

AmCham Newsletter

American Chamber of Commerce in Norway

February 2000

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AmCham Norway Greet's President Clinton

The historic first time visit of a sitting United States President to Norway focused primarily on the Middle East peace process. Tony Gordon III, incoming AmCham Chairman, and President of Norske Conoco (pictured with President Clinton) and William Nunn met with the President during a luncheon at the Royal Palace.

"In constantly focusing on the tough issues of the day we sometimes overlook the calm and stable relations with our friends. The President's visit served to remind both Norwegians and Americans of the long and prosperous transatlantic relationships based upon mutual understanding and respect for each others nations and peoples. After working for more than two years to further these relationships, I know just how important the commercial, technological, and cultural linkages really are to both sides."

-Bill Nunn, Vice President Lockheed Martin



A Farewell to Ambassador David B. Hermelin

The American Chamber of Commerce in Norway bids farewell to Ambassador David B.

Hermelin as AmCham's Honorary Chairman. For reasons of health, Ambassador Hermelin officially informed the Norwegian Ministry of Foreign Affairs that as of January 6, 2000, he is resigning his position as United States Ambassador to Norway. Deputy Chief of Mission Jon Gundersen is serving as the Embassy Chargé d'Affaires.

AmCham has indeed been fortunate in having Ambassador Hermelin serve as the Chamber's Honorary Chairman with the strong and active support of his wife, Doreen. His enthusiastic spirit and support for both US-Norwegian business and governmental relationships has been much respected and greatly appreciated.

During his tenure, the newly formed Chamber has experienced significant growth and launched a series of highly successful conferences and seminars. The generous hospitality of David and Doreen in opening their residence for many AmCham events reflected the high priority with which the Hermelin's regarded the work of AmCham.

It was on the initiative of Ambassador Hermelin and with his significant perseverance, that President Bill Clinton made his historic visit to Norway. The Commemoration Service for Yitzhak Rabin hosted by

“Though Ambassador Hermelin’s tenure was short, he made a significant mark on not only American-Norwegian business and government relations, but the cause for world peace as well.”

His Majesty King Harald V and Prime Minister Kjell Bondevik highlighted the role Norway and the United States continue to play in furthering peace in the Middle East. Because of this special effort by Ambassador Hermelin many had the opportunity to hear Israel's Prime Minister Ehud Barak, Chairman Yasser Arafat of the Palestinian Authority, then Prime Minister Vladimir Putin of Russia and other national leaders speak to their hope for peace. Present also were members of the Israeli and Palestinian negotiating teams as well as other diplomats from the Middle East, providing



Ambassador Hermelin and his wife Doreen receiving AmCham's farewell gift—a viking sword and a painting by Norwegian artist Jarle Rosseland. Identical gifts were given to President Clinton during his visit to Norway. (l. to r.) David Ledlie, AmCham Chairman, Rolf Rödning, AmCham President, Ambassador and Doreen Hermelin

additional opportunities for meaningful exchanges. The event was also covered live on Norwegian television.

Though Ambassador Hermelin's tenure was short, he made a significant mark affecting not only US-Norwegian business and governmental relations but the cause for world peace as well. During President Clinton's visit, in recognition of his many contributions, His Majesty King Harald V conferred upon Ambassador Hermelin the Royal Norwegian Order of Merit.

We will all miss David and Doreen. They will be remembered and held in our affections for their contributions to the work of AmCham and to those of us that had the opportunity to work closely with them.

We wish the Hermelin's well in whatever endeavor to which they give themselves.

Rolf Rödning
President

Introducing AmCham New Honorary Chairman

Meet Jon Gundersen, Chargé d'Affaires of the United States Embassy in Norway

AmCham Norway is proud to announce that Chargé d'Affaires Jon Gundersen has accepted the position of Honorary Chairman.

Born in 1945, Mr. Gundersen was raised in Norway and New York. His father was born and raised in Arendal and served in the Norwegian Merchant Marine and Navy during World War II.

Mr. Gundersen joined the State Department in 1974. His previous overseas posts include Oslo, Moscow and Stockholm. He also has held positions on the staff of the U.S. Secretary of State and the United Nations.

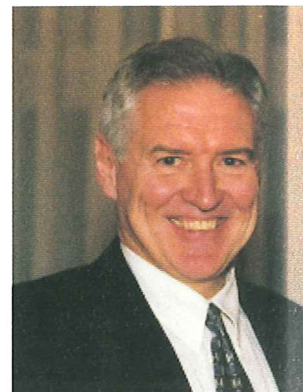
He served as Political Advisor to the Commander in Chief, United States Special Operations Command at MacDill Air Force Base Florida, from 1996-98.

