



# How to export to Norway

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[www.norway.info](http://www.norway.info)



## Overview

1. Facts: Norway and current trade with Chile
2. The Norwegian market and how to approach it
3. Case studies: wine and fruit/vegetables
4. The legal and regulatory framework
5. Where to get information..



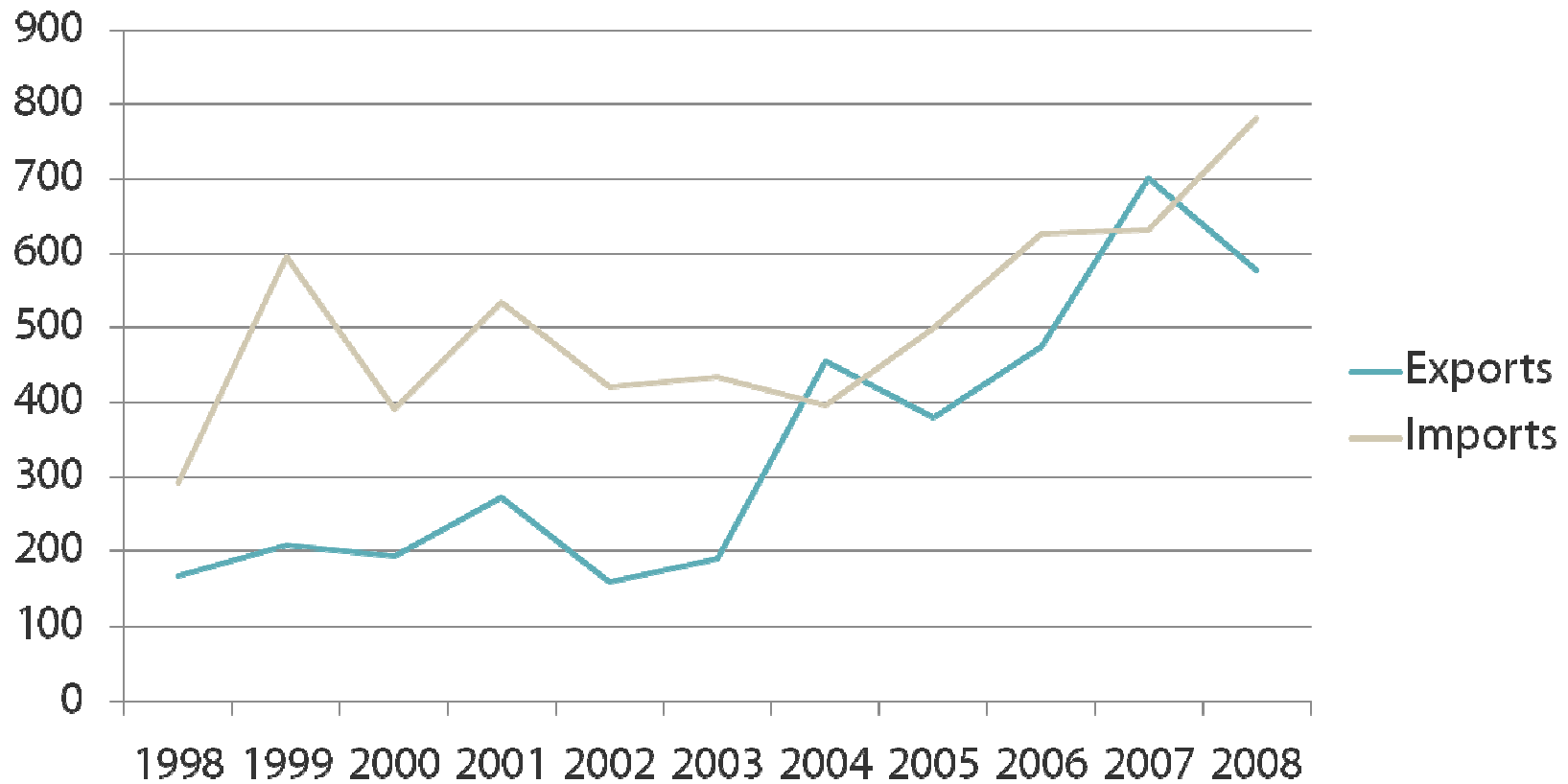
# Understanding Norway:

