



Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Dear Members & Partners

Thank you! Due to your support and assistance, AmCham made solid progress in strengthening our position as a professional business association in 2010. Membership growth, event offerings, advocacy initiatives and (non-profit) financial performance were all on target. Our dedicated staff, though lean, has never been better equipped to service your company's needs and challenges. Though we are pleased with our continued development, we are not content. Here's where we can do better:

US companies – you may be surprised to know that there are over 100 US companies in Norway that are not yet AmCham members. Though we have approached many of these organizations, we need your help to get them involved in the AmCham community. The more of these companies we have onboard, the better equipped we are to work on behalf of transatlantic business interests here.

Advocacy – in our work with officials within the various Norwegian ministries, we often hear that continued dialog is appreciated. The term "dialog" is often synonymous with *nothing is really happening* or *maybe this issue will go away if we ignore it*. As the limited number of issues where we advocate for change are central to the US-Norway relationship, we will no longer accept protracted dialog without results. Increased media outreach will be key in our future efforts to accelerate change.

As part of our outreach agenda for – and on behalf of – members, we are proud to announce our new website! Though not yet 100% bug-free, please visit www.amcham.no. As always, your feedback is very welcome and encouraged.

SINCERELY, THE AMCHAM STAFF

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

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Putting the Past Behind Us

Handelsbanken Capital Markets



*Knut Anton Mork,
Chief Economist
Norway, Handels-
banken*

After 20 years back in the “old country” on top of 16 in the United States, I seem to have developed a case of political schizophrenia. The few public statements I have made about Norwegian politics have made people conclude that I belong on the extreme right. Like, “I find the ubiquitous presence of the Norwegian government suffocating and want a better opportunity for people to take responsibility for their own lives.” Yet, when I cross the ocean, I find my views classified with the extreme left, like “I see universal health care as a good thing.” Yet, I’m the same guy in both cases. It’s the political environment that’s so radically different on the two sides of the Atlantic.

It hasn’t always been this extreme. But as my Norwegian compatriots have gotten used to the comfortable cushion of the government’s oil revenues, I see large parts of the US population turning to what I would call extreme right-wing views, such as calling universal health care a threat to fundamental freedom.



▶ This difference in popular sentiment between the United States and Europe (not just Norway) seems to widen in times of adversity - and there has been no shortage of adversity of late. I'm thinking, of course, of the financial crisis and the ensuing global recession. We escaped a new Great Depression, but at the cost of igniting a new set of problems in the form of mounting government debt (except for Norway, of course, but that's poor consolation if the world at large collapses). China is emerging as the new economic superpower, ultimately threatening the traditional lead of the United States.

In the face of problems we seek solutions. And we tend to seek consolation in the womb, as it were, in the seemingly safe world of yesterday. For Europeans, that means the true and trusted parenthood of the Welfare State. For Americans, the self-reliant frontier life of the early settlers. Small government is back in vogue. And yet, even those who abhor big government want the President to be the one to put everything right when the market economy falls apart. And they expect him to do it quickly.

What a contrast to the demands of the recent protesters in the Middle East!

They want democracy like we have it, with freedom of expression and free enterprise unencumbered by corruption and repression. They have learned to distrust their governments, and yet they are not demanding the abolition of government as such. Rather, they want a government of the people - that works for the people - and takes care of its needs. They want the chance to build their own future, but are not demanding restrictions on overtime or comfortable pensions at the age of 60. Yet, arguing against public health care must seem to them as absurd as clinging to government-run media as more honest and reliable than the independent outlets. They have seen too many arbitrary hangings to trust the death penalty. And I suspect they have seen too many guns to want a society where everybody carries a concealed weapon.

I sense a dynamic in these spontaneous movements that we seem to have lost. In at least one sense, they remind me of the best of the United States, namely the intellectual prowess of its universities. Unlike the labor uprising in early twentieth-century Europe, the protest leaders in the Middle East aren't

assembly line workers, but well educated professionals who are well equipped to lift their societies right into the 21st century.