Until July 1996, he was Co-ordinator for Bosnian Affairs in the Bureau of Political-

Military Affairs in Washington, D.C. Mr. Gundersen served as Deputy Director for Policy in the Bureau of European and Canadian Affairs in 1993-1994, following a tour as Chargé in Reykjavik, Iceland.

In 1991-1992, Mr. Gundersen served in Kiev, Ukraine. He was appointed the first Counsel General to Ukraine in January 1991 and, after Ukrainian independence, was appointed U.S. Chargé d'Affaires. He also served as Deputy Chief of Mission in Kiev. Before going to Ukraine, Mr. Gundersen served as Regional Security Advisor in Frankfurt, Germany, and as Division Chief for European Security Policy at the Arms Control and Disarmament Agency.

Mr. Gundersen is married to Eike Raudzus, originally from Husum, Germany. They have three sons, Jan Taras, Kai Nikolas, and Finn Markus.



Announcing the Third AmCham Round Table

"Challenges for International Leadership: Keys to Success"

AmCham's next Executive Round Table will be held on February 15, 2000 from 1 - 7 p.m. at the Oslo Grand Hotel, Speilen Room

Moderator: Steinar Hopland, Managing Partner, Heidrick & Struggles

Welcome Address: Jon Gundersen, Chargé d'Affaires of the US Embassy, and AmCham Honorary Chairman

TOPICS INCLUDE:

Finding the Right Executive for the Right Job
John Viney, Chairman, Heidrick & Struggles Europe

Valuing Individual Differences - Managing Diversity for Shareholder Value

Rebecca J. Selvik, Vice President, Chase Manhattan International Ltd. Norway Branch

Providing an American Company with a Norwegian Executive
Jan Brentebraaten, President Mazda Motor Europe, Director Mazda Motor Corp. (Ford Motor Co. Group)

Giving Norwegian Industry a Global Dimension
Kjell Almskog, President & CEO, Kværner Plc

Reception following the Round Table

HONORARY GUEST:

Her Majesty Queen Sonja of Norway

Visit our website:
www.am-cham.com,

or contact the AmCham office for additional information and registration.

Second AmCham Round Table Hits Vital Nerve

“Norway Facing Fundamental Changes in its Energy Policy and Oil Industry Structure”

The more than 120 executives who attended AmCham’s recent Round Table on the oil industry came away with a clear view of the ideological fault lines, business interests and personality dynamics that are transforming the Norwegian oil industry.



Egil Myklebust, Director General of Norsk Hydro, warned that another round of oil company mega-mergers could marginalize Norwegian companies and the Norwegian oil province as a whole. He said the state must unleash

Norway’s capitalistic forces by cutting regulation and taxation. “The costs are too high,” he said, “and something has to be done, urgently, to maintain our competitiveness.”

Carl I. Hagen, Chairman of the Progress Party, urged the state to assume a more business-friendly posture. He called its ownership of most Norwegian oil reserves “ridiculous.” **Jens Stoltenberg**,

Deputy Leader of the Labor Party, defended the state’s dominant role but acknowledged that changes were needed to keep the Norwegian oil machine running. He said the goal should be to maximize and speed the transfer of Norway’s public wealth from the ocean floor to the Oil Fund, where it can be invested for future generations.

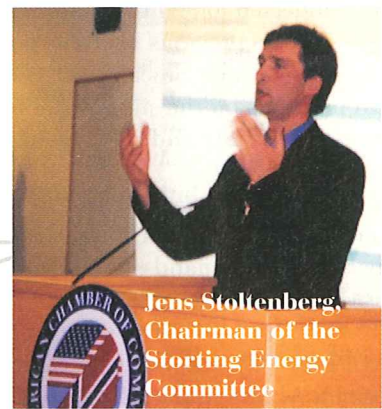
Standing up for American oil interests was **Tony Gordon III**, President and Managing Director of Norske Conoco AS, who said the state still discriminated against foreign players. “Our cupboards are bare” he said, proposing that international companies get a chance to bid on state oil reserves. “We need more acreage to drill.”

The AmCham Round Table, held on October 19, also featured **Erlend Grimstad**, Norway’s Deputy Oil Minister. He did not reveal much about the government’s plans, but said oil industry reform would be a major theme in 2000.

