



# Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

## Dear Members & Partners

As we march unrelentingly into the dark autumn season here in Norway, a somber mood has set in amongst the business community. Though the frantic pace of the coming final quarter is itself daunting, the dreadfulness of July 22, US political deadlock, the wavering global economy, and refreshed memories of September 11, 2001 make this time around seem especially taxing.

But unexpected morsels of hope and optimism come continuously to the fore. Like the palpable social cohesion expressed by countless groups of rose-holding mourners in every corner of Norway. Like the political bridge-building potential represented by President Obama's \$447 billion American Jobs Act. Like Statoil's recent find at Aldous/Avaldsnes – possibly one of the ten largest oil finds ever on the Norwegian continental shelf. And like the personal stories of perseverance and healing from grown children of some of the 2977 victims of 9/11.

There is a stoic general consensus here that, though times may seem tough, Norway and the US will be okay. After all, Norway's fiscal surplus enables it to weather severe over-valued currency and vulnerable export partner storms. For its part, the US has 235 years of practice remaking itself through hard work, personal sacrifice and ingenuity. Now more than ever, as we yearn for brighter days, our countries have much to learn from one another.

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).*

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## Refreshing US-Norway ICE

- 15 US-Norway trade issues to be examined/resolved
- One-half day of negotiations in Washington DC (alternates between Oslo and DC each year)
- 9 Norwegian government representatives
- 19 US government representatives

Thus the stage was set for the annual US-Norway Informal Commercial Exchange (ICE talks) in early June. First organized in 2003 by then US Commerce Undersecretary Grant Aldonas, the ICE talks represent a unique opportunity for Norway and the US to resolve their commercial differences *simply* – that is, without drawn-out international legal wrangling. Unfortunately for the private industry players on the ICE sidelines, much of the initial optimism for the forum's ability to get trade disputes resolved has thawed.

For Scandinavian context, and compared to the US-Norway talks, the US and Sweden have approximately half of the number of issues to address during their annual talks. More enviable yet, the US and Denmark do not have ICE talks as there aren't enough trade disputes to warrant them.

### So why are there so many commercial challenges between the US and Norway?

For starters, US and Norwegian companies are increasingly good at raising the red flag when commercial obstacles are deemed to be symptomatic of broader policy anomalies. The current 15 ICE talk issues can be boiled down to:

- Intellectual Property (3)
- Market access (protectionism) (3)
- Government tender processes (3)
- International standards adherence (3)
- Taxation (2)
- Border security (1)





Some of the nearly 30 ICE delegates

▶ The repeating themes are the most problematic. Within healthcare and media, Norway needs to make serious efforts to abide by international IP norms. Within seafood and shipping, the US needs to grant reasonable access to Norwegian products and innovation. If these fundamental issues were to be adequately addressed by both governments, there would be a greatly diminished need for ICE talks. Delegation leaders Rikke Lind, State Secretary at the Trade Ministry, and Juan Verde, Deputy Assistant Secretary at the US Commerce Department, could happily redirect their substantial resources toward groundbreaking, *proactive* endeavors – like a US-Norway Free Trade Agreement – instead of reactively discussing many of the same trade disputes year after year.

### Why do so many issues remain on the ICE talk agenda year after year?

Simply put – lack of focus, energy and will. Once legitimate commercial obstacles are reported by companies, follow-up with responsible government officials is timid or non-existent. In Norway, where *everybody knows everybody*, corporate managers often prioritize cordial relationships with government representatives over maximizing efforts to tear down unjustified commercial barriers. In the US, Norwegian business interests are often unwilling to

engage in sustained, costly efforts to right commercial barrier wrongs.

The private sector, however, does not bare all blame for mired US-Norway trade negotiations. AmCham has witnessed several generations of ICE talk government negotiators come and go. Though staff turnover is a natural process in any organization, negotiation continuity – on issues that can in the best circumstances take years to resolve – becomes a problem. The accompanying short-term thinking often encourages over-promising and under-delivering during the annual talks.

Government representatives, unsurprisingly, also like positive media attention – regardless of actual negotiation success. The Norwegian delegation's contribution to the NRK television news piece focusing on two relatively minor trade negotiation topics (Segways and underwear) is a good case-in-point.

See <http://www.nrk.no/nett-tv/indeks/267131/>

### We need more ICE

In the final analysis, the US and Norway still need ICE talks. But the talks need to bear fruit for the many companies that are currently unable to hire, build facilities,

or invest in modern technologies across the Atlantic as a direct result of today's commercial barriers. Therefore, AmCham strongly encourages:

- More government negotiator interaction with those negatively impacted in the private sector. The rash of government/company meetings that take place in the days immediately prior to the ICE talks should be a year-round occurrence.
- Better annual meeting follow-up between negotiation delegations through, for example, bimonthly video-conferencing (already attempted but not yet regular) and specialist delegation exchanges.
- *Much* more detailed, informed negotiations during the annual summit. This means involving more issue experts and spending more than an average of 15 minutes per issue.
- A sense of urgency. At the forefront of negotiator minds should be the understanding that delays in demolishing trade barriers costs both countries dearly.



