

Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Dear Members –

More strikingly than usual, change is upon us. Regardless of the final parliamentary seat count, the election will decisively alter the course of Norwegian politics for the next several years. TTIP – the *Transatlantic Trade and Investment Partnership* – will potentially be the largest trade agreement in history, covering more than 40% of world GDP and vastly strengthening the US-European partnership on the world stage. Two new ambassadors will be in place by year end in Washington DC and Oslo, each with his own imperatives. The US economy is decidedly back online, along with a multitude of burgeoning opportunities for transatlantic investors, public and private. The list goes on.

As business leaders, we must regularly recognize – and act decisively upon – the opportunities associated with certain change. For some politicians and industry groups, *change* seems to be the ultimate four-letter word. To be clear:

- Any conceivable post-election Norwegian government coalition will be more receptive to helping remedy private sector challenges.
- Eventual TTIP implementation will mean major policy sacrifices for the EU, US and, yes, eventually Norway. The upsides in market efficiencies, jobs and innovation will be worth it.
- Incoming ambassadors will have different styles and priorities than their predecessors.
- Mutual US-Norway investment will continue to expand – and the pace and targets will remain in flux.

AmCham will be here to facilitate exchange so that change happens a little less abruptly for you, our valued partners.

SINCERELY, THE AMCHAM STAFF



AmCham Power Luncheon with Minnesota Governor Mark Dayton

June 2013
Grand Hotel, Oslo



Governor Mark Dayton led a formidable group of Minnesota business people, educators and researchers through a rigorous series of Oslo-area meetings and site inspections just ahead of the Norwegian summer pause. During the luncheon – generously sponsored in part by Borton Overseas and Icelandair – AmCham members and partners took advantage of the unique opportunity to interact with ranking representatives of what is perhaps the most *pro-Norway* region of the United States.



“Minnesota is one of the world’s largest regions for life-science manufacturing,” stated the aptly proud Governor.

Fellow guest speaker Ellen Sue L. Ewald of Minneapolis-based Tysvar LLC provided a succinct summary of Norway-Minnesota cooperation successes to date. An expert on transatlantic business and education initiatives, Ms. Ewald strongly emphasized the untapped potential for deepened medical technology partnerships.

In this issue

AmCham Power Luncheon	1
Nobel Peace Prize Forum	2
Eid Passport	4
North Dakota - State of Opportunity	6
From Norway to the US with Eimskip	8
Select USA	9
American Wine News	10
Past Events	12
New Members	14

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2012 Forum Business Day Keynote Dr. Alf Bjørseth (Chairman, Scatec AS) spoke on “Renewable Energy: The Business of Renewing Peace and Stability”



Top left: 2013 Forum Business Day Keynote Nina Easton (Senior Editor, FORTUNE) spoke on “Women: Indispensable Pillars of Economic Security.”

Minnesota Trade Delegation at the Nobel Peace Center June 2013. Maureen Reed (Executive Director, Nobel Peace Prize Forum), Rachel Peterson (Program Manager, Nobel Peace Prize Forum), Kathleen Motzenbecker (Executive Director, Minnesota Trade Office), Julie Langley (Laksela)

Where Peace and Business Meet:

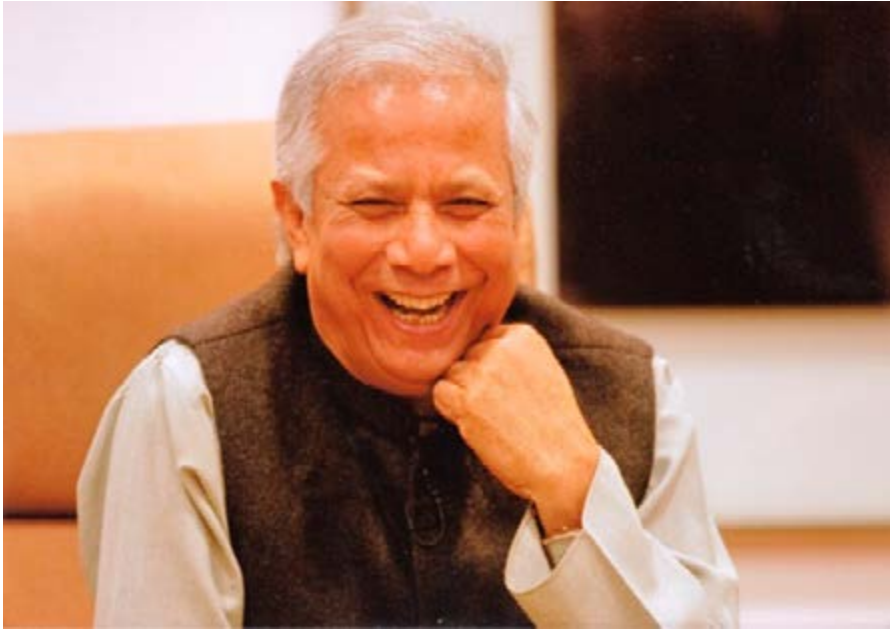
The Nobel Peace Prize Forum

When Governor Mark Dayton brought the *Minnesota Trade Mission* to Norway in June, it was no accident that the Delegation visited the *Nobel Peace Center*. Controversial as the most recent Nobel Peace Prize may have been in certain circles, the *award to the European Union* underscored the role that business plays in diminishing the potential for conflict. As one Delegate candidly remarked upon exiting the Nobel Peace Center, “Truthfully, I had forgotten that the EU was born from a coal-and-steel pact between countries who had just spent the better part of the century trying to destroy each other.”