Added Mr. Gordon: “We’d better hold onto our seats because the year 2000 is going to be a very exciting year” and summarized the

Conference: “We will most likely witness a number of major developments including the potential privatization of Statoil and the resolution of the future of the State’s Direct Financial Interests (SDFI).

The Norwegian 16th Round could be a pivotal point for technical interest and foreign company interest. The results of 14th and 15th Round have been mixed and somewhat disappointing. Foreign



Jens Stoltenberg, Chairman of the Storting Energy Committee

companies could get discouraged if higher equities and operatorships are not granted to them. Will the playing field be leveled this time?

Longer term - the debate will begin on potentially reducing taxes to keep Norway competitive in a maturing industry. Capital and human resources are moving to new exciting opportunities like Nigeria, Angola and the Deepwater Gulf of Mexico. What will be Norway’s answer?

Norway will experience increasing pressure to reduce costs to remain competitive. All business decisions are made in one of three circles or some combination: the RATIONAL, the EMOTIONAL, or the POLITICAL. In which circle will Norway operate as it attempts to solve some of these challenging issues and opportunities? Many decisions to be made, but in what circle?



Speakers at the Round Table, and members of the Panel, with Eva Bratholm as moderator, included (l. to r.) Kjell Roland, ECON, Center for Economic Analysis, Egil Myklebust, Director General Norsk Hydro, Carl I. Hagen, Progress Party Chairman, Erlend Grimstad, Deputy Oil Minister, and Susan Hodgshon, Senior Vice President, IHS Energy and Consulting Business.

1999 Thanksgiving Dinner Dance

November 13, 1999 at the Bristol Hotel



(top l. to r.) Again this year, the AmCham raffle received tremendous attention. The winner of the main prize, Heidi Johansen of Sponsor Service (center) along with representatives of the sponsoring companies: Øystein Stoltenberg, SAS Marketing Manager, and Berit Sjølund, Sales Manager Delta Airlines. Exciting raffle prizes were also donated by the Radisson SAS Plaza Hotel Oslo, Lexmark Norge, Åsgard Scandinavian Heritage, Jarle Rosseland, Ernest and Julio Gallo Winery, Freia, AS Nopal, the Bristol Hotel, Eugen Johansen AS and the Herald Tribune. (bottom left, l. to r.) An AmCham-NACC Sister City Proclamation was exchanged to mark a new and close cooperation. Pictured is Kari Donahue, Sales Manager SAS Chicago, previously President of the NACC Chicago Chapter, Rolf Röding, AmCham President, and Vivian N. Landon, Past President and group leader. (bottom right, l. to r.) A group of 29 members of the NACC Mid-West Chicago Chapter included their participation in the AmCham Thanksgiving Party to their annual visit to Norway.

Doreen and Ambassador David Hermelin enjoying the Thanksgiving Celebration at the Bristol Hotel.



**“Every day is a gift.
Therefore today is
called the present”**

*-Thanksgiving reminder from
Ambassador Hermelin*

Taking care of your so you can take care

We are currently in an age where, in order to do effective business, we need to rely on the tools that we use in our everyday lives. There is nothing more frustrating when trying to complete a transaction, or to send a document than having your computer tell you that, for some reason, you can't do it. When you ring the IT department, you find that they are far too busy to manage your enquiry, and you feel even more frustrated that you cannot get all the hard work that you have worked on night and day to the right people.

Whatever your business, chances are that you are not an expert in networking and IT, and you want to be able to focus on what you do best – this is after all the reason why you are in this line of business. This is why there are now many companies who are beginning to see the benefits of hiring their systems from an Application Service Provider or ASP, rather than owning them, because in that way, they can entrust all their computing needs to computing professionals, and focus 100% on their areas of core competency.

TeleComputing Norway has been at the forefront of the ASP industry for three years, and has been helping many Norwegian, Swedish and international organizations get the most out of their existing installations, by relieving them of the burden of everyday application management. TeleComputing's helpdesk is on call throughout the day to help with any potential issues and ensure that all users are back up and running as soon as possible. Using the so-called 'shadowing' function, the helpdesk operator can actually see the screen where the user is having problems and give more 'hands-on' help without having to stand and look over his or her shoulder.

In addition, because TeleComputing offers a service for which the price is fixed, organizations are able to better plan their IT budgets for the year ahead. For the small to medium enterprise, this could prove invaluable, because the cost of a new server when the old one unexpectedly goes down is extremely difficult to bear and could cause serious cash flow problems.