# Here to help you

Greetings from the United States Department of Commerce in Washington, D.C. As the Department of Commerce's Deputy Assistant Secretary for Europe and Eurasia, I spend a lot of time speaking with entrepreneurs, government and industry leaders across the United States and Europe Eurasia about the trade issues they face. To my dismay, I have found time and time again that a lot of business leaders—especially those at the helm of small and medium enterprises—are still not fully aware of all the services the Department provides to companies looking to grow or even start their export operations. With this editorial, I would like to give an introduction to the export assistance services we offer companies to help them find new markets for their products so their businesses and our economy can grow.

If there is one thing that I hope you will remember, it is that we are here to help you—whether you are a small American company considering exporting for the first time, or a larger one that wants to export more of its goods and services.

The Department of Commerce's central mission is to create and expand economic opportunities for American businesses and workers. As President Barack Obama has said, "Making it possible for businesses to succeed is how we ensure that our economy succeeds and all our people succeed". The Department of Commerce's International Trade Administration or ITA, is divided into four units—the Office of Manufacturing and Services; the Foreign Commercial Service; the Import Administration; and my office, Market Access and Compliance. ▶



*BY JUAN VERDE. Deputy Assistant Secretary for Europe and Eurasia, United States Department of Commerce. Here with State Secretary Rikke Lind from the Norwegian Ministry of Trade and Industry.*

The screenshot shows the homepage of the International Trade Administration (ITA) website. The header includes the ITA logo, navigation links (Contact Us, Careers, Help, FAQs), and a search bar. The main navigation menu lists: ABOUT ITA, TRADE TOPICS, SERVICES, DATA & ANALYSIS, PROGRAMS, PUBLICATIONS, and PRESS. The page title is "MARKET ACCESS AND COMPLIANCE". The content area includes a sidebar with "Market Access and Compliance" and "Specific Interests" (Report a Trade Barrier, Rebuilding Iraq, Rebuilding Afghanistan, Invest in America, AGOA (Africa), OCEA (Office of the China Economic Area), Japan and Korea, SABIT (Russia and Independent States), Good Governance Program). The main text describes MAC's role in identifying and overcoming trade barriers, resolving trade policy issues, and ensuring access to world markets. It lists specific areas of focus: Intellectual Property and Piracy, Quotas, Standards, Customs, Transparency and Contract Sanctity, National Treatment, Good Governance, and Sanitary and Phytosanitary Standards. A photograph of a group of people in business attire is shown on the right. The footer contains information about MAC's coordination with ITA's Commercial Service staff and industry sector experts, and its Trade Compliance Center (TCC) which works with large and small businesses to ensure they receive the benefits of more than 270 trade agreements.

<http://trade.gov/mac/>

▶ The Office of Manufacturing and Services or MAS conducts industry analyses that they use to give advice to companies looking for new markets or even trying to find their first export markets. MAS has scores of international trade specialists analyzing worldwide data from every economic sector to help a company in matching their product with the markets with the most demand for that product.

The next component of ITA is the Foreign Commercial Service. As its name implies, FCS places its commercial experts in our embassies abroad. Every major embassy throughout the world has a Commercial Service office. Commercial Service Officers are our eyes and ears on the ground. Once a company has decided which markets it would like to target, with the help of MAS or on their own, they would next go to FCS for advice on how to enter that market.

My unit—Market Access and Compliance (MAC)—works to remove barriers that U.S. companies face within a foreign

market. We help U.S. companies to navigate foreign markets, thereby creating jobs here in America by increasing their exports and investments abroad. MAC opens global markets for expanding U.S. businesses and jobs.

The MAC Europe team identifies trade and market access barriers through our close relationships with industries and companies on the ground in European markets. We then strategically work with our trading partners to encourage them to fully honor their obligations under international trade rules and agreements. We also encourage them to more fully open their markets to innovative U.S. goods and investment. We coordinate these efforts with ITA's Commercial Service staff and industry sector experts, as well as other U.S. trade agencies to work toward fulfilling President Obama's vision of a barrier-free global trading system. Not surprisingly, domestic companies within a market also benefit from the market liberalization that we help to foster.

