

Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Message from the AmCham Staff

We hope you've had a refreshing summer break and have returned to your offices revitalized and ready for the busy autumn season. Perhaps you took the trip from Bergen to Kirkenes aboard Hurtigruten this summer – *the world's most beautiful voyage*. If not, we recommend that you read their informative article in this newsletter. It will give you information on both the company and their revamped US strategy.

Also highlighted within this publication is exciting news from member company Bionor Pharma on a new type of HIV-vaccine, comments from Mr. Mitch Little - new Managing Director of Marathon's Norwegian operations - on Alvheim development, an interview with Lars Kåre Legernes on the Oslo Chamber's INN initiative and an enlightening article about studying abroad by new member SONOR.

As always, this newsletter contains event summaries, American wine news and what events to lookout for in the coming months.

We are once again extremely proud to profile our new members within these pages. We welcome you to AmCham and look forward to working with – and for – each of you.

We sincerely thank our contributors and sponsors and hope you find this issue both interesting and informative.

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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Promising Indications: Bionor Pharma

After meeting all regulatory requirements, Norwegian healthcare companies Nutri Pharma ASA and Bionor Immuno AS joined forces this spring to form the OSE-listed company Bionor Pharma ASA. This adds yet another entity to Norway's growing biotech research environment. Norway's promising cluster has been distinguished by international news services Bloomberg and Dow Jones among others.

Although coming from different sides of the healthcare spectrum, the two companies were seen to be a sensible match. Nutri Pharma was listed on the Oslo Stock Exchange for more than 10 years and, in this respect, represented a vehicle for increased market awareness - especially for privately held Bionor Immuno. Both companies had always been research driven. Nutri Pharma was a nutrition industry pioneer with its groundbreaking soy discoveries - developing critical health products for weight management, diabetes, and the heart among several others.

Bionor Immuno concentrated its research in the field of therapeutic and preventive vaccines – currently the most interesting arena within biotech and pharmaceutical research. While the healthcare industry has



► traditionally concentrated on healing or reducing the effects of various diseases, the current focus is on developing preventive vaccinations within a vastly enhanced spectrum of potentially life-threatening ailments, such as infectious diseases. The key to Bionor Immuno's research and development of several such candidate vaccines is specially designed peptides that are introduced into the immune system of the patient - with optimum effect. Such introduction triggers sustainable immune responses to viral antigens.

Vacc-4x

Currently, Bionor Pharma's leading vaccine candidate is Vacc-4x, now in the final stages of a so-called phase IIB trials conducted by

researchers in the US and several European countries. The key results from this research phase are expected to be available sometime in September/October.

Vacc -4x targets the immune system of HIV-patients. Untreated, these patients experience a massive breakdown of their immune systems and are therefore vulnerable to attacks by nearly any viral infection, often with fatal consequences.

A full-scale research program will need to be conducted in order to establish the true efficacy of Vacc-4x. A promising indication was, however, published this summer at the XVIII International AIDS Conference in Vienna, Austria. A group of researchers headed by Professor Dag Kvale at Oslo University Hospital investigated

the long-term effects of patients who had been introduced to Vacc-4x in 2002/03. The researchers found clear indications of the vaccine still stimulating an immune response seven years after injection. Such results are to date unprecedented in the treatment of HIV and may well point toward a more effective weapon in the fight against HIV.



*Birger Sørensen,
Executive Vice
President, Head of
Vaccines*

The Original Coastal Voyage - since 1893



Hurtigruten sails the challenging waters of the Norwegian coast, Antarctica, Greenland and Spitsbergen.

With 117 years of experience, Hurtigruten safely sails the challenging waters of the Norwegian coast, Antarctica, Greenland and Spitsbergen, providing service to ports of call and offering unique experiences to our guests.

For Hurtigruten, 2009 in many ways was a turning point. After years of challenges an extensive restructuring program was launched in 2008. An important part of the

program involves an even greater focus on the customer - with key elements of product development, experience-based travel, an even higher level of service and a modern reservation system. Today we register a considerable increase in reservations and major improvement in the company's financial results.

Hurtigruten is known as the *World's Most Beautiful Voyage*, and has won many



*Hans Rood, EVP
Global Sales,
Hurtigruten*

international prizes as a cruise operator. The Hurtigruten service dates back to 1893. From the start, it has been a key contributor to Norway's coastal population and a lifeline for a number of local communities. Tourists have long been fascinated by the unique rugged Norwegian coastline and breathtaking landscape between Bergen and Kirkenes. Today Hurtigruten's Norwegian Coast fleet of 11 vessels provides daily year-round service to 34 ports of call. In addition, Hurtigruten's explorer vessels - such as our newest MV Fram - takes guests to remote and unique places in some of the world's most spectacular destinations - Antarctica, Greenland and Spitsbergen.