In the end, it is not only the workers who are able to benefit from an ASP – employees in MIS can focus on the roles for which they were actually employed, namely developing applications and systems to help companies maintain their competitive edge. As salaries for well-trained IT personnel steadily increase, can you really afford to allow your IT employees to become a user help-desk and IT system support service?

Mike Baker, an American Financial Controller working for the Norwegian software company, Cargoscan, faced many of these issues. His story is one that may not be unfamiliar to many companies around Norway.

Cargoscan is a manufacturer of dimensioning systems and software. It used to have one machine that was as both as a file- and mail server, and Baker found that it was not as reliable as he wanted. "It was extremely frustrating," he says. "I was spending more and more time administering the server to make sure that we were able to access their data and e-mail. When the server went down, there was no effective way for us to communicate with each other."

Managing the company's computing systems took Baker away from his other role as financial controller. "There were not enough hours in the day and when there were deadlines I had to meet as Financial Controller." In the end, Baker recruited a software developer to help maintain the server, taking the developer away from his primary role writing dimensioning software for the company's



TeleComputing™

applications, re of your business

product offerings, something that Baker admits was a waste of his talents. Baker then spoke with a representative from Compaq who introduced Cargoscan to the leading Application Service Provider, TeleComputing.

"We instantly warmed to the idea of application outsourcing because we saw that it would take all the server administration away from our working day," said Baker. Cargoscan and its entire staff of 26 employees now run a variety of mission-critical software programs, such as order, inventory, invoicing and accounting system, Microsoft Project and Office 97, from the TeleComputing server farm.

"The main benefit the TeleComputing solution brought us is that we now focus on our core strengths." Baker spends less time administering the server and more time in his role as Financial Controller. In addition, the software developer Cargoscan employed can now focus on his job writing dimensioning software and less time running the IT network.

Baker also knows that if there is a problem he won't be called in to solve the issue because users call TeleComputing's helpdesk directly, where dedicated personnel are on hand to help get the user up and running again, increasing productivity throughout the company.

Cargoscan also reaps the benefit of TeleComputing administering all of the application licenses for the software that the company uses. Baker no longer has to hunt around looking for the documents to ensure that each of his users is 'legal'; TeleComputing takes care of buying licenses and ensuring that the number of licenses available is always sufficient to cover the needs of the company.

As a direct result, Cargoscan now enjoys greater uptime in its IT services, and all employees can access their applications – wherever they are. Now employees are able to take work home and log onto the same session as the office. "It is useful to work this



Mike Baker, Controller, Cargoscan AS

flexibly. If you need to check something you will can dial into TeleComputing and get everything you need, at home, on vacation, or on the road."

Baker believes that he will be doing a lot more in the future with his TeleComputing solution. "We have seen that there are other parts of our IT department that we can move over to TeleComputing." Cargoscan has recently transitioned its order invoicing system over to TeleComputing, as it feels safer entrusting its applications to these IT professionals – and he is happy with the results.

Cargoscan's future looks bright with TeleComputing. Baker does the job for which he is paid, no longer worrying about whether the server has gone down, because TeleComputing is looking after the complete technology management. Best of all, he gets to see his family!



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Fax: 47 66 77 65 72
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Web: www.telecomputing.no

Executive Round Table

Tuesday, February 15, 2000 from 1:00 - 7:00 p.m.
at the Grand Hotel, Oslo

Topic:

Challenges for International Leadership: Keys to Success

Special Guest of Honor:

Her Majesty Queen Sonja of Norway

Reservation Deadline:

February 11, 2000

For additional information, see page 3 or visit the AmCham website at www.am-cham.com.

AmCham General Meeting and Gala Dinner

Monday, March 20, 2000 at 6:00 p.m.
at the Bristol Hotel, Oslo
Prominent Guest Speaker (TBA)

Book your corporate table now at Nok 6.000,- for eight persons. An excellent opportunity to entertain your customers, friends and staff.

For additional information, contact the AmCham office.

Reservation Deadline:

March 12, 2000

Hemsedal Cultural Festival

July 5 - 22, 2000

It's July in Norway, the days are long, the sun shines bright and the snow no longer covers the mountains. The snow covered hills have given way to lush green pastures, the endless waterfalls seem to spring from every nook and cranny of the mountainside, and the skiers have been replaced by ballerinas and musicians.

