



Norwegian Ministry of Trade,  
Industry and Fisheries

# **How to export to EFTA countries - Norway**

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Bogotá, 4 December 2017

# Overview

- Norway in international trade
- Exports from Colombia to Norway
- Export opportunities in the Norwegian market
- Importer requirements
- Business culture
- Information for exporters to Norway

# Quick facts about Norway

- Area: 384 802 km<sup>2</sup>
- Population: 5,1 million
- Languages: Norwegian and Sami
- Capital city: Oslo
- GDP: 370 bill. USD (2016)
- GDP per capita: 80 349 USD (2014-2016)
- Currency: Norwegian Krone (NOK)
  - 1 USD = 8 NOK



# Norway's rank in international trade

## **Population and economy**

Population: Number 120 in world

Gross Domestic Product: Number 29 in the world

## **Trade in goods:**

0.56 % share of world total exports (no. 36)

0.45 % share of world total imports (no. 40)

## **Trade in services:**

0.76 % share of world total exports (no. 30)

1.0 % share of world total imports (no. 28)

# Norway's imports of goods (bill. USD)

HS	Product label	Value in 2016	% of total import
	Total value of imports	72	100
84	Machinery; mechanical appliances etc	10	14
87	Vehicles other than railway or tramway	8,6	12
85	Electrical machinery and equipment	6,5	9
73	Articles of iron or steel	3,1	4
89	Ships, boats and floating structures	3	4
94	Furniture, seats, bedding, lamps	2,8	4
27	Mineral fuels, mineral oils	2,6	3,5
90	Optical, measuring, medical instruments	2,6	3,5
39	Plastics and articles thereof	2,3	3