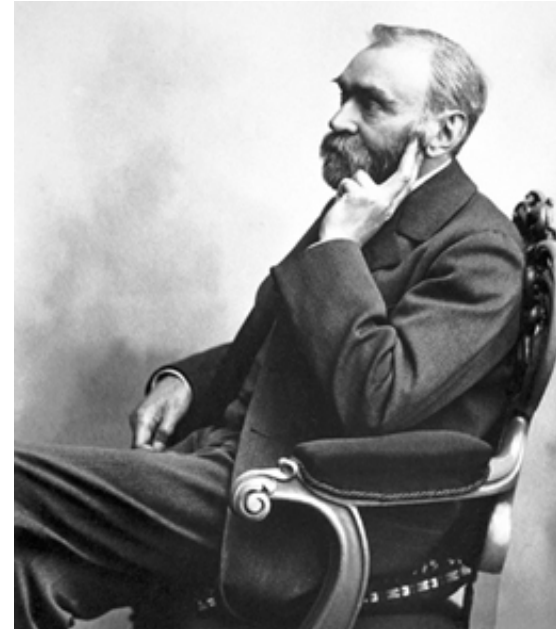
For the three dozen Minnesota business leaders intent upon strengthening their economic ties with Europe, the contrast of immediate post-war Europe with today’s reality was stark.

And the contrast yielded a simple message: Business is good for peace. The corollary message was also obvious: Peace is good for business. Without a successful and long-standing resolution of the 20th Century conflict in Europe, it is almost certain there would have been no 21st Century Minnesota Trade Mission to Europe.

As they pondered the stabilizing role that business plays around the world, Trade Mission Delegates perhaps also pondered another aspect of *Alfred Nobel’s* role in global affairs and business. When the energetic entrepreneur and inventive tycoon chose to rest the responsibility for the Peace Prize in Norwegian hands, he dealt Norway an opportunity to be viewed in a unique light. A century later, his decision still casts a long international shadow. And, for

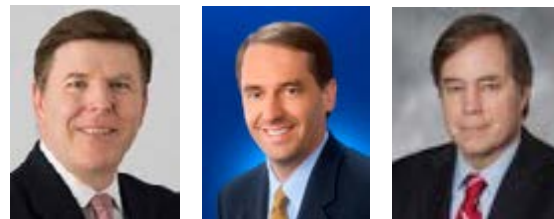


2013 Forum Honored Laureate Prof. Muhammad Yunus spoke on “Microcredit, Entrepreneurism and Ending Poverty.”



© The Nobel Foundation
Alfred Nobel. Picture sometime around 1890.

2013 Forum Business Day Panel Chris Policinski (President and Chief Executive Officer, Land O’Lakes), Jeff Simmons (President, Elanco), David MacLennan (Chief Operating Officer, Cargill, Inc.) spoke on “Food Security Equals World Security.”



a surprising reason, it has particular importance to Norwegian and North American business interests today.

In an unprecedented move 25 years ago, the Norwegian Nobel Institute granted use of the name “Nobel Peace Prize” to five American colleges of Norwegian heritage (Augsburg, Augustana, Concordia, St Olaf and Luther Colleges). The Nobel Institute intended that the colleges annually host a Forum designed to inspire peacemaking by studying the work of Nobel Peace Prize winners. But what does that decision have to do with business?

The answer lies in the rapid evolution of the *Nobel Peace Prize Forum*. Because of its remarkable ability to draw people together into substantive conversation, the Forum has become a portal through which business, research and educational connections are forged. In recent years the Forum has grown dramatically, now attracting over 6000 in-person attendees as well as nearly 70,000 live stream views to its annual March conference.

It’s no secret that when enormously courageous, creative people such as Nobel Laureates gather at the Forum, other creative, curious people gather to listen and learn. But the Forum is not an abstract listening exercise for the business professionals, students, and members of the general public who are in attendance. Because the Forum intentionally explores the compelling relationships of business to peace and of scientific research to stability, the

experience for attendees directly translates to their professional and personal lives.

Two examples illustrate the point. When North American biologists conducting research on forgotten diseases of poverty had the opportunity to hear Nobel Laureate Muhammad Yunus and meet his colleagues from Bangladesh, they created new research collaborations on parasitic eye disease. When energy professionals heard keynoter Dr. Alf Bjørseth of Scatec discuss the stabilizing influence of solar power in developing countries, they quickly moved to discussions of business collaborations with their fellow attendees. This is the “portal power” of the Nobel Peace Prize Forum: bringing together intellectually curious and innovative people who, within minutes of meeting one another, launch ideas that materialize into action.

The March 2014 Nobel Peace Prize Forum in Minneapolis with Leymah Gbowee, Medecins Sans Frontieres, and other Nobel Laureates will continue to provide robust intercontinental “portal power.” Alfred Nobel would be pleased to know that his dreams for peace, as well as his legacy as an international businessman, are alive and well.



North Dakota Economic Development Delegation

Eid Passport, Inc. is the largest commercial provider of United States Department of Defense vendor high assurance identity management. The company also provides its services to the United States Department of Homeland Security and NASA. It helps protect United States government facilities throughout the United States, including Alaska, Hawaii and the US territories. Eid Passport provides its state-of-the-art, highly secure services at more than 100 secured United States facilities. Eid Passport has offices in Hillsboro, Oregon, Alexandria, Virginia, and Minot, North Dakota. The city of Minot is an economic development sister city with Skien in Telemark county.

During the week of 10 June, members of the economic development delegation from North Dakota, including their Governor, visited Oslo, Skien and many sites in the Telemark County area, including the industrial park. On 11 June, Governor Jack Dalrymple signed a MOU with Telemark County Mayor Terje Riis Johansen with a commitment to try to improve mutually advantageous Business Development, Tourism/Culture and Education.