This year's cultural festival in Hemsedal runs from July 5th through 22nd and promises to offer something for everyone. During the festival there will be music workshops and concerts featuring local Norwegian artists, like Knut Fausko, along with professional musicians, teachers and students from Russia and the Ukraine.

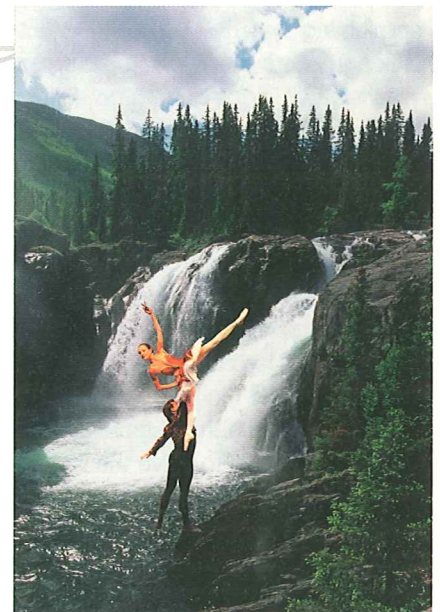
The centerpiece of the cultural festival is the ballet program. In years past, students have traveled from as nearby as Oslo, Bergen and Trondheim to as far away as Finland, Sweden, Russia, Ukraine, Germany, Ireland, Canada and the US. They gather in Hemsedal for 3 weeks to study classical ballet under the watchful eyes of leading instructors from the Vaganova Academy and Marrinsky Theater in St. Petersburg and the Bolshoi

Academy in Moscow. This year they will also work with Vadim Piserev and dancers from the Donetsk Theater to stage Peer Gynt on July 21. They will use Vadim's choreography set to the music of Edvard Grieg to tell the classic Norwegian folk tale.

The AI Culture House will be transformed from July 20th to 22nd to stage the gala performances and Peer Gynt. The galas on July 20 and 22 will include classical music, Norwegian and Russian folk music, folk dance, and classical ballet. You will see world class professional artists of a caliber that is unknown in venues like this and is most often performed in only the largest cities.

It is through the dedicated efforts of individual as well as corporate sponsors such as **Lexmark** and **The Chinnet Company** that a program of this magnitude can be offered in a location as special as this one. Hike, bike and fish in the day and in the evenings prepare yourself for ballet like you've never seen before.

Mrs. Ludmilla Kutchma, wife of the President of Ukraine is the patron of the festival.



For further information:

Project Manager: Hans Rønning
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e-mail: beroenn@online.no

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tel: 32 06 22 76
fax: 32 06 23 64
e-mail: fausko@fausko.com
web: www.fausko.com

3M Norge

Patron Member

3 M Norge A/S is a wholly-owned subsidiary of 3M (Minnesota Mining and Manufacturing) in St. Paul, Minn.

3M operates subsidiaries in 60 countries and is a world leader in most of the product lines it serves. 3M manufactures and sells 50,000 products in more than 200 countries. 3M has a strong presence in the following markets: office, Manufacturing, Hospitals, Automotive, Computer and Household. Worldwide sales in 1998 were \$15.021 billion with a net income of 10.2 % of sales.

3M Norge A/S was established in 1962, and is located at Skjetten North of Oslo.

3M's goal is to be the most innovative enterprise and the preferred supplier in every market we serve.

Mark Fuhrer, Managing Director 3M Norge A/S

Mark started his career with 3M in 1976 in the U.S. in the Magnetic Media Division. Mark has held several positions within Sales & Marketing, among these, responsibility for U.S. Latin America and Far East for the Magnetic Media Division.

Mark became the Managing Director of 3M Norge A/S on January 1st., 1999.

Mark, his wife Kathleen and their youngest daughter Jaclyn moved permanently to Norway in mid-1999. So far their stay in Norway has been absolutely great.

Mark looks forward to working closely with the members of the American Chamber of Commerce in Norway.



Weatherford Norge AS

Sustaining Member

Weatherford Norge AS has been officially established in 1974 in Stavanger, but Weatherford International has already served the Norwegian shelf since 1968. Weatherford Norge consists of five business units: Weatherford Completion Systems, Weatherford Drilling & Intervention, Weatherford Nodeco, Weatherford Aarbakke and Weatherford Subsurface Technology.

Weatherford International has first been established in 1946 and has currently over 10,000 employees in more than 50 countries worldwide. Weatherford International is represented by Weatherford Completion Systems, Weatherford Drilling & Intervention, Weatherford Grant Prideco, Weatherford Global (Compression) and Weatherford Artificial Lift.