Source: International Trade Centre

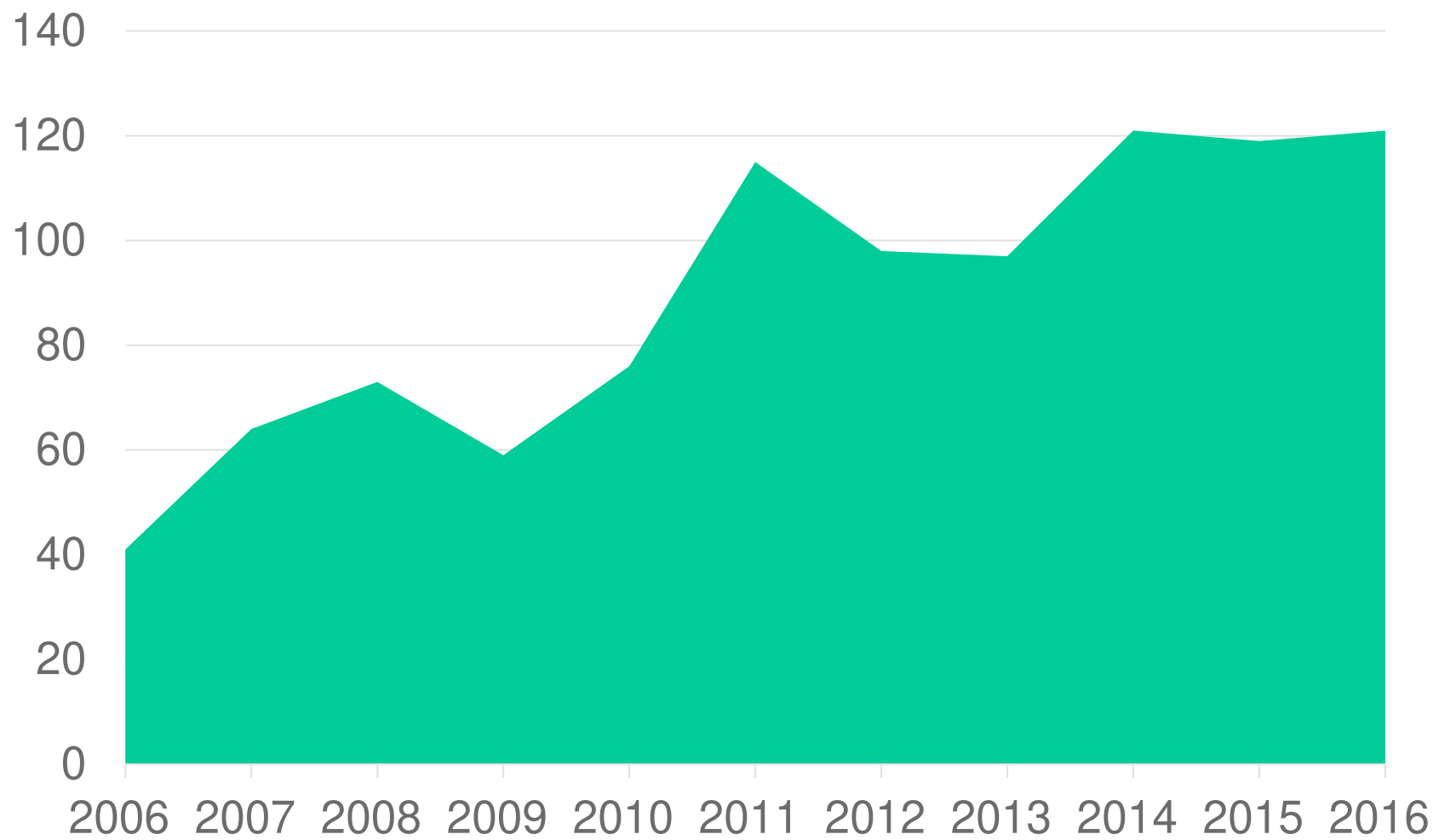
# Colombia – Norway Business Relations

- Strong increase in trade the last ten years
- Several large Norwegian investments in Colombia
- Colombian-Norwegian Chamber of Commerce in Oslo

