



Export to Norway

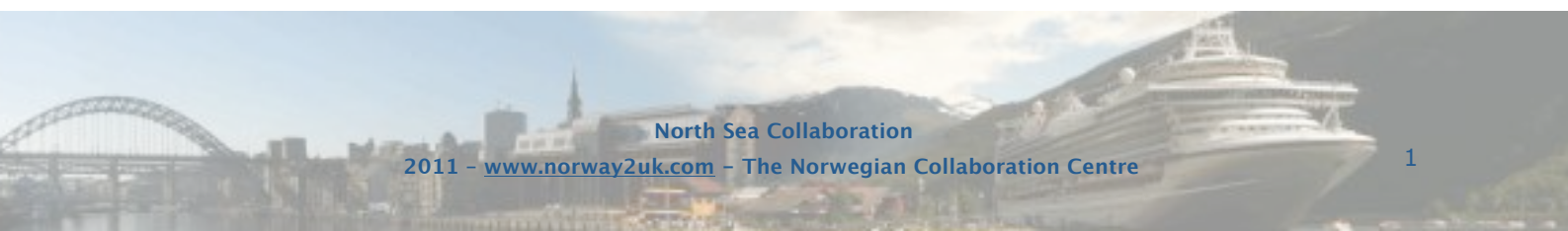


North Sea Collaboration - www.norway2uk.com

The Norwegian Collaboration Centre Ltd.

“Norway2UK”

Media Pack 2011





What do I want from Norway?

- Increased Sales?
- Market Partner?
- Joint Venture?
- Investment opportunities?

Then the we can help!

Why now?

- **Exports are far cheaper.**
The exchange rate has changed by almost 30%¹, in Norway's favour, in three years.
- **Easy access.**
More flights to Norway, as little as only one hour away, and under £15.00 return².
- **Huge opportunities.**
The North Sea developments, the Arctic, Renewables and other engineering projects and investments with a shortage of suppliers, people and contractors. Norway is positioning itself as the "Battery for Europe". Norway is also investing industry outside the traditional oil & gas arena to broaden the country's economic base.
- **Plenty of support.**
After working ten years with Norway the Norway2UK is here to help.

What is Norway2UK?

Norway2UK is the trading name for the Norwegian Collaboration Centre, which provides a conduit for commercial business between Norway and the UK. The NCC seeks to establish direct business links and cooperation between Norwegian and UK companies and organisations. Such cooperation includes inward investment, joint ventures and trade.

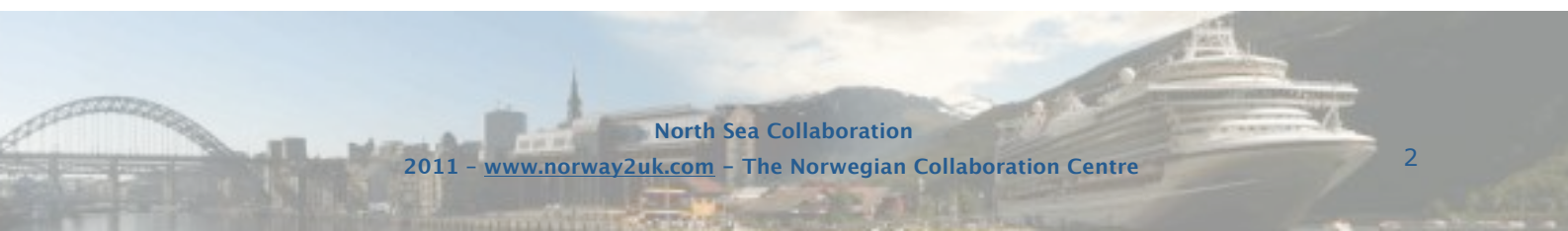
Norway2UK has a strong 10-year relationship with the Norwegian business community and collaborates extensively with a number of business and professional organisations, large international companies and government departments.

Our goals are to:

- Create more trade between Norway and the UK
- Increase investments into the UK
- Develop knowledge about market opportunities in Norway and the UK
- Highlight information and benefits of investing in Norway
- and to help you!

To achieve these goals we involved in 3 main activities:

1. eBook & App - Distributing information promoting Norwegian and UK companies.
2. Connect - Personally getting you in touch with the right people in the right place.
3. Events - Organising group market visits and meet-the-buyer events in both Norway and the UK





What is 'North Sea Collaboration'?

