our debut as Mondelez International and unleashed a

global snacking powerhouse that's uniquely positioned to delight consumers. We're the world's greatest startup! Out of the gate, we have \$36 billion in revenue [based on 2011 revenues] and leading positions in every market in which we compete.

We have built two strong, but distinct portfolios in two different companies. The global snacks business has tremendous opportunities for growth as consumer demand for snacks increases around the world. The North American grocery business has a remarkable set of iconic brands, high margins and the ability to generate significant cash flow.

Creating two independent companies provides greater long term potential for both businesses. Successful growth depends on extending into new markets and developing new products that meet very specific consumer demands. We understand that our grocery brands and snacking brands respond to different needs and have their own unique opportunities. By separating the snacking business from the North American grocery business, each company can be more focused in its approach to growth and innovation.

What is the significance of the name?

"Mondelez" evokes the idea of a world of delicious products. The name is derived from the Latin word for world (monde) and a fanciful word expressing deliciousness

(delēz). The name was selected following an employee naming competition and was inspired by two suggestions, one from an employee in Europe and the other from North America.

We have had great reactions to our new name, because it brings together influences from across the world while demonstrating that our people really are at the heart of our new business.

How does Mondelez International differ from other snacking companies?

Mondelez International has a rich heritage in the snacking business and a clear understanding of changing consumer needs founded in decades of producing some of the world's favourite foods. Our deep-set understanding of snacking behaviour, coupled with Mondelez International's own extensive research, will help us to innovate to meet demand.

Our presence in Norway is and will remain strong. Our heritage stems from the purchase of a chocolate factory at Rodeløkka in Oslo in 1894 – and we are still here today! We have an unbeatable mix of resilient local brands like Freia, Kvikk Lunsj, Kong Haakon and Regia combined with European and global power brands like Oreo, Philadelphia, Hall's and Tassimo.

Mondelez International will deliver strong growth by driving and innovating in snacking and by creating delicious moments of joy!

Mondelez
International



*Kristian Hvilen,
External
Communications
Manager Nordic*



Linking Movies and Brands



International brands have for many years cooperated with Hollywood motion pictures in cross-promotional campaigns and through brand alliances. You may have seen campaigns with brands allied with blockbusters like James Bond, Sex & The City, Ice Age or Shrek. For the motion picture industry this is an effective way to promote their movies. For the partnering brands it's an excellent method to create attention and gain interest from their target audience. When the advertising agency Pulse Communications was established in 2005, there were some international brand alliances that were already visible in Norway, but there were very few local cross promotional campaigns.

Pulse Communications was thus funded by Fredrik Strømme, Jørgen Kaada-Rønning and Preben Øiamo. Starting up they began by assisting movie distributors in Norway with movie premiers. Through these activities they established relations with professionals from the US. The young entrepreneurs were officially introduced to the world of cross-promotion and brand alliance with motion pictures. They quickly learned 'best practices' on cross-promotional campaigns and initiated collaboration with the US movie companies in Norway.

The market was identified and it became clear that there was a demand for promotional campaigns with big blockbuster movies, both

in Norway and throughout Scandinavia. The brands, however, had little "how-to" knowledge and lacked access to movie rights. There was also a need for more locally adapted brand alliances with the movie companies.

Pulse Communication's business idea was to *create win-win situations for both the Nordic partnering brands and the movie production companies. Enabling an alliance between the two creates a perfect foundation for a tactical sales driving campaign profiting the brand - and profiting the movie release with an effective promotion package.*

Under one roof, Pulse Communications is a promotion a promotion agency that can identify the next great movie and potential brand alliances as well as serving as a full-service advertising agency.

The first campaigns were successful and soon thereafter Pulse Communications entered into partnerships with numerous movie companies and built an experienced and highly skilled team.

The company currently cooperates with the majority of US movie companies as well as many Norwegian and Nordic movie producers.

Pulse Communications client list includes most local Scandinavian brands and many International brands within the FMCG sector, as well as brands in the automotive, electronics, banking and B2B sector.

Promotion campaigns with movies are typically displayed on product packaging, on in-store materials, in TV ads and through online consumer sweepstakes.

Where we go from here?