At the time of this writing, it's much too early to tell if these movements will succeed. So much can go wrong. Yet, I feel they have a drive that we seem to have lost on both sides of the Atlantic. We are looking backwards and clinging to old solutions. They are looking forward to a new future. I do hope they succeed.

But we can succeed with them. For that to happen, however, I believe we need to put the ideals of the past behind us, comfortable as they may seem, and face the challenges of tomorrow. For these complex challenges, the United States needs more government, not less; but not the wasteful, redistribution-only oriented government so typical of Europe. The government of the future needs to provide the framework and the infrastructure for bright minds to put their creativity to work. And I don't mean the creativity that wreaked havoc in financial markets. I mean creativity that genuinely makes the world better.

Defining your Company's Strategy for Facebook Success!

Working for Facebook these days is just as hectic and fun as you might imagine. Since we established our Nordic headquarters in Stockholm in late 2009, we have been on a ride full of terrific opportunities and interesting challenges. We clearly see that businesses are getting better and better at realizing the potential benefits of the platform. The not-so-secret formula for success is spelled: STRATEGY.



With almost half of Norwegians logging on as active users (2.4 million is the last reported number), it is easy to understand that the platform provides terrific opportunities for business that want to interact with their target audience in ways not possible only a few years ago.

As the leaders of a steadily growing Nordic team, we see that businesses are maturing in the way they utilize the platform. Businesses are starting to see that a Facebook presence can be extremely effective, if done in the right way. If your objective is to provide a truly interactive support service through Facebook, if you want to use its viral effects as part of your marketing strategy, if you mainly want to make your business more publicly known or if you even want to do all of the above, you can maximize your chances of success by doing your homework before beginning.

Create a strategy

So what should a Facebook strategy encompass? The details depend on your specific

objective, but there are criteria that apply to all Facebook initiatives. To make it short, there are mainly two things to consider: How do I keep the Page content relevant and up to date? And how do I get people to visit my Page in the first place?

Not long ago, we saw plenty of businesses expending a lot of resources on the content of their Facebook Page, but there was no real strategy for getting people to visit or “like” the page. Obviously, that meant money down the drain. The same went for the businesses that did successful ad campaigns that attracted thousands of Page members, only to let them down by lacking a long term strategy for taking care of them in the long run. Common mistakes included lack of strategy for keeping track and acting on incoming questions and request, and no defined service level connected to the frequency of audience interaction. Other unanswered question could be; What kind of information should be uploaded? How often? Why? Why not?

Now, however, we are glad to see that more and more businesses, in Norway and elsewhere, have started to realize that they can maximize their chance for Facebook success by getting it right from the start. These success cases all have in common clear strategies for both attracting people to the Page and keeping Page content and service level in line with the Page purpose.

On that note, I would like to wish you success with your Norwegian business initiatives. And who knows, maybe our Facebook team will be able to assist you on that journey.



*Martin
Ingemansson
Director Nordics,
Facebook
&
Petter Høie
Account Executive
Norway*



PEPSICO

INTERNATIONAL

By: David A. Bovee, General Manager, PepsiCo Nordic Norway

PepsiCo, the world's second largest food and beverage business, is active in more than 200 countries and employs more than 285,000 people. While many people think automatically of Pepsi and other soft drinks when they hear the company name, PepsiCo in fact offers a broad portfolio of products from snacks (e.g. Lays, Doritos), through sports drinks (Gatorade) and juices (Tropicana) to oatmeal & cereal products (Quaker). Globally, 52% of our annual revenues of 60 billion dollars are derived from beverages and 48% come from snacks and foods. 39% of our revenues come from outside of North America.

PepsiCo Nordics forms part of our Western Europe Region and, unlike most other business units, we don't operate a single factory. We have a small team that covers the five Nordic countries, bringing our wide portfolio to Nordic consumers and, of course, keeping track of every kroner / kronor / kronur / kroner and Euro that that entails.

The Nordics - and Norway in particular - is a challenging market. Compared to many countries with less affluent populations, there is an ever increasing demand for value. Local regulations mean centrally designed products are not easily placed within these markets and, when they are, we are mindful of marketing and advertising restrictions. Local taxes on carbonated soft drinks and packaging / recycling schemes add to the complexity and costs of operating in each of the markets.

