



# Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Dear Members & Friends –

A new government is in place and all is well for international businesses in Norway. If only it were that simple.

New government ministers and their political staffers do certainly represent a fresh beginning for efforts to make Norway a more competitive place to do business. Indeed, most AmCham member company leaders are cautiously optimistic as government outreach has not been more prevalent in years. At a recent member hosted gathering, the tally was no less than three ministers, two state secretaries and eleven members of parliament – from across party lines. This was not the case only one year ago.

The challenge going forward will be translating this renewed partnering vigour into hard legislative reality. If early indicators – like store opening hours or cheese tolls – are any indication, more complex policy shifts will require a great deal of patience and reasoning with folks who are principally opposed to natural advancement. If skateboards could eventually become legal in Norway, so too may Segways. If the benefits of providing student loans to new Norwegian college students in the US could be realized, so too may proactive courting of international business investment – across industries.

We at AmCham would like to take this opportunity to thank you for your continued enthusiastic support. As our organization continues to grow and develop, we remain painstakingly aware of our mission to serve you – Norway’s international business community.

SINCERELY, THE AMCHAM STAFF

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



## America’s Largest Running Series is Coming to Norway



**Lace up those running shoes and get ready to rock the streets of Oslo on Saturday, 31<sup>st</sup> May 2014!**

A running race mixed with live musical performances is coming to Oslo. Competitor Group, Inc. (CGI), the global active lifestyle, sports media and event entertainment company, announces a new Rock ‘n’ Roll Oslo Half-Marathon taking place next spring on Saturday, 31 May, 2014, in partnership with the Norwegian Athletics Federation and Ull/Kisa Athletics Club. Registration has opened online at [RocknRollOslo.com](http://RocknRollOslo.com).

“Working with the Norwegian Athletics Federation, the governing body of athletics in Norway, and Ull/Kisa Athletics Club, one of the leading sports clubs, is a recipe for operational success. They have been instrumental in the development of road races in Norway for decades,” said Tom Godfrey, General Manager of CGI Europe. “Not only will runners enjoy a world-class half-marathon through the streets of Oslo, but our new partnership with leading media company Amedia will produce the best local bands to entertain runners from start to finish.”

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The Rock 'n' Roll Marathon Series started as a single race in 1998 and is now the world's largest running series, having grown to include a global tour of 30 events taking place annually around the world. The series was the first to combine the potential of running races as grand celebrations of health and wellness by combining a tourist destination, recreational running, charity fundraising, and musical entertainment into a single event. Next year, the tradition will continue in Oslo.

The half-marathon course will start and finish along Oslo's spectacular waterfront, featuring scenic views of its historic docks, spectacular museums and numerous cultural attractions along the course. Runners will get a taste of Norwegian culture, history, shopping, and woodland scenery as they run past several of the most famous sights.

"We are proud to support this new and exciting race concept. Competitor Group has a fantastic track record in putting on top quality, exciting events that have a distinctly local flavor and

attract large numbers of competitors and spectators from near and far," said Kjetil Hildeskor, General Secretary of the Norwegian Athletics Federation.

In recent years, running in Norway has become more popular and participation numbers have steadily increased. In line with this trend, several excellent events have emerged across the country, especially in the largest cities, proving that a large number of people will run and take part in unique events that are well executed. And Rock 'n' Roll Oslo Half Marathon is no exception!

All runners, joggers, and walkers are invited to ROCK with us next spring at the inaugural Rock 'n' Roll Oslo Half-Marathon & Fun Run! With live bands every mile, a finish line festival and concert and two race distances - the half marathon and 4k Fun Run - there is something for everyone! GET READY TO ROCK!

Corporate sponsorship packages are available. For more information about the inaugural event on Saturday, 31 May, 2014, visit [RocknRollOslo.com](http://RocknRollOslo.com).



*NOLA gateway deep water terminal for dry fertilizer at Convent, Louisiana*

#### YARA NORTH AMERICA:

## Looking back on a proud history and positioning for the future

Yara North America, a subsidiary of Yara International ASA, represents the proud heritage from Norsk Hydro and the internationally well-known Viking Ship brand. Yara originates from the old Norse word “jardar” which means good harvest – a good year. Based in Norway, Yara International ASA is the world leader in converting energy, natural minerals and nitrogen into crop nutrition products and environmental solutions. The company is the global leader in ammonia, nitrates and specialty fertilizers. With continuous operations in more than 50 countries and sales in 150 countries, Yara enjoys a unique position in the world’s fertilizer and industrial market. Yara’s activities today range from phosphate mining and ammonia/urea production, to commodity trade and highly specialized agriculture and industrial products. The production and sales are based on deep global insight and local market knowledge.

Yara North America can look back on 67 years of business supporting both farmers and industry. Already from the start in 1946, and through today, the company’s main focus has been a leading crop nutrition provider specializing in nitrogen fertilizers and industrial products. Evolving from Norsk Hydro via Hydro Agri North America to Yara North America, the company has provided customers in North America with superior products and services for 67 years.

Yara North America’s history is living proof of commitment and consistency all the way from the beginning in 1946 when Norsk Hydro signed the first sales agreement with Wilson & Geo. Meyer in California. The company history shows how the company has developed, grown and been supported by a growing market. It also shows the early globalization of the company and the fertilizer industry. During the later years the development of



Liquid fertilizer tank at Stockton, California



Mr. Bartolomeo Pescio, President and Business Unit Manager Yara North America

the industrial market and the increased focus on environmental products mark two additional and important milestones.

### Yara Today

Currently, Yara North America is one of the leading nitrogen based fertilizer companies operating in North America, with annual sales of more than 4 million tons of crop nutrition, environmental solutions and industrial products. The fertilizer products consist of a wide range of offerings, including premium products for the high value cash crop market (fruit, vegetables and nuts) to the large volume main stream products for the commodity crops (corn, wheat, soybean, cotton). The industrial side the product portfolio includes various NO<sub>x</sub> abatement products, including Diesel Exhaust Fluid (DEF) and a wide range of specialty chemicals.

