Quick facts about Norway

• Area: 385 199 km²

• Population: 4.8 million

• Languages: Norwegian and Sami

• Capital city: Oslo

• GDP: 481 bill. USD

• GDP per capita: 55 200 USD

• Currency: Norwegian Krone (NOK)
  • 1 USD = 6,50 NOK
  • 1 ZAR = 0,80 NOK
Norway in international trade

- 0.1% of world population
- 1.2% of world export (no. 28 in the world)
- 1.1% of world import (no. 38 in the world)
- 75% of GDP consists of trade (average OECD 45%)
- Value of total import: 88 billion USD (2008)
- Less than 25% of imports are consumption goods
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
- Passenger motor cars 4 bill. USD
Import of goods¹. Five largest, by SITC goods division². 1980-2008. NOK billion

NOK billion

- Road vehicles
- General industrial machinery and equipment n.e.s.
- Miscellaneous manufactured articles n.e.s.
- Machinery, apparatus and appliances, n.e.s.
- Metalliferous ore and scrap metal

¹ Excluding ships and oil platforms.
² UN’s Standard International Trade Classification.
Main import countries to Norway in 2008 (mill. USD)
**Consumption in Norway**

*Expenditure per household per year, by commodity and service group. 2006-2008. (Total value: 161 bill. USD)*

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing, water, electricity, gas and other fuels</td>
<td>30,5</td>
</tr>
<tr>
<td>Transport</td>
<td>17,3</td>
</tr>
<tr>
<td>Recreation and culture</td>
<td>12,1</td>
</tr>
<tr>
<td>Food and non-alcoholic beverages</td>
<td>11,6</td>
</tr>
<tr>
<td>Furnishings, household equipment and routine maintenance of the house</td>
<td>6,2</td>
</tr>
<tr>
<td>Miscellaneous goods and services</td>
<td>6,2</td>
</tr>
<tr>
<td>Clothing and footwear</td>
<td>5,3</td>
</tr>
<tr>
<td>Restaurants and hotels</td>
<td>3,4</td>
</tr>
<tr>
<td>Alcoholic beverages and tobacco</td>
<td>2,6</td>
</tr>
<tr>
<td>Health</td>
<td>2,6</td>
</tr>
<tr>
<td>Communication</td>
<td>1,9</td>
</tr>
<tr>
<td>Education</td>
<td>0,3</td>
</tr>
</tbody>
</table>
Exports from SACU to Norway (mill USD)
Exports from South Africa to Norway (mill. USD)

- 2005: 121
- 2006: 105
- 2007: 164
- 2008: 401
## Exports from South Africa to Norway

<table>
<thead>
<tr>
<th>HS</th>
<th>Description</th>
<th>2006 (Mill. USD)</th>
<th>2007 (Mill. USD)</th>
<th>2008 (Mill. USD)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total exports</td>
<td>105</td>
<td>163</td>
<td>401</td>
<td>100</td>
</tr>
<tr>
<td>26</td>
<td>Ores, Slag, Ash</td>
<td>39</td>
<td>71</td>
<td>280</td>
<td>70</td>
</tr>
<tr>
<td>08</td>
<td>Fruit And Nuts</td>
<td>31</td>
<td>39</td>
<td>53</td>
<td>13</td>
</tr>
<tr>
<td>87</td>
<td>Vehicles</td>
<td>6</td>
<td>9</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>84</td>
<td>Machinery</td>
<td>3</td>
<td>4</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>72</td>
<td>Iron And Steel</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>99</td>
<td>Unspecified</td>
<td>0</td>
<td>2</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>22</td>
<td>Beverages</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>
Exports from Swaziland to Norway (mill USD)
The Norwegian Market – Export Opportunities

• Groceries
• Fruit and vegetables
• Textiles and clothing
• Sports Equipment
• Wine
General grocery store sector

- 4 chains control 99 % of the market

<table>
<thead>
<tr>
<th>Chain</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norgesgruppen</td>
<td>39</td>
</tr>
<tr>
<td>Coop</td>
<td>24</td>
</tr>
<tr>
<td>Rema 1000</td>
<td>19</td>
</tr>
<tr>
<td>ICA</td>
<td>16</td>
</tr>
</tbody>
</table>
Fruits and vegetables

- Total value of imports: 1,4 bill. USD (2008)
- 92 % of fresh fruits consumed in Norway are imported
- 60 % of vegetables consumed in Norway are imported
- South Africa is the 6th largest import country
  - 2,8 % share of imports
  - 3,9 % share of value of imports