We use a variety of third party of distributors and manufacturers to bring our products to the market. Many of our products, such as Tropicana, Quaker Crüsl



and Lay's Potato chips, are produced in our own plants across Western Europe and sold through local distributors. Our carbonated soft drinks are the exception. We have worked in partnership with Ringnes since 1998. This has been a great relationship, with sales of Pepsi Max more than quadrupling - and firmly establishing the soft drink as Norway's preferred non-sugar cola.

In PepsiCo, we believe we should be known not only for the financial results we generate but also for the imprint we leave on society as a whole. We are committed to a business model we call "Performance with Purpose," which means delivering sustainable growth by investing in a healthier future for people and our planet. As a global food and beverage company with brands that are respected household names, PepsiCo is building a balanced portfolio of enjoyable and wholesome foods and beverages while using innovative methods

to consistently reduce the use of energy, water and packaging.

This program underpins everything we do, and it is driven from the top of our organization. Indra Nooyi, Chairman and CEO, believes passionately that every company operates with a license from society. A healthier society enables a healthier business as we both work together. We think Performance with Purpose fits well with the Norwegian way of life and, in turn, makes our company an exciting place to work.

I moved to Oslo last July from Budapest following PepsiCo's acquisition of its biggest bottlers. While I have served in many US and international roles, this is by far one of best places to live and work. I enjoy brown cheese and own my first pair of cross country skis but I still have much to learn about the consumer and their preferences in this beautiful country. I look forward to that.



KONGSBERG

Advancing in the US

On February 14th, Kongsberg Gruppen ASA (KONGSBERG) published strong 2010 financial results, marking continued growth throughout the company. KONGSBERG is organized into four business units with activities ranging from the oil and gas industry, the merchant marine, and the defense and aerospace industries.

KONGSBERG is a NOK 15 500 million company with more than 5,600 employees in 27 countries. All business areas are active in Norway, the United States and Canada. North American operations have increased steadily for years, now engaging 550 employees in 16 locations across nine US states and four Canadian provinces.

Recent additions to the North American footprint include the establishment of a marketing office in Washington DC and production and customer service facilities in Johnstown, PA (2006) and London, Ontario (2011). US operation prospects are positive and continued workforce increases are expected.

The Maritime business unit, focusing mainly on the offshore oil and gas market, is established with own-offices and distribution in a 70-person New Orleans hub.

Within Defence, KONGSBERG offers niche products and capabilities such as the NSM and JSM anti-ship and land attack missiles, NASAMS air defense solutions,



the PROTECTOR remote weapon station, composites and advanced aero-structures, and simulation & training solutions.

The first major KONGSBERG delivery to the US Armed Forces was the Krag-Jorgensen rifle in the 1880's. The rifle was produced under license in large quantities within the US and was, at the time, state-of-art as the country's first magazine rifle. Important programs since that time include the Penguin anti-ship missile - acquired by the US Navy in the 1980's - and the PROTECTOR remote weapon station.

The PROTECTOR remote weapon station has a proud background and is

quite prolific within the US market. Since its debut in 2001 with the US Army, more than 10,000 stations have been delivered for a wide range of vehicles. The PROTECTOR is designed to improve safety for vehicle crews by making operation of the top-mounted weapon possible from the inside of the vehicle.

KONGSBERG continues to expand in the US and continuously develops US industrial cooperation to pursue opportunities in the US, Norway and internationally.

AmCham Q&A with Verizon Norway's Hans Christian Grøstad

Created in 2006, Verizon Business serves as a major business unit within Verizon Communications Inc. Verizon Business generated over \$25 billion in revenue last year. Local arm Verizon Norway AS serves 150 clients, many of whom operate internationally in the shipping, oil and gas industries.

In the digital age, safeguarding private data and personal information is a top priority - and a priority the company takes seriously. Verizon Business' Managing Director in Norway for the past six years, Hans Christian Grøstad, discusses Verizon's current operations and future strategies with AmCham Norway.