We must never be satisfied and believe that we have the knowledge needed tomorrow. We use our experience to improve ourselves and to find new and innovative ideas and new ways to work. We see exciting possibilities in working with movies, TV-series, sports and music themed campaigns.

It is about identifying what engages the target group and where their interest lies. What was the right way in 2012 is not necessarily the right way in 2014. We always try to think new and listen to our clients to find innovative and effective marketing solutions for the future to come. In a meeting with new clients, we are keen to find out how we can help them solve their challenges, and not necessarily with the same approach tried before.



Fredrik B Strømme
Managing Partner



Re-launching Palmen at Grand Hotel

With a new menu, extended opening hours and interior design by Anemone Wille Våge, Palmen (The Palm Court Restaurant) is opening its doors once again at the Grand Hotel. Oslo's 'secret oasis' invites guests to Palmen 2013-style, 100 years after it first welcomed diners.

"Palmen is the perfect spot for guests to meet up for a light lunch, share a good dinner or take a break from their shopping with a coffee. With opening hours extending into the evening, the buzzing atmosphere can be enjoyed day and night," says Sales and Marketing Director Kari Hasselknippe.

Palmen Restaurant first opened in 1913 and celebrates its centenary this year. To mark the occasion, the restaurant has

been redesigned and there is a new menu. 'Sharing' is a central aspect of the restaurant experience.

There is a growing trend for people to want to share eating experiences and taste more items from the menu. We're giving Palmen's lunch and dinner guests an opportunity to share many of our dishes.

Bold elegance

Palmen is renowned as the architectural gem at the heart of the Grand Hotel, with its distinctive glass dome letting light flood in. The restaurant is divided into three sections, with space for 74 guests in the main dining area.

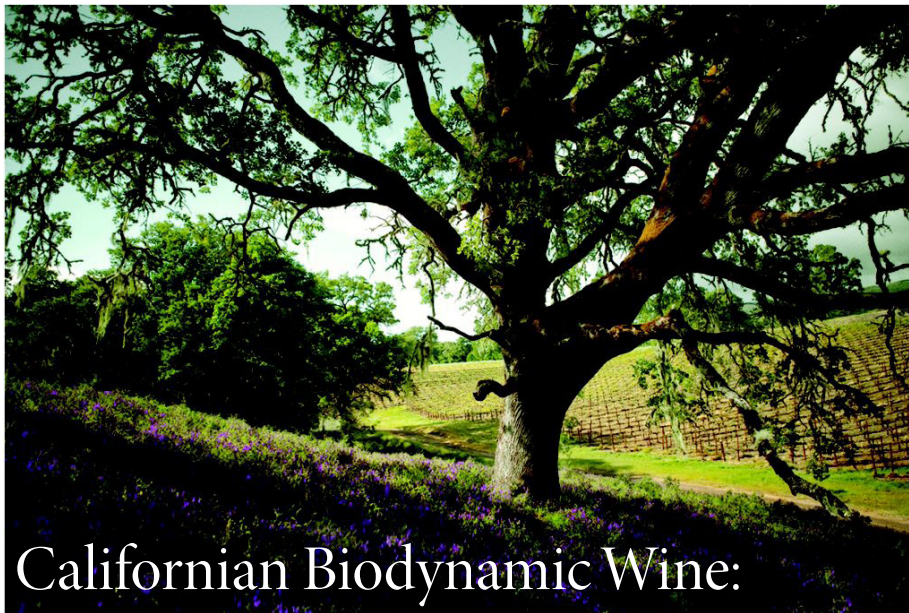
Norway's most highly regarded interior designer, Anemone Wille Våge, has given the restaurant a new look that embraces a glamorous classical style.

Palmen Restaurant was originally an open-air garden with fountains, called the Palm Garden. Here guests could enjoy the culinary delights on a cool and shady veranda, just like Ibsen used to do in the summer. The garden was enclosed with a glass roof in 1913 and palm trees were planted.