Main importers:
- Bama
- ICA Norgesfrukt
- Coop
<table>
<thead>
<tr>
<th>Vegetables</th>
<th>Norwegian 2008</th>
<th>Imports 2008</th>
<th>Total 2008</th>
<th>% Share Norwegian Products 2008</th>
<th>Change in % from '07 to '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>rapid lettuce</td>
<td>554</td>
<td>0</td>
<td>554</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Swede</td>
<td>10 262</td>
<td>1 264</td>
<td>11 526</td>
<td>89%</td>
<td>2%</td>
</tr>
<tr>
<td>Brussel sprout</td>
<td>354</td>
<td>50</td>
<td>404</td>
<td>88%</td>
<td>3%</td>
</tr>
<tr>
<td>White cabbage</td>
<td>10 112</td>
<td>1 523</td>
<td>11 635</td>
<td>87%</td>
<td>0%</td>
</tr>
<tr>
<td>Carrot</td>
<td>26 477</td>
<td>6 603</td>
<td>33 080</td>
<td>80%</td>
<td>0%</td>
</tr>
<tr>
<td>Other lettuce</td>
<td>4 419</td>
<td>2 253</td>
<td>6 682</td>
<td>66%</td>
<td>3%</td>
</tr>
<tr>
<td>Cucumber</td>
<td>13 230</td>
<td>6 711</td>
<td>19 941</td>
<td>66%</td>
<td>-2%</td>
</tr>
<tr>
<td>Chinese cabbage</td>
<td>3 543</td>
<td>1 854</td>
<td>5 397</td>
<td>66%</td>
<td>3%</td>
</tr>
<tr>
<td>Onion</td>
<td>14 010</td>
<td>9 684</td>
<td>23 694</td>
<td>61%</td>
<td>-3%</td>
</tr>
<tr>
<td>Celery</td>
<td>630</td>
<td>488</td>
<td>1 118</td>
<td>57%</td>
<td>-8%</td>
</tr>
<tr>
<td>Leek</td>
<td>1 716</td>
<td>1 828</td>
<td>3 544</td>
<td>48%</td>
<td>1%</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>3 967</td>
<td>4 776</td>
<td>8 743</td>
<td>45%</td>
<td>1%</td>
</tr>
<tr>
<td>Iceberg lettuce</td>
<td>5 714</td>
<td>10 134</td>
<td>15 848</td>
<td>36%</td>
<td>-1%</td>
</tr>
<tr>
<td>Celertac</td>
<td>650</td>
<td>1 194</td>
<td>1 144</td>
<td>35%</td>
<td>2%</td>
</tr>
<tr>
<td>Tomato</td>
<td>9 311</td>
<td>23 627</td>
<td>32 938</td>
<td>28%</td>
<td>-2%</td>
</tr>
<tr>
<td>Broccoli</td>
<td>2 297</td>
<td>6 439</td>
<td>8 736</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Other fresh vegetables</td>
<td>2 495</td>
<td>9 232</td>
<td>11 727</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>White mushroom</td>
<td>856</td>
<td>4 623</td>
<td>5 779</td>
<td>16%</td>
<td>-3%</td>
</tr>
<tr>
<td>Other mushrooms</td>
<td>48</td>
<td>819</td>
<td>867</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Asparagus</td>
<td>47</td>
<td>1 321</td>
<td>1 368</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Sweet pepper</td>
<td>0</td>
<td>14 091</td>
<td>14 091</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Garlic</td>
<td>0</td>
<td>797</td>
<td>797</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sum vegetables</td>
<td>110 686</td>
<td>108 717</td>
<td>219 403</td>
<td>50%</td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Potatoes</th>
<th>Norwegian 2008</th>
<th>Imports 2008</th>
<th>Total 2008</th>
<th>% Share Norwegian Products 2008</th>
<th>Change in % from '07 to '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh potatoes</td>
<td>74 621</td>
<td>26 883</td>
<td>101 472</td>
<td>7.4%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fruits and Berries</th>
<th>Norwegian 2008</th>
<th>Imports 2008</th>
<th>Total 2008</th>
<th>% Share Norwegian Products 2008</th>
<th>Change in % from '07 to '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raspberry</td>
<td>552</td>
<td>201</td>
<td>753</td>
<td>73%</td>
<td>7%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>3 034</td>
<td>4 439</td>
<td>7 473</td>
<td>41%</td>
<td>-2%</td>
</tr>
<tr>
<td>Cherries</td>
<td>402</td>
<td>1 810</td>
<td>2 212</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>Plum</td>
<td>948</td>
<td>4 025</td>
<td>4 973</td>
<td>24%</td>
<td>1%</td>
</tr>
<tr>
<td>Apple</td>
<td>9 204</td>
<td>52 307</td>
<td>61 511</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Pear</td>
<td>236</td>
<td>24 844</td>
<td>25 080</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Orange</td>
<td>0</td>
<td>39 634</td>
<td>39 634</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Lemon</td>
<td>0</td>
<td>4 260</td>
<td>4 260</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Banana</td>
<td>0</td>
<td>83 539</td>
<td>83 539</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Pineapple</td>
<td>0</td>
<td>7 865</td>
<td>7 865</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Melon</td>
<td>0</td>
<td>23 960</td>
<td>23 960</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Kiwi</td>
<td>0</td>
<td>4 904</td>
<td>4 904</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Grapes</td>
<td>0</td>
<td>31 885</td>
<td>31 885</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Clementine</td>
<td>0</td>
<td>27 608</td>
<td>27 608</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Peach/nectarine</td>
<td>0</td>
<td>9 850</td>
<td>9 850</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>0</td>
<td>1 476</td>
<td>1 476</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Avocado</td>
<td>0</td>
<td>3 850</td>
<td>3 850</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other, including nuts</td>
<td>0</td>
<td>22 139</td>
<td>22 139</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sum fruits and berries</td>
<td>14 377</td>
<td>345 984</td>
<td>360 361</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Total share in tonnes of vegetables, potatoes, fruits and berries: 199 683
Imports: 481 552
Total: 681 235
Share: 299
Change: 0%
Textiles and clothing