The operations in North America are managed from the Yara Headquarters in Tampa, Florida and two regional headquarters in Canada, Regina in Western Canada and Montreal. Yara coordinates the production, import and distribution of the products via a unique system of terminals and warehouses. A network of sales representatives with deep knowledge of Yara's products and the markets are the day to day link with the customers.

Yara North America is actively following and supporting the strategy of reaching out to the farmer, the end user. The product quality will ultimately be decided by the farmers and the yield and corresponding profit they can achieve. An important element

of this strategy are digital efforts including a new and more knowledge focused web page, introduction of apps and the use of social media. Today's farmers are well versed in the use of digital tools to help manage their production.

North America will continue to play a key role in global sustainable food production, and Yara is also continuously looking for new opportunities. One recent example is the ongoing Yara-BASF evaluation of a possible joint investment in a world-scale ammonia plant on the US Gulf Coast.

### The Road Ahead

The future presents many challenges for Yara North America and the fertilizer industry. Yara has taken a lead position and is actively engaging in dialogue with industry peers and governmental regulators on safety, security and environmental issues related to the business. Yara wants to provide uninterrupted access to premium crop nutrition for North American farmers while ensuring necessary safety through balanced regulations and good product stewardship.

Yara North America will soon celebrate 70 years in the region, and the company will continue to offer premium crop nutrient and environmental products to its customers under the company motto: *Knowledge grows.*

*For more information, please visit the new Yara US website at [www.Yara.us](http://www.Yara.us).*



# TTIP: What Does it Mean for Norway?

The Transatlantic Trade and Investment Partnership (TTIP), or Transatlantic Free Trade Area (TAFTA), has returned to political agendas in 2013. President Barack Obama made a statement in June that explained his motives to launch negotiations to pursue the new trade agreement with the European Union. The US has exported over \$458 billion in goods and private services to the EU, and the US and EU have nearly \$4 trillion in investment in each other's economies. President Obama explained how TTIP would increase exports, decrease barriers to trade and investment, and support hundreds of thousands of jobs for both United States and the European Union. The agreement has the potential to impact the US and EU greatly, but what effect will it have on Norway? With the push for TTIP negotiations within both the

EU and the US, exploring how Norway will be affected amidst the partnership is becoming more and more relevant.

The partnership has the potential to create many jobs, boost exports and imports, and raise the GDP of both sides. It is estimated that total exports would increase by 6% in the EU and 8% in the US. The agreement could bring an estimated \$163 billion to the EU annually and an estimated \$130 billion to the US. The economic growth on both sides could additionally benefit work-

Number of jobs in the OECD likely to be created by a broad transatlantic free trade agreement

Country	Number of Jobs
United States	+ 1,086,000
United Kingdom	+ 406,000
Germany	+ 181,000
Spain	+ 143,000
Italy	+ 141,000
France	+ 122,000
Poland	+ 91,000
Portugal	+ 41,000
Greece	+ 34,000
Sweden	+ 33,000
Netherlands	+ 30,000
Hungary	+ 23,000
Czech Republic	+ 22,000
Ireland	+ 20,000
Denmark	+ 15,000
Slovakia	+ 11,000
Austria	+ 12,000
Belgium	+ 4,000
Israel	- 1,000
New Zealand	- 7,000
Norway	- 12,000
Switzerland	- 18,000
South Korea	- 30,000
Australia	- 52,000
Japan	- 72,000
Turkey	- 95,000
Canada	- 102,000
Jobs created in the OECD	+ 2,043,000