The Market Access and Compliance team wants to ensure full access to world markets for American companies and our workers so they can compete on a level playing field and to succeed abroad as they do here—with the best and most affordable goods and services. I urge you to reach out to our desk officers when you have questions or concerns regarding trade practices. You can find more information about MAC, including contact information at <http://trade.gov/mac/>.

Finally, don't be afraid to communicate with your local American Chamber of Commerce for guidance. All of these resources are available to you as a member of the Chamber and we encourage all businesses and workers to take full advantage of the services that we offer.

We look forward to assisting you.



# The nonprofit sector in Norway

**The foundation Soria Moria ([www.somo.no](http://www.somo.no)) is a resource center for the nonprofit sector in Norway. We aim to improve general terms for NGOs and increased revenues for the sector as a whole through networking and sharing knowledge. Among the greatest challenges is interaction between the public, private and nonprofit sector and how to find common ground.**

## **Norway 2021 – stronger interaction between the business community and NGOs?**

Norwegians are brought up in a cradle to grave Government-driven welfare system.

This has been looked upon as a great asset and valuable safety net, subject to a stable and sound financial outlook for the country as a whole. But if some of the basic conditions change dramatically, what sort of situation could we be facing in ten years' time?

In 2021, more than a million Norwegians will be classified as elderly. Another million people will be working in the public sector and approximately one million will be on social benefits. Adjusting for the part of the population that will be under 25, there will clearly be a deficit in the required working

population – and other people producing tangible value or indirectly generating revenue – for the Government to uphold the welfare state.

Contrary to this outlook, however, private initiatives by NGOs are being scaled back at a time when they are most needed. Norway is no exception; when the challenges of society cannot solely be met by the State, it is up to the nonprofit sector to rise to the challenge.

Johns Hopkins University (Baltimore) has issued a report about the relationship between people's needs and the government's contribution: "The Gap-Filling Theory". It remains to be seen what the gap will be in Norway, interaction between the business community and NGOs will play an import role.



*Jan Olav Ryfetten, Managing Director, SOMO*

### **The move from sponsorship to CSR**

The sponsorship industry in Norway is estimated at approximately NOK 3 billion, with the nonprofit sector only accounting for NOK 0.2 billion (9 percent). The low share is largely attributed to prejudice and taxation issues in combination with an increasing need for NGOs to be more professional in their approach. A well known anomaly is the lack of tax concessions for sponsorships for the nonprofit sector, which the sports industry and culture community benefit from.

A recent business survey showed that most companies do not wish to divert their sponsorship projects to the international arena, but with a national preference, and again within a local context.

### **Kindness for sale - Cause Related Marketing(CRM)**

The Swedish business Executive Anders Källström concluded in 2006 that a major future business advantage would be customer experienced kindness. Cause Related Marketing (CRM) is major revenue generator in the US, but almost without presence in Norway.

The Soria Moria Foundation published a market analysis in 2010 (developed by AC Nielsen) which unearthed major potential. CRM is there assumed to be a major growth area in the years to come.

Four million Norwegians go shopping every day. The annual turnover for groceries as a whole is NOK 130 billion. It is puzzling that local companies and suppliers haven't looked at Ben & Jerry's experiences in this field. Another company that is trying to be in the forefront in this field is Stormberg. Their hiring-policy is as a general rule to hire people who have "CVs which should be avoided", used clothing refunds, a share of the purchase price spent on a "good cause", management of the supply chain and as policy; always donate funds to "good causes" – no matter what the company's bottom line is. This is a completely new way of thinking in Norway. Stormberg's CEO, Steinar Olsen, gives a lecture on how to put these principles into effect. All people have a wish to contribute good deeds, consumers wish to collaborate with companies and suppliers that demonstrate real CSR.

### **Sharing experiences – what can we learn from each other?**

The manager for CSR in GE Healthcare, Morten Weibye, believes that American companies can learn from the Norwegian

practice of giving the individual a higher degree of delegated authority and thereby more readily taking initiative. It is also a social contract for most Norwegians to engage in their local community and participate in nonprofit projects.

US counterparts often have a corporate culture where people are engaged through the company's systems and processes. Norwegian companies can probably learn from US colleagues, where CSR has been on the board room agenda for decades. An optimized solution might be for real personal responsibility to be supplementary to CSR thinking.

### **Trends**

1. Greater CSR undertakings by most companies
2. CRM becoming an established element of general business practices
3. Greater cooperation between private enterprises and NGOs

# Steps to making (some) sense of the US immigration system



## STEP 1: View The Immigration System in Two Parts

### A. Immigrant (Green Card)

Hundreds of thousands immigrate to the US each year, many by being sponsored by relatives who are US citizens or green card holders. Another common route to a green card is based on employment by first working in the US as a non-immigrant.