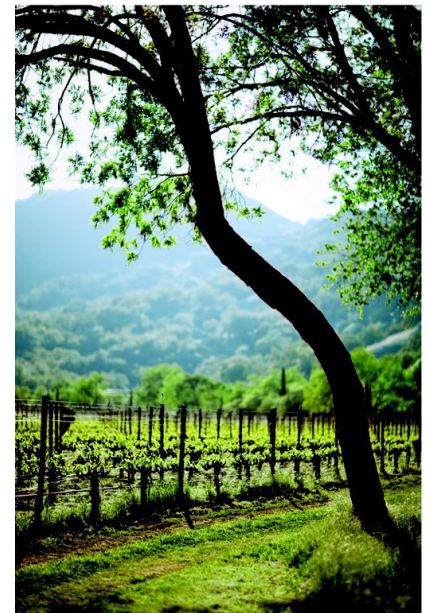
Wall of Fame

A more secluded part of the restaurant provides a sense of discreet luxury, with the dining area dressed in warm shades of lilac to give guests a quiet and relaxed atmosphere. A new addition is the 'Wall of Fame'.

Pictures of famous celebrities, pop artists and actors who have visited Palmen are displayed on the wall. Stop by to see this fantastic transformation of Oslo's "Grand Old Lady".



Californian Biodynamic Wine:



Not only balanced in taste, but also in balance with the earth



Robert Blue

Robert Blue is a winemaker at the Bonterra Vineyards in California. He explains that seeing the land as a living self-contained ecosystem, responding to the cycles of the sun, moon and seasons, contributes to grapes of quality and uniqueness. Bonterra Vineyards produces wines following the biodynamic principles, and have won several prizes for their unique wines.

In the wine industry, two directions within the agriculture have received an increasing amount of attention the last couple of decades: namely the organic and the biodynamic agriculture.

Organic agriculture is known to most people, where the wine is made from grapes grown in accordance with the principles, which excludes the use of artificial chemicals etc. However, the biodynamic approach to grape growing may be a less known topic to most people. Actually, the biodynamic approach has become one of

the more controversial issues within the wine industry.

Biodynamic wine making in California

“In every sip of a biodynamic Bonterra wine, you can taste our natural commitment to producing the wines of great taste and excitement, which is why we believe they are among the very best you’ll experience” argues winemaker at the Bonterra Vineyards Robert Blue with a great passion.

Blue explains that their grapes offer a quality of fruit and vibrancy of taste that allows them to create wines that express the purity and intensity of each grape’s unique character. Besides, the grapes are allowed to ripen individually, harvested when they peak maturity, allowing them to express the character of each varietal and the unique terroir. He claims that this would not have been possible without the biodynamic method.

Pioneers in biodynamic practices

In general, many Californian winemakers feel a deep connection to the land where the grapes grow. Actually, this passion, engage-

ment, and pride have made California a world leader in sustainable vine growing.

In California, there are a handful of winemakers producing biodynamic wine grapes. One of the pioneers and leaders in implementation of biodynamic practices is the Bonterra Vineyards. They started to grow biodynamic grapes in 1993 and have since then become the number one selling brand of wines made with organic grapes in the US. They genuinely believe that organic wine grapes create better wines. The vineyards are living laboratories for the production of biodynamic wine grapes, and they continually develop innovations aimed to benefit the planet and people, while creating great quality wines.

In balance with the earth

Biodynamic grape growing is about going beyond the guidelines of organic growing. It’s about believing in the self-sustainability of the vineyard as well as viewing the practice of biodynamic farming in a holistic manner.

Biodynamics was first found by the philosopher Rudolf Steiner in 1924 when he was going to help local farmers in improving the soil. The practice views



the vineyard in its entirety as a living system. There should be a balance between people, animals, plants, and the universe for them all to work in harmony. There



*Written by: Marie Mossige Grythe,
Brand Manager
at Concha y Toro
Norway AS*

are different rules to follow, for instance as to when seeding, plowing, cropping, and harvesting are supposed to happen. All these events are based on a calendar that is loosely based on the position of the moon and the planets.

Do biodynamic grapes improve the wine?

What began in the early 1990s has developed into a movement whose practitioners include some of the world's best winemakers, and

some of the world's most unique wines. Biodynamic farmers argue that the wines produced are more evocative of the place they're grown—and, consequently, better. However, the skeptics, who are many, see it as an incredible waste of time and money. For some, it is an insult to science and modern thinking. Regardless of what the skeptics say, the biodynamic wines have won blind tasting competitions, and will for sure be unique. So, why don't you give it a try, taste for yourself, and make your own opinion?