In a world of fast paced lives, with limited time to reflect, a need arises to be part of the real and the authentic. Hurtigruten is really the only way to see and experience Norway in all its seasons and all of its dramatic landscapes and cultural experiences. When Hurtigruten's staff goes to work, it is with one purpose in mind; to give our guests memories for a lifetime. By constantly improving the experience, Hurtigruten's goal is to be acclaimed as one of the world's 10 most attractive travel destinations.

Hurtigruten is the original coastal voyage and the company's DNA and history starts with founder captain Richard With. Since 1893, the coastal service has provided new opportunities for both locals and



guests. A coastal nation characterized by high mountains and deep fjords could only be tied together by sea – by Hurtigruten, impossible to replace or imitate.

Our guests come from all over the world, year round, with interest ranging from midnight sun, to Northern Lights and from arts and culture to dog sledging, snowmobiling, bicycling, fishing, mountaineering and just a leisurely stroll in any of our 34 coastal ports of call - each and every day of the year. For Hurtigruten the USA is a sizable market, important for the company's growth and has had an office presence in US for the past 60 years. "It is our intention to grow even faster in the USA"; says Hans Rood VP Global Sales, "this is truly the most amazing way to see our country and in as relaxed or active a way as our guest chooses". To further develop in this market Hurtigruten will seek and explore closer relationships with relevant partners within distribution, marketing and the tourism sales sector. The exclusive voyages on the Coast, an amazing explorer program in Spitsbergen, Greenland and Antarctica will leave each and every guest with memories of a lifetime and a great understanding of the sensitivity of nature, cultures and sustainability.

Hurtigruten Norwegian coast in figures (2009)

- Gross turnover NOK 2.3 billion
- Northern Norway's largest apprentice company, with more than 100 trainees
- 1 200-1 300 employees depending on the season
- 11 ships, 34 ports of call, 66 daily calls
- 4 724 berths
- 408 000 passengers carried by the 11 Hurtigruten ships, including:
- 107 000 tourists/round-trip passengers
- 301 000 local travellers
- 964 000 cruise nights
- 23 000 port calls
- 32 000 cars carried
- 105 000 tonnes of freight
- 45% of freight is for ports north of Tromsø
- 140 employees at own offices in Germany, the UK, the USA, France and Sweden (85 per cent of round-trip sales).
- Hurtigruten spent NOK 180 million internationally on sales and marketing in 2009.



*Mitch Little,
Managing
Director,
Marathon
Petroleum
Norge*

Marathon: Going the Extra Mile...



Marathon Oil Corporation has been active in Norway for 35 years and the first operatorship on the Norwegian Continental Shelf was approved in 2002. Today, the Company operates 10 production licenses and holds interests in more than 600,000 acres, a sign of commitment to the region and the significance of these interests to Marathon's global asset portfolio.

Norway is a growing, strategic core area for Marathon. The centerpiece is the Alvheim development, which began production in June 2008 creating a strong base for future growth. Progressing from conception to completion in only six years, Alvheim is evidence of the hard work and determination of the Company's highly skilled work force in Norway.

"The successful completion of a significant project like Alvheim together with the Vilje and Volund fields, establishes a foundation for finding and adding important resources in the coming years," says Mitch Little, Managing Director of Marathon's Norwegian operations. "The Company is poised to benefit from significant investments in Norway as it continues to explore for new sources of hydrocarbons."

Alvheim, in which Marathon holds a 65 percent working interest, was developed using a purpose-designed floating production, storage and offloading (FPSO) vessel with subsea infrastructure. Marathon's partners in Alvheim are ConocoPhillips, with a 20 percent interest, and Lundin Norway AS, with the remaining 15 percent.

The Alvheim development includes 10 producing wells and two water disposal wells. Net sales for 2009 averaged 56,000 barrels per day (bpd) of liquid hydrocarbons and 30 million cubic feet of natural gas per day. A Phase 2 drilling program targeting three additional production wells is planned in 2010-2011.

The Statoil-operated Vilje field, in which Marathon owns a 47 percent working interest, began producing through the Alvheim complex in August 2008. During 2009, net liquid hydrocarbon sales from Vilje averaged 12,000 bpd.

In September 2009, only 15 months after achieving first oil at Alvheim, Marathon marked the completion of its second major

field development project in Norway, this time at Volund. Like Alvheim, Marathon holds a 65 percent working interest in Volund and serves as operator. Lundin Norway AS holds the remaining 35 percent interest.

Volund is a subsea development with tie-back to the Alvheim FPSO, following Vilje and establishing the FPSO as a major oil processing hub on the Norwegian Continental Shelf. Volund's owners have contracted for 25,000 gross bpd (16,000 bpd net to Marathon) firm capacity on the Alvheim FPSO beginning in April 2010.