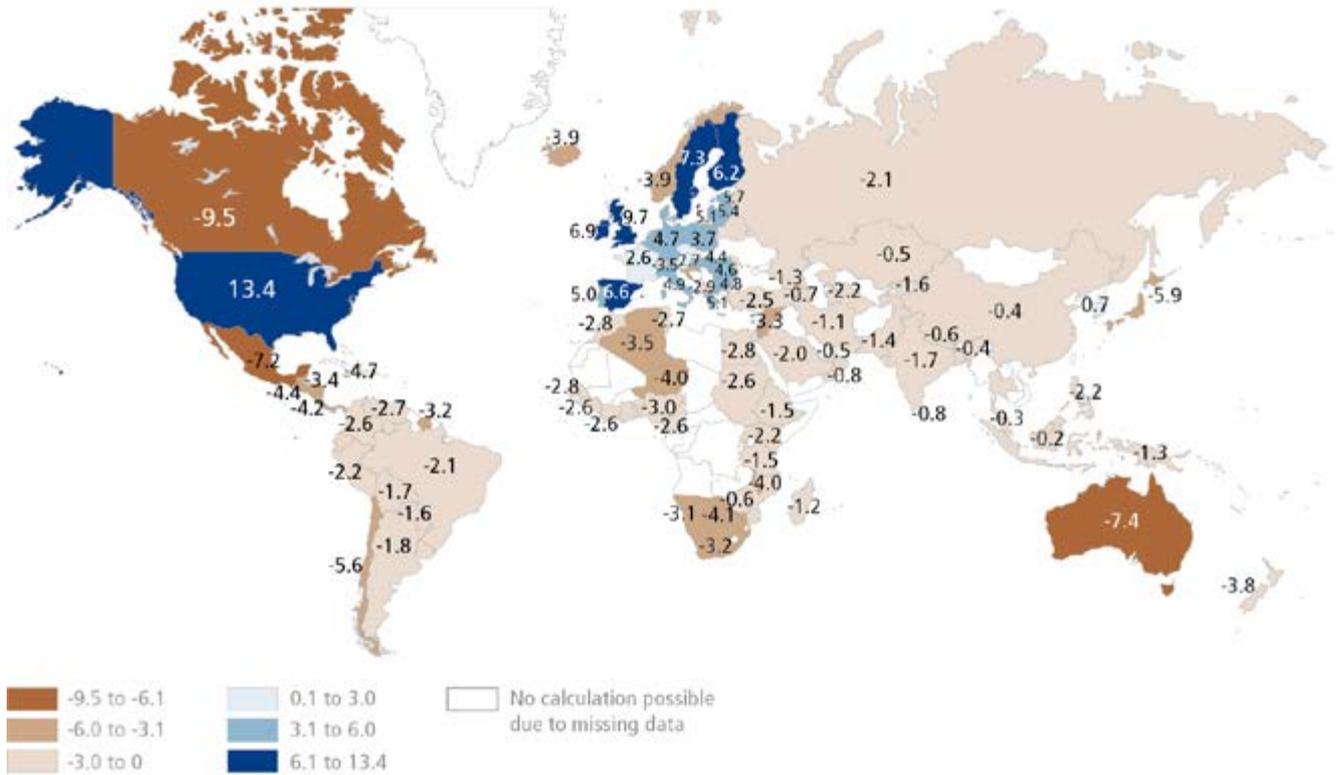
Source: Ifo Institut

Bertelsmann Stiftung

Source: Ifo Institute, Bertelsmann Stiftung

### Change in real income per capita under a liberalization scenario

Figures in %



ers’ overall salaries and create new job opportunities. Even though the agreement will prove beneficial to both sides, Norway could see varied effects.

TTIP has the potential to impact Norway within agriculture, jobs, and the overall global competitiveness of the country. Professor Tim Josling of the Freeman Spogli Institute for International Studies at Stanford explained some of these effects in *A Transatlantic Free Trade Deal: Implications for Food and Agricultural Policy*. In his explanation he notes that Norwegian tariffs and domestic farm programs will not be changed. He goes on to state that Norway will not have as much preference within the EU market as compared to the US. Norway, along with Switzerland

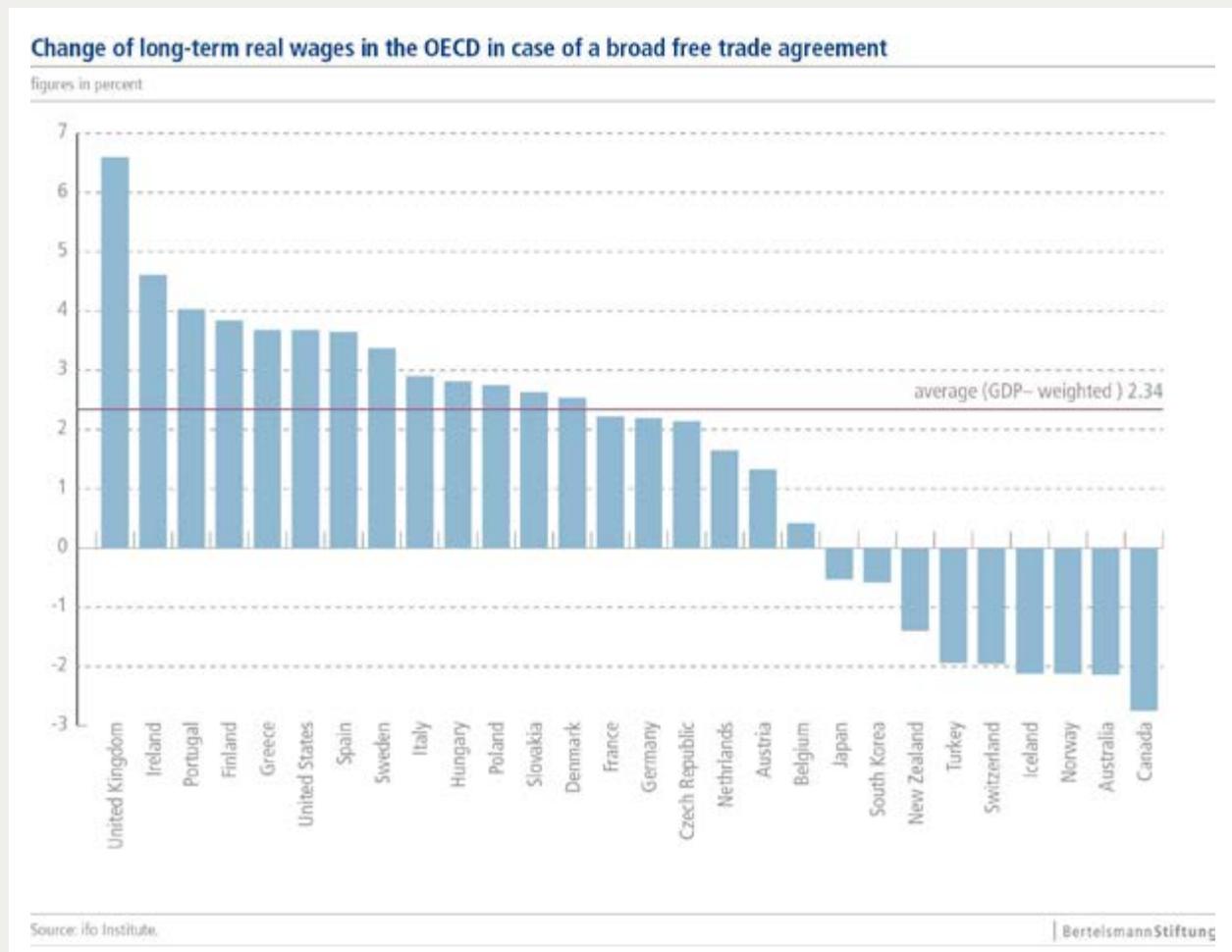
and other non-EU members, “will be de facto associate TTIP members – without decision-making powers.”

Norway could benefit from increased EU growth though. In addition, Josling states that “if North Sea oil continues to flow, Norway can play the role of outsider for some time. But I think that eventually the benefits of autonomy will shrink and a new generation of Norwegians will wonder why they cannot be whole-hearted Europeans.” He added on that since Norway is part of the EEA, they would be subject to mandate standards to adapt to the EU on certain TTIP-driven policy changes.