Biodynamic wine recommendations:

Bonterra The McNab

Vintage: 2006

Vinmonopol number: 9302801

Price: 350,- NOK

Area: Mendocino, California

Country: USA

Grapes: Merlot, Cabernet Sauvignon and Old Vine Petite Sirah are blended in the Bordeaux style and aged in French oak.

Tasting notes: It has aromas of blackberries, blackcurrants and cedar with touches of licorice and mint. Soft tannins and a long finish reveal flavors of raspberry, vanilla spice and well-integrated oak.



Bonterra The Butler

Vintage: 2007

Vinmonopol number: 9302701

Price: 350,-

Area: Mendocino, California

Country: USA

Grapes: Syrah with the addition of Grenache, Mourvedre and Petite Sirah for added complexity and interest.

Tasting notes: The Butler showcases the intense flavors of Biodynamic grapes with its aromas of ripe plum and dark cherries with a hint of violets. It is a rich, velvety wine with good structure, soft tannins and flavors of sweet oak and licorice spice.



Past Events

(selected)

AmCham Black'n Red Christmas Party

Thursday, December 8th, Grand Hotel



Customized Ravenswood cup cakes!

As the holiday season approached, AmCham held its annual Christmas party on the top floor of the Grand Hotel, in the Etoile bar. Over 100 members and guests came together dressed in red and black to celebrate Christmas and a successful 2012. Upon arrival members and guests were served Ravenswood red wine, which was complementary throughout the night. As the Etoile bar began to fill up, Grand Hotel provided a large American style buffet. Everything from mini hamburgers, and chicken wraps to mini cupcakes with the Ravenswood logo were served. Accompanying the buffet, Craig Whitson informed member and guests about the American grilling and wine culture. Including detailed specifics about the most traditional American Christmas dinners. The members and guests spent the remainder of the evening mingling and enjoying the Christmas spirit. AmCham would like to thank the Grand Hotel, Ravenswood/Strøm and Craig Whitson for helping to make this wonderful evening possible.



Craig Whitson talking about American food and wine traditions. Ambassador White and his wife Eleanor to the left.

Business After-Hours

Wednesday, January 9th, MS Midnatsol (Oslo Harbor)



Memolife's Frank Wedde baffled the audience with some interesting brain facts

Together with the British Norwegian Chamber of Commerce, AmCham members enjoyed an insightful and thought provoking after-work gathering aboard Hurtigruten's ship MS Midnatsol. Guests were greeted by Hurtigruten VP of International Sales, Hans Rood, who gave a short presentation of a historic company that can boast 120 years of coastal voyages. He was followed by event sponsor and LinguNordic Sales & Marketing Manager Matt Classen.

The highlighted speaker of the evening was the engaging Mr. Frank Wedde, co-founder and CEO of Memolife, who addressed practical techniques to improve memory and other interesting "brain facts." Memolife offers scientific digital games for mental training, mnemonics and language learning.

After the presentations the guests were guided to the ship's Panorama Bar for refreshments and exchange.

Partner Event: Study in the USA – An evening of Inspiration

Thursday, February 14th, Kilroy



As promoting educational exchange between the US and Norway remains an important AmCham objective, members 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 their own rewarding university experience in the US, Schlumberger's Managing Director Morten Jensen and his colleague, Nils Kjetil Vestmoen Nilsen both University of California graduates advised on the importance of finding the right school for future career ambitions.



New AmCham Members

Patron Upgrade

MARS NORGE

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's 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 Almonds® and Lifesavers® mints. Food – Uncle Ben's®, Dolmio®, Eibly®, Masterfoods®, Seeds Of Change® and Royco®; Drinks – Alterra Coffee Roasters™, The Bright Tea Company™, Klix® and Flavia®; Symbioscience – Cocoavia™, Wisdom Panel™ and Seramis®.