Can you tell us a little bit about Verizon Business in Norway?

We have been in Norway since 1999, however we were previously known as MCI before 2006. Verizon Business is headquartered in Oslo with about 25 employees, half of which are originally from outside of Norway due to our business with global companies, specifically in oil and gas.

What were some of the challenges for Verizon Business upon entering the Norwegian market?

We really didn't experience many problems.



Perhaps the fact that Verizon was not well known here initially made it difficult to get new business, but we were generally able to get new business through standard requests for proposals. But overall, there were no specific challenges. Norway is a good place for us.

Where in Norway does the company do most of its business?

I would say the majority of our business is

done in Oslo, but a fair amount in Stavanger as well. We have strong market positions in providing services to the shipping industry as well as oil and gas, which is the reason we do a fair amount of business in Stavanger.

How does Verizon hope to expand its presence in Norway?

We are always trying to expand our business by attracting new clients and at the moment we are focusing on trying to add



more customers in the banking and finance sector as well as oil and gas. We are able to customize communication and IT services for all business. For banking and finance, the focus might be on information security and cloud services and for oil and gas it could be international communications. Since 2006 we have increased the number of employees in Norway by 50% and we are looking to add at least five more this year in order to attract more clients and to improve customer support.

How can Verizon Business' services benefit a company with international operations?

All services that we are delivering today specialize in information security, IT solutions, and managing communications to name a few. These services are all deliverable in 150 countries worldwide and can be outsourced in packages, as well as cloud services including access to applications, security, and infrastructure, all in one. We are a leader in cloud services and can work with business to tailor our services to their specific needs.

Are there any potential issues Verizon Business faces with regards to Datalagringsdirektiv?

Certainly the protection of private information is always a concern and Norway does a good job of regulating this. Information security is also a focus of our business operations. For example, in 2007 Verizon

Business acquired a company by the name of Cybertrust that specialized precisely in the protection data and private information.

What are Verizon Business' key goals in Norway?

Of course we would like to increase our market share compared to our competition. We would also like to continue driving the business forward and become the key-sourcing partner through improving the customer service level, developing new services, and working more closely with our business partners.

Does Verizon Business collaborate with Norwegian companies to develop new products or services?

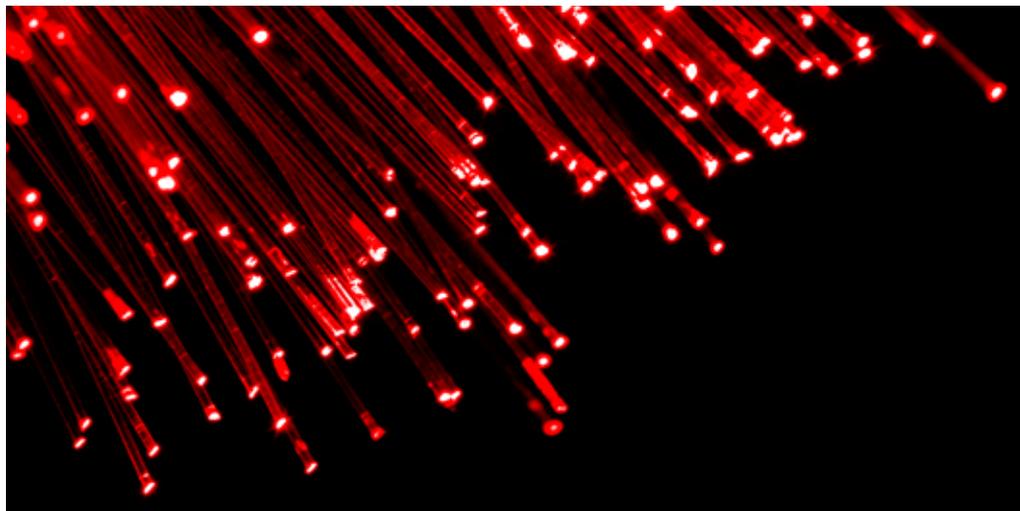
Yes, we are currently working in a partnership with EDB, an IT services company. The partnership involves developing and improving IT security services.