# Colombia's exports to Norway (mill. USD)

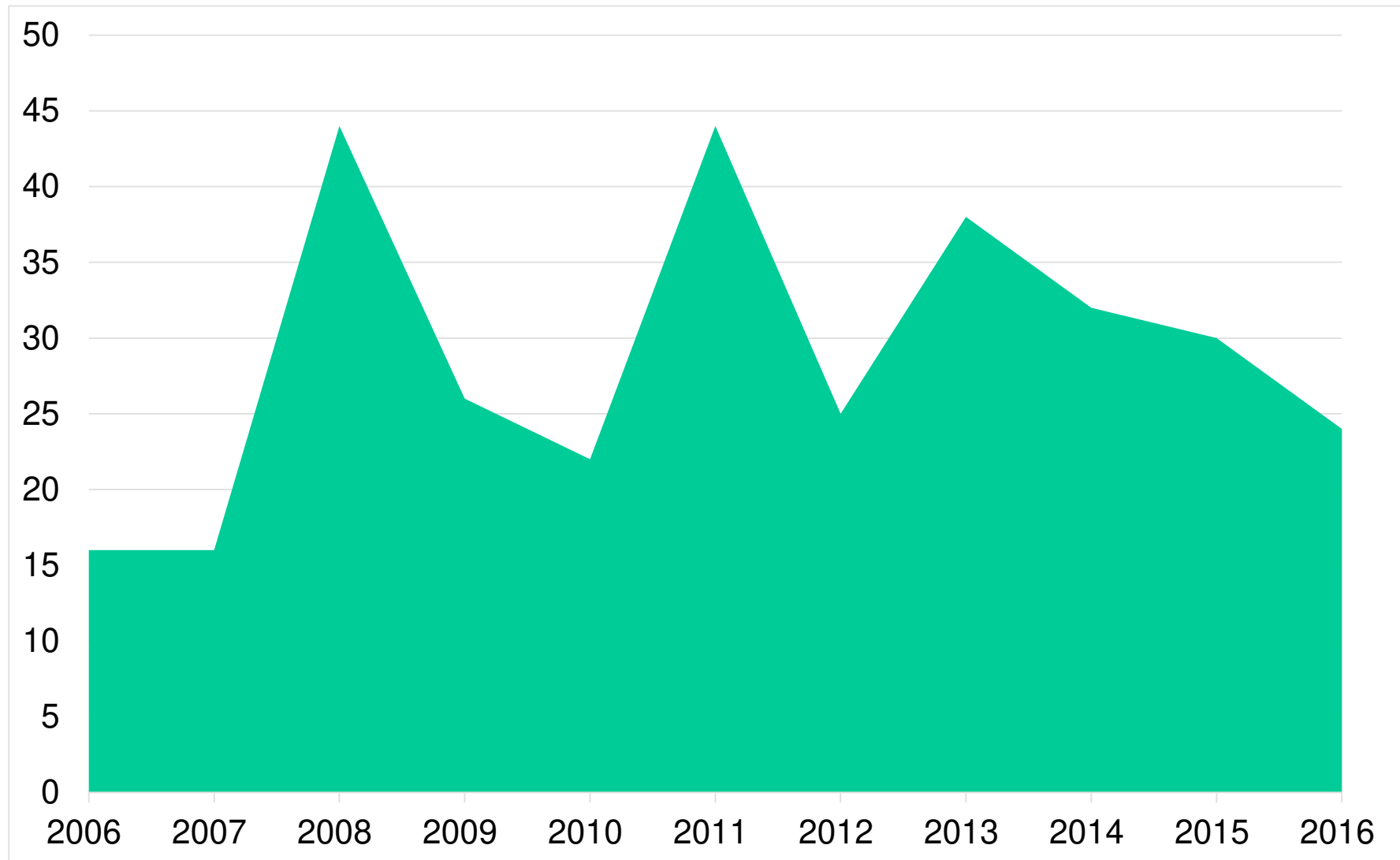
HS	Description	Value in 2014	Value in 2015	Value in 2016	% 2016
	Total exports	121	119	121	100
99	Special provisions	67	59	59	49
09	Coffee	37	43	35	29
27	Mineral fuels, oils	10	10	13	11
08	Edible fruits and nuts	3	4	9	7
06	Live trees, plants, cut flowers	1	1,2	0,9	1,4
73	Articles of iron and steel	0,02	0,1	0,5	0,4
84	Nuclear reactors, boilers, machinery	0,1	0,06	0,4	0,3
71	Natural or cultured pearls, precious stones	0,1	0,07	0,2	0,2

# Exports from Colombia to Norway (mill. USD)







# Exports from Norway to Colombia (mill USD)



# The Norwegian Customs Tariff: www.toll.no




Startpage > Norwegian Customs Tariff 2014 

## Tolltariffen

**Text/item:**  **Search**  
Search the Customs Tariff.

**Commodity code (8 digits):**  **Go**  
Here you may find tariff rates, fees and restrictions on selected commodity codes.

**Chapter/heading number (2 or 4 digits):**  **Go**  
Go to item descriptions and maximum tariff rates.



Norwegian English

**Norwegian Customs Tariff 2014**

- Information
- Abbreviations and symbols
- General Interpretative Rules
- Country and currency codes
- Sections and Chapters