Patron

ABBVIE

AbbVie (NYSE:ABBV) is a global, research-based biopharmaceutical company formed in 2013 following separation from Abbott. AbbVie combines the focus and passion of



a leading-edge biotech company with the expertise and structure of a long-established pharmaceutical leader. The company's mission is to use its expertise, dedicated people and unique approach to innovation to develop and market advanced therapies that address some of the world's most complex and serious diseases. AbbVie aims to help patients live healthier lives and collaborate on sustainable healthcare solutions. In 2013, AbbVie will employ approximately 21,000 people worldwide and markets medicines in more than 170 countries. In Norway AbbVie AS is situated in the old airport building at Fornebu and employs around 70 people.

ALCOA

Alcoa (NYSE:AA) is the world's leading producer of primary aluminum, fabricated aluminum and alumina, and employs approximately 61,000 people across 31 countries. Since 1888, Alcoa has been defining the aluminum industry, beginning with our founder Charles Martin Hall inventing the method for producing aluminum, to NASA sending the space robot Curiosity to Mars in 2012, a feat achieved through aluminum parts provided by Alcoa.

Alcoa's presence in Norway started in the 1920's through a materials co-operation with Elkem, and in 1962, through the aluminum plants at Lista and in Mosjøen. Since 2009, the two plants have been fully operated and owned by Alcoa through the acquisition of Elkem Aluminium. Alcoa also owns and operates an anode factory in Mosjøen, supplying the plants in Mosjøen, Norway and Fjardaal, Iceland.

Engagement is part of Alcoa's DNA, and October is our Month of Service. In 2012, every fourth Norwegian Alcoa employee participated in volunteer work. Since 2009, Alcoa has contributed to our Norwegian communities through more than 4400 volunteer hours and 3.5 million NOK in Alcoa Foundation grants.



In 2011, Dagens Næringsliv awarded Alcoa the title 'Norway's fittest company'.

Corporate

BULL & CO. ADVOKATFIRMA

Bull & Co Advokatfirma was founded in 1864, and is a business law firm located at Solli Plass in Oslo. Clients range from listed international companies to family businesses, the public sector, pro-bono organizations and private individuals.

The lawyers at Bull & Co assist with business matters in most areas, such as corporate, finance, real estate, restructuring, employment, environment, competition, intellectual property and technology. Depending on the size and character of each case, they will assemble interdisciplinary teams that gives you access to draw on the full range of skills and experience through a partner in charge.

Through their international network, Bull & Co have access to local legal expertise all over the world.

CONCEPT COMMUNICATION

Concept Communication is currently the most innovative experiential marketing firm in Norway, focusing on retail marketing, trade fairs and events. By implementing new and inspiring solutions through their highly creative design team, the clients receive a much better return on investment than through traditional marketing. Concept Communication has a broad knowledge in finding the right marketing channels, and will use the proper method of communication to ensure the goal of the client is reached.

Concept Communication is a carbon-neutral and environmentally friendly company which is located in Oscarsgate in the center of Oslo. Concept Communication will be celebrating its 20 year Anniversary in 2013.



MOOTA TELECOM

Mobile Made Easy

Moota Telecom, with offices in Oslo, Norway and Colombo, Sri Lanka takes the hassle out of configuring and provisioning mobile phones. Our customers are Mobile Operators (MNOs, MVNOs and service providers) from all around the world.



With a unique and patented solution, Moota supports configuration of thousands of mobile devices -- anything from the most basic no-brand phone to the latest tablets and mobile phones from leading vendors such as Samsung, Apple, Nokia and more. Moota's solutions work over-the-air and can be initiated from either a hosted web app or an advanced API, making it possible to integrate them into existing CRM and device management solutions.

The Moota solutions and tools provide both a strategic and financial tool for companies that wish to take a more active role in the mobile ecosystem.

PULSE COMMUNICATION

Pulse Communications is a full service advertising agency with offices in Oslo and Stockholm.



Pulse Communications gives companies the opportunity to brand alliance with major theatrical and DVD movie releases, as well as popular TV-series. This creates interest and actuality for the brand and product. We utilize this for our clients and they use this partnership to increase sales, strengthen customer relations and internal motivation and engagement. We work closely with most American and Nordic movie production companies.

The agency also develops and runs traditional advertising campaigns, with a strong focus on effect and measurable results.

The agency's client base includes the biggest brands within the fast moving consumer goods market in Scandinavia, as well as electronic-brands, car-brands, consultancy firms and banks.