What innovative services can we expect Verizon Business to offer in Norway in the future?

Verizon Business recently bought Terremark Worldwide, a US-based IT firm, which is a leading service provider of cloud services. This year Verizon Business will also be offering new mobile communication services, specializing in international calling, due to new partnerships with global companies.



*Hans Christian Grøstad,
Sales Director
Norway.*



New US Wine Releases

Bonterra Chardonnay

-Naturally Better-Organically Grown Wines

As with all great wines, quality starts in the vineyards. Bonterra Chardonnay is made from 100% organically grown grapes. The winemaker of all Bonterra wines, Bob Blue, says: "Winemaking should be a natural expression of the organic vineyards in which they are grown, giving the wine a natural characteristic of the grape it's made of."

This vibrant straw-gold Chardonnay bursts with apple, lemon and crème brûlée aromas. In the mouth there are luscious flavors of baked apple, pear and buttery vanilla oak with a fine balancing acidity and a lingering finish.

This is a versatile wine that goes especially well with shellfish dishes, mushroom pasta, tarragon chicken, grilled swordfish or veal dishes.

Vinmonopole product number: 4651601, NOK 150,80

Meatpacker's Organic 2009

Meatpacker's Organic is made of 100% organically grown grapes from the beautiful rolling hills of California's Mendocino County north of San Francisco. The wine has been produced in compliance with the applicable standards for organic production at all stages of the production process, extending from raw materials to the finished wine.



Meatpacker's Organic boasts a rich, complex and compelling nose of dark fruits, whilst the mouth reveals a tasty, firm but well-balanced wine with loads of character. The key to its complexity lies in the grape-mix: Cabernet Sauvignon 30%, Pinot Noir 20%, Petite Syrah 20%, Zinfandel 15% and Merlot 15%.

Vinmonopole product number 9100101, NOK 113,90

Ch. Ste Michelle Dry Riesling, Columbia Valley, Washington State 2009

From the largest Riesling producer in the world, this version is dry (7g/l res sugar) and comes from a variety of vineyard sites in Columbia Valley, both cool and warmer. The final wine is vinified in stainless steel tanks and blended to create a wine with crisp acidity, fresh fruit flavors of apple, peach and apricot and textured, clean finish. This is a perfect wine for oysters, shellfish and lighter seafood. This is the wine for spring or summer or for those wintery days when you are longing for the sunshine!

Vinmonopole product number – 9042701, NOK 134,90



Ch. Ste Michelle Chardonnay, Columbia Valley, Washington State 2008

This wine is a blend of grapes from all over Columbia Valley. The winemaker's goal is to create a soft, flavorful and crisp style of Chardonnay that can be served with or without food. There is subtle spice and oak nuances and richness from the lees contact and barrel ageing. The fruit flavors are ripe apple and pear, with nicely balanced citrus acidity. You can practically taste the enormous amounts of sunlight that Columbia Valley is famous for in each glass.

Vinmonopole product number – 9074401, NOK 154,90

Ch. Ste Michelle Syrah, Columbia Valley, Washington State 2007

The fruit for this Syrah comes from Columbia Valley and Yakima Valley, an area that is well-suited to Syrah. With the long, dry growing season, the grapes are able to ripen completely and producer ripe berry, plum flavors. The final blend contains a small portion of Viognier in order to give more aromatics, bright color and fresh fruit flavors. This Syrah spends 18 months in older American and French barriques, giving some spice and vanilla



Did you know...

- In 2001, Bonterra wines was given accreditation by the Soil Association, the first major wine brand to achieve this organic wine standard.
- There are 69 varieties of cover crops and wildflowers planted between the rows of vines to provide a natural habitat for destructive pests and good bugs to regulate themselves naturally.
- Each vine is touched by the human hand at least seven times during the growing season; which includes pruning, de-leafing and harvesting.
- Bonterra lets their chickens out in the vineyards every day to eat insect pests and fertilize the soil.
- All the grape skins, stalks and pits left over from the winemaking process are composted for use in the vineyards.

complexity. This is a very accessible wine that will pair well with a wide variety of meats, both grilled and braised. A real crowd-pleaser!