**HS Explanatory Notes**

**Binding tariff information - TASS**

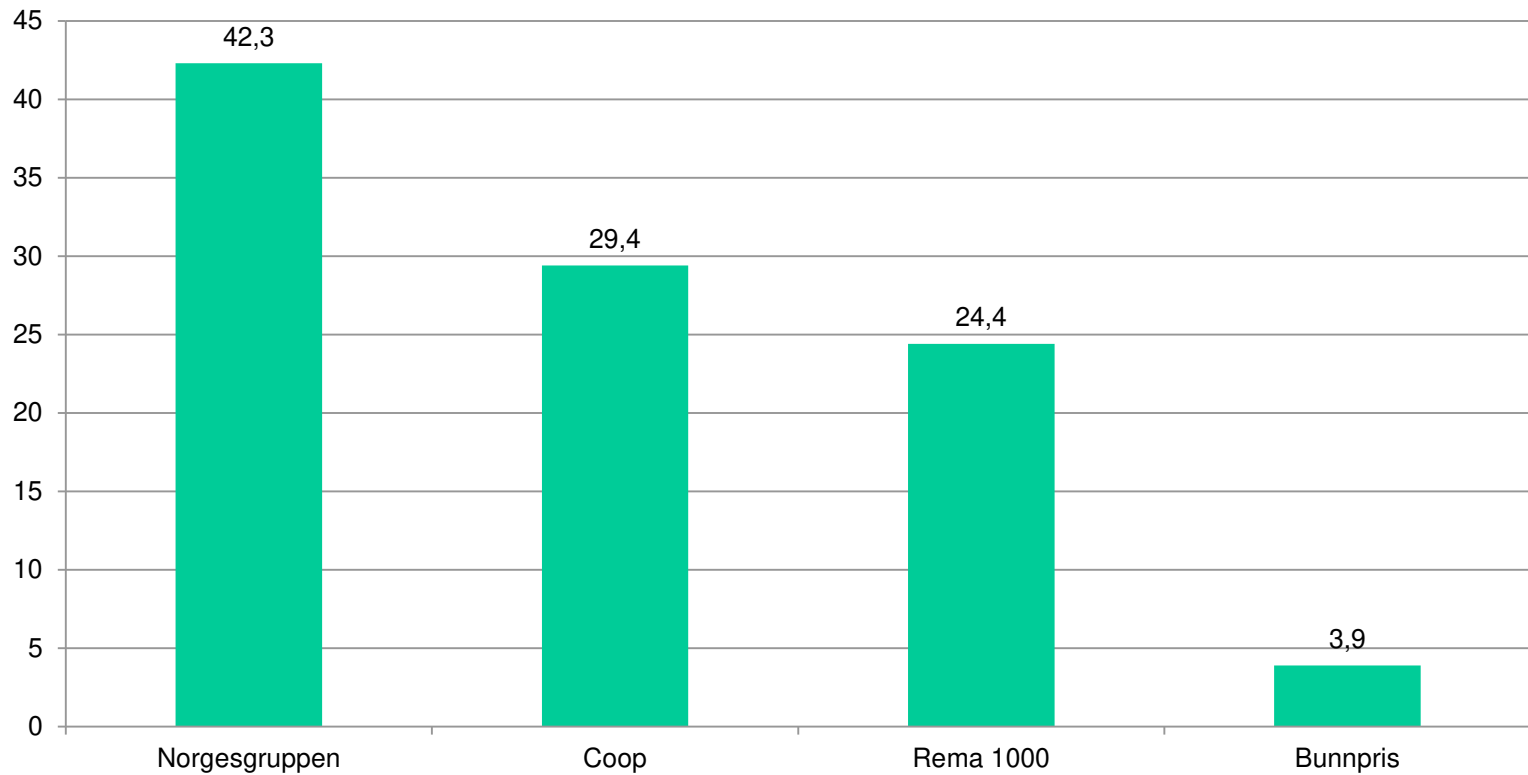
**Historical versions**

# The Norwegian Market – Export Opportunities

- Groceries
- Fruit and vegetables
- Organic food
- Wine and Spirits
- Textiles and clothing
- Footwear
- Sports equipment
- Furniture

# Groceries market

- Market value: 19 bill. USD excl. VAT (2015)



# Fruits and vegetables

- Total value of imports: 1 bill. USD (2016)
- High share of F&V consumption are imports:
  - 98 % of fruits
  - 48 % of vegetables
  - 69 % of berries
  - 38 % of potatoes
- Main importers:
  - Interfrukt
  - UNIL