ROB.ARNESEN

Rob Arnesen, Established in 1912, is an import and



distribution company who through the work of generations has become one of the largest distributors of sunglasses in Norway. Rob.Arnesen also provide reading glasses, toys, sporting articles, travel accessories, and other non-food items. Rob.Arnesen provides its partners with increasing profitability through superior products and service.

Currently there are 3 generations of the Lauritzsen family working together to grow the company. Terje Lauritzsen Sr. and his wife Kari are the owners of the company. Their 2 sons and 2 of their grandsons are involved in different aspects of the company as well.

Rob Arnesen has specialized in eyewear since the mid 1950's and has a long history of importing & distributing eyewear in Norway. Outside of eyewear the company is also involved in consumer electronics, sporting goods and toys.

The field in which the company is seeing the most growth is within the private label field. Rob.Arnesen designs and produces for many name brands within Norway. They have eyewear in the market ranging in prices from USD 10,- to 200,-. The main factors in the pricing of eyewear are quantities ordered, materials used in the frames, and what lenses are chosen.

One of the most interesting brands Rob. Arnesen is involved in is called Shades of Norway. This is a brand of eyewear that makes highly technical sunglasses modeled after specific places in Norway. The idea behind the brand is to make a national Norwegian eyewear company and use this company to promote Norway and Norwegian culture outside of its borders.

SONITOR TECHNOLOGIES

Sonitor Technologies was established in 1997 by Ole



B. Hovind MD, M.P.H. in response to the healthcare industry's need to improve operations visibility. The company develops and manufactures a unique Real Time Locating System (RTLS) platform that provides proven room and sub-room accuracy in complex healthcare environments such as hospitals and long-term care facilities.

Sonitor Technologies' open integration platform is developed to support healthcare applications like asset management, nurse call, patient flow, workflow, infection control and patient safety, and integrates seamlessly with application software from leading hospital information technology providers.

By combining Sonitor Technologies' renowned high definition ultrasound technology with existing Wi-Fi standards, Low Frequency RF, and other sensory technologies for motion, temperature and humidity in one platform, the intelligent Sonitor tags can automatically adapt to their environment, providing the information and accuracy required for each area.

Being completely wire-free and having minimal components, the versatile Sonitor RTLS platform is easy to install and to maintain.

THIN FILM ELECTRONICS

Thin Film Electronics ASA (Ticker: THIN.OL) is a leader in the development of printed electronics. The first to commercialize printed rewritable memory, Thinfilm is creating printed system products that will include memory, sensing, display and wireless communication-at a cost-per-functionality unmatched by any other electronic technology. Thinfilm's roadmap of system products integrates technology from a strong and growing ecosystem of partners to enable the Internet of Things by bringing intelligence to disposable goods. Company headquarters are in Oslo, Norway, with product development in Linköping, Sweden, sales offices in San Francisco, USA, and Tokyo, Japan, and manufacturing in Pyongtaek, South Korea.



Online Christmas Charity Sale

AmCham, along with member company Helly Hansen, held an online Christmas Charity Sale for AmCham members. The exclusive three-day web sale offered a 30% discount on all Helly Hansen gear with 10% of each member order donated to Right to Play. Right to Play is a global organization founded in 1993 by speed skater, Johann Olav Koss and has programs in over 15 countries. Right to play acknowledges play as a right, not a luxury for every child and thereby facilitated policy, curriculum and teacher development in order to incorporate play as a learning tool for children. Their mission is to *'use sport and play to educate and empower children and youth to overcome*



the effects of poverty, conflict, and disease in disadvantaged countries.' AmCham would like to thank Helly Hansen and members for their support. Keep a look out for similar AmCham and Helly Hansen charity sales in the upcoming year.

Please find further information on how to contribute to Right to Play [HERE](#).



Coming Events

American Wine Tasting

Thursday, May 23rd
Villa Otium, Oslo

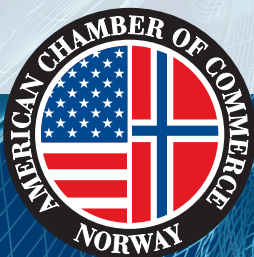
Business After- Hours: KPMG – US-Norway Relations – a Party-by-Party Barometer

Thursday, June 6th
KPMG, Oslo

AmCham Annual Golf Tournament

Thursday, August 22nd
Haga Golfklubb, Oslo

Please visit the **AmCham website** for regularly updated AmCham and partner events.