Assistant Director for European and Trade Affairs at the Federation of Norwegian Industries, Knut Baumann, confirms

that exports could rise from Norway if the economies of the US and EU were to improve through TTIP. He noted, however, that trade could be affected negatively if the partnership were to come to fruition because there would be increased incentive for the EU and US to trade, thus excluding Norway.

As far as participation in the TTIP process goes, Baumann has encouraged the government to engage in dialogue with both the EU and the US, aiming in due course for Norway being included within TTIP or an arrangement of similar effect. Should trade between the US and EU converge, global effects will take place within intellectual property rights, chemical legislation and water safety, as well as product safety.



On the other side of the Atlantic, Natasha Levanti, who works with European Public Affairs at the European American Chamber of Commerce in the US, explains that even though Norway is not part of the EU, it is a part of the EEA. Many negotiations within the TTIP process include reference to the EEA, not exclusively EU states. Levanti says that countries close to the EU, which especially Norway is seen to be, will most likely benefit from TTIP. Additionally, Levanti notes, “some sectors may greatly benefit in Norway, while others may slow as a result of TTIP. But overall I believe that the Norwegians are likely to see a net gain.”

The Mid-Norway European Office at Trøndelags Europakontor presented a report by the German research institute

IFO that stated Norway could potentially lose 11,500 jobs if TTIP were enacted. Similarly, the Confederation of Norwegian Enterprises (NHO) explained that there could be a negative effect on Norway because the EU will have a better market than Norway, which in turn will be negative for Norwegian exports.

The Transatlantic Trade and Investment Partnership has the potential to not only significantly improve trade between the United States and the European Union, but also to strengthen the global economy. It would increase exports, decrease barriers to trade and investment, and support hundreds of thousands of jobs for both parties. As an outsider, Norway could see both negative and positive effects. Norway

will have to monitor the negotiations closely and adjust policy nimbly.

Previous US Ambassador to Norway Barry White stated, “I think that Norway and the EFTA countries will be following it quite closely and, if we are successful with TTIP, I am sure Norway and the US will find ways to hammer things out.”



*North Dakota Governor Jack Dalrymple and Telemark Mayor Terje Riis Johansen sign a MoU in Skien*

## Telemark Looks to the US Midwest for International Cooperation

Telemark County Council has a very active international engagement in Europe, China and is now looking toward the Midwest USA for a three year project (2013-2015) focusing on business development, culture/cultural heritage, attraction development and education. The basis for this work is a Memorandum of Understanding between Telemark and the State of North Dakota which was signed jointly this June in Skien by the Mayor of Telemark Terje Riis Johansen and Governor of North Dakota Jack Dalrymple. A reciprocal MoU was also signed

on American soil at the Norsk Høstfest in Minot, North Dakota in October 2013. The Norsk Høstfest is North America's largest Scandinavian festival with over 80,000 visitors each year from all over the world. Skien municipality has maintained a friendship agreement with Minot since 1993.

Telemark County Council and Norway House Minneapolis, with the Governor of Minnesota Mark Dayton as a witness, also signed a MoU in connection to Governor Dayton's visit to Norway in June 2013.

Action plans focusing on business

development, culture/cultural heritage/ attraction development and education are being developed to follow up on the MoUs signed with North Dakota and Norway House Minneapolis.

### **Norway House Minneapolis, a Telemark partner**

While in the Midwest in September 2013, Telemark County Council members met with representatives of Norway House, the Minneapolis-based nonprofit organization dedicated to providing a bridge for present and future generations of the Norwegian-American community in the Upper Midwest to the heritage, business communities, educational institutions and culture of Norway. Earlier this year *Norway House* purchased a building to serve as the first step in establishing a cultural, business and educational campus adjacent to Mindekirken, the Norwegian Lutheran Memorial Church in Minneapolis.



*A Telemark delegation visits Governor Jack Dalrymple and First Lady Betsy Dalrymple for lunch at their home in Bismarck, North Dakota in September 2013*



*Telemark Mayor Terje Riis Johansen, Norway House representative Ellen Ewald and Minnesota Governor Mark Dayton signed a MoU between Telemark and Norway House (Minneapolis, MN) in Oslo in June 2013*

### **Business Development Between Telemark and the Midwest**

Telemark will mobilize, follow up and develop potential networks toward business environments in the Midwest USA. The main areas of focus are the health/medtech, environmental technology, ICT, and oil & gas sectors.

### **Education Exchange**

We are also working to increase student exchange between the USA and Telemark at the high school and college levels. We will further develop and strengthen interaction with current contact networks in the Midwest for relevant schools.

Further, we have initiated the Telemark scholarship and the Minot scholarship with MSU and Telemark University College, where already three students (one Norwegian and two Americans) have benefitted with scholarships of \$5,000 each.

With a common culture and positive arenas for cooperation, we see that the Midwest represents great potential for Telemark. We are planning an event during the week of May 17, 2014 in Minneapolis together with Norway House in celebration of Norway's 200 year anniversary of its constitution. The event will focus upon the three themes of our ongoing project.

For more information about Telemark and the Midwest US project, please visit [www.telemark.no/international](http://www.telemark.no/international).

## **My Time at AmCham**



When I started working for AmCham in October 2007, I honestly have to say I knew little of the organization. Now after having seen it grow and prosper over the years, I can truly say AmCham has

become a workplace I am proud to have belonged to. The steady increase in member companies, the increasingly active and engaged participants and the advocacy successes have made each day both varied and meaningful. I have encountered many interesting people over the years that I hope will continue to be part of my network for years to come. However, after over six years with AmCham, it is time for me to move on. I have been offered and accepted a job with the Federation of Norwegian Industries (Norsk Industri), and will start in January. I am sad to leave, but I look forward to new and interesting assignments promoting Norwegian industry.