'North Sea Collaboration' is an eBook & App aimed at developing business for you in Norway. They highlight UK companies that supply products and services that are useful to Norway, including the oil, gas and energy markets but not exclusively. By bringing the UK Market to the attention of the business leaders of Norway we will create opportunities for you.

Now, more than ever, exporting is vital for business.

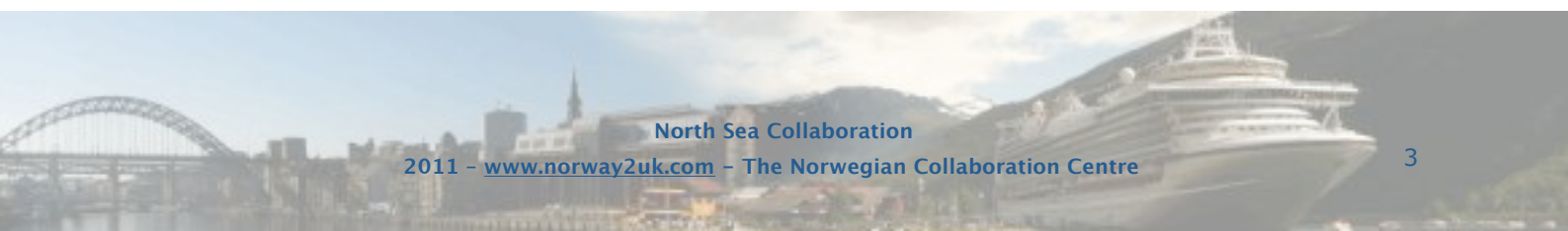
The eBook is divided into two sections:

1. Commercial - presenting your company in **English and Norwegian**.
2. Editorial – Foreword from leading industry bodies.

The App is:

1. Available on multiple Smart Phone formats.
2. Holds **Norwegian** data on UK companies.

'North Sea Collaboration' eBook & App is available free of charge online and is distributed throughout Norway, and sent to many attendees at important trade fairs and conferences that we take part in.





Why Norway and why 'North Sea Collaboration'?

Norway is a wealthy, modern European country with a population of nearly 5 million. Much of Norway's present wealth comes from oil and gas revenues, but shipping, engineering, petrochemical, biological, environmental and renewable technologies are also important export industries.

Following a ten-year period of rapid growth the economy of Norway has levelled. The worldwide financial crisis did not affect Norway as badly as many other nations, by the autumn of 2009 it became clear that Norway was recovering well.

With a relatively small population in relation to the size of its economy, Norway has always faced issues of meeting expectations with the resources it has available. This provides business opportunities for the UK.

With the Norwegian and the Barents Seas yet to be fully developed and a coastline of over 25,148 km the future for the energy market remains bright for opportunities in oil, gas, wind, wave and tidal energy. In April 2010 Russia and Norway signed an agreement defining the borders of the Barents Sea, now the area can begin to open for both fishery and petroleum activity. As Norway aims to be 'Europe's battery' by 2025 there are significant opportunities for UK business to assist them in this goal.

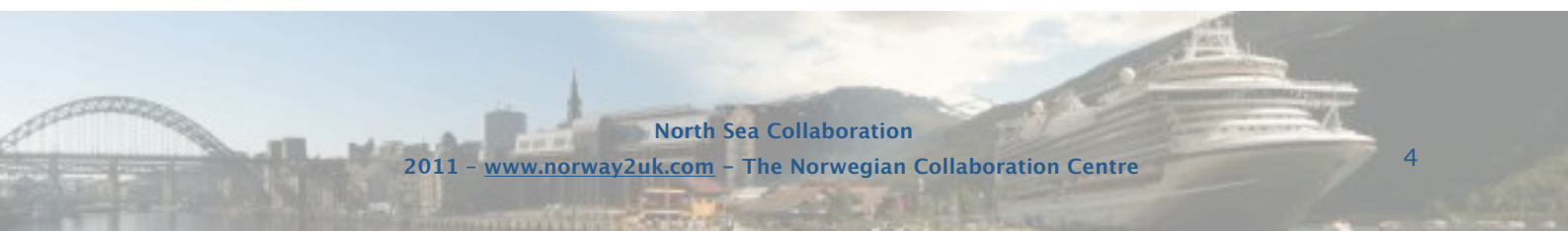
During the last few years it has been important for UK business to develop its exports. In the future, developing the UK's export market will be vital for securing the UK's full economic recovery. Three years ago it may have been difficult for UK companies to compete with markets in the Far East and Eastern Europe. However, the exchange rate between the UK and Norway has changed significantly, and now UK products are 27% cheaper than 3 years ago¹.