# Organic Food

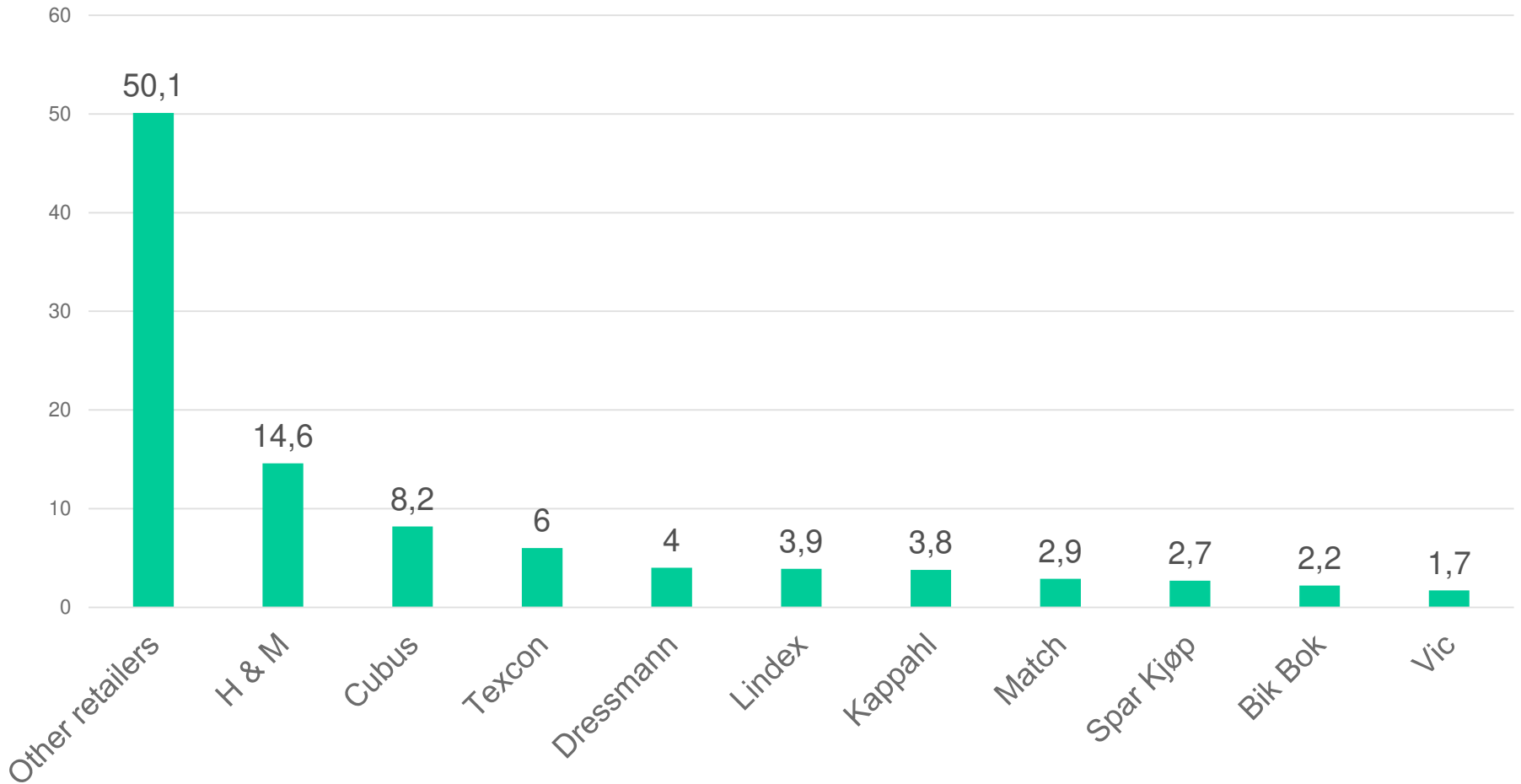
- Market value of 300 mill. USD (2016)
- 25 % increase from 2015
- 1,8 % market share in 2016
- Ambition to reach 15 % market share by 2020

# Wine and Spirits

- Vinmonopolet has the exclusive right to retail wine, spirits and strong beer in Norway.
- If you want to supply Vinmonopolet, you must be a wholesaler registered with the Directorate of Customs and Excise as liable for excise duty
- You can apply for a wholesale agreement with Vinmonopolet once you have been approved by the Directorate of Customs and Excise
- For more information: [www.vinmonopolet.no](http://www.vinmonopolet.no)
- **For information about importers:**
  - The Norwegian Wine & Spirit Suppliers (VBF).
  - Website: [www.vbf.no](http://www.vbf.no)