During my time at AmCham, I have had the privilege of working on a variety of exciting projects – from publications to events and within different industries groups, but most near and dear to me has been the Disney EPCOT project and my work promoting American wine in Norway. Sadly, the EPCOT project was not resolved the way we hoped for. However, work is now being done to make the Norwegian pavilion a scene for the characters of Disney's new movie Frozen (showing at cinemas worldwide during the Holidays). The inspiration for this animated film comes mostly from Norway and our hope is that even a small update to the pavilion could be the catalyst to a new partnership with Norwegian companies and tourism groups.

Working to promote American wines has been another project that I have led at my time at AmCham and I have enjoyed witnessing the immense progress this committee has made over the last few years. Our group has worked together tirelessly to educate the Norwegian population on the quality and increased affordability of American wines. Previous perceptions have changed and now consumers are realizing that American wines are so much more. There is still work to be done, and I for one will continue to buy and recommend American wines and support AmCham's US Wine Committee going forward in any way I can.

I want to sincerely thank each and every one of you for making my six years at AmCham both enjoyable and educational. I truly appreciate all the support and positive feedback I have gotten over the years. I hope to stay in touch with you all even after I have moved on to my new assignment. Last, but certainly not least, I want to thank Jason and Andrea for making every day at the office fun and inspirational.

Please do not hesitate to contact me at [tone.nymo@norskindustri.no](mailto:tone.nymo@norskindustri.no).

Again; thank you and hope to see you soon!

Sincerely, Tone

# American Wine - Charles Smith



## About Charles Smith

Charles Smith grew up just outside of Sacramento, California, in the foothills of the Sierra Nevada mountains. Before he started his successful wine adventure he decided to move to Denmark, where he spent nine years managing rock bands and concert tours throughout Europe, including the famed Danish duo, The Ravonettes. Wining and dining while on the road became a catalyst for his passion of wine, which ultimately triggered the career he has today.

In 1999, he moved back to the United States, opening a wine shop on Bainbridge Island, just across the Puget Sound from downtown Seattle. On a road trip in late 1999, he passed through the small town of Walla Walla in Washington and met a young French winemaker. The two men discovered their common passion for great syrah grape, and Charles was eventually convinced to move to Walla Walla to make his own juice. In 2001, Charles released 330 cases of his first wine, the 1999 K Syrah. The Walla Walla Valley was now his home.

## The Labels:

Charles Smith wines are known for the edgy, black and white wine labels that have become synonymous with K Vintners & Charles Smith Wines. Easily distinguishable in a sea of other wines, his labels have been a real eye catcher from the day they were released.

**K Vintners:** The key features of the K Vintners label include the very graphic stark black & white color language as well as the crafted and rough hand drawn letters that frequently

find their way off the edge of the label. The first release, 1999 K Syrah from Walla Walla Valley, initiated the style of winemaking that Charles continues today: small lots of single vineyard Syrahs and field blends of Syrah, Cabernet Sauvignon, Grenache, Tempranillo and Viognier, all of which are hand-picked, foot-stomped, fermented with naturally occurring yeasts and basket pressed.

**Charles Smith Wines:** In 2006, Charles Smith created Charles Smith Wines: The Modernist Project, which centers on the trend that most people generally consume wine without delay. The intent is to create wines to be enjoyed now, but that reflects variety (Merlot that tastes like Merlot) and is true to the place of origin. The wines are full of flavor, balanced and approachable. Brands include Kung Fu Girl Riesling, The Velvet Devil Merlot, Boom Boom! Syrah, Eve Chardonnay and Chateau Smith Cabernet Sauvignon.

**Vino Wines:** Italian inspired and locally produced, ViNO, was created by Charles Smith in 2010 with the inaugural release of a 100% Pinot Grigio from Evergreen Vineyards. Evergreen Vineyards is a cooler site due to river influence and produces fruit with sublime mineral character with the acid balance that is the winemakers dream. Everyone says, "Let's go grab a glass of vino!" - So we wanted to help make the decision a bit easier when choosing a wine.

## The wines:

**Kung Fu Girl Riesling** has deep and complex aromas on the nose. Apricot, kumquat, nectarine and lime leaves. The wine continues with a great mid-palate intensity with a long, long mineralic finish. This wine goes very well with spicy sushi, rich flavored fish dishes, Asian cuisine and also on its own.  
Vinmonopol nr: 9422101 Kr. 199,90

**Vino Pinot Grigio** is an Italian inspired wine. Aromas of newly cut summer grass that gives way to white nectarine, honeysuckle, Italian melon and white anise, crushed seashells and minerals. This wine is a great food pairings with shellfish as crayfish and oysters - or a light fish dish.  
Vinmonopol nr: 488401 Kr. 175,00

**Boom Boom Syrah.** The wine has black cherries on the nose, dark and persistent red and black fruit, baking spice and earthy tones. The fruit explodes in your mouth! It is a great companion with beef or venison stew or grilled flank steak with roasted vegetables.  
Vinmonopol nr 9422301 Kr.225,00

**Chateau Smith Cabernet Sauvignon.** With this wine you will get cassis, black cherry and a pinch of pipe tobacco with a long and full mouthful and finish. Roast lamb with a mustard rosemary sauce or a nice piece of entrecote will be very happy together with this wine.  
Vinmonopol nr: 9422401 Kr. 249,90



# New US Wine Releases by Vinarius

## Bogle Vineyards

Following a long farming tradition, father and son Warren and Chris Bogle planted the first eight hectares of vines in Clarksburg, California in 1965. Today Bogle Vineyards farms on over 14 different vineyard sites in the cooler parts of the Delta region near Sacramento. This is still a real family business in every sense; Warren works alongside brother Ryan and sister Jody, ensuring that the values and traditions of the family are preserved and the quality of the wines on offer have never been better. ([www.boglewinery.com](http://www.boglewinery.com))



Vinmonopol nr: 870001 BU Bogle Chardonnay 2012 kr. 159,00

Vinmonopol nr: 870501 BU Bogle Petite Sirah 2011 kr. 149,90

(Basic kat. 6 from jan 2014)