Weatherford is an emerging leader in each of its primary markets with technology initiatives in re-entry, underbalanced drilling, intelligent completion, extended reach applications and rig mechanization.

Computer Associates International

Sustaining Member

Computer Associates International, Inc., the world leader in mission-critical business computing, provides software, support and integration services in more than 100 countries around the world. Computer Associates has more than 17,500 employees and had a revenue of \$5.3 billion in fiscal year 1999.

United Coachbuilders

Contributing Member

United Coachbuilders is a global supplier of limousine and hearse conversions in close cooperation with GM and Ford, based on vehicles engineered especially for such end uses. The company has manufacturing partners in the U.S., Germany and Sweden and has branch offices in the U.S. and Germany.

Mr. T. Granum Johansen, Managing Director, has been a member of the American Club/AmCham Norway since 1972.

International Franchise Expo

Orlando, Florida

2-7 May, 2000

The United States Commercial Service of the American Embassy in Oslo and Effectum Franchise Consulting will be leading a delegation to the International Franchise Expo in Orlando, Florida from 2-7 May, 2000. Included in this International Buyer Program trip for the U.S. Department of Commerce will be the opportunity to meet 200-300 franchise companies, visit local franchises, participate in seminars and attend various receptions. The seminars include:

- The A to Z's of Buying a Franchise
- Global Franchise Expansion
- Acquiring a Master Franchise
- International Growth
- Making a Franchise Decision

The delegation will be staying at the Best Western Plaza International Hotel, a short walk from the Orange County Convention Center where the Expo will be held.

If you are interested in additional information, visit the International Franchise Expo website at: www.betheboss.com, or contact:

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e-mail: moira.scott@mail.doc.gov

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AmCham members are encouraged to look for our new members at Chamber events, and help them feel welcome to the Chamber.

ACCN Seeks Volunteers

The American Coordinating Council of Norway, a non-profit council of 23 American and Norwegian clubs and organizations, is looking for volunteers to help plan this summer's American Independence Day event in Frogner Park, to be held on **Sunday, July 2, 2000**. If you or someone you know might be interested, please contact:



George Kostveit Gabriel
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Home: 22 52 59 05
Office: 67 80 42 52
Fax: 67 80 42 49
E-post: gabriel@c2i.net

News from NACC

Simrad, Inc., a world renown innovator and manufacturer of marine electronics, was selected as the first recipient of the Cutting Edge Award newly established by the Greater Seattle chapter of the Norwegian American Chamber of Commerce. The award is an authentic replica of the Snartemo sword of the Viking era. The corporate award was presented by the Chamber at a reception in December at the Nordic Heritage Museum. The Honorable Knut Vollebæk, Foreign Affairs Minister of Norway, presented the award.

NACC's Cutting Edge Corporate Award is designed to recognize Norwegian and American companies for excellence in business, trade, technology, management leadership, and environmental and community commitment, including relations in the Norwegian community of the Pacific Northwest or the American community in Norway.

Simrad, a Kongsberg Company headquartered in Norway, is one of the world's largest manufacturers of marine electronics.

BP Amoco Norge AS

After the merger between Amoco and BP, the new company contact information is:

BP Amoco Norge AS
Mr. Greg Coleman, General Manager
Forusbreen 35, PoB 197, 4065 Stavanger
tel: +47 52 01 44 15

ExxonMobil

After the merger between Exxon and Mobil, the new company contact information is:

ExxonMobil

Mr. John Steele, Chairman & CEO
Pob 60, 4033 Forus
tel: +47 60 62 90, fax: +47 51 60 61 59

USA Export Directory

Now available in the Internet the "USA EXPORT DIRECTORY ON LINE", a specialized reference guide created exclusively for worldwide importers interested in doing business with U.S. companies offering "Made in USA" products. The Made-in-USA Industry Export Guide for Worldwide Importers, provides complete information on 20,000+ American companies, products and services.

The website offers more than 8,000 products and services in 20 different categories, and was designed to provide businessmen with a powerful and practical tool to enable them to find the required product or company quickly and proficiently.

USA EXPORT DIRECTORY ON LINE is an export portal that goes directly to the point. Visit: www.usa-export.com or www.usaexporters.net

As an additional service, if the user can't find a particular product we will locate it and e-mail the information in 48 hours. For more information, call (305) 595-9925, fax (305) 595-3910 or please contact: Thomas Stone
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AmCham

American Chamber
of Commerce in Norway

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