Vinmonopolet product number – 9073901, NOK 154,90

Eroica Riesling, Washington State 2008

Named after Beethoven's Third Symphony, this wine is a labor of love for two of the world's great Riesling producers – Dr. Ernst Loosen in Germany and Ch Ste Michelle in Washington State. By combining philosophies and techniques from the Old World and the New, the partnership has resulted in a wine that is both structured and elegant as well as fruit forward and ripe. The grapes are selected from the coolest vineyards in Columbia Valley and have flavors of peach, mandarin orange and sweet lime. The acidity and mineral structure, combined



with 17g/l res sugar, gives this wine the refinement and class that makes you think you are smack in the middle of the Mosel! Vinmonopolet product number – 9042601, NOK 199,90

Erath Pinot Gris Oregon 2008

Erath has been working with this variety for over 20 years and this fresh, lively style of Pinot Gris is one of their signature wines. The fruit comes from the Willamette Valley and once in the winery, does not undergo malolactic fermentation and does not see any oak. The tropical, melon and pear flavors are framed by fresh acidity and a zesty, citrus finish. This wine is fantastically food-friendly and easy to enjoy. Try this with fresh shellfish, seafood, grilled vegetables or even lightly prepared white meats.

Vinmonopolet product number – 8044001, NOK 174,90



Erath Pinot Noir Oregon 2008

This is consistently one of the best value Pinot Noirs in North America. The fruit comes from a variety of vineyard sites in Willamette Valley and the aim is to create a wine that accurately represents Oregon, without masking the fresh fruit flavors with any oak or winemaking tricks. The 2008 vintage was excellent and this wine displays all the ripe berry, black cherry flavors along with some delicate spice and savory characteristics that make this lighter-styled Pinot quite comfortable at the table with duck, lighter meats and some fattier seafood like salmon or cod. A great introduction to what Oregon does best!

Vinmonopolet product number – 8014501, NOK 174,90



Past Events Summary

(Selected)

Patron Member Evening: Hurtigruten – The World’s Most Beautiful Voyage

Thursday, January 13th

MS Trollfjord, Oslo harbor



AmCham Patron member representatives kicked off 2011 with an exclusive evening aboard Hurtigruten’s MS Trollfjord. Members were warmly welcomed by both Hurtigruten CEO Olav Fjell and Hans Rood, VP Global Sales. A brief presentation of the burgeoning company was followed by a boundless buffet dinner in the ship’s Saga Hall Restaurant.

After dinner and a tour, members enjoyed intimate performances by KORK, the Norwegian Radio Orchestra, and former World Idol Kurt Nilsen.



Vidar Keyn, US Embassy, and ExxonMobil’s Eirik Hauge and Terje Valebjørg.



Students ponder the many US educational opportunities.

Study in the USA – An Evening of Inspiration

January 20th, 2011

Kilroy Education, Oslo



AmCham – together with Kilroy Norway and NORAM – invited partners and students to meet representatives of nine US universities to learn how to apply for and finance their US studies. Google Norway Country Director Jan Grønbech presented a compelling case for studying in the US over other international destinations. Partner NORAM presented numerous US scholarships opportunities while Kilroy Education explained how to combine athletics and studies through their sports scholarship programs.