With the intention of getting the MOU off to a good start, the North Dakota delegation brought with them the President and Chief Operating Officer of Eid Passport,

Jim Robell. Jim toured parts of Norway and, in addition to his gratefulness for the wonderful hospitality he received, he left very impressed with the readiness, willingness and competency of Norway, especially Skien and Telemark county, to help Eid Passport create its first presence in Europe. Jim hopes that they will be able to win high assurance identity management business in Norway, so that Eid Passport can make Skien and Telemark county its European headquarters. Skien, one of Norway's oldest cities, is also known as the home town of the historic playwright and poet Henrik Ibsen. His major works

include Brand, Peer Gynt, An enemy of the people, Emperor and Galilean, A doll's House, Hedda Gabler, Ghosts, The wild duck, Rosmersholm and The master builder.

Eid Passport's very secure technologies can help make Norway the leader in high assurance identity management in Europe, while at the same time create hundreds of high technology jobs in Norway. Jim received several presentations and met with many, including the Mayor of Telemark, the Mayor of Skien, members of Parliament in Oslo and some of Telemark's and Norway's economic developers. Thanks to the efforts from all parties involved during his visit,



The Mayor of Skien, Hedda Foss Five, Jim Robell and the Norsk Høstfest “princess” 2012, Abbie Naze, who has been studying at Høgskolen i Telemark, but is now back in Minot, North Dakota.

Jim left with tremendous confidence in the ability to successfully create a strong presence for Eid Passport in Skien, and he has a wonderful impression of the Norwegian people and Norway.

Since returning to the United States, Jim has continued to work with Telemark economic developers in the county administration. Eid Passport has initiated the dialogue with Telemark County’s growth project, Invest in Telemark and Innovation Norway in Telemark, to explore the possible endeavor to establish its presence in Skien. They have jointly developed a capabilities overview and staff, equipment, technology connectivity and facility requirements. Since this is Eid Passport’s first approach to Norway, Jim asked the Telemark economic developers in Innovation Norway Telemark and Invest in Telemark for help in understanding how to approach, conduct and market business in Norway. The economic developers are assisting Eid Passport not only in its approach to business in Norway,

but they are helping Eid Passport connect with Norwegian businesses that can help the company find success in Norway.

Eid Passport and the Telemark economic developers plan to meet at the Norsk Høstfest (www.hostfest.com) in Minot, North Dakota, during the week of 1 October, to create their plan to win business in Norway, so that Eid Passport can make Skien its European headquarters. The Norsk Høstfest in North Dakota is believed to be the largest Norwegian festival outside of Norway and about 30 percent of North Dakotans claim Norwegian heritage.

For more information:

In the US: Sharon Lodewick, Eid Passport, Inc. slodewick@eidpassport.com and (503) 924-5329 or see www.eidpassport.com.

In Norway: Bjørn Richard Johansen, Invest in Telemark - First House, e-mail: brj@firsthouse.no and mobile +47-47 800 100. For more information about Telemark – www.telemark.no.





State of Opportunity

As we know, there is a warm and strong relationship between Norway and the US. One of the main reasons for this is likely the substantial emigration from Norway to the US. Organized immigration from Norway to the US started in 1825, and within the next 100 years, more than 800,000 Norwegians emigrated to the US. The vast majority of Norwegians settled in the Upper Midwest, where land was inexpensive (or even free), and the soil was uniquely rich (and still is). For decades, North Dakota was a great place for Norwegians who didn't fear hard work and a rough climate, and because of this its population grew. However, from around 1930 and throughout the rest of the 20th Century, North Dakota's population declined, partly due to a lack of work for college graduates and skilled workers. That was before the oil boom.

The so-called Bakken formation in western North Dakota and part of Montana is literally reshaping North Dakota's landscape and economy. It covers app. 38,000 square kilometers, and holds enormous amounts of oil and gas, previously almost impossible to extract. Fracking, a sophisticated and somewhat controversial drilling technique, together with horizontal drilling, has led to an energy boom few people outside of North Dakota truly understand. You think Norway has large oil reserves? Think again.

The most optimistic estimates project North Dakota's accessible oil reserves (with today's known drilling techniques) at app. 36 billion barrels. Within a few years, US oil production is projected to exceed Saudi Arabia's, placing the US as the World's #1 oil producer, as well as a net exporter of oil. This, in turn, is expected to have an impact on US Middle east policy.

No wonder Norwegian Statoil has found the Bakken formation interesting. In 2011 Statoil acquired Texas based Brigham

Exploration, paying USD 4.4 billion, making it one of the largest acquisitions ever by a Norwegian company, if not the largest. The purchase gave Statoil drilling rights to 375,000 acres of the Bakken formation. Good news for Statoil and future Norwegian retirees.

Media has informed us that the US economy is in bad shape, and several cities, including Detroit, have filed for bankruptcy. However, the situation is very different in North Dakota. During the last three years, economic growth in North Dakota has outpaced all other US states. Its GDP grew by a whopping 13.4 percent between 2011 and 2012. Compare that to the US' average growth rate of 2.5 percent, and China's at 7 percent, and you understand that North Dakota is not a typical US state. The Bakken formation is of course one of the reasons for North Dakota's strong and solid growth.

However, oil exploration is not the only success story coming out of North Dakota these days. North Dakota is a key player in several interesting areas.

North Dakota ranks high in wind power production as well (not a surprise to those

of us who have spent some years on the North Dakota tundra...). In 2011, almost 15 percent of North Dakota's electricity generation came from wind power. Hence, North Dakota does well within the area of renewable resources, and not only in the production of fossil fuels.