## - Some facts:

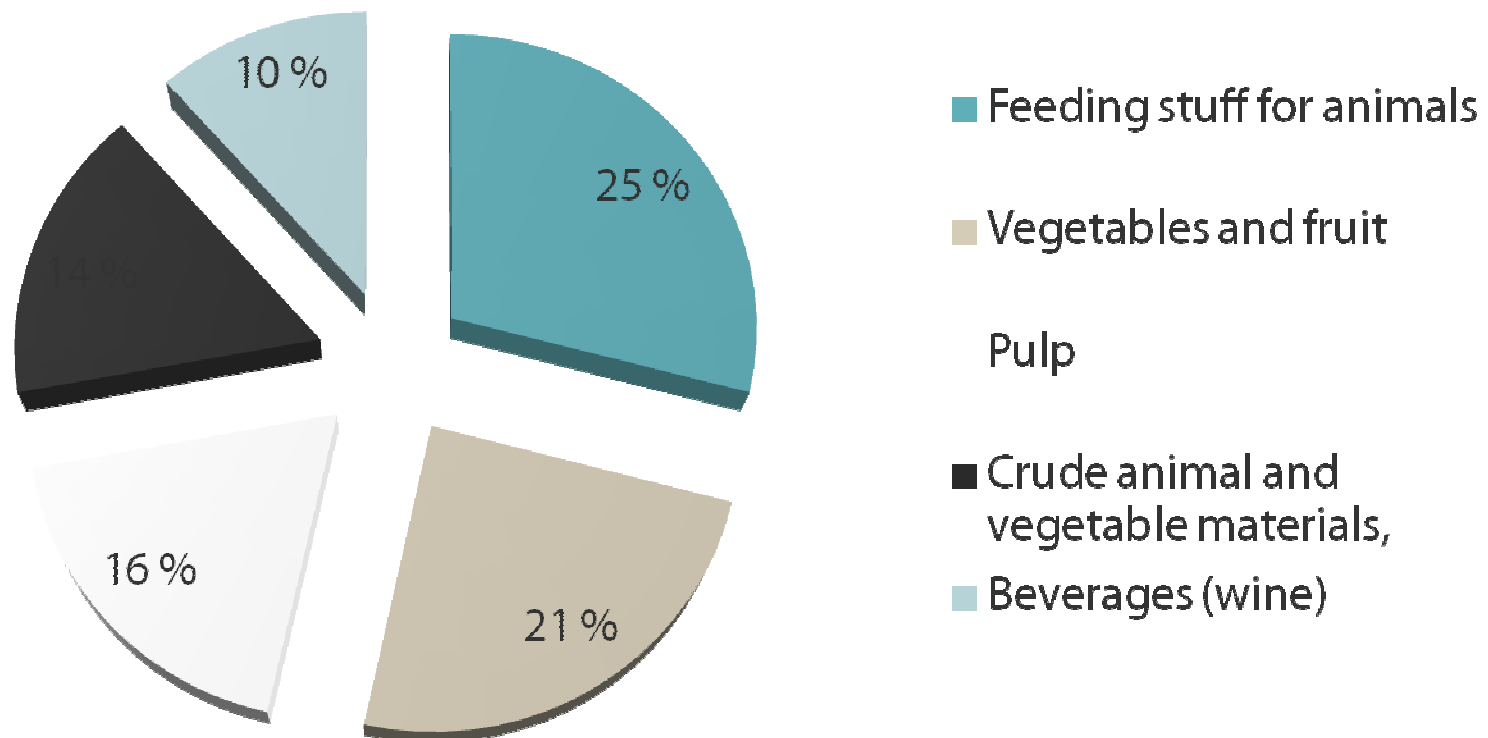
- Small population: 4.8 million
- Big economy: 24th biggest in the world (IMF 2008)
- High GDP per capita
- 28th largest exporter in the world
- 38th largest importer in the world
- High purchasing power
- Highly export dependant
- Open economy: WTO member and a large number of FTAs
- EU, US and China biggest trade partners