### B. Non-Immigrant (Visitor)

Unlike a green card holder, a non-immigrant is expected to eventually leave the US. There are more than 80 non-immigrant classifications, many based on employment. Some of these are discussed below.

## STEP 2: Become Familiar With Key Concepts

**Visa:** A travel document only. Having a visa in itself does not give you the right to enter the US, nor does it entitle you to work. If you are already in the US and have no plans to travel internationally you do not need a visa.

**Status:** What you are allowed to do in the US and for how long is determined by the I-94 form. This is handed out on the flight to the US. It is stamped by the official at passport control when you enter the US. It must be handed in when leaving the US. **Change of Status:** This process allows you to change from one status to another while in the US. You do not need to travel abroad to obtain a new visa. Once the change of status application has been approved, a new I-94 will be issued.

**Intent:** Applicants for most non-immigrant classifications/visas must prove they intend to leave the US upon expiration of their status. Two important exceptions are the H-1B

and L-1 (see below): Here you may intend to eventually permanently reside in the US.

## STEP 3: Determine Classification

### a. Visa Waiver Program

You might not need a visa at all for a US business trip. Have your passport ready and go to the Visa Waiver Wizard to find out. If eligible for the visa waiver program, note the information about ESTA registration. <http://london.usembassy.gov/root/visa-wizard/pages/index.html>

### b. H-1B Visa

Requires the equivalent of a US bachelor's degree in a specialty occupation. A US employer having extended a job offer to the candidate must apply on his/her behalf for work authorization. Once approved, the candidate can apply for the H-1B visa at his/her local US Consulate. H-4 dependent visas are available for spouses and minor children. A maximum of 6 years in H-1B status is allowed before either departing the US or changing status to green card holder.

### c. L-1 Visa

Executives, managers and specialized knowledge employees of multinational companies can transfer to the US arm of the company. They must have worked for at least one year out of the last three for the non-US part of the business. The L-1 can be used by companies establishing themselves in the US. L-2 visas are available for dependents. The application process is similar to the H-1B. Maximum stay in L status is 5-7 years.

### d. E-1/E-2 Visa

The E-1 Treaty Trader must be seeking to engage in significant trade in services or

technology, principally between the US and Norway. The E-2 Treaty Investor must be seeking to develop, direct and control a business into which he or she has invested or is investing a significant amount of capital. Normally, the initial petition is sent to the US Embassy in Oslo. Both individual E applicants as well as E businesses must be deemed to be of Norwegian nationality. E visas are commonly issued for two years and can be renewed for as long as the applicant and E business satisfy the E requirements.

## STEP 4: PLAN AHEAD

The complex immigration framework is one of many challenges faced by those wishing to work or do business in the United States. The solution is to view immigration compliance as a crucial element of your US business plans and prepare accordingly. Finally, the above suggestions are very general; further guidance from the US Embassy and/or immigration counsel should be obtained.



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# KPMG Global Internship Program

## Providing the Global Leaders of Tomorrow with International Experience Today

As global business and economies become increasingly interconnected, there is a direct need for a workforce that is able to meet the challenges globalization will bring. “Business culture in Singapore will differ significantly to Stavanger and be different than New York,” states Viestarts Rutenbergs, Senior Manager at KPMG in Oslo. “We can only serve our clients if we ourselves have the same international thought process and differing cultural experiences.”

Anticipating the need for talent with a global mindset and skill-set to match, KPMG has taken a proactive approach through the development of the Global Internship Program. Started in 2007, the program set out to prepare interns for the business world they will soon enter. To date, the GIP has had 210 participants in 26 different countries, with interns spending the first four weeks in their home country followed by four weeks in a foreign KPMG post. On an annual basis, KPMG takes on two American and two Norwegian students for an exchange between the two countries.

### Developing an international mindset

While the topic of international business is a growing focus in university lectures, there is only so much that can be learned without the factor of experience. At the core, the Global Internship Program provides



*Christopher Arringthon, Anniken Lønningen Halle, Hanne Sofia Norrby and Frank Ferrasmosca*

students with the opportunity to work and live in foreign economies and markets. In addition to the skills acquired through first-hand experiences in the auditing of financial statements, the interns are also exposed to new business cultures and working practices. Through this development of both hard and soft skills on the job, the interns truly form into professionals with an international outlook, increasing their

effectiveness wherever and with whomever they are working in the world.

“This will enable them to share valuable international insights in their client engagements, bringing the theme of ‘thinking beyond borders’ to fruition,” explains Rutenbergs. “The objective is for the students to receive real life experience, working with clients, and developing themselves to have an international business acumen.”





