

How to export to EFTA countries - Norway

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HSH

(Federation of Norwegian Commercial and Service Enterprises)

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HSH in brief

- HSH is the principal organisation in Norway within the trade and service industry
- In trade, HSH covers all sectors and sales activities, i.e. retailers, wholesalers, agents, importers and chains within all sectors.
- Most Norwegian imports are dealt with by companies belonging to HSH
- Besides commercial interests, HSH ranks among its members voluntary organisations, private health and care institutions, museums, travel companies, accounting services, employment bureaux and other organisations



Trade provides the basis for, and is therefore a prerequisite of, economic growth and thus the improvements to the common good.

Because of this, and because HSH is the organisation for Norwegian commerce, HSH has always been interested in the conditions for international exchange of goods and services and HSH's attention in these matters is particularly focused on imports to Norway and the significance of these imports.



Norway in international trade:

- 0,1% of world population
- 1,2% of world export
- 1,1% of world import (€ 70 bill. in 2005)
- 75% of GDP consist of trade (average OECD 45%)

Norway is one of the smallest countries in the world, but

- no 28 largest exporter
- no 38 largest importer

Norwegian imports:

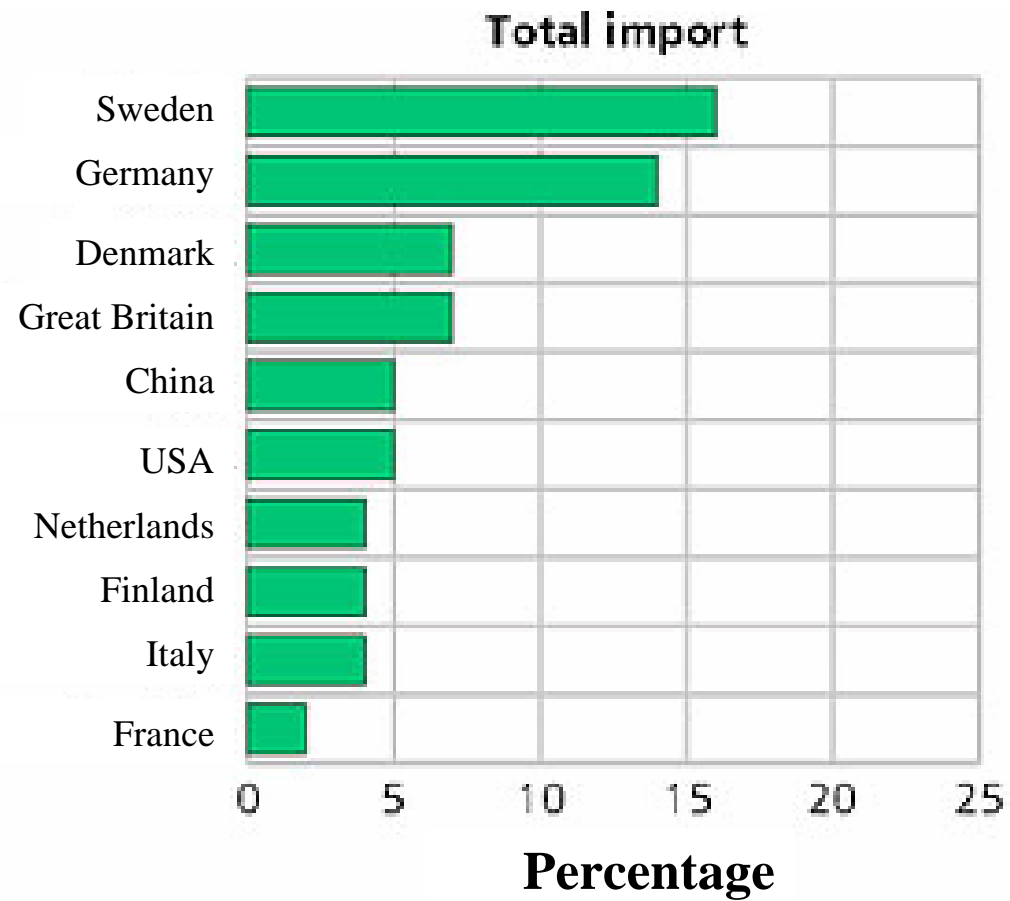
(BILL NOK)

• Capital goods	70,5
• Intermediate goods	133,5
• Construction materials	36,4
• Fuels and lubricants	14,3
• Consumption goods	83,0
• Passenger motor cars	19,9