Looking to the future, Marathon also announced two important discoveries off the Norwegian coast in 2009, Marihone and Viper, both of which are located within tie-back distance of the Alvheim FPSO. The Marihone discovery, which Marathon and its partners announced in the third quarter, is located in Production License (PL) 340 about 12 miles south of the Volund and Alvheim fields. Viper is located immediately adjacent to Volund in PL 203. Marathon holds a 65 percent interest and is operator in both Marihone and Viper. Conceptual development studies for both have begun.

"Marathon is very pleased to be working in Norway to develop this country's oil and natural gas resources which are so vital to the global economy," added Little. "Our workforce has grown from a small staff in 2002, to more than 200, after transfer of the workforce operating the Alvheim FPSO from contract staff to direct Marathon employees this year. We continue to pursue opportunities to expand our portfolio throughout Norway, and we look forward to working in collaboration with our Norwegian colleagues to help realize the full potential of these important energy resources."

Moving INN – and Staying!



The INN team.

Outside the office window at the Oslo Chamber of Commerce it's 14 degrees, grey, windy and pouring rain. A late fall day? No, only a natural element of July weather in Norway. It is also one of many reasons why expatriate workers depart before their contracts are up, and why international businesses in Norway find it increasingly difficult to retain their foreign specialists.

According to Lars-Kåre Legernes, Managing Director of the Oslo Chamber of Commerce, up to 15% of expatriate workers leave Norway after 6-12 months. Sometimes the reasons for this are related to extraneous factors like an extreme climate and exceptionally high cost of living, but very often it is due to the individuals and/or families feeling isolated and helpless in the process of completing basic, day-to-day tasks.

International Network of Norway (INN) is a division of several local chambers of commerce throughout Norway that offers tailor-made programs to make



Lars-Kåre Legernes, Managing Director, Oslo Chamber of Commerce

the transition to Norway as smooth and comfortable as possible for expatriates. Relocation services are not in any way a new concept. INN divides its services into two different categories, expat support and relocation services. What sets INN apart from other relocation companies is the network and the Dual Career Support program which serves the varied social and emotional needs of the working expatriate and their accompanying spouse and family. When you help a family establish a social network and provide the spouse or partner a pathway for finding a job, you increase the likelihood that the employee will not leave before their contract period is over.

INN offers standard relocation services like pre-visits, housing, schooling, orientation and move outs. The network (INN Membership) includes unique, more personal and localized advice – including counselling, weekly cultural guides, events, networking opportunities, career support and guidance for spouses, as well as 24-hour

emergency telephone line availability.

With their tagline *you attract the best brains – we make them stay*, INN aims to aid corporations in holding on to their foreign experts as costs related to replacing such employees are significant.

At the 2009 World Chambers Competition in Kuala Lumpur, INN won Best Unconventional Project and has so far succeeded in gaining clients like Statoil, Aker Solutions, Telenor, DNV, Fast/ Microsoft to mention a few. Furthermore, INN is now working on the the EuRA Quality Seal which is the world's first an accreditation program for relocation providers.

INN has had a number of local successes. For example, one of the INN team's lobbying results has been the establishment of an English language internet banking service. Furthermore, their weekly cultural publication has been popular amongst corporations and their employees as it offers an extensive list of events in the Oslo area each weekend including restaurant openings, theater shows, concerts, and group trips that INN members can attend together.

Legernes explains that INN allows for expatriates to be productive from day one. "Often the key to expatriates' willingness to stay is to make sure that their spouses and families are happy. It is therefore equally important for them to have resources available to help with tasks like getting a new network, maybe getting a job, understand everyday life in Norway by reading INN publications, opening a bank account, or even knowing where to take their pet if it gets sick."

The Value of Education Across Borders

Through partnerships with universities and colleges across the USA, SONOR helps an increasing number of Norwegian students fulfil their American dream. Graduating students clearly view US tuition fees as money well spent - but how can we truly measure the value of education across borders?

A large number of professional fields are of an international nature, with business, finance and economics as obvious examples. Business degrees are one of the most popular choices for students applying to schools in the US through SONOR. Many American schools offer business courses and study programs that are widely believed to give the student an extra edge when seeking employment in what is a highly competitive field. Add exciting possibilities for internships, top world rankings and an international focus, and the American option sells itself. A variety of business courses that are not as readily available in Norway give students the opportunity to specialize their education and hone in on specific fields of interest. Students gain a more profound knowledge of how business works in the USA as well as globally. Prospective employers can thus be confident that a Norwegian who has graduated from an American university knows how to relate to and work with international businesses. In turn, American firms can be confident that a Norwegian holding an American degree will appropriately represent the company within Norway.