Farming in North Dakota set several records last year, partly due to increased global demand. The total value of North Dakota crops grew from USD 6 billion in 2011 to USD 11 billion in 2012. And North Dakota farming is not only important for North Dakotans. North Dakota's agricultural commodities are extremely important for the rest of the country, as well as for other nations, including Norway. In the US, North Dakota ranks number 1 in the production of beans, canola, flaxseed, honey, sunflower oil and durum wheat, and it ranks in the top ten in production of several other agricultural commodities as well.

Surprising as it may seem, Microsoft has one of its largest campuses outside Seattle located in Fargo, North Dakota. After Microsoft acquired Fargo based Great Plains Software for USD 1.1 billion in 2001, it has steadily expanded the number of employees at its North Dakota campus. 900 worked at Great Plains Software in 2001, and today close to 2,000 work at the Fargo facilities. Microsoft's long term plan is to increase this number to 2,700. Microsoft, as well as other employers in North Dakota, knows that North Dakota's universities provide them with hard working and highly skilled employees.

North Dakota has several great colleges and universities, the two largest being North Dakota State University (NDSU) in Fargo and the University of North Dakota (UND) in Grand Forks. Especially the latter is well known to many Norwegians. For the past 20 years, UND has worked with the American College of Norway (ACN) in Moss. Students admitted to ACN are eligible for student loans and grants in Norway (as opposed to those starting their freshman year in the US, who are not eligible due to Norwegian regulations). After their freshman year in Moss, students

are guaranteed enrollment at UND or two other partner Universities in the US, or they can simply apply to any college or university there. That has led UND to be the first choice for Norwegians studying in the US. Starting in 1983, and lasting for two decades, UND School of Law also had an exchange program with the University in Oslo (UiO) Law School. Under that program, more than 200 Norwegian law students spent one semester at UND, and a similar number of UND law students spent one summer at UiO.

NDSU and UND offer a wide range of possibilities for Norwegian students; law, agriculture, medicine, computer science, aerospace studies, just to mention a few. Norwegian students are not the only ones who have discovered the quality of North Dakota's universities. Avinor, for example, has chosen to train future air traffic controllers (ATCs) at UND Aerospace Foundation (UNDAF), and so far more than 100 Norwegian air traffic controllers have received their initial training at UNDAF. Having been ranked first in ATC training in the US by FAA, UNDAF was not a surprising choice by Avinor. With a fleet of more than 120 airplanes and helicopters, UNDAF also has a world class program for future pilots. Quite a few Norwegian students, and travelers, have benefitted from North Dakota's expertise in aviation. The next time you take off from Oslo Airport bound for the US (where else?), the ATCs guiding the plane might very well be UND educated.

As you can see, North Dakota has much to offer Norwegians. And that goes both ways. Last June, for example, North Dakota Gov. Jack Dalrymple led a trade mission to Norway, and met with several politicians and business leaders, including Norway's minister of petroleum and energy, Ola Borten Moe, and Statoil CEO Helge Lund. The goal was to enhance the business relationship between Norway and North Dakota, and to inform Norwegians about everything North Dakota has to offer. Norway's expertise within oil production and oil related services is of course of great interest and value to North Dakota.

As the US is much more than bankrupt cities and a struggling economy, North Dakota's Norwegian heritage is much more than lefse, lutefisk and rose paintings. Today North Dakota offers Norwegian students and businesses a wide range of interesting and endless possibilities. UND's Center for Innovation, assisting innovators, entrepreneurs and researchers, is well connected and ready to aid Norwegians interested in exploring these possibilities. The Center for Innovation has worked closely with Norwegian and North Dakota businesses for more than 20 years, and has also a strategic partnership with Norwegian SINTEF. Here in Norway, AmCham and the US Embassy are deeply involved in enhancing the relationship between Norway and North Dakota, and will assist those who want to explore whatever opportunities that relationship holds.

For Norwegians, North Dakota is truly a State of Opportunity.



Mr. Tore Tøtdal holds law degrees from both the University in Oslo and UND School of Law. Advokattfirmaet Tøtdal currently represents UND Aerospace Foundation. Additionally, his wife is from Fargo.



Sailing directly from Norway to North America

“Providing a total logistics solution, Eimskip in Norway puts its customers in touch with a long-established worldwide network where quality storage and transport facilities are guaranteed”, says Lára Konrádsdóttir, Managing Director of the Norway operation.

The company’s mission is to be the supplier of choice for internationally competitive, high-quality transportation and logistics services with a focus on the company’s home market in the North Atlantic and other markets where viable.

In Norway, Eimskip operates a fleet of reefer vessels and provides flexible and comprehensive services. With direct port-to-port transport of full or part loads of chilled or frozen consignments, Eimskip connects Scandinavia/Europe to the North Atlantic, Russia, Poland and the Baltics.

Eimskip’s liner services cover

The Norway-UK-the Netherlands route, the Norway-Murmansk route, the Norway-

North America route and the Coastal route in Iceland.

Reefer forwarding

Eimskip is a part of a worldwide transportation network for chilled and frozen fish. Providing comprehensive door-to-door logistics solutions, Eimskip connects continents quickly and efficiently through its contacts worldwide.

Dry cargo

The company offers regular and flexible service for dry cargo from ports in Europe to Norway, as well as transport along the Norwegian coast. By using Eimskip’s container vessels, calling at Fredrikstad every other week, together with its reefer and dry vessels, the company is able to find the best solutions for its customers.

Cold stores

Eimskip in Norway operates two own cold stores, in Kirkenes and Sortland. Eimskip

also offers cold store facility in Tromsø and Aalesund.

The company is a partner in a worldwide cold store network in which discharging, online inventory, tallying, agency, etc., are all part of the day’s work, as well as making connections to worldwide transport modes.

Documentation

Eimskip’s highly qualified personnel offer their services in issuing all kinds of export and import documents.