## American wine in Norway: Uncorked?

**The US may be the superpower of the world but it's no powerhouse in the wine section of your average Vinmonopolet, where the few bottles on the shelves are often relegated to the anonymous "Øvrige" (other) category alongside towering exporters like Lebanon and India. The imbalance is even odder when you consider that the US is the fourth largest wine producer in the world behind France, Italy and Spain, all of which have reduced their output since 2006 according to the California Wine Institute ([www.wineinstitute.org](http://www.wineinstitute.org)).**

Of the 5,488 red wines Vinmonopolet sells a mere 113 hail from the US, putting it in ninth position overall, but well behind the other leading New World wine nations. In white wines the US is no. 13, with 37 wines out of 3,511 sold. Adding to their invisibility in the stores is the fact that most American wines are hidden away in the "bestillingsutvalg", or special order list, which puts them at a disadvantage to someone looking for a wine to bring home for dinner that night.

These numbers might have been even lower without the bump provided by the

January 2009 US focus issue of *Vinbladet*, Vinmonopolet's bimonthly wine magazine. Seventeen wines were added to Vinmonopolet's list in connection with the issue. From 2007 to 2008, before the focus, sales of American red wines were growing at a rate of only 2.8%, with white wines increasing 13.7%. After the issue, American red wine sales increased by 56.1% while white wine sales increased by 14.4%. A year later, however, much of that momentum had largely dwindled, with red wine sales increasing 21.2% and white wine actually plunging 61%, a level below 2007.

Getting Vinmonopolet to carry a certain wine is a complicated and lengthy process. In 1996 Vinmonopolet was forced to give up its sole import and wholesaling rights as a result of the European Economic Area (EEA) agreement. Today it buys its products from more than 200 wholesalers, including Arcus, the company formed to take over Vinmonopolet's importing and wholesaling activities and its subsidiary, Vinordia, a wine importer. Only around 15 companies import American wine. Twice a year, Vinmonopolet puts out a Market and Product Plan containing very detailed specifications for the slots it wants to fill. Critics complain of a no-win situation, with few importers willing to invest resources in scouting the American market for wines that Vinmonopolet, the sole retailer in



By Dana Fossum

Norway, does not ask for. There are also risks. If a wine is accepted and doesn't sell, the importer bears all the costs.

Asked why the selection of US wines in Norway is much smaller than other New World producers, Terje Meling, product manager at Vinmonopolet replied, "It's a cocktail of different things, but price does matter. I read a survey a couple of years ago that suggested that the American consumer spends about twice as much on a single bottle of wine than a French consumer and three times as much as an Italian consumer. Which means that prices of US wines are somewhat inflated. Several entry-level wines from good American producers end up costing NOK 150-175, which is 10 - 30% above entry-level wines from comparable producers in Europe.

"Another factor, with the wine market continuously growing in the US, is that most domestically produced wines can be sold domestically, even though wine distribution laws in the US are a mess. A growing wine market is not the case in Australia, Chile



and South Africa, which means incentives to export are much higher than in the US.

Concerning the Market and Product Plan, Meling said: "We need increased sales in all price segments in order to defend putting out more specifications, especially in relevant price segments between NOK 125 and 300." "We also need importers who work seriously with US wines, spending time and resources selling them to Norwegian consumers," he added.

This brings us back to promotion. Unfortunately, as of now, origins like Santa Barbara County, Santa Rita Hills, Willamette Valley, Finger's Lake etc. don't mean anything to Norwegian consumers. AmCham hopes the Wine Institute will open an office in Norway to educate importers, journalists and the public about American wines. Judging by Sweden, which continues to embrace the monopoly retailing system despite being a member of the EU, and has much lower alcohol taxes than Norway, the presence of the Wine Institute there spells more American wine. Sweden's Systembolaget, the equivalent of Norway's Vinmonopolet, carries 286 American red wines and 131 white wines.

Cheers!

For the full article please visit: [www.accn.no](http://www.accn.no)

# Washington D.C.

Icelandair started flying to Washington Dulles on the 17<sup>th</sup> of May this year. It has been successful, so continuously scheduled flights have been added through the fall and winter. Going through Keflavik in Iceland four times a week makes this route a convenient and effective flight over the Atlantic.



## WHY DC - EASY TO TOUR

While this is no small city, it's no New York either, and therein lies one of Washington's biggest assets. Most of the many places, museums, monuments and restaurants you will want to see and visit during your stay are found in the same relatively "small" area, thus making for a laid-back, stress free holiday. Probably more than anywhere else in the USA you will feel the underlying sense of freedom, democracy and power commonly associated with America. It all begins with the White House (don't expect

to catch a glimpse of president Obama though), Capitol Hill, Arlington Cemetery and not least from the striking statues of former presidents Abraham Lincoln and Thomas Jefferson as well as the Washington monument. Here you'll feel the strong link from days past to the present.