The importance of academic, cultural and social capital that follows the exchange of students between Norway and the USA should not be underestimated. In addition to students building bridges on a personal and academic level, efficiency is improved through enhanced business communication and increased activity between companies in the two countries. Studying in the US elevates the student's language skills and in turn decreases chances for misunderstanding – nuances of American culture are less likely to be lost.

Although Norwegians can study tuition-free at universities in Norway, the Norwegian State Educational Loan Fund (Lånekassen) reported a 10% increase in the number of Norwegian students in the USA in 2009-2010, as compared to the year before.

How SONOR Helps

SONOR is a free student counselling service for Norwegians wishing to study in the USA, the UK, Australia and New Zealand. As American secondary and tertiary education systems differ from the



*Lise Sand,
Student Counsellor,
SONOR*

Norwegian education system, Norwegians often depend on American institutions granting them sophomore status in order to receive funding from Lånekassen for undergraduate studies. Norwegian students also rely on the American institutions to accept a European three year Bachelor Degree as sufficient basis for studies at the postgraduate level. SONOR's partnerships with U universities and colleges makes the transition between the two countries' education systems more simple and affordable for Norwegian students. For more information about SONOR, please see www.sonor.no.





Traveling with Strøm to Fetzer and Bonterra in California



*Annika Groven,
Brand Manager,
Altia (Strøm)*

In June, wine importer Strøm AS arranged a trip for two of our best American wine partners, Ms. Anne Skulstad from Logehaven Restaurant in Bergen and Mr. Knut Olav Lunde from Klekken Hotel in Hønefoss. Together with Annika Groven, Strøm's Brand Manager for Fetzer and Bonterra, they travelled across the famous Golden Gate Bridge in San Francisco and further past Napa toward scenic Geyserville in Mendocino.

It was an educational experience at Fetzer's wine house in Hopland - meeting wine makers and visiting vineyards, wine cellars and bottling plants. Fetzer is a certified "green winery" and, as such, powers its entire bottling plant with 4300 roof-mounted solar panels. Fetzer is also

currently launching a new and more environmentally friendly bottle containing 25% less glass. This reduces CO2 emissions both during production and transportation. Bonterra line bottle labels are made from recycled paper and soy ink.

Fetzer Zinfandel can be found at most Vinmonopol outlets and, additionally, Fetzer Chardonnay, Gewurztraminer, Merlot and Cabernet Sauvignon can be ordered. The latest addition to the line is Fetzer Syrah Rosé; a dry and delicious offering that can be enjoyed on its own or with chicken, salads and other light dishes.

Bonterra is situated even further north than Fetzer and produces certified ecological wines. Bonterra literally means "good soil" and, true to form, hosts a beautiful

vineyard where lavender and olives are also grown. At Vinmonopolet you can order a fresh and fruity Chardonnay, a lovely Viognier and a fantastic award-winning Bonterra Zinfandel.

We also found time to visit Ravenswood in Sonoma - known for their fantastic Zinfandels and by their fun slogan "No Wimpy Wines"!

After some shopping at The Napa Valley Factory Outlet we returned to San Francisco and the Radisson Fisherman's Wharf Hotel with its fantastic view. We tried the famous trams, met sea lions and seals at Pier 39, ate the famous clam chowder in a bowl made of sourdough and saw the dreaded prison island Alcatraz from afar. We would definitely like to visit California again soon!

RAVENSWOOD LODI 3L BIB

RAVENSWOOD PREMIERES NEW BAG IN BOX IN NORWAY

– California's Famous Zinfandel Now Available in 3 Liter Format –

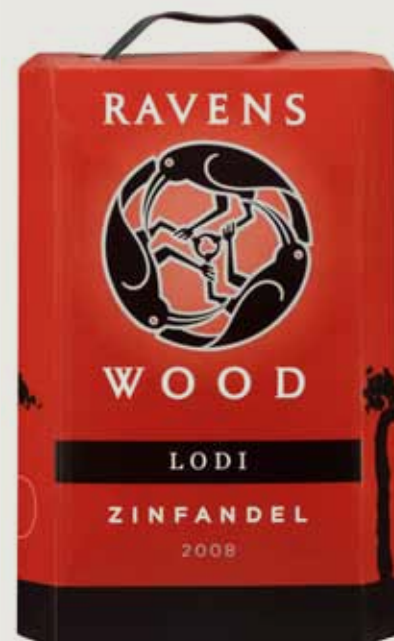
Ravenswood, the best-selling Californian Zinfandel, has launched its iconic wine in a large pack format for the first time anywhere in the world. Available to consumers in Norway from September, the 3 liter Lodi Zinfandel will be retailed at 369,90 NOK.

Ravenswood Lodi Zinfandel has a complex intensity with a soft, ripe and round headiness and well-balanced acidity. The wine ages for six months in 100% old French oak Barriques (previously used for Ravenswood Lodi Zinfandel 75cl) which gives depth to its flavor characteristic.