*Lára
Konrádsdóttir,
Managing
Director of
Norway opera-
tions*



SelectUSA 2013 Investment Summit in
Washington DC on October 31st - November 1st

In 2011, President Obama launched the SelectUSA program as the first-ever US government-wide initiative to more effectively promote and facilitate foreign direct investment in the United States using the full power and resources of the Federal government. The SelectUSA 2013 Investment Summit, hosted by the US Department of Commerce in coordination with the US Department of State, will bring together business leaders from around the world and connect them with US, state and local leaders to promote investment and economic growth opportunities. This inaugural event will take place on October 31st-November 1st in Washington DC.

Speakers will include Secretary of Commerce Penny Pritzker, Secretary of State John Kerry, Secretary of the Treasury Jack Lew, and US Trade Representative Michael Froman, as well as business leaders and other high level participants representing government and private sector. Confirmed business leaders include Chairman and CEO Lawrence Fink of BlackRock, CEO and President Daniel Doctoroff of Bloomberg LP, Chairman and CEO Douglas Oberhelman of Caterpillar, Chairman and CEO Andrew Liveris of Dow Chemical Company, President & CEO Eric Spiegel of Siemens Corporation, and President and CEO Bill Simon of Walmart US. "I am delighted that these corporate leaders will be participating in the SelectUSA 2013 Investment Summit, as they represent prominent companies in their business sectors and important contributors to our economy," says Secretary of Commerce Penny Pritzker. "The insights of these distinguished speakers on how the public and private sectors can better work together to make the United States an even more attractive investment destination will be of great interest to the Summit participants."

If you are considering investing in the United States or expanding your current operations, we encourage you to visit the Summit. For more information about the Summit or to pre-register, please visit <http://www.selectusasummit.com/>.

Participants will have unique access to networking opportunities and one-on-one meetings; presentations on the latest investment trends; moderated panels; break-out sessions about specific investment opportunities and programs; and information about investment-related resources in the United States, including economic development organizations.

Should you need additional information, please do not hesitate to contact the US Embassy's Head of Commercial Section Vidar Keyn (Vidar.Keyn@trade.gov, 21308834 / 92440652).



New AmCham Intern

We would like to welcome Abraham Vysocky to the AmCham team. Originally from the state of Minnesota, Abraham is 20 years old and pursuing a Bachelor's degree in International Relations at Augsburg College. Abraham is an Army Reservist and has extensive volunteer experience in the Augsburg College community. He is currently studying at the University of Oslo in the New Norway program.

Our internship position is offered to a student or recent graduate twice a year. Through this volunteer position, our interns are an essential part of the AmCham team. They are exposed to high profile international companies in Norway and have the opportunity to network within Norwegian-American businesses. They gain hands-on experience within a growing, international organization during their studies. Our interns are responsible for a range of duties including, but not limited to, database maintenance, routine member correspondence, and project and event assistance.

My family has always made wine. To hear it from my father Carmine, these were not fancy wines; they were everyday wines, wines that were on the dinner table each night. Our Rosso and Bianco are made in the same spirit – wines for everyday life.

Francis Coppola

American Wine News

Haugen-Gruppen Wine & Spirits proudly launches wines from Francis Ford Coppola Winery in Norway.

Five of the wines from the famous Francis Ford Coppola winery were made available at the Vinmonopolet in Norway from July this summer. The wines from the Coppola winery are widely known for their fantastic quality and nice balance.

Francis Coppola grew up with wine on the family table. His grandfather and uncles would have grapes shipped in by train from California and make homemade wine in the basement of their New York apartment. There are even stories of when Francis's uncles were young they used to lower each other down by rope into the cellar to steal grapes that they could eat. One time their father discovered them in the act, and poor Uncle Mikey ended up in the grapes.

Francis Ford Coppola Rosso & Bianco Chardonnay



A light, unoaked Chardonnay that shines with vibrant fruit flavors. This Chardonnay has a silky texture, luscious fruit flavors, and lively spice notes. By fermenting in stainless steel rather than oak barrels, you get lovely layers of pure, sweet fruit and a fresh, crisp finish that makes it extremely versatile with a variety of cuisines.

Vinmonopolet no. 590801 (BU)
Price kr. 146,50

Francis Ford Coppola Rosso & Bianco Rosso

A classic California red table wine, light and fruity, designed for everyday enjoyment

Rosso is made from a blend of Zinfandel, Cabernet Sauvignon and Syrah from



climatically diverse growing regions across California to achieve more complexity and intriguing nuances.

The supple texture and rich, juicy flavors of plum, cherries, mocha, and strawberry jam make this wine a perfect accompaniment to almost any meal.

Vinmonopolet no. 590701
Price kr. 146,50

Francis Ford Coppola Diamond Collection Chardonnay



Bright and balanced, highlighted by juicy apple, cantaloupe and pear flavors enveloped in a crème brûlée finish.

This Chardonnay reflects the distinctive personality of Monterey vineyards, which give rise to juicy apple, guava and melon flavors. Whole-cluster pressing and a combination of barrel and stainless steel fermentation ensures that the creamy texture and caramelized sugar finish is balanced by a crisp acidity.

Vinmonopolet no. 3281901 (BU)
Price kr. 165,90

Francis Ford Coppola Diamond Collection Zinfandel



Alluring, easy-drinking Zin with vivid California flavors of fruit and spice, made for everyday enjoyment.

Peppery characteristic creates distinctive, complex flavor profile.

Sourced from 'old vines' in Amador County and cooler

vineyards in Paso Robles and Sonoma, this Zinfandel has exceptional depth and complexity. Petite Sirah is blended in to further enhance the luscious strawberry jam, cassis and briar flavors that follow its perfume of dark fruit, sweet spice and toasty vanilla.