Vinmonopol nr: 871001 BU Bogle Cabernet Sauvignon 2011 kr. 165,00

Vinmonopol nr: 870201 BU Bogle Pinot Noir 2011 kr. 169,00

Vinmonopol nr: 870401 BU Bogle Old Vine Zinfandel 2011 kr. 169,00

## Jonata



Jonata is 240 hectares of gorgeous, golden hills: eighty of which were meticulously selected based on their unique micro-climates and solid profiles, then divided into more than fifty blocks and sub-blocks - each matched with different rootstocks, clones and planting densities - to provide winemaker, Matt Dees, with the broadest palette from which to blend the distinctive wines of Jonata. ([www.jonatawine.com](http://www.jonatawine.com))

Vinmonopol nr: 926001 BU Jonata Todos 2009 kr. 429,00

Vinmonopol nr: 926901 BU Jonata Tierra 2009 kr. 549,00

Vinmonopol nr: 926401 BU Le Sangre de Jonata Syrah 2009 kr. 735,00

Vinmonopol nr: 927001 BU El Desafio de Jonata Cabernet Sauvignon 2009 kr. 735,00

## The Hilt

Sister company of Jonata. The Hilt champion's pinot noir and chardonnay from the climate margins of California's coastal winegrowing regions—Santa Barbara County's Sta. Rita Hills and Santa Maria Valley AVAs being prominent among them. The philosophy of “growing in the margins” propels winegrowers to employ practices that enable grapes to show full transparency of site—key to The Hilt's philosophy. Within this framework, The Hilt ferments two different camps of wine—Old Guard and Vanguard. The former relies on older vine selection and cellar methods that offer a nod to the Old World, with acid and structure at the fore. The latter expression is a testimony to the full textural elements so common in New World sites. As hinted at in the name, The Hilt goes “all the way” in its quest for expression and quality; nothing is held back in terms of effort. ([www.thehiltwines.com](http://www.thehiltwines.com))



Vinmonopol nr: 926701 BU The Hilt Old Guard Chardonnay 2010 kr. 329,00

Vinmonopol nr: 925701 BU Old Guard Pinot Noir 2010 kr. 499,00

## The Paring

There are some people who are educated for certain positions in life and others who are born to assume them—and Matt Dees is what you'd call a natural winemaker. Armed with a degree in Soil Science from the University of Vermont and vintages at



Staglin in Napa, California and Craggy Range in Hawkes Bay, New Zealand, Matt has an intrinsic feel for wine, from dirt to glass. Curious and experimental by nature, Matt's approach to winemaking is grounded in the vineyard first and foremost. Attuned to the vines, the weather, the soil, Matt seems almost to be a part of the vineyard itself. Matt comes to wine with an untethered philosophy, a mindset embodied in The Paring. At the core of these wines, one finds a wide-ranging exploration of style, vineyards and blending. When he's not working with The Paring, Matt can be found making the wines for its big sister winery—Jonata. ([www.theparings.com](http://www.theparings.com))

Vinmonopol nr: 926501 BU The Paring Chardonnay 2010 kr. 259,00

Vinmonopol nr: 926201 BU The Paring Red Blend 2010 kr. 259,00

## Clos Du Val

40 years ago, Clos Du Val was founded with a commitment to crafting world-class wines of elegance and balance, wines that age with grace and style and that pair perfectly with food. Clos Du Val, French for “small vineyard estate of a small valley,” was founded in 1972 in the now legendary Stags Leap District by American entrepreneur John Goelet and French winemaker Bernard Portet. After a worldwide search to purchase a vineyard property from which to craft world-class wines, 60 hectares in Stags Leap and 73 in hectares were chosen, solidifying Clos Du Val's iconic stature and formidable place in Napa Valley history. ([www.closduval.com](http://www.closduval.com))



Vinmonopol nr: 870301 BU Clos du Val Chardonnay 2011 kr. 259,00

Vinmonopol nr: 870901 BU Clos du Val Cabernet Sauvignon 2010 kr. 299,00

Vinmonopol nr: 870101 BU Clos du Val Stags Leap Cabernet Sauvignon 2009 kr. 549,00

# Past Events

## (selected)

### Nordic Reputation Management Seminar

October 2013

Radisson Blu Plaza, Oslo



Reputation management was the theme when Burson-Marsteller Nordic and AmCham Norway recently hosted a full house of corporate member leaders. After an insightful explanation of the importance of a company's reputation by Burson-Marsteller's Norway CEO, Mr. Mosten Pettersen, his Finnish counterpart, Mr. Jouni Heinonen, spoke about the financial value of maintaining a healthy reputation. Mr. Trond Bentestuen, head of personal banking at DNB, then addressed the value of a strong brand and possessing courage within a corporate environment. The half-day seminar ended with an insightful presentation by Ms. Michelle Clark, COO of Symfoni Software, who presented a real-life example of how the emotional connection that stakeholders have with a company represents reputation economy.



CEO of Burson Marsteller Finland, Jouni Heinonen, about the theoretical aspects of reputation Management

### AmCham Thanksgiving Charity Dinner

November 2013

Akerhus Festning



Kristian Norheim, MP, raffle prize winner and one of the evenings speakers

AmCham members and their guests celebrated the American tradition of Thanksgiving at Akerhus Festning with tasty turkey complimented by stuffing, mashed potatoes and gravy, cranberry sauce, green bean casserole, sweet potatoes and delicious pumpkin pie. Showcased

wines this year were the exquisite Francis Ford Coppola selection. The turkey was cut as tradition with Charge d'Affair Julie Furuta-Toy followed by speeches from Minister of Children, Equality and Social Inclusion, Solveig Horne, Cancer Association representative Trine Nicolaysen Dahl, and Member of Parliament Kristian Norheim.

Throughout the dinner, guests graciously opened their wallets and hearts to rally around the Norwegian Cancer Association program for children and families affected by cancer. 13 AmCham members generously donated seventeen raffle prizes for the

fundraiser. The night ended with the top three winners of the raffle winning a guitar signed by Petter Northug courtesy of Hard Rock Cafe, a Nordic hotel stay from Best Western, and a gift certificate from Icelandair to travel to one of their many US destinations.