Super Bowl

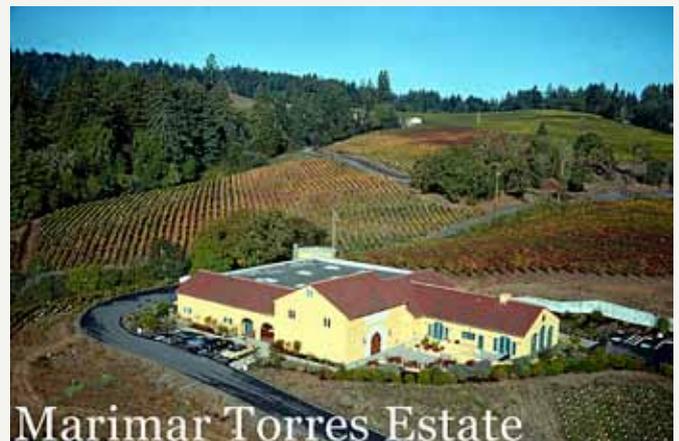
February 6th, 2011

Hard Rock Cafe, Oslo



In collaboration with the American Embassy, AmCham welcomed members to watch Super Bowl XLV, between the Green Bay Packers and Pittsburgh Steelers at the Hard Rock Cafe. The evening started off with appetizers and drinks, along with a bit of fun trivia testing the attendees' knowledge of American football and Super Bowl history.

Also showcased during breaks in the match were the much-anticipated Super Bowl commercials and halftime show, as presented by FOX. The evening concluded with a win by the Green Bay Packers and proved to be a great opportunity to celebrate a classic piece of American culture.



Wine Maker's Dinner: an Ecological Evening with Marimar Estate

February 17th, 2011

Julius Fritzner, Grand Hotel, Oslo



This year's Wine Maker's Dinner was dedicated to ecological food and wine – in perfect harmony. In cooperation with Grand Hotel and Torres & Partners, AmCham invited members to an exclusive, intimate dinner and wine tasting at the hidden pearl that is Restaurant Julius Fritzner. Upon arrival, guests were served an unoaked Acero Chardonnay 2007 and were greeted by Torres & Partners' Brand Manager Christian Almstrøm before viewing a vivid video introduction of beautiful Marimar Estate in Russian River Valley, California.

Consisting of Norwegian regional specialties, the five course meal was specially created by American Head Chef Patrick O'Toole to perfectly complement the wines. Before each course the wines were presented by Torres' Brand Ambassador Anna Manchon. Guests, including Ambassador White and wife Eleanor, sampled several different wines and vintages. Some of the showcased wine varieties were flown in exclusively for the dinner while others are available at Vinmonopolet. The combination of good food, wines and company made for yet another triumphant evening.

New AmCham Members

Patron Upgrade

RECALL

Recall Incorporated



Recall Incorporated provides solutions to physically and digitally manage critical business documents throughout their lifecycle, while reducing the costs and risks associated with information storage and retrieval. Over 80,000 organizations worldwide rely on Recall to help them reduce storage costs, achieve regulatory compliance, mitigate risks and support disaster recovery. Uniting best practices in document management solutions, data protection, and secure media and document destruction, Recall delivers peace of mind and bottom-line results through Security, Efficiency, Customer Satisfaction, and Sustainability. The company has over 4,500 employees, and operates in 130 markets in 20 countries on 5 continents. Recall's global headquarters are in Atlanta, Georgia, U.S.A. and the Norwegian offices are located near Oslo.

Corporate

ADVOCATES ATLANTIC LLP

Advocates Atlantic LLP is a client-centered, niche firm of lawyers specializing in providing US business immigration advice to Scandinavian clients.

Because the US has the world's largest economy, it is enormously attractive to any company having international aspirations. The US also arguably has the most complex and detailed legal immigration framework in the world.

The firm's US qualified lawyers can offer legal assistance in English or Norwegian and can attend consultations in the main commercial centers of Norway, Sweden and Denmark. Headed by a Norwegian partner, Advocates Atlantic LLP is uniquely placed to meet the needs of the Scandinavian business community. One important aim

of the company is to establish offices in Scandinavia during 2011.

ADVOKATFIRMAET

VOGT & WIIG

Vogt & Wiig is a lead-  ing Norwegian law firm. The firm has long traditions and was established after a merger in 2001 between the Bergen company Wiig & Co (1894) and the Oslo company Vogt & Co (1966). The firm is now based in Norway's three largest cities: Oslo, Bergen and Trondheim as well as in Singapore.

Vogt & Wiig provides legal expertise within all major areas of commercial law. The firm's practice areas cover corporate law, banking and finance, mergers and acquisitions, real estate/construction, competition, labor law, intellectual property rights as well as litigation and dispute resolution.