Vinmonopolet no. 590601 (BU)
Price kr. 165,90

Francis Ford Coppola Diamond Collection Claret Cabernet Sauvignon



Coppola's signature red wine, layered with flavors of blackberry, cassis and roasted espresso

Claret is a Cabernet Sauvignon-based wine, blended in the classic Bordeaux style.

The ultra premium Claret, sports a label that honors the first Cabernet Sauvignon blended in a Bordeaux style by Gustave Niebaum in 1910.

Claret is a term originally coined by the British to describe Cabernet-based wines. This Cabernet Sauvignon, Petit Verdot, Malbec and Cabernet Franc blend is alluring and sophisticated; it is memorably lush with a tapestry of smooth tannins and succulent flavors of wild berries, plum and anise.

Vinmonopolet no. 3281601 (BU)
Price kr. 193,90



Robert Mondavi Woodbridge Cabernet Sauvignon 3L BIB

In the heart of Napa Valley you will find the historic and famous Robert Mondavi Winery. Robert Mondavi is known for being a pioneer in the development of wine industry in California, and he was also known for being called the “Cabernet Sauvignon expert!”



For the first time in Norway a 3L Bag in box is being launched! The grapes used for this wine come from a climate of sunny days, which are protected by the cool breeze from San Joaquin Delta, which then result in a balanced and fruit focused wine that is well suited to drinking alone - but also with a wide range of food from light and red meat.

VP number: 487806

VP price: 379,90 NOK

Bonterra Pinot Noir 2009

We are pleased to be able to offer consumers the opportunity to experience the character that our organic grapes can bring to a great Pinot Noir. Sourced from Mendocino County appellation, this cool coastal region has a longer growing season, thus creating a bright fruit forward Pinot Noir. After harvest, the fruit was gently de-stemmed and moved to small open-top fermenters for a three-day cold soak. Following the cold soak, it was inoculated with select yeast strains for fermentation. The cap was punched down 2-3 times daily until we had received the desired color and level of phenols. After a gentle pressing in a basket press the wine was settled and transferred to French oak barrels where it underwent malolactic fermentation. The wine was aged in French oak for nine months and then finned with organic egg whites prior to bottling.



This Pinot Noir has aromas of strawberry, raspberry and cola accented with hints of oak spice and vanilla. In the mouth, this wine is rich with nice soft tannins with flavors of berries, vanilla and spice that fade into a lovely long finish.

VP number: 747701

VP price: 179,90

Additional New Releases

Ravenswood Zinfandel 75cl

After strong desire from enthusiastic Ravenswood fans and the success of Ravenswood Zinfandel 3L BIB, the same wine is now being launched in a 75cl bottle! The wine is a superb all-rounder with its juicy fruitiness, appealing aroma of cherries and berries with hints of spice and



cedar tree. The wine is stored six months in French oak barrels.

Launch date: 6th of September. The wine is a very good match with various dishes such as meatballs, barbecue which spareribs, fajitas and pork dishes.

VP number: 5278701

VP price: 114,90 NOK

Past Events

(selected)

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

Thursday, June 6th
KPMG, Oslo



In light of the upcoming parliamentary election AmCham wanted to find out how leading political parties viewed the US- Norway relationship - both at present and in the future. Together with hosts KPMG, AmCham invited Ketil Solvik-Olsen (FrP), Arve Kambe (H) and Svein Roald Hansen (Ap), and Roger Schjerva representing SV and the Ministry of Finance to provide insight on some key issues relating to the relationship between the two countries. Moderator was KPMG Norway's CEO Stein-Ragnar Noreng.

Kambe stressed cooperation and interchange in relation to the oil and gas sector, and made the case for increased cooperation within technology and R&D. "The US was, after all, a key player when Norway first discovered oil in the late 60's." He also mentioned the need for more competitors to Statoil.

Hansen expressed concern that the US economy was "not growing fast enough" and the increasing protectionism and cutbacks



in the US defense industry, could potentially create problems for Norway. He also mentioned how the lack of cooperation between the Republicans and the Democrats leaves them unable to agree and act on behalf of the country.

Kambe and Solvik-Olsen were not happy with the current state of educational exchange between Norway and the US, with Høyre wanting to allocate more money for Norwegian students to attend US universities and vice versa. "Overall we need to do a better job at promoting Norwegian education," stated Kambe.

On that same note, FrP suggested that new legislation be put in place to reduce bureaucracy between the two countries making it easier for American professionals to work in Norway.

42 – The Jackie Robinson Story

September – Filmens Hus, Oslo



Upon release, 42 – *The True Story of an American Legend*, came back with great reviews. This is what attracted so many people

to the comfortable setting of the exclusive movie premiere at Filmens Huset in Oslo.

Before the film started, James Dudek, former American baseball player, provided an insightful background and introduction to "42" and warned the crowd of the more than likely possibility of shedding a few tears. After the great introduction, an evident silence could be found throughout the crowd that lasted until the end of the movie when the audience showed their appreciation of the film with a loud round of applause.

AmCham would like to thank Warner Brothers, Best Company, and Icelandair for hosting the event.



Ambassador's Reception

September 2013 – US Ambassador's Residence, Villa Otium



US Ambassador Barry White and his wife opened their home yet again for the annual AmCham reception. After a warm welcome from Ambassador White,

AmCham Chairman Pål Rokke spoke of the ambassador's departure and thanked members and staff for their steadfast support. Following Chairman Rokke's speech, there was a forecast for the upcoming election provided by VG political commentator, Elisabeth Skarsbø Moen.

AmCham members spent the remainder of the event enjoying American wines, a buffet dinner and each other's company during the beautiful autumn evening.