During our visits across Norway to Companies, Development Organisations, Chambers of Commerce and Government the message is always the same. There are opportunities here, **if you want them, come get them.**

'North Sea Collaboration' is updated regularly and is all translated into Norwegian. The eBook & App is accessed by administration, finance, sales, project management, and especially purchasing managers involved in oil and gas, shipping, engineering, ICT, petrochemical, biological, environmental and renewable technology. We also have a wide network at conferences and trade shows where our team is actively present.

Through our own network we have a total network of 14,000+ contacts, they are key personnel within Norway involved in the oil, gas and energy markets. Everyone receives access to the 'North Sea Collaboration' eBook & App.

Norway is famed for its expensive prices and in every price comparison, of course, beer is always the first to be mentioned. These high prices give a reflection of Norway's large purchasing power. The opportunity to access Norway is invaluable, and the resources we offer give a low cost route to a market that has the 3rd highest GDP per capita in the world (UK 19th)³. 'North Sea Collaboration' is the route for you to access this valuable market.





What do I get?

- 1. Norwegian eBook Presentation** – Company presentation translated into Norwegian and placed in 'North Sea Collaboration' – the UK Supply Chain Catalogue for Norway. For more examples please [visit our eBook](#). The information will have a particular focus on your company's Unique Selling Points and why you are important for Norway.
- 2. Norwegian App Presentation** – Your basic company details constantly available via Smart Phone App in Norwegian with full Norwegian Presentation available via download link. Current figures show that about 20% of the Norwegian population has an iPhone. Our solution puts your company information in the hands of decision makers.
- 3. Distribution Across Norway** – As well as focused NCC activity our eBook & App are distributed through various online channels. This allows your company to be seen across Norway and specifically to key contacts within Oil & Gas, Renewables, Process, Shipping, ICT.

Distribution of 'North Sea Collaboration' eBook & App

Through our network in Norway and the UK we have a total of **14,000+** contacts involved in the Oil, Gas and Energy Markets, including Renewables. These contacts receive your information on a monthly basis and have free access to our eBook & App.

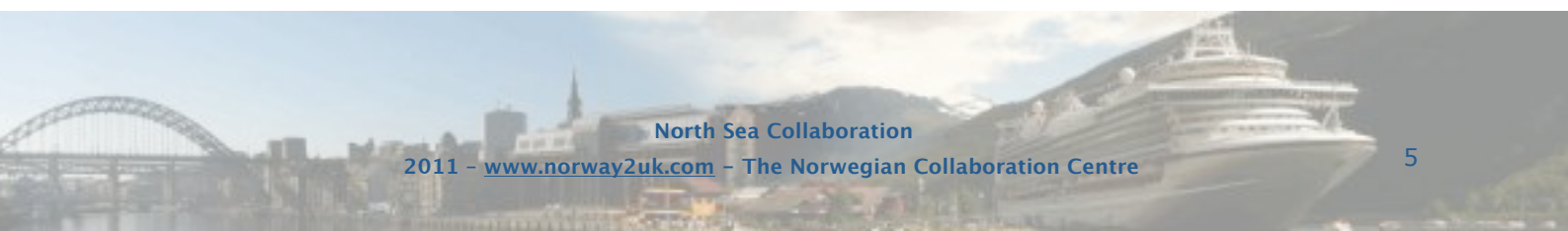
The NCC Network comprises of:

- Employees within the Oil Industry
- Employees within industries such as Renewable energy, ICT, Health, Shipping, etc.

Our network is made up of quality contacts:

- Managers of various levels
- Buyers
- Engineers
- Employees in drilling
- Employees in process industries
- Skilled workers in mechanical and electrical subjects
- Media, political and government departments

This entire network gets access to the eBook & App and your company.