Its flavors are delicious, with ample layers of blueberry and sweet plum fruits

combined with the vanilla and cocoa extracts of the well integrated oak. A final layer of spice on the finish rounds off this elegant yet full-bodied wine.

Legendary Ravenswood winemaker Joel Peterson (who has been the winemaker for Ravenswood since 1976) said; "I'm so excited to be launching a 3 liter Ravenswood bag-in-box in Norway. It's a first for us and it's fantastic to see the growing popularity and demand for Californian Zinfandel. Consumers have grown to love this expressive and lively grape and I know that they'll enjoy Ravenswood's Lodi Zinfandel either by itself or with a great meal."



Geir Salvesen in Aftenposten 04.09.2010



*Ravenswood Lodi Zinfandel 2008
3 ltr Bag-in-Box, Ravenswood
Winery Lodi, California, USA
Jeg trodde aldri at jeg skulle bli*

*imponert over en amerikansk pappvin, men
sannelig om ikke den tok en liten pris. Her
har du skikkelig skyv i smaken med noe langt
mer enn en hul kjerne, slik Zinfandeldruen
ofte opererer. Mørk, kraftig, intens – men
ikke for søtlig – bærfruktighet med plommer*

*og skogsbær. Litt fast kjerne i lang, generøs
og konsentrert smak. Et funn. Til alt, nesten.
Kjøtt, lam, pizza, kosing i kroken.... Og
avkokt torsk. Serveres ørlite avkjølt. 369,- 84*

Terningkast 6

Foster's Unveils New Identity

From 1st September 2010, Treasury Wine Estates will become the new identity for Foster's Limited.

With 12,000 hectares of vineyards, 20 wineries and 50 wine brands, Treasury Wine Estates brings together some of the most popular and collected wines from Australia, California, France, Italy and New Zealand. Under a new name, over 4,000 global employees will become the guardians of a cherished wine heritage and build a global stamp of excellence in international wine.

Announcing the new identity, Foster's Managing Director, Peter Jackson said: "Today is a significant day for the brands and people that make up Treasury Wine Estates.

"Since the acquisition of Mildara Blass and Rothbury Wines Limited in 1996, Beringer Wine Estates in 2001 and Southcorp Limited in 2005, we've assembled one of the world's great wine businesses.

The creation of Treasury Wine Estates marks the next natural step in that journey, accelerating a cultural change and business transformation that began with the completion of the Wine Strategic Review in February 2009.

With six of the ten most collected wines in Australia, America's leading premium brand in Beringer Vineyards, and a collection of outstanding international wines, this is a business with impeccable credentials.

The new name and brand identity reflect the wealth of treasured wine brands that

mark the core of this business.

Treasury Wine Estates will harness the essence of great winemaking, with a focus on building company and shareholder value as creator and purveyor of quality wines in Australia, California and around the world.

"The announcement today does not pre-empt any outcome for our demerger, nor does it represent fundamental change in our business model. It does, however, represent the acceleration of a cultural change for those of us working in the wine business as we return to a dedicated focus on viticulture, wine making and the marketing and sale of one of the world's most outstanding portfolios."

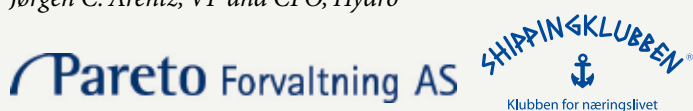


TREASURY
WINE ESTATES

Past Events Summary



Jørgen C. Arentz, VP and CFO, Hydro



Business After-Hours: Value Investment, Norway-Style

Thursday, June 3rd

Shippingklubben, Oslo

AmCham – in collaboration with member firm Pareto – hosted a Business After-Hours gathering at Shippingklubben. Hydro's Vice President and CFO, Mr. Jørgen C. Arentz Rostrup, started the evening by explaining how his company creates value within the firm's cyclical industry. He was followed by Pareto's Investment Manager, Finn Øystein Bergh, who showed how average stock market returns can be improved upon using localized versions of famed American investor Warren Buffett's strategies and tools.

After the presentations guest enjoyed a tapas buffet and American wines on the sunny rooftop terrace overlooking Aker Brygge and the Oslo fjord.



Henrik Danielsen, Dagbladet; Stefan Solberg, Hydro; Jan Peter Meyer Folkvard, Pareto Forvaltning



Jason Turflinger, AmCham Norway; and Richard Stott, Connectum Capital Management

FIFA World Cup: US vs. England

Saturday, June 12th

Hard Rock Cafe, Oslo



A full house of AmCham and British-Norwegian Chamber of Commerce members gathered at Hard Rock Cafe Oslo to witness an exciting US-England FIFA World Cup match-up. TV2 was on hand to interview enthusiastic fans and, prior to the match, a fun FIFA World Cup trivia quiz was distributed to guests. Quiz winners Ole-H Larsen and Trond Thomassen were rewarded handsomely at half-time.