Winning team DLA Piper - Egil Hatling, Espen Moe, Johan Ratvik, Ole Christian Muggerud

13th Annual AmCham Golf Tournament

August, 2013
Haga Golf

As is tradition, AmCham members arrived bright and early to the Haga Golf Club for the Annual AmCham Golf Tournament. Complimented by ideal weather, the course at Haga made for a fun and competitive 18-hole Texas Scramble competition. After a light breakfast and warm-up on the driving range, the record 24 team-competition was underway. Players enjoyed the gorgeous weather while competing for the Söderstrøm cup and a trip to New York courtesy of long-time tournament sponsor United.

Back at the clubhouse, teams partici-

pated in a putt-off competition followed by an American-style buffet BBQ while eagerly awaiting tournament results. Team PricewaterhouseCoopers took third place, winning Infinity – New Generation Dual-SIM Mobile telephones courtesy of Moota Telecom. The second place team, Ask Mr. Cruise, won ElitePads generously donated by HP. Team DLA Piper was victorious in the end, winning the Söderstrøm Cup!

The 13th Annual AmCham Golf Tournament proved to be a close competition and AmCham would like to extend sincere thanks to the sponsors and prize contributors for making it an excellent day out of the office!



Stine Korsen, Simenson VogtWiig and Andrea Imbsen, AmCham Norway



New AmCham Members

Patron

ELAVON

Elavon U.S. Bancorp (NYSE: USB) and provides end-to-end payment processing solutions and services to more than one million merchants in the United States, Europe, Canada, Mexico, Brazil and Puerto Rico. Elavon markets solutions including credit and debit card processing, electronic gift cards, dynamic currency conversion, multi-currency support, and cross-border acquiring through multiple alliance channels including financial institutions, trade associations, and third party sales agents. Elavon's suite of solutions is tailored to meet the needs of merchants in specialized markets such as retail, hospitality/T&E, health care, education and the public sector.

Elavon Northern Europe's head office is in Oslo.

Executive Vice President and Managing Director for Elavon's Northern European region, Ketil Fridheim manages Elavon's interest in Norway, Sweden, Denmark, Finland, Iceland and the Baltic States. He also sits on Elavon Financial Services Manager's Committee and serves as Branch Manager of Elavon Financial Services' (US Bank) Nordic Office.

Prior to assuming his current role, Ketil held the position of General Manager of Elavon's Nordic and Baltic regions. Before Elavon, Ketil was CEO of PBS International AS/AB and Deputy Chief Executive Officer at Europay Norge AS. Ketil's active involvement in the European payment services community includes service on the boards of the MasterCard Forum for the Nordic Region and membership in the Visa Acquirer Working Group.

YARA INTERNATIONAL

Yara International ASA, founded in 1905 in Norway, delivers sustainable solutions for agriculture and the environment. Yara's fertilizers and crop nutrients help produce the food for a

growing global population. The industrial products and solutions reduce emissions, improve air quality and support safe and efficient operations. Yara has a worldwide presence with operations in more than 50 countries and sales to more than 150 countries totaling a workforce of approximately 8000 and selling more than 20 million tons of fertilizer annually.

Yara's global operations includes 24 production facilities in 15 countries and more than 200 warehouses and terminals, making it the world's largest supplier of mineral based fertilizers. Today Yara has a strong position *in Europe, North- and South America as well as Australia while at the same time expanding in Africa and Asia.*

The company's unique market knowledge is based on science *combined with experience and tailored solutions to local needs. It offers the market's most complete range of mineral fertilizers for sustainable agriculture. On the environmental side the portfolio include complete solutions for improvement of air and water quality.*

Yara creates value by delivering profitable, sustainable growth benefitting customers and shareholders. As a part of this strategy and the company's commitment for the *future*, Yara has chosen to participate in several global initiatives established to meet the global challenge of food security including World Economic Forum, Clinton Global Initiative and several UN related initiatives.

Corporate

ALLEN CARR'S EASYWAY NORGE

Allen Carr's Easyway Norge is in a global network of 50 countries with 150 clinics. With 30 years of experience, the method has helped over 14 million people quit smoking worldwide. Several Patrons members in AmCham have had Allen Carr's Easyway seminars to help employees quit smok-

ing. Corporate seminars are held all over Norway.

We have the highest proven success rates and are dedicated to helping smokers quit easily. Our programme is perfect for companies because it is inclusive- it works for all kinds of smokers, there are no drugs and it is quick! Most people only need one 5-hour seminar to be free of their nicotine addiction. It is easy! The smokers who quit with this method are happy they no longer smoke. They don't feel deprived, they feel freed.

Benefits include a healthier and unified workforce, reduced absenteeism, improved productivity, and company image, improved health and safety, and improved employee/employer relationship.

BASEFARM

Basefarm is the leading provider of complex technology solutions customized for mission critical business applications. They provide high-end cloud services and colocation with application management from 6 different datacenters in Europe.

With 300+ members of staff Basefarm host more than 35 000 services reaching over 20 million end-users in 23 countries. A thorough design process with system architects ensure a customized and optimized platform, taken into account business needs, complexity, demands for high rate of change and highest security.

The company was originally formed because they understood that the relationship between business and technology was neglected and because they wanted to help create value by enabling business success through technology solutions.

Basefarm is therefore focused on ensuring that mission critical solutions are always available and they combine technical experience and business insight to build customized solutions improving end-user experience.



HARDANGER BESTIKK

HardangerBestikk Hardanger Bestikk is situated on the Hardanger Fjord, in the heart of Norway. The company was established in 1958 and has been a leading brand in the Scandinavian flatware and tabletop industry for more than fifty years. Today the company combines design and development of tabletop products with modern production processes. The company is well known for iconic products such as the Pastry set (2008), the Egg set (2010), and the exclusive flatware line TUVÅ (2009).