AmCham Members
PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

AmCham Members

Patron



Corporate

Accenture • Accurate Equity • Ace European Group • Adams Express • Advokatfirma Flod • Advokatfirma Selmer • Advokatfirmaet Simonsen Vogt Wiig • Advokatfirma Steenstrup Storange • Advokatfirmaet Tøtdal • Agrinos • Air Products • Aker • American Car Club of Norway • American College of Norway • American Express Company • Anacott Steel • Aon Norway • Arcus • Arntzen de Beche Advokatfirma • Ask Mr. Cruise • ATI Scandinavia • AWilhelmsen Management • Bain & Company • Bandak Lunde • Berlitz Language Services • BearingPoint • Best Company • Best Western International • BI Norwegian Business School • Bionor Pharma • Bristol-Meyers Squibb • BSFA • Bull & Co. Advokatfirma • CA Norway • Capgemini Norge • Cecilie Melli / C Shop • Citrix Systems Norway • Clarion Hotel Royal Christiania • Cognizant • Comet Consular Services • Concept Communication • Concha y Toro • Concierge Masters • Connectum Capital Management • CorpNordic • CSC Norge • Cytec • Deloitte Advokatfirma • Doorway to Norway • Drew Marine International • Drøbak Golfklubb • Dun & Bradstreet Norway • DuPont Norge • Easymeeting.net • Eiker Motorshop • Eimskip - CTG • Elmatica • Ericsson • F&B Kommunikasjon • Facebook • Fondberg • Frank Gronlund Agentur • Frisch • Føyen Advokatfirma • GE Healthcare Technologies • GE Money Bank • Geelmuyden.Kiese • Global Blue • Grand Hotel • Halliburton • Hard Rock Cafe Oslo • Haugen-Gruppen • Helly Hansen • Hess Norge • Hewlett-Packard Norge • Honeywell • Hotel Continental • HRG Nordic • Hoegh Autoliners • Icelandair • Ingersoll-Rand • Innovation Norway • Intergraph Norge • InterimLeder • International Corporate Art • International Herald Tribune • J.P. Morgan Europe, Oslo Branch • Jotun • Kelly Services • Kilroy Norway • Kongsberg Defence & Aerospace • Korn/Ferry International • Kreab Gavin Anderson • Kvale & Co. Advokatfirma • Leadership Foundation • Life Technologies • Lillestrøm Amerikansk Fotballklubb • Lingu Nordic • Lockton Companies • Lærdal Medical • Marsh • Mars Norge • Mercer • Mobikinesis • Mondelez International • Moods of Norway • Moota Telecom • Motorola Solutions Norway • MoVa • NAI First Partners • Neo Group • Nordic American Group • Norges Varemesse • Norway Communicates • Norwegian Machinery Dealers Association • Norwegian Ship Owners' Association • O'Learys Oslo • Opel Norge • Opera Software • Oracle • Our Amazing Norway • Parker Hannifin • PepsiCo Nordic Norway • Philip Morris Norway • Polaris Norway • Preferred Global Health • Premiere Global Services • Pulse Communication • PwC Accounting • Recall • Regus Business Center Norge • Reiten & Co. • Resources Global Professionals • Rob.Arnesen • Rock'n Roll Marathon/Competitor Group • RSA • Ræder Advokatfirma • Scandic Hotels • Shippingklubben • SONOR • SPX Flow Technology Norway • Engelstad • Strøm • STM Norway • Subsea 7 • Symposium Wines • Team Allied/ Majortrans • Telenor • The Performance Group • Thin Film Electronics • Torres & Partners Norway • Total E&P Norge • Treasury Wine Estate • Trigcom • Turner Broadcasting Systems Nordic • Tyrifjord Golfklubb • Umoe Mandal • Unilever • United • United Media Group • USA Specialisten/World Tours Gruppesspecialisten • UPS of Norway • VentureLab • Verdane Capital Advisors • Visumservice • Warner Bros. Entertainment Norge • Wikborg Rein • Winetailor • Wunderlich Securities