D.C. also boasts a rare variety of world class museums and renowned institutions, such as the National Museum of Natural History and the National Gallery of Art, within walking distance of each other.

# Past Events

## Holmenkollstafetten

Saturday May 14, 2011

AmCham members teamed up for a day of friendly competition in the 2011 Holmenkollstafetten, reported to be the world's largest relay race. Consisting of 15 stages and winding through the streets of downtown Oslo, the race was a success for team AmCham, which placed in the top two-thirds of the competition.

After finishing the race, team members cooled down and relaxed at the Lagoon fitness facility at the **Radisson Blue Scandinavia**. The team celebrated their performance by capping off the event with refreshments at the Radisson's Summit bar, overlooking the city from the 21st floor of the building.

For those interested in participating in next year's race, please send an e-mail to [amcham@amcham.no](mailto:amcham@amcham.no)



*The AmCham Team!*

## AmCham Business After-Hours with the English-speaking business community

June 7th, 2011

Clarion Hotel Royal Christiania

On Tuesday June 7th, AmCham partnered up with the British-Norwegian Chamber of Commerce and the Canadian-Norwegian Business Association for an evening of interaction within Oslo's English-speaking business community. This first cooperative event between all three organizations was held at the **Clarion Hotel Royal Christiania** in the center of Oslo.

After an introduction from AmCham managing director Jason Turflinger, members took advantage of some valuable networking time accompanied by refreshments in the hotel's newly renovated Bar Royal. A great turnout proved to be a successful beginning of cooperation between the Anglophone business organizations.



*BNCC's Thomas Berntsen and Ola Jørgensen Tovsrud from Global Blue*



*Sarah Ouakim from Monster Worldwide and Vier Rutenbergs from KPMG*

## AmCham Golf Tournament

August 18, 2011

Haga Golf

A new location marked the 11th Annual AmCham Golf Tournament, this year played at Haga Golf. Located just west of Oslo, the scenic layout of Haga proved to be a great location for the event.

22 teams prepared for the daylong event with a light breakfast and warm up on the course's driving range before heading out for the 10:00 shotgun start. After a great day of friendly competition, the golfers gather at the golf club's award winning restaurant for a barbecue buffet and to hear the results of the day's Texas scramble.





*The winners of this year's tournament – Google 2 – with United's Tom Grundstad*

Claiming the Söderstrom Cup and the first prize of roundtrip tickets to New York City this year was team Google. GE Healthcare followed up in second place, winning four overnight stays with breakfast in the Grand Hotel. In a close third place was the team from AccountOnIt winning eight green fee certificates to Kongsberg Golf Club as well as a golf accessory package. AmCham would like to especially thank our sponsors for helping make this year another success. We look forward to seeing everyone again in 2012!



*Team Ask Mr Cruise with Haga's Cathrine Gamborg*

### **AmCham Business After-Hours: The Global Economy 2011**

September 5, 2011

DnBNOR Aker Brygge, Oslo

In the present uncertain times, there are many questions that arise regarding the future of international business. To help provide some insight, DnB NOR Markets' Chief Economist Mr. Øystein Dørum gave an overview of the current macro economic situation while highlighting areas for opportunity and concern. At the conclusion of his presentation, Mr. Dørum was put on the spot as he fielded questions from the audience.

Held in partnership with the British-Norwegian Chamber of Commerce, the event, AmCham Business After-Hours: The Global Economy 2011, was held at DNB's headquarters located in Aker Brygge. Preceding and following the presentation, refreshments and light snacks were served as member participants had the opportunity for a bit of networking and discussion.



*Members listening intently to Øystein Dørum*



*DnB NOR Markets' Chief Economist Øystein Dørum*

# New AmCham Members

## Patron:

### MONSTER WORLDWIDE

Monster Worldwide  is the premier global online employment solution for people seeking jobs and for employers who need great people. Monster has been doing this for over ten years, and expanded from its roots as a “job board” to a global provider of a full array of job seeking, career management, recruitment and talent management products and services. At the heart of Monster’s success and future is innovation: Monster is changing the way people think about work, and helping them actively improve their lives and their workforce performance with new technology, tools and practices.

## Corporate:

### EASY MEETING

- easymeeting.net™ is The first  videoconferencing made easy Conferencing-as-a-Service (VCaaS), focusing on the SMB market (Voice + Video + Data) via «The Cloud»
- The «Dial tone» of the collaborative technology industry
- Developed EMSAP platform allowing seamless & scalable collaborative communications
- Services & Support that place the end-user experience at the forefront- Not Technology!
- Agnostic - Works with all brands and existing video conferencing systems
- Unique Way of managing services with a small investment and resiliency
- easymeeting.net™ affords you real added value and an immediate ROI
- Easy to sell – easy to buy – easy to use

### INVITROGEN DYNAL (LIFE TECHNOLOGIES)

Life Technologies (NASDAQ: LIFE) is a global



biotechnology tools company dedicated to improving the human condition.