Last year's donation of 50,000 kroner was beaten with an astounding 75,000 kroner from AmCham members, guests and greatly appreciated additional contributions from First House, the Oslo Chamber of Commerce and Iron Mountain!

The AmCham team would like to thank Iron Mountain, CA Technologies and First House and members for making the event possible and providing donations to the Cancer Association.





*Fetzer wine maker, Mr. Dennis Martin*

### **American Wine Tasting for Journalists**

November 2013  
Grand Hotel, Oslo

AmCham, together with the US Commercial Section, invited some of Norway's top wine journalists to an intimate and exclusive American wine tasting at Restaurant Palmen, Grand Hotel. Member importers Fondberg, Strøm, Torres & Partners, Vinarius, Symposium Wines, Engelstad, Treasury Wine Estate, Concha Y Toro and Haugen-Gruppen all showcased an impressive selection of US wines, including some old favorites and several exciting new releases.

Mr. Dennis Martin, Vice President & Director of Winemaking at Fetzer Vineyards in beautiful Mendocino county, California, provided an informative presentation about new trends in US wine production. Highlights included a rise in blends, alternative wines and packaging innovations.

### **Breakfast Seminar: Changing Litigation Risks for Norwegian Companies in the US**

December 2013  
Arntzen de Besche, Oslo



Chicago-based lawyer and international business specialist Richard M. Franklin had ten tips for reducing legal risk for Norwegian companies operating within the US marketplace. Number two on his list, "limit warranties and damages." Number seven, "seek early case resolution." The full-house of participants hung eagerly on Mr. Franklin's expert advice and unique insight for the entirety of the two-hour breakfast session.



*Jason Turflinger (AmCham), Richard M. Franklin (Baker & McKenzie, Chicago) and Erlend Haaskjold (Arntzen de Besche)*

### **AmCham Christmas Party**

December 2013  
Grand Hotel, Oslo



AmCham members gathered atop Grand Hotel to join in the popular annual holiday reception. Mr. Markus Volk, European Sales Director at Constellation Brands, provided a succinct history of Robert Mondavi, his central role in the development of the US wine industry, and as his esteemed wineries. He went on to honor Mr. Mondavi's 100th anniversary with a cake very worthy of the festive occasion.

In closing, members enjoyed a surprise Christmas video greeting from AmCham friends including Prime Minister Erna Solberg, two former US Ambassadors, various members of parliament, Minister Siv Jensen, NACC Director Inger Tallaksen, Moods of Norway (poolside from L.A.), and multiple other well-wishers.



*Mr. Markus Volk cuts the ceremonial Mondavi cake*

# New AmCham Members

## Patron Upgrade

### ADVOKATFIRMAET SELMER

 Selmer was founded in 1985. The firm quickly became an important challenger to the establishment. While other law firms had existed for over a hundred years, Selmer could offer fresh thinking and a new perspective. Today Selmer is one of Norway's leading legal practices with 180 employees. Throughout its short history, the firm has strived to work in innovative ways, constantly among the first to adopt new ideas. One of these is a company structure that includes both accountants and economists, unique in the Norwegian legal industry, enabling Selmer to give interdisciplinary advice that other firms cannot.

Selmer has a strong international orientation and collaborates with leading law firms all over the world. The International Financial Law Review (IFLR) has named Selmer 'Law Firm of the Year' in Norway for 2007, 2008, 2010 and 2011 for its excellence in innovative cross-border transactions. The firm has also achieved Chambers' Client Service Award 2012 for best Norwegian Law firm. Selmer is committed to continuing its tradition of seeing things in a new light. For this reason, the firm will keep on challenging its clients, competitors and itself. The legal business is still traditional - Selmer offers a new perspective.

## Patron

### VISMA

#### Your gateway to business in Norway

 For more than 20 years, Visma Services has delivered accounting and payroll services in Norway. Today they are the largest supplier of accounting services in the Nordic area. Visma has extensive experience supporting international companies operating in Norway. They now report to parent companies located in over 20

countries. The Visma Group is also one of the largest suppliers of system and process solutions for the administrative processes with high adaptability to customer needs.

Visma Services provides Accounting and public reporting, Financial consulting, Payroll/HR, Company registration, VAT-representation, Legal Services and Staffing and to their customers. They have more than 90 offices with more than 2000 employees across the Nordic countries and in Romania. The aim is to help customers make work processes more efficient and automated, and to achieve:

- Reduced costs and risks
- Flexible access to resources and competency
- Access to leading technology and functionality in their systems

Visma Services is a part of the Visma Corporate Group. Visma's focus is to make business units more effective through their technology products and services. Visma simplifies and automates business processes within both the private and public sectors.

## Corporate

### BORTON OVERSEAS

#### Unique Corners of the World brought



to you by the Best

To ensure their customers get the best, most in-depth travel experience possible, Borton Overseas focus their expertise on East and Southern Africa, all of Scandinavia, worldwide *small ship cruises* and other select destinations.

Borton Overseas is also the US sales, marketing and reservation headquarters for UK-based Fred. Olsen Cruise Lines, which features worldwide, traditional cruises. Their *cruise* selections also include river and canal cruising, as well as expedition cruising to Antarctica, in Patagonia, Greenland, and the Arctic.

Borton Overseas provides clients the opportunity to immerse themselves in

off-the-beaten-track itineraries that offer them up-close, authentic encounters in their destinations. Best of all, the research and planning is taken care of by passionate destination specialists based on the customers input.

### EXCITE EVENTS

 Excite Events AS is a new and fresh event company based in Oslo. Excite Events sets itself apart from their competitors by being bold, edgy and energetic, which comes through in everything they do. They are a passionate and highly creative team coupled with unique concept creation, project management and quality arrangements. Excite Events has experience and competence that varies greatly from other event companies. The company has a very clear and transparent project management model that focuses on creating and maximizing value for customers in all events, which is the main reason for their success. With arrangements such as summer parties, corporate launches, teambuilding, conferences, small intimate dinners and many different types of games and sporting arrangements, Excite Events helps organizations use their events strategically as more powerful and effective internal and external branding tools.