## Norwegian imports from Chile (million NOK)



## Norwegian imports from Chile (2008)





## Total Norwegian imports (2008)

- Total amount: 88 bill. USD
- Capital goods 20 bill. USD
- Intermediate goods 33 bill. USD
- Construction materials 9 bill. USD
- Fuels and lubricants 4 bill. USD
- Consumption goods 18 bill. USD (OBS – less than 25%)
- Passenger motor cars 4 bill. USD



# Consumption in Norway – Opportunities?

- Consumption in households in Norway 2006: NOK 842 bill.

Commodities: 54%

Services: 46%

Shares of consumption of commodities/goods:

Food, alcoholic beverages, tobacco: NOK 143 bill. (33%)

Furniture and household articles: NOK 50 bill. (11,5%)

Clothing and footwear: NOK 45 bill. (10%)



## How to find a channel for Chilean goods in the Norwegian market:

- Do business with the leading groups in retail trade
- You should aim to establish business relations with one of the leading companies in your line of trade
- You can ask for a representative/trade agent
- Or if you are dealing with wearing apparel and footwear, you should attend a trade fair
- Or you can establish your own sales office, but this is not normally the simplest and cheapest way to penetrate the market



## Important requirements:

- Quality
- Health and safety
- Traceability
- Reliability: Adherence to contracts and deadlines
- Ethical Trade / Corporate social responsibility
- Price



## Business culture:

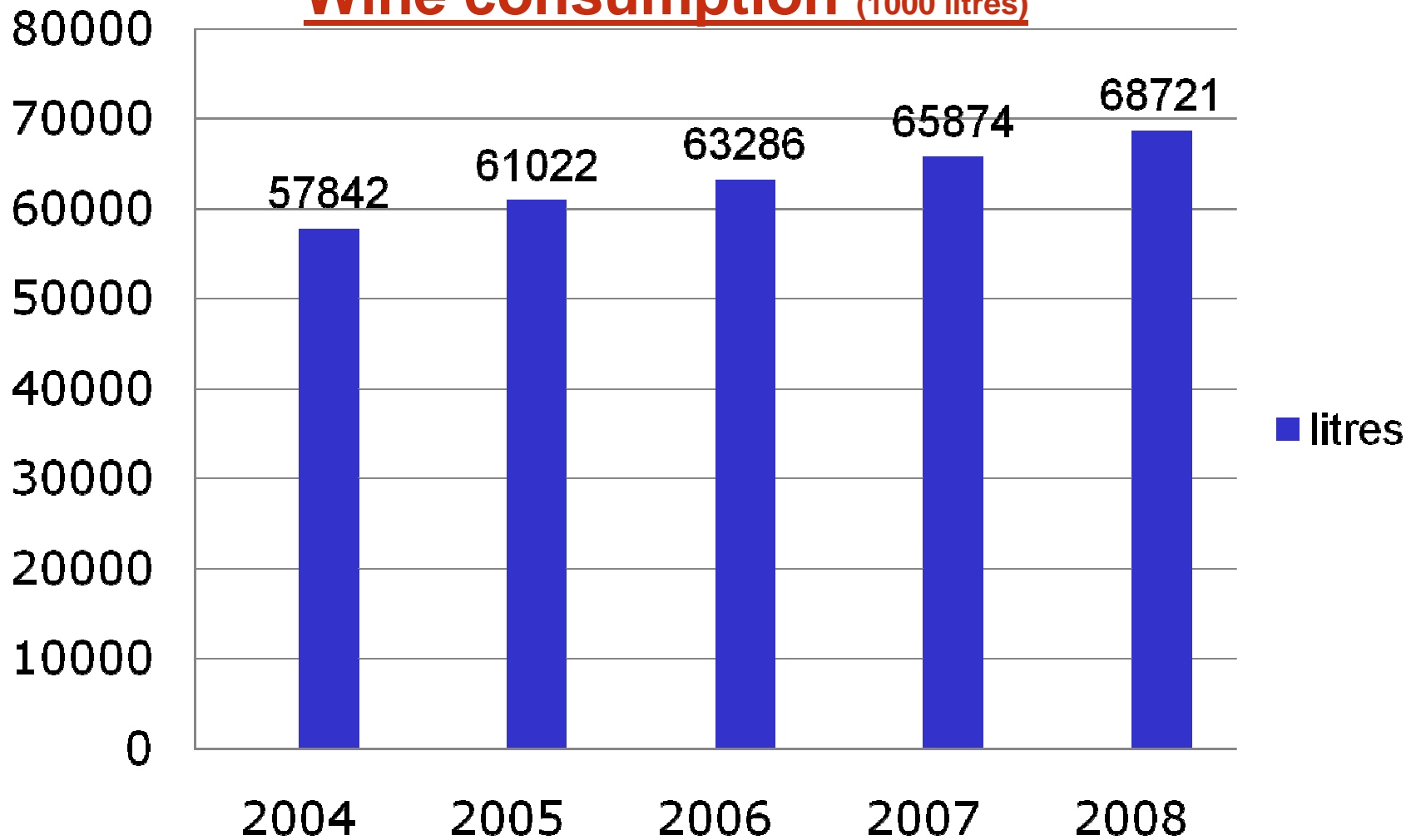
- Rules before relations
- The business contract is considered irrevocable
- Flat business hierarchy
- Punctuality
- Open and straightforward negotiations of terms
- Not common for business partners to exchange gifts