Our systems, consumables and services enable researchers to accelerate scientific exploration, driving to discoveries and developments that make life even better.

Life Technologies customers do their work across the biological spectrum, working to advance personalized medicine, regenerative science, molecular diagnostics, agricultural and environmental research, and 21st century forensics. The company had sales of more than \$3.6 billion in 2010, has a workforce of approximately 11,000 people, has a presence in 160 countries, and possesses a rapidly growing intellectual property estate of approximately 3,900 patents and exclusive licenses. Life Technologies was created by the combination of Invitrogen Corporation and Applied Biosystems Inc. Corporate headquarters located in Carlsbad, California.

### IVY PLUS

Ivy Plus are college and graduate school admissions experts. We help Nordic-based students get accepted to one of their top-choice college or graduate schools in the US or Europe and are proud of our 100% success rate. Our expertise comes from over a decade of training and experience with Harvard Admissions and at industry conferences. We provide expert guidance through the entire application process, including: school selection, application strategy, essay writing, cv/resume/activity sheets, letters of recommendation, interview prep, test prep (SAT/ACT/GMAT/GRE/TOEFL), and certified document translation. Our services include: Profile Evaluations, Application Workshops and Individual Counseling. We also hold ‘inside scoop’ seminars on how to get accepted to US and European colleges and graduate schools. We can help your company attract and retain the best employees by holding information seminars and/or application workshops



for your employees and their families, by providing individual counseling or by serving as an information contact. Please visit IvyPlus.com.

### PGH

Preferred Global Health AS (PGH)



is a global patient organization dedicated to ensuring the application of best practice to prevent and survive critical illness.

PGH provides protection complementary to national services. The Best Care program provides treatment at the Harvard-Medical affiliated hospitals in Boston but also at other top 1% of hospitals in the US. Best Care is backed by an Outcome Optimized™ policy paying for the best care without practical cost and local constraints.

PGH quality controls the diagnostics and treatment process. Patients are supported by their Personal Care Manager, who are patient advocates working for the patient, not the provider or insurer.

PGH ensures that patients and their families can focus on making a full and speedy recovery. Third party research supports the logic of the PGH process. It reduces mortality by 30% relative to the “average European care” at a cost that is below expected.

### TERRAVITECH

One of the most important areas in the HSE is Chemical Management.



Today the focus is high in regards of insuring that companies who use, purchase, sell or/and import chemicals are in compliance with local and international chemical legislation. Terravitech and its team together with partners:

- Quality check of safety datasheets
- Preparing safety datasheets in regards of REACH, GHS, CLP and other local and international legislations
- Online storage and access to own and

external safety datasheets on a client individual extra web that can be added to SOIL (RigNet)

- On-site chemical audit
- All work regarding approving chemicals for use in Norway, EC or any other company
- Delivering solutions for on-site labeling of chemicals
- Global 24/7-365 direct help regarding chemical and/or toxicological help
- Production of exposure scenarios
- Storage in high safety vault of original recipes, safety datasheets and or other sensitive documents.

For more information, please access: [www.terravitech.com](http://www.terravitech.com)

#### VISUMSERVICE

Visumservice AS is the market



leader in Norway for services in issuing visas, work permits and translation / legalization of documents.

Visumservice has affiliate network in Europe and can handle applications for all countries in a simple and effective way.

Business customers have access to the Visumservice Online, an online solution with visa information, booking module, and the opportunity to see the live status of all applications.

Customers who use the services are all within the travel agencies, trading companies, media, public bodies, charities, shipping, oil and gas as well as private customers.

Visumservice handles applications for all countries except those countries that

require personal attendance at the embassy.

There are 8 employees at the headquarters in Oslo who are specially trained in visa and legalization and several former employees of embassies. All customers can try out services for a trial period without any subscription or fixed costs associated with a contract.

#### WUNDERLICH SECURITIES

Wunderlich Securities is a



strategic corporate finance firm specializing in Energy and Real Estate sectors. Wunderlich Securities AS has offices in Stavanger and Oslo and is a franchise of Wunderlich Securities, Inc in the USA. The firm focuses on M&A and capital raising and has a team of senior employees

with comprehensive, management and boardroom experience in the energy, real estate, banking, corporate finance, and management consultancy sectors.