- Total value of imports: 2.5 bill. USD (2008)
Main clothing retailers

Total market value: 4.7 bill USD excl. VAT (2006)
Sports equipment retail chains (2006)

- G-Sport: 26
- Sport 1: 16
- Intersport: 15
- Others: 12
- MIX Sport: 8
- XXL: 8
- Sport 25: 7
- Coop: 5
- Sportshuset: 3
Wine consumption (1000 litres)

- 2004: 57842
- 2005: 61022
- 2006: 63286
- 2007: 65874
- 2008: 68721
• Vinmonopolet has the exclusive right to retail wine, spirits and strong beer in Norway. (Similar system in Sweden, Iceland and Finland)

• The products are purchased from importers holding the required licence 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

• Approx. 270 new products are purchased per year.

• New products are launched every second month.

• South Africa will be the focus area for the period of July - August 2010!
Red wine sales 2007-2008 (1000 litres)
White wine sales 2007-2008 (1000 litres)
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

How to access the Norwegian market?

- Focus on consumer goods?
- Agricultural products?
- Appointing an agent?
- Direct deliveries?
Importer requirements

• Quality

• Health safety

• Traceability

• Reliability: Adherence to contracts and deadlines

• Ethical Trade / Corporate social responsibility

• Price
Sukkerter er årsak til diaré

Det er nå slutt fast at sukkerter fra Kenya er årsaka til at 1 i 12 personer er smitta av diarrésjukdomen dysenteri.


Fortsett billige billetter igjen! Fly til utlandet én vei fra 650,-
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, where ethical labelling is either not possible or advisable

- Normative principles and standards based on ILO & UN standards

- Ethical purchasing policy/Code of Conduct also includes principles of implementation and follow-up
The Ethical Trading Initiative: ETI-Norway

- Established in 2000 by: Coop, HSH, the Norwegian Confederation of Trade Unions and the Norwegian Church Aid

- Overall objective: Ensure that trade does not contravene human-and labour rights, development and environment

- Strategic objectives:
  - Strengthen the support for ethical trade issues
  - Supporting members in developing ethical trade practices
ETI-Norway member characteristics

- 113 members as of July 2009 (24 new members in 2009)
- Open to all organisations, public institutions and business sectors
- Mix of SME’s and strong brands such as: Varner, Norgesgruppen, Rema 1000, Helly Hansen, IKEA, KappAhl, ICA and the Norwegian Olympic Committee and Federation of Sports
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
The Federation of Norwegian Commercial and Service Enterprises (HSH)

- HSH is the principal organisation in Norway within the trade and service industry

- 13,000 member businesses and 174,000 employees

- In trade, HSH covers all sectors and sales activities, i.e. retailers, wholesalers, agents and importers within all sectors.

- Most Norwegian imports are dealt with by companies belonging to HSH

- Besides commercial interests, HSH has members such as voluntary organisations, private health and care institutions, museums, travel companies, accounting services, employment bureaux and other organisations
HSH - Department of International Trade Cooperation (DITC)

• Established according to an agreement between HSH and NORAD (Norwegian Agency for Development Cooperation)

• DICT provides:
  • Market information
  • Capacity building
  • Advice on market access
  • Company matchmaking

• Website: www.hsh-org.no

• Contact: Director, Ms. Ellen D. Gjeruldsen, e.d.gjeruldsen@hsh-org.no
Assistance to exporters

1. **HSH - Federation of Norwegian Commercial and Service Enterprises:**
   Contact: Executive Director, Mr. Thomas Angell: [thomas.angell@hsh-org.no](mailto:thomas.angell@hsh-org.no)

2. **Department of International Trade Cooperation:**
   Website: [http://www.hsh-org.no/eway/default.aspx?pid=274&trg=Main_5801&Main_5801=5822:0:10,1812:1:0:0::0:0](http://www.hsh-org.no/eway/default.aspx?pid=274&trg=Main_5801&Main_5801=5822:0:10,1812:1:0:0::0:0)
   Contact: Director, Ms. Ellen D. Gjeruldsen, [e.d.gjeruldsen@hsh-org.no](mailto:e.d.gjeruldsen@hsh-org.no)

3. **Norwegian Directorate of Customs and Excise**
   Contact: [tad@toll.no](mailto:tad@toll.no)

4. **Norwegian Ministry of Trade and Industry**
   Contact: [postmottak@nhd.dep.no](mailto:postmottak@nhd.dep.no)

5. **International Trade Centre (ITC):**
   Website: [http://www.intracen.org/](http://www.intracen.org/)
   ITC is the joint agency of the WTO and the UN working to help developing and transition countries achieve sustainable development through exports.
Thank you for your attention!

E-mail: hfr@nhd.dep.no