# Case study: Wine



## Wine consumption (1000 litres)



## Wine imports – Most important suppliers:

- Argentina 1,5 %
- Australia 3,9 %
- Chile 2,5 %
- France 31,7 %
- Italy 16,6 %
- Portugal 3,0 %
- Spain 10,0 %
- South Africa 1,3%
- Germany 10,5 %
- USA 16,6 %



## The Norwegian Wine and Spirits Monopoly (Vinmonpolet)

- Vinmonopolet has the exclusive right to retail wine, spirits and strong beer in Norway. (Similar system to Sweden, Iceland and Finland)
- The products are purchased from importers holding the required license and who have signed a purchase agreement with Vinmonopolet
- 200 wholesalers have signed purchase agreements with Vinmonopolet
- 239 shops with more than 10 000 different products



## Main wine importers

- V & S Norway
- Arcus
- Ekjord AS
- Engelstad Vin og Brennevin
- Best Buys International AS
- Brand Partners AS
- Red & White SD
- Vectura AS
- Stenberg & Blom AS
- Eurowine AS
- Fondberg AS
  
- Contact: The Association of Norwegian Wine & Spirit Suppliers:  
<http://www.vbf-org.no/index.php?language=en>



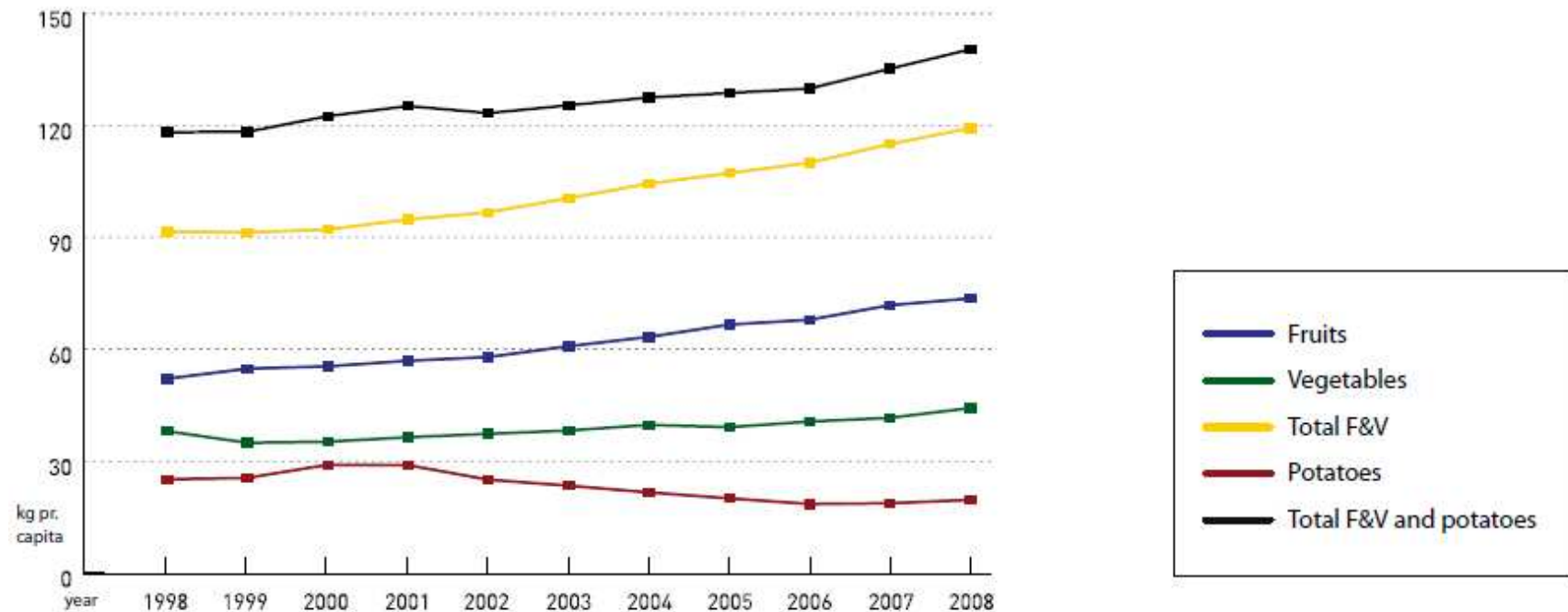
# Case Study: Fruits & Vegetables



## Fruits and vegetables:

- Total value of imports: 1,4 bill. USD (2008)
- 92 % of fresh fruits consumed in Norway is imported
- 60 % of vegetables consumed in Norway is imported
- Main importers:
  - Bama
  - ICA Norgesfrukt
  - Coop
- OBS – check the Chile – EFTA FTA for details on tariffs..