In the energy sectors, the majority of clients are small to medium sized energy and oilfield services companies with a particular focus on Norway, USA and cross border transactions. In cooperation with the more than 20 offices in the USA the firm offers access to USA based investors and potential acquirers. In the real-estate sector, the firm's focus is predominantly on commercial real estate in Norway. The firm specializes in buy and sell transactions, capital raising, and the establishment of investment vehicles.

## Coming Events

**International Career Happy Hour-** For everyone who has studied in the US or Canada

Hosted by the Norway-America Association (NORAM), American Chamber of Commerce (AmCham), and Monster Norway, together with O'Learys Bar & Restaurant.

Thursday, October 20<sup>th</sup>

Oslo

*O'Learys Bar & Restaurant*

**Thanksgiving Charity Dinner**

Thursday, November 18<sup>th</sup>

Oslo

*Akershus festning,*

*More event details to follow*

**Please check [www.amcham.no/](http://www.amcham.no/) for regularly updated AmCham and member event information**

# AmCham Members

## Patron



## Corporate

6. Sans • Accenture • AccountOnIt • Ace European Group • Adams Express • Advocates Atlantic • Advokatfirma Flod • Advokatfirma Selmer • Advokatfirma Steenstrup Stordrange • Advokatfirmaet Tøtdal • Advokatfirmaet Vogt & Wiig • Agrinos • Aims International Norway • Air Products • Aker • Altia Norway • American Car Club of Norway • American College of Norway • American Express Company • America Tours • American Holidays • Anixter Norge • Aon Grieg • Arcus • Arntzen de Beche Advokatfirma • Ask Mr. Cruise • ATI Scandinavia • AT&T Global Network Services Norway • Avis Rent a Car • AWilhelmsen Management • Bandak • Berlitz Language Services • Best Company • Best Western International • BI Norwegian Business School • Bionor Pharma • Bristol-Meyers Squibb • BSFA • Business Account Development • CA Norway • Capgemini Norge • Citrix Systems Norway • Clarion Hotel Royal Christiania • Comet Consular Service • Concierge Masters • Connectum Capital Management • Cytec • Deloitte Advokatfirma • Doorway to Norway • Doubletree by Hilton • Drew Marine International • Drøbak Golfklubb • DuPont Norge • Easymeeting.net • Ericsson • F&B Kommunikasjon • Facebook • Fondberg • Frank Gronlund Agentur • Frisch • Føyen Advokatfirma • GE Money Bank • Geelmuyden.Kiese • General Motors Norge • Global Blue • GOstudy – Studier I Utlandet • Grand Hotel • Handelsbanken Capital Markets • Hard Rock Cafe Oslo • Haugen-Gruppen • Helly Hansen • Hess Norge • Hewlett-Packard Norge • Holmenkollen Park Hotel Rica • Honeywell • Hotel Continental • HRG Nordic • Höegh Autoliners • IBM • Icelandair • Ingersoll-Rand • Innovation Norway • Intergraph Norge • InterimLeder • International Corporate Art • Invitrogen Dynal • Ivy Plus • J.P. Morgan Europe, Oslo Branch • Jiffy International • Jotun • Kilroy Norway • Kongsberg Defence & Aerospace • Korn/Ferry International • KPMG • Kraft Foods Norge • Kreab Gavin Anderson • Kvale & Co. Advokatfirma • Life Technologies • Lærdal Medical • Mercer • M-I SWACO Norge • Moods of Norway • Moss Maritime • Motorola • MoVa • NAI First Partners • Nordic American Group • Norges Varemesse • Norse Solutions • North Sea Translations • Norway Communicates • Norwegian Machinery Dealers Association • Norwegian Ship Owners' Association • O'Learys Oslo • Opera Software • Oracle • Pareto Forvaltning • Parker Hannifin • PepsiCo Nordic Norway • Philip Morris Norway • Polaris Norway • Preferred Global Health • Premiere Global Services • Qualityzest • Questback • Radisson Blu Plaza Hotel • Radisson Blu Scandinavia Hotel • Reiten & Co. • Resources Global Professionals • Ræder Advokatfirma • Sara Lee • Scandic Hotels • SEB Kort • Servos/Onkel Donald • Shippingklubben • Simonsen Advokatfirma • SINTEF • SONOR • STM Norway • Subsea 7 • Team Allied/ Majortrans • Telenor • Terravitech • The Performance Group • The World • Torres & Partners Norway • Total E&P Norge • Treasury Wine Estate • Trigcom • Umoe Mandal • United • UPS of Norway • VentureLab • Verdane Capital Advisors • Vistra • Visumservice • Vålerengens Idrettsforening • Warner Bros. Entertainment Norge • Winetailor • Wunderlich Securities