“The nature has always been a massive inspiration to our product developers.” (Odd Leikvoll, founder of Hardanger Bestikk).

The brand Hardanger Bestikk is established in different areas around the world. You can find our products all over Scandinavia of course, but also around Europe, in Asia, and in the United States. The core values of our brand are desire, pride and excellence.

“Pride in our background. Pride in our trade. Pride in our sense of belonging. Pride in our products.” (Rune Leikvoll, Managing Director).

IBAS

ibas **Kroll Ontrack** Ibas AS, Nordics leading specialist in Data Recovery, Computer Forensics and Data Erasure products and services, is a fully-owned operation of US-based Kroll Ontrack. Ibas has during the past 35 years operations grown from a two-man company in 1978 peaking to a Stock listed company in 2004, until Kroll Ontrack acquired Ibas in 2006. Ibas is internationally well respected for its expertise in recovering valuable information for its customers. Many of world's largest operations and public authorities all over Europe are on Ibas customer list. After the Kroll Ontrack acquisition Ibas is responsible for the Nordic region; subsidiaries are in Sweden, Finland, Denmark and Holland, Head Office is located in Kongsvinger, Norway.

MARCO REKLAME

MARCO With 40 years of experience Marco Reklame specialize in the design, production and installation of graphics and vehicle wraps. With professional service they guide you through the process from idea to finished product, using 3M products with the best guarantees in the business.

Besides wrapping cars and buildings Marco Reklame also provide their customers with different branding solutions such as developing logo design, signage and display products.

Whether you want your vehicle wrapped or graphics installed on your shop windows, doors or building, Marco Reklame guarantee their work with solid ethics, expertise and determination.

VIA EGENCIA

VIA EGENCIA *VIA Egencia is transforming business travel by revolutionizing travel technology and service. Companies turn to VIA Egencia because of our technology and dedicated team of travel experts who are committed to making every business trip as easy and efficient as possible.*

Each year we help thousands of companies in nearly 60 countries better manage travel programs. VIA Egencia blends classic travel agency services, innovative travel technology, and global travel market expertise to deliver solutions and cost-savings to companies around the world.

With VIA Egencia, booking a business trip is easy, efficient and mobile. Our online travel booking platform is based on industry-leading technology which makes booking travel intuitive. Finding flights, hotels and rental cars has never been easier.

VIA Egencia offers our clients access to one of the world's largest online travel databases given our relationship with Expedia and directly with partners.

Coming Events

AmCham Thanksgiving Charity Dinner

Tuesday, November 19th
Akershus festning, Artelleriloftet, Oslo

AmCham Christmas Party

Thursday, December 5th
Etoile/Grand, Oslo

The Global Mobility Forum 2013

Ingeniørenes Hus November 12 & 13
What can Norway do to better attract – and keep – the global talents needed to keep “Norway Incorporated” growing and prosperous in the decades to come? Register in August for the Early Bird Discount www.globalmobility.no. More information about the program will be available soon.



AmCham Members

Patron



Corporate

Accenture • Accurate Equity • Ace European Group • Adams Express • Advokatfirma Flod • Advokatfirma Selmer • Advokatfirmaet Simonsen Vogt Wiig • Advokatfirma Steenstrup Stordrange • Advokatfirmaet Tøtdal • Agrinos • Air Products • Aker • Allen Carr's Easyway Norge • allnex Norway • 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 • Basefarm • Berlitz Language Services • BearingPoint • Best Company • Best Western International • BI Norwegian Business School • Bionor Pharma • Bisode D&B Norway • Bristol-Meyers Squibb • BSFA • Bull & Co. Advokatfirma • CA Norway • Capgemini Norge • Cecilie Melli / C Shop • Citrix Systems Norway • Cognizant • Comet Consular Services • Concept Communication • Concha y Toro • Concierge Masters • Connectum Capital Management • CorpNordic • CSC Norge • Deloitte Advokatfirma • Doorway to Norway • Drew Marine International • DuPont Norge • Eiker Motorshop • Eimskip - CTG • Elmatica • Engelstad • F&B Kommunikasjon • Facebook • Fondberg • Frank Gronsund Agentur • Frisch • Føyen Advokatfirma • GE Healthcare Technologies • GE Money Bank • Geelmuyden.Kiese • Global Blue • Grand Hotel • Halliburton • Hard Rock Cafe Oslo • Hardanger Bestikk • Haugen-Gruppen • Helly Hansen • Hess Norge • Hewlett-Packard Norge • Honeywell • Hotel Continental • Høegh Autoliners • Ibas • Icelandair • 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 • Kvale & Co. Advokatfirma • Leadership Foundation • Life Technologies • Lillestrøm Amerikansk Fotballklubb • Lingu Nordic • Lockton Companies • Lærdal Medical • Marco Reklame • Marsh • Mercer Marsh • 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 • Recall • Regus Business Center Norge • Reiten & Co. • Resources Global Professionals • Rob.Arnese • Rock'n Roll Marathon/Competitor Group • RSA • Ræder Advokatfirma • Scandic Hotels • Shippingklubben • Sonitor • SONOR • SPX Flow Technology Norway • Strøm • STM Norway • Subsea 7 • Symposium Wines • Team Allied/ Majortrans • Telenor • Thin Film Electronics • Torres & Partners Norway • Total E&P Norge • Treasury Wine Estate • Trigcom • Turner Broadcasting Systems Nordic • Umoe Mandal • United • Universal Sony Pictures Home Entertainment • USA Specialisten/World Tours Gruppespécialisten • UPS of Norway • Verdane Capital Advisors • Via Agencia • Visumservice • Warner Bros. Entertainment Norge • Wikborg Rein • Winetailor • Wunderlich Securities