US Department of Commerce Deputy Assistant Secretary Juan Verde and Chairman MP Peter Gitmark

Patron Round Table: US-Norway Trade – Challenges & Opportunities

Thursday, June 17th

Norwegian Parliament, Oslo

AmCham Patron member representatives joined Friends of America MP's for a review of current US-Norway trade challenges. Although the list of obstacles is declining, entrenched elements within both governments continue to impede IPR, tariff/taxation, and pharmaceutical industry progress. Visiting US Department of Commerce Deputy Assistant Secretary Juan Verde provided a summary of his delegation's recent exchange with Norwegian counterparts while Chairman MP Peter Gitmark underscored his group's strong desire to address business bottlenecks in a timely manner.

FMC Technologies

Amway



SIMONSEN

Continental Airlines

Manpower

AmCham Annual Golf Tournament

Thursday, August 19th

Tyrifjord Golfklubb

AmCham members gathered at beautiful Tyrifjord Golfklubb for AmCham's 10th Annual Golf Tournament. The course is located on beautiful Storøya, less than 40 minutes north of Oslo.

The day started with a breakfast buffet at the club's restaurant and a warm-up on the driving range, followed by a briefing by the club's NGA representative Derek Crawford. In friendly competition, 81 golfers contended for the Söderström Cup and round-trip tickets to New York, courtesy of Continental Airlines. As in previous years, the generosity of the event's corporate sponsors was impressive.

This year team 1Golf Media finished in first-place. The mixed team headed by US Ambassador White came in a close second, winning four overnight stays for two at Oslo's Grand Hotel. Third-place honors went to team Google, headed by AmCham Chairman Jan Grønbech. All in all, six teams received prizes. During the awards ceremony, tournament founders Tim Keane and Jan Söderström were recognized for their 10 years of steadfast support and leadership.

Despite threatening skies, participants enjoyed a relatively dry day and magnificent views of the fjord. A barbeque dinner buffet at the clubhouse topped off a great day of golf.

Please view 1Golf Media's tournament coverage
<http://1golf.com/amcham>



Michael Klem, AccountOnIt



Ottar Grindheim, Resources Global Professionals; John Melbye, US Embassy; Richard Stott, Connectum Capital; Ambassador Barry B. White, US Embassy

New AmCham Members

Patron

AMGEN

Amgen is a leading human therapeutics company in the biotechnology industry.



For 30 years, the company has tapped the power of scientific discovery and innovation to advance the practice of medicine.

Amgen discovers, develops and delivers innovative human therapeutics.

Amgen was one of the first companies to realize the new science's promise by bringing novel medicines from lab to manufacturing plant to patient.

Amgen medicines help patients around the world, helping millions of people in the fight against cancer, kidney disease, rheumatoid arthritis, bone disease and other serious illnesses.

With a broad and deep pipeline of potential new medicines, Amgen continues to be an entrepreneurial, science-driven enterprise dedicated to helping people fight serious illness.

Amgen has approximately 17,000 employees worldwide. With headquarters in Thousand Oaks, California in Thousand Oaks, California.

In Norway there are 25 employees, representing sales, marketing and medical activities.

FIRST HOUSE

First House is a strategic advisory firm with

Norway and the Nordics as its home market. The three pillars of First House services are advisory by its senior team within:

- Governmental affairs/lobbying • Corporate



& Financial communication • Reputation management, PR, Crisis management and crisis communication.

First House contributes to success for its clients within the private and public sectors through positioning and market communication for market leaders and challengers.

First House contributes to the achievement of breakthroughs and good compromises through sound political communication, value creation and the securing of employment through strong regional development and efficient financial markets communication. Furthermore, First House helps clients build strong corporate cultures through sound internal communication. First House also assists as an advisor and project manager within crisis management and crisis communication, and in other cases where corporate reputation is at stake.

The firm offers industry expertise within a number of industries and business sectors, such as media, energy, healthcare, defense, shipping and transport, sporting goods, fashion, grocery, trade, construction/building materials, finance, telecom/IT as well as trade and labor organization leadership and management.

First House will build bridges for international corporations from Europe, China, India and other regions in the Far East, North and South America. First House offers advisory services for corporations wishing to establish businesses within the Norwegian market.

HURTIGRUTEN

Hurtigruten ASA is a company with approximately 1,300 employees based in



Norway, and subsidiaries in Germany, France and England.

Hurtigruten ASA main activities are tourism and transport operations in Norway and abroad. The company's core business is to offer trips along the Norwegian coast as well as Greenland, Antarctica and Spitsbergen.