FRANK GRØNSUND AGENTUR

Frank Grønsund

Agentur AS started  Frank Grønsund Agentur AS

in 1980 as an importing agency. The company represents 30 manufacturers from USA and Europe. Customers are mainly retail chains and wholesalers in the Nordic countries. FGA is specialized in private label products for the retail chains. The portfolio of products includes a wide range of food and non-food products. The food products include chocolate, sweets, snacks, nuts, sauces, soups, dressings and tea etc. Non-food products are i.e. toilet rolls, kitchen towels, gift wrap paper and bags, napkins, candles, household foils and bags, cleaning products, toilet hygiene articles and disposable tableware. FGA has more than 1000 different products listed in the Nordic retail market, and is a leader within their field of business.

FRISCH AS

FRISCH AS is an advisor to top management of companies and organisations. With communication as basis, FRISCH handles projects within Brand Management, Financial PR, Investor Relations, Crisis Management, Media Relations and Public Affairs. 

The foundation being a deep respect for analysis. The driving force is a burning desire for results.

The firm was established on November 22, 2010, by Stein Jacob Frisch. He has 17 years of experience from consulting, and was Managing Director at Geelmuyden. Kiese in Scandinavia from 2001 until 2010. Previously, he has been Managing Director of the venture company Katalysator AS and Credit Officer at UBS/Viking Ship Finance i Zurich.

Stein Jacob Frisch is a Certified European Financial Analyst (CEFA) and has an M.Sc. in Shipping, Trade & Finance from Cass Business School, London and a B.Sc. in Management Sciences from Warwick Business School. In 2005 he completed the course Leading Professional Service Firms at Harvard Business School.

SERVOS/ONKEL DONALD

The popular restaurant  Onkel Donald is celebrating their 10th anniversary this year. Onkel Donald offers a total experience including a restaurant, bar, nightclub and one of downtown Oslo's largest outdoor seating areas. In September 2010 Onkel Donald started a cooperation with the "BBQ King" Craig Whitson who has developed their new food concept. On the menu you will find the best BBQ food available in Norway. Everything on the menu is made from scratch.

Onkel Donald's bar menu consists of exciting signature drinks and popular

classics. On Fridays and Saturdays, the DJ cranks up the volume and fills the dance floor. When the sun is shining between May and September, Onkel Donald moves outside by the National Theater where they are also open for lunch. Welcome to a unique experience!

POLARIS NORWAY

Polaris Industries  POLARIS® is an American company. They design, engineer, manufacture and market off-

road vehicles (ORVs), including all-terrain vehicles (ATVs) and the Polaris RANGER™, snowmobiles and Victory motorcycles for recreational and utility use. Polaris has recently introduced a new on-road electric powered neighborhood vehicle. Information about the complete line of Polaris products is available anytime from the Polaris homepage at www.polarisindustries.com. Polaris Norway AS is a subsidiary of Polaris Industries and is their representative in Norway.

New Intern



We would like to welcome Benjamin Kuban to the AmCham team. Originally from the state of Minnesota, Benjamin is 23 years old and pursuing a Master of Science degree in the International Management program at BI. Prior to arriving in Norway, Benjamin interned with Chicago-based public relations firm Jasculca Terman & Associates after graduating from Penn State University. We are very happy to have Benjamin join us this year.

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

Coming Events

AmCham Annual General Meeting & Dinner

Thursday, March 17th
Oslo
Radisson Blu Plaza Hotel

Partner Event:

Partnership for Change -Social Entrepreneurship and Philanthropy Conference

Thursday 24th & Friday 25th March
The Norwegian Opera and Ballet, Oslo
Please see www.partnershipforchange.net for more details

Please check www.amcham.no/ for regularly updated AmCham and member event information

Golf Tournament 2011

Thursday, August 18th
Oslo
Haga Golfklubb

A view from higher ground



Call to get our
Survival Guide to
Compliant Records
Management

Free phone:
800 40 980

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