# Main clothing retailers

Market value: 3,9 bill USD (2016)

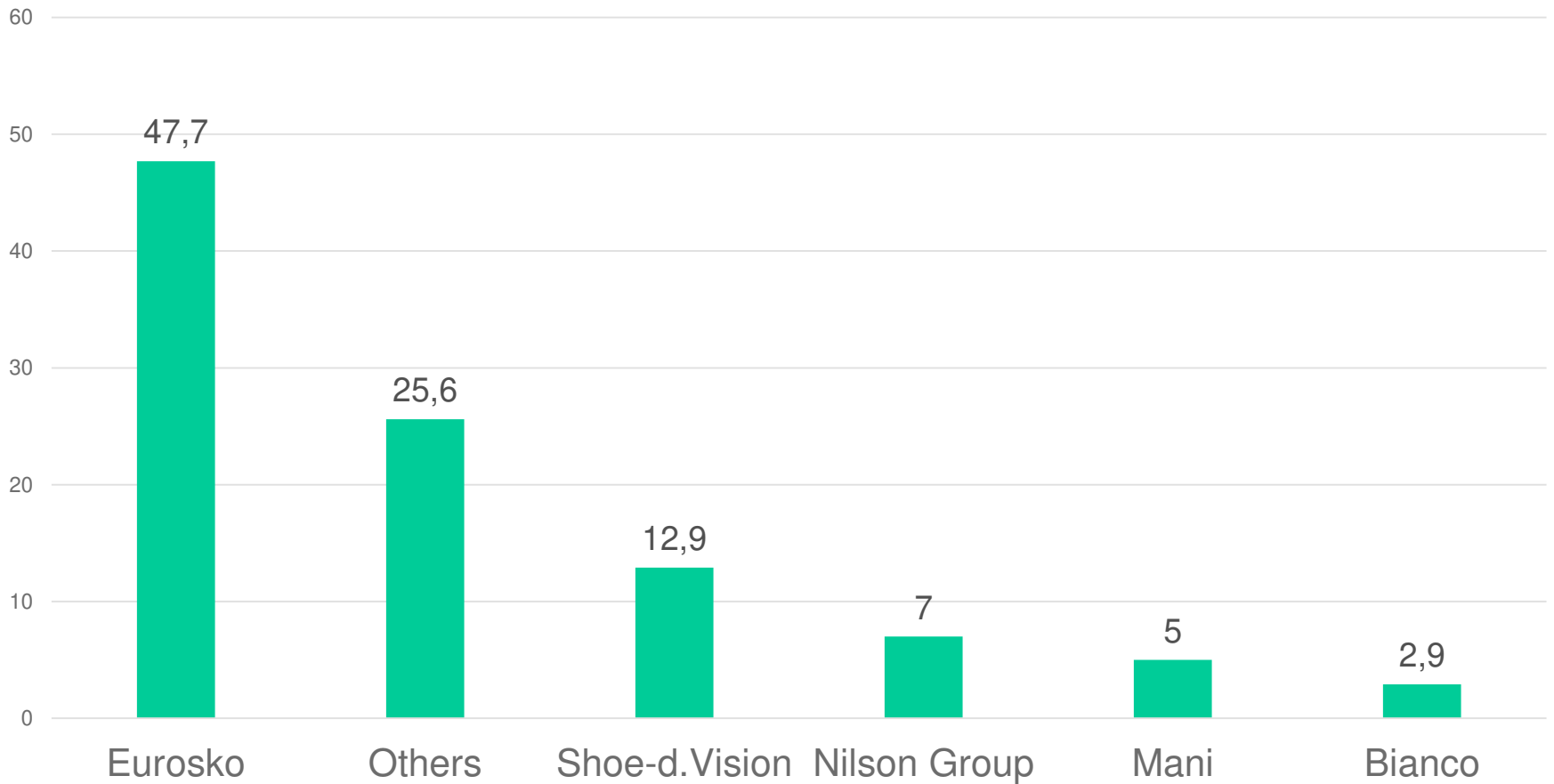


Source: Virke