### GEODIS WILSON

With 7,700 people and a global network,  Geodis Wilson is one of the world's largest freight management companies.

They serve their customers with integrated supply chain solutions that deliver cargo by sea and air. Their expertise, value-added services and e-services enable clients to streamline the flow of goods. Geodis Wilson also makes the supply chain more transparent and easier to manage.

The backbone of Geodis Wilson is a self-reliant network of offices and air and ocean hubs in over 50 countries. Presently

they have 15 offices in USA and are growing each year.

Geodis Wilson focuses strategically on the USA-Nordic trade lane with smooth and outstanding solutions and dedicated trade lane experts on both sides of the Atlantic Ocean.

### NOVAAGENTUM

NovaAgentum is the connecting node between top employers and the most talented students and young professionals. They know that good things happen when people are given the right opportunities, and their vision is to connect great people with great opportunities. NovaAgentum advises and assists talent-oriented businesses with recruiting and employer branding, and offer learning, career coaching and unique career opportunities to members within talent networks Nova 100 (students) and Nova Pro (professionals). All NovaAgentum talents are screened on academic and work results, relevant experience and social skills. NovaAgentum is proud to be working with some of Norway's largest and most exciting companies within banking, finance, consultancy, FMCG, IT and engineering. NovaAgentum has offices in Norway, Sweden and Denmark.

### SUBWAY

Today, the SUBWAY® brand is the world's largest submarine sandwich chain with more than 40,000 locations around the world. They've become the leading choice for people seeking quick, nutritious meals that the whole family can enjoy. As SUBWAY® continues to grow, they are guided by the passion of serving their customers with delighting, fresh, delicious, made-to-order sandwiches. The SUBWAY® concept relies on their customers to get a fresh and healthy meal with free choices. In Norway, SUBWAY® is on the way to becoming a great restaurant chain that

constantly grows. They aim to establish themselves in all the major cities in Norway so SUBWAY® can be found wherever you are! It's important to SUBWAY® that their customers are satisfied with their product. Customer service is a key word for success, and it's something they really focus on so that customers will enjoy their stay with them.

### TELEMARK FYLKESKOMMUNE

Telemark County Council is the level of public government between the national government and the municipalities and is the second largest employer in the county, with approximately 1600 employees.

Their main task is as an economic regional developer to expand the labor market by stimulating creativity and innovation. They also provide businesses with the best possible conditions by for example, developing the transportation sector or making sure young people leave the school system with the best possible level of skills.

Telemark County Council manage the county's 14 upper secondary schools, over 1900 km of county roads, the county's 17 public dental clinics and public transportation. Telemark Fylkeskommune is responsible for public health, archaeology and cultural heritage conservation, arts programs and festivals, nature and wildlife management and international cooperation.

The budget for 2012 was approximately NOK 2.2 billion. County politicians are elected every four years by direct election.

### VINARIUS

Vinarius was established in 1997 by Ivar C. Bentzen and Jørn H. Abrahamsen, both being active in the Norwegian wine- and spirits- market since the mid 80's. The company is today a part of the Vinestor Group, where Jørn H. Abrahamsen is the majority owner. Vinarius is latin for wine merchant.

Vinarius focuses on import, sales, distribution and marketing of wine and spirits to both Off-trade (Vinmonopolet) and On-trade (HoReCa). They have a wide portfolio of wines from most of the wine production areas in the world as well as some spirits.

Being a part of a bigger group, Vinestor, Vinarius offers the best from both worlds:

- **Big** – “Economy of scale”. Logistics, IT, market information, analysis and reporting. Strength when negotiating customer agreements etc.
- **Small** – “Less is more”. Sales efficiency through smaller units and company specific product portfolios. Closer contact with producers, products and customers. Effective Internal communication – momentum not lost in administration. Focus.

The “Vinarius-team” consists of nine highly dedicated and skilled members with a long and good track record in the Norwegian market.

# AmCham Members

## Patron



## Corporate

Accenture • Accurate Equity • Ace European Group • Adams Express • Advokatfirma Flod • Advokatfirmaet Simonsen Vogt Wiig • Advokatfirma Steenstrup Stordrange • Advokatfirmaet Økland & Co • Agrinos • Air Products • Aker • Allen Carr's Easyway Norge • 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 • Axalta Coating Systems Norway • Bain & Company • Basefarm • Berlitz Language Services • BearingPoint • Best Company • Best Western International • BI Norwegian Business School • Borton Overseas • Bristol-Meyers Squibb • Bull & Co. Advokatfirma • CA Technologies • Cameron • Capgemini Norge • Cecilie Melli / C Shop • Citrix Systems Norway • Clear Channel • 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 • Easymeeting.net • Ecolab • Eiker Motorshop • Eimskip - CTG • Elmatica • Engelstad • Excite Events • Facebook • Fondberg • Frank Gronsund Agentur • Frisch • Føyen Advokatfirma • GE Healthcare Technologies • GE Money Bank • Geelmuyden.Kiese • Geodis Wilson • Global Blue • Grand Hotel • Halliburton • Hard Rock Cafe Oslo • Hardanger Bestikk • Haugen-Gruppen • Helly Hansen • Hess Norge • Hewlett-Packard Norge • Honeywell • Hotel Continental • Hsøgh Autoliners • Ibas • Icelandair • Innovation Norway • Intergraph Norge • InterimLeder • International Corporate Art • International New York Times • 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 • LYNX Advokatfirma • Lærdal Medical • Marco Reklame • Marsh • 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 • NovaAgentum • 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 • Subway • Symposium Wines • Team Allied/ Majortrans • Telemark Fylkeskommune • 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 • UPS of Norway • Verdane Capital Advisors • Via Egencia • Vinarius • Visumservice • Warner Bros. Entertainment Norge • Wikborg Rein • Winetailor • Wunderlich Securities