Hurtigruten has a history back to 1893, when founder Richard With started regular route along the coast of Norway, first trip from Trondheim to Hammerfest and then from Bergen to Kirkenes.

Today Hurtigruten is a renowned international cruise experience and an important part of the infrastructure for a number of local communities along the Norwegian coast.

Hurtigruten ASA has now 11 ships, of which 11 are daily sailings between Bergen and Kirkenes with 34 ports of call.

Hurtigruten ASA's vision is: Real experiences in unique waters

Welcome onboard to the World's most beautiful voyage!

Corporate

AGRINOS

Agrinos AS is a green technology company committed to improving the productivity and decreasing the environmental impact of modern agriculture. Agrinos' line of High Yield Technology ("HYT") products allow farmers to practice sustainable, high yield agriculture by providing increased crop yield, improved efficiency of conventional



fertilizer use and decreased environmental footprint. Certified organic and based on Agrinos' proprietary technology, the HYT products provide these benefits by strengthening the microbial eco-system in the soil, stimulating crop growth with targeted nutrition and protecting crop plants with natural and non-toxic pathogen control. With specific solutions for a variety of crop categories, the technology comprising the HYT products has demonstrated its value for more than a decade and in more than 1500 trials in key agricultural regions worldwide.

Agrinos is headquartered in Oslo with offices and operations in the USA, Mexico, Malaysia and the People's Republic of China. Additional strategic initiatives are underway in locations such as India, Indonesia, sub-Saharan Africa and Europe. Agrinos enjoys financial backing from a number of Norway's leading investors and a strong management team lead by its Chairman, Dr. Thorleif Enger.

AMERICA TOURS

America Tours is a  Norwegian based travel agency, specialized in groups and the corporate market. We handle flights to and from the US as well as domestic transportation, hotels, conferences and activities. Our head office is in Oslo, while we also have a group department based in Trondheim. America Tours is owned by Reiseland Gruppen AS who also is the owner of two other travel agencies; Reiseland (www.reiseland.no) and Fotball-Norge Sports Travel (www.fotballnorge.no).


ARNTZEN DE BESCHE ADVOKATFIRMA

Arntzen de Besche is one of Norway's leading law firms and has more than 100 lawyers and offices in Oslo, Stavanger and Trondheim. The firm serves Norwegian and international corporations, organizations and the public sector. The firm has roots going back to 1870, and from its founding has built up a solid client base. Much has changed since



then - both in the legal field and in ways of doing business. Although today Arntzen de Besche is a modern law firm, the same values continue to underpin the services offered by the firm. With its solid legal expertise, understanding of business needs and detailed knowledge of many industries, the firm is able to give clients clear advice and provide practical solutions to their problems. Arntzen de Besche has years of experience in international transactions on behalf of Norwegian companies abroad and foreign companies in Norway. Through its collaboration with some of the world's leading law firms Arntzen de Besche offers their clients a well-organized global network of legal experts.

BANDAK

Bandak Group is a  Norwegian-based company with high growth ambitions. The company is one of the leading suppliers of mechanical systems based on high competence within engineering, precision machining, welding, hardening, calibration, assembly and testing. Furthermore, Bandak is one of the leading European suppliers of surface engineering, i.e. applying high performance metallic or ceramic materials on steel components in order to achieve outstanding wear resistance, low friction, thermal shielding etc. Bandak's customers are the leading global providers of technology solutions for the energy sector, both offshore and renewable, as well as the defense and space industry. Bandak has six operational companies with approximately 260 employees in Norway and cooperation with a large Polish company (450 employees) within welded structures for subsea applications.

COMET CONSULAR SERVICES

Comet Consular Service is the leading Nordic company within consular services. The company was founded in Sweden in 1985. In addition to the headquarters in Stockholm, Comet is now represented with local offices in Gothenburg, Copenhagen and Oslo.

Comet's vision is to be the leading com-



pany in the Nordic market in the processing of visas and legalization affiliations. The market-leading position will be maintained through a superior level of service at the lowest possible cost.

Today more countries than ever before require that visitors have a visa in their passport upon entry. Unfortunately, most travelers do not have enough knowledge about the travel documents required for travel to countries with visa requirements. Comet helps with both visa and other documents required in the country of destination, making sure costumers never miss out on an important business trip due to inadequate travel documentation.

Comet assists business travelers, travel agencies, public employees, diplomats, international aid organizations, tourists and students with current visa information as well as instructions and application documents prior to their travels.

DU PONT NORGE

E.I. du Pont de Nemours and Company – DuPont – was founded in 1802



and is one of the oldest industrial companies in the world. Traditionally a chemical company, today DuPont is a dynamic science company with a scope far beyond chemistry. Its current business structure covers a wide range of industries, such as food & beverage, transportation, renewable energy, agriculture, safety & protection, electronics, health care & medical, packaging & graphics, and plastics.