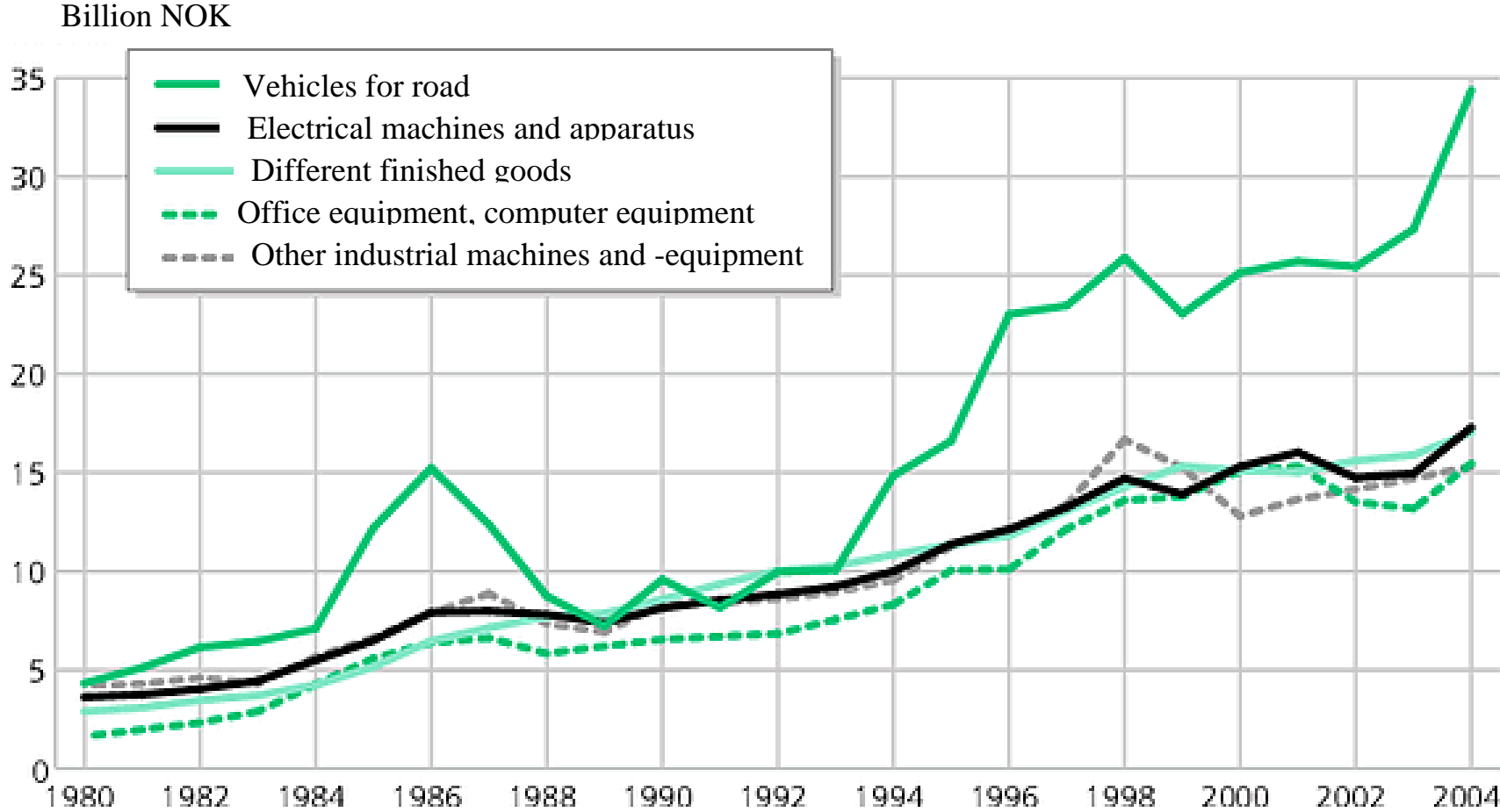
Norwegian imports:

Less than 25% is consumption goods!

Supplier countries



5 most important traditional goods of import to Norway (except ships and oil platforms).



Imports from Peru

Sitc	Description	2003 MILL NOK	2004 MILL NOK	2005 MILL NOK
	Total	364,1	317,5	864,7
03	Fish	5,6	5,1	7,1
05	Vegetables	16,8	24,6	27,2
07	Coffee, tea, cocoa, spices, and manufactures thereof	14,6	23,5	21,5
08	Feeding stuff for animals	147,3	79,4	353,9
26	Textile fibres and their waste	1,7	1,0	0,3
28	Metalliferous ores and metal scrap	18,7	36,0	23,4
41	Animal oils and fats	152,2	139,5	412,1
59	Chemical materials and products, n.e.s.	-	0,8	5,7
64	Paper, paperboard and manufactures thereof	-	0,1	-
65	Textile yarn, fabrics, made-up articles and related products	3,5	4,8	9,7
74	General industrial machinery and equipment, n.e.s.	0,1	0,1	0,0
75	Office machines and automatic data processing machines	-	0,1	0,1
77	Electrical machinery, apparatus and appliances, n.e.s.	0,1	0,1	0,3
84	Articles of apparel and clothing accessories	1,6	1,4	2,2
87	Professional, scientific and controlling instrument/apparatus	0,4	0,0	0,2
89	Miscellaneous manufactured articles n.e.s.	0,6	0,6	0,1

How to find a sale for Peruvianian goods in the Norwegian marked

- Concentration on consumption goods?
- Agricultural products?
- Appointing an agent?
- Direct deliveries?

The Norwegian market

Groceries - 4 chaines covering 98,4%

- Norgesgruppen
- Coop
- ICA Norge
- Rema

(Among the 1,6% is Lidl)

The Norwegian market

Textiles and clothing:

- Varnergruppen (Dressmann, Cubus, etc)
- Voice
- Sparkjøp
- Gresvig
- "The Swedish"

The Norwegian market

Furniture:

- Møbelringen
- Living
- Bohus
- Skeidar
- IKEA

Department of international trade cooperation (DITC)

Department of international trade cooperation , is established according to an agreement between NORAD (Norwegian agency for development cooperation) and HSH (Federation of Norwegian Commercial and Service enterprises).



International trade cooperation (DITC):

- Market information
- Market access
- Company matching

Who is who in HSH?

- Ellen D. Gjeruldsen (DITC)
- Tina Ege (DITC)
(or turn to HSH).