## Consumption trends F&V 1998 – 2008:





# The legal and regulatory framework:

- EFTA – Chile FTA (2004):
  - Establishes the legal framework
  - Advanced FTA
  - Agriculture agreement with Norway
- The EEA Agreement:
  - Norway not an EU Member State but largely part of the EU internal market



## Ethical trade:

- Ethical trade is a deciding factor for Norwegian consumers and importers
- As trade is their core activity, ethical trade is an important CSR aspect for retailers/merchandisers/importers
- Ethical trade relates to labour and environmental standards in the entire value chain
- Normative principles and standards based on ILO & UN standards
- Ethical purchasing policy/ Code of Conduct also includes principles of implementation and follow-up



# Practical assistance to exporters:

1. **The Chile – EFTA FTA:**  
<http://www.efta.int/content/free-trade/fta-countries/chile>
2. **HSH - Federation of Norwegian Commercial and Service Enterprises:**  
<http://www.hsh-org.no/eway/default.aspx?pid=273>
3. **Norwegian Directorate of Customs and Excise**  
<http://www.toll.no/default.aspx?id=94&epslanguage=EN>  
Contact: [tad@toll.no](mailto:tad@toll.no)
4. **Norwegian Ministry of Trade and Industry**  
<http://www.regjeringen.no/en/dep/nhd.html?id=709>  
Contact: [postmottak@nhd.dep.no](mailto:postmottak@nhd.dep.no)
5. **International Trade Centre (ITC):**  
<http://www.intracen.org/>



Thank you for your attention!

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