DuPont Norge AS is a subsidiary with business interests in agriculture, coatings for car damage repair and numerous industrial applications, and the performance materials Corian and Zodiac. The car finishing business, with the three brands DuPont Refinish, Spies Hecker, and Standox, is the major DuPont business in Norway. The subsidiary has 26 full-time employees and two contractors; of these 22 people work for the coatings businesses, one for performance materials, one for agriculture, and four employees have administrative functions.

DuPont is, however, also represented by businesses that are not organized within the

subsidiary. The brand Tyvek is used for a number of applications. In Norway it is first and foremost known as wind barrier in the house construction industry, manufactured by Isola Bygg and sold under the brand Soft Vindsperre. DuPont is also involved in the oil & gas business in Norway.

IFE

The Norwegian Institute for energy technology (IFE) is the second largest



research institute in Norway. IFE's five areas of research are nuclear technology and physics, nuclear safety and reliability, petroleum, energy and environment and – safe interaction between man, technology and organisation (MTO). IFE is located at Kjeller just outside Norway's capital Oslo and at Halden on the south eastern boarder to Sweden. IFE has ca 550 employees equally divided between Kjeller and Halden. The 2009 turnover was about 100 Million Dollars.

As part of its research business, IFE is leading a major nuclear research program known as the OECD Halden Reactor Project (HRP) aiming to improve safety in operating nuclear plants. HRP includes the participation of 20 member countries and collaboration with more than 100 nuclear organisations worldwide.

RECALL

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 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 and the Norwegian offices are located just outside of Oslo.

SCANDIC

Scandic is a modern hotel chain where people come for inspiration and renewed energy. With around 150 hotels and 30,000 rooms, Scandic is already one of the largest hotel companies in Europe, with meeting facilities for 2 to 1200 people. And they are continuing to grow - within a few years there will be over 200 Scandics to choose from, and much of this expansion is happening in Norway! Scandic's aim is to offer their customers good accommodation and the same high level of service at all their hotels. They have a total of around 6,600 team members giving their all to ensure that their guests can recharge their batteries and get exactly what they expect out of their stay. Almost all of Scandic's hotels



carry the Nordic Swan ecolabel. This is all part of the fundamental values shared by everyone at Scandic, whether they are responsible for business development or serving breakfast to their guests. These values help Scandic to make smart decisions and feel good, as a business and as people. Scandic Hotels - Stay Smarter.

SONOR

SONOR (Study Outside Norway)



has established itself as a specialist on institutions of higher education in Australia, New Zealand, the USA and Great Britain. The company works closely with several universities and colleges in these four countries, and prides itself on helping potential students make sound choices. SONOR's mission is to be the leading organization in Norway for international education international education, and to be the first organization for both students and teachers to turn to when they have questions about studying abroad. All of SONOR's assistance and advice is free of charge.

SONOR provides students with all the information and assistance they need throughout the application process: information about financing the studies, visas, language tests, accommodation, translation of paperwork, etc. Students can continue to use SONOR as their contact point during their studies. SONOR consists of manager and counsellor Kjetil Sandvoll, and counsellors Kamilla Stølen, Lise Sand and Solvor Helland. The Trondheim, Bergen and Oslo

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offices are open for students to drop in at any time during the day. Students and teachers can also contact SONOR by phone and e-mail, and through Facebook and Twitter. SONOR tours upper secondary schools in Norway to talk to students about international education. Every year the company also travels around the country to the education fairs arranged by Trondheim Fairs Ltd, which is SONOR's mother company. SONOR has a partnership with the Norwegian School Counsellors' Association. Through this the company is also a resource

for school counsellors at Norwegian upper secondary schools.

TIPPINGPOINT

TippingPoint is a scandinavian consulting company that helps customers create a more efficient and well-aligned organization and therefore enhancing the bottom line. TippingPoint uses a very pragmatic approach by basing decisions on results from analysis tools such as FocusReview™ and Predictive Index™.



Tippingpoint understands that a company, like a chain, is never stronger than its weakest link. Therefore Tippingpoint helps find the links that need improvement and helps strengthen the process and systems that make up the organization.

Tippingpoint's primary task is to assist customers in getting everybody aligned and working together towards the company's strategic goals, no matter where they are or what they do in the organisation. TippingPoint brings business and HR together.

Upcoming Events

Ambassador's Reception

Tuesday, September 21st
Oslo
Villa Otium

Corporate Cybercrime Seminar

Tuesday, October 12th
Oslo
Radisson Blu Scandinavia

Business After-Hours: Google

Thursday, November 11th
Stavanger

Thanksgiving Charity Dinner

Thursday, November 18th
Oslo
Akershus Festning, Artelleriloftet

AmCham & US Commercial Service's Holiday Reception

Date and venue to be confirmed.

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

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