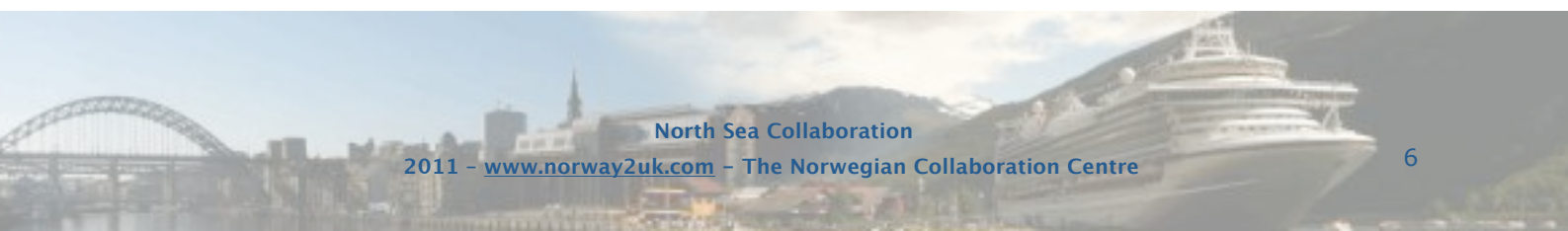




What does the package cost?

'North Sea Collaboration' : Marketing Package Information	
Description	Package Price (ex. VAT)
<ul style="list-style-type: none"> • Single Page Norwegian Presentation in 'North Sea Collaboration' • Presentation within Smart Phone App • Online and Offline Distribution 	
<p>The cost for the year - Your information will be distributed to the attendees every event we attend throughout the year and you also receive the leads from every event. Your information will be included in all Online and Offline distribution. You will receive the Norwegian Marketing Material.</p>	<p>Dependent on Turnover (See Below)</p>
<p>The cost of inclusion in the 'North Sea Collaboration' is dependent on turnover because larger companies make more proportionally calls on our service. Our service is priced keenly to ensure all types of companies can have access to our services for a good return on investment.</p>	

North Sea Collaboration : Annual Cost			
Annual Turnover	<i>Up to £1m</i>	<i>£1m to £5m</i>	<i>£5m+</i>
Annual Fee	£450	£750	£950
VAT (20%)	£90	£150	£190
Total Payable	£540	£900	£1140



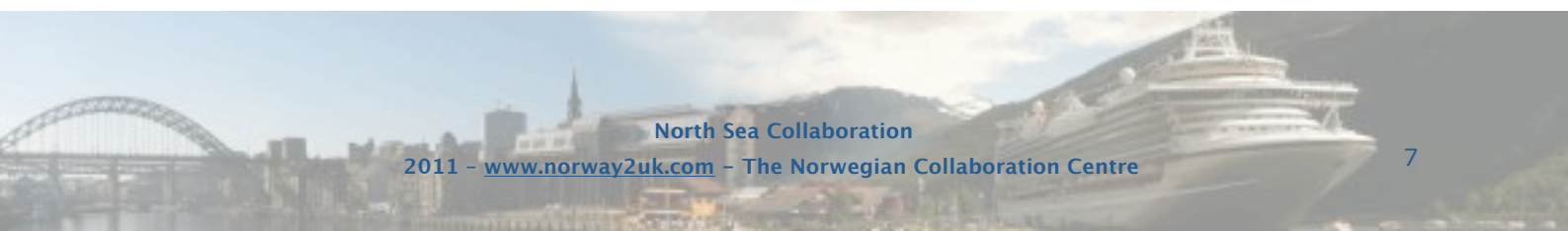


Conference Plan 2011.

The following details the events that the NCC will be attending throughout 2011. We visit Norway's biggest events and from each event you will be provided with a list of companies and any you feel are potential leads, we will release the contact details to you.

Month	Conference	Location
January	EIC – Doing Business with Norway	Aberdeen and Teesside
February	Subsea UK	Aberdeen
March		
April	Barents Sea Conference (BSC)	Hammerfest
May	All Energy Subsea Valley Conference (SVC)	Aberdeen Drammen
June	Subcon NorShipping Underwater Technology Conference (UTC)	Birmingham Oslo Bergen
July		
August	EnergiRike	Haugesund
September	Offshore Europe (OE)	Aberdeen
October	Offshore Technology Days (OTD)	Stavanger
November	Petex EIconnect	London Manchester
December	Maritime Forum	Haugesund

- The above list is an indication of the events the NCC will attend. This is subject to change.
- The NCC is involved in regional visits throughout the year in Norway where we meet one-to-one with many businesses.





Get in contact.

If you are interested in the opportunities we have detailed here, or if you would like to discuss further about developing your business in Norway, get in contact with us:

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Notes:

1. <http://www.ratesfx.com/rates/rate-nok.html> - April 2010.
2. Ryanair - Newcastle to Oslo – April 2010.
3. International Monetary Fund – 2009.