# Footwear market

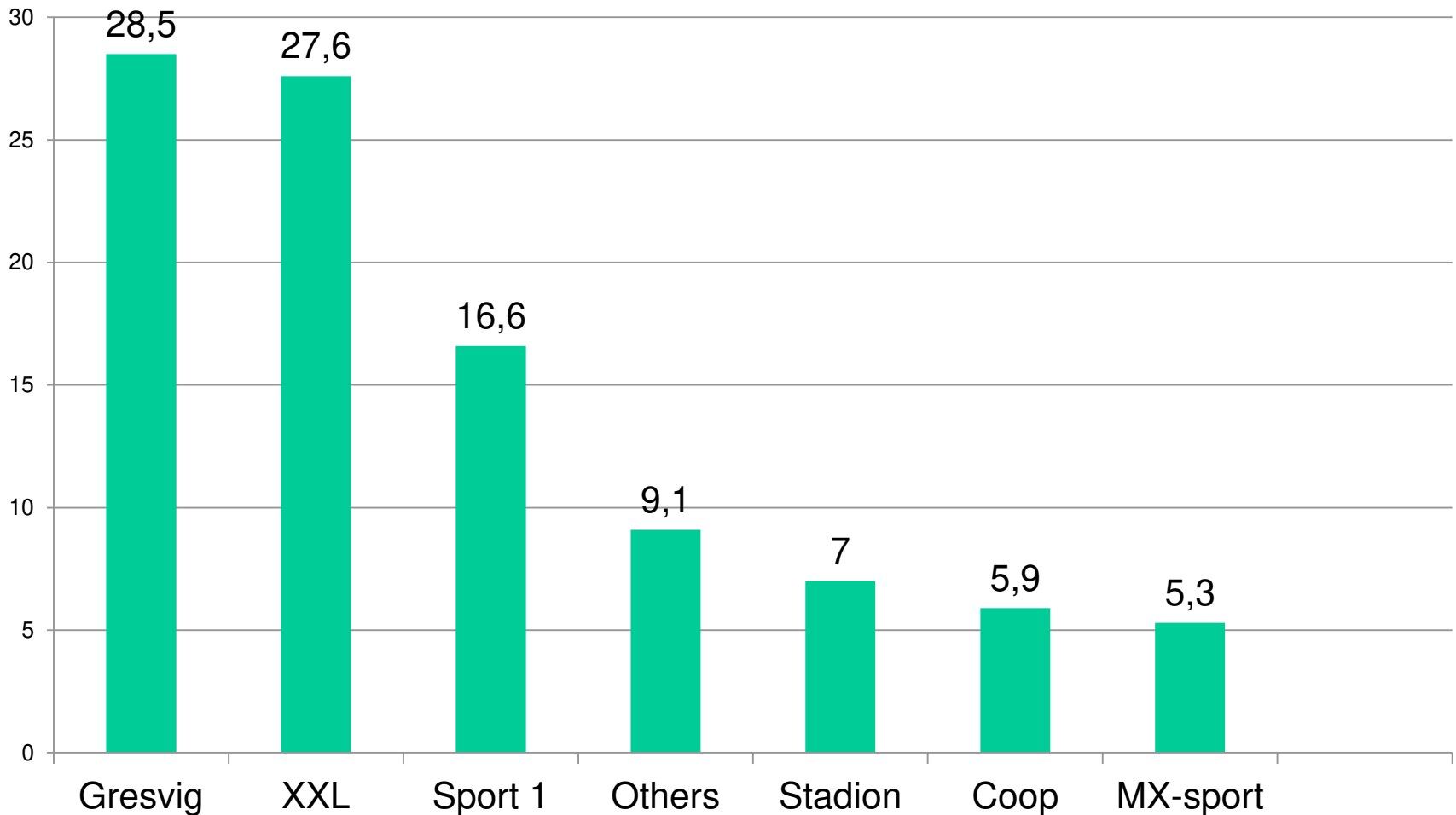
Market value: 520 mill. USD (2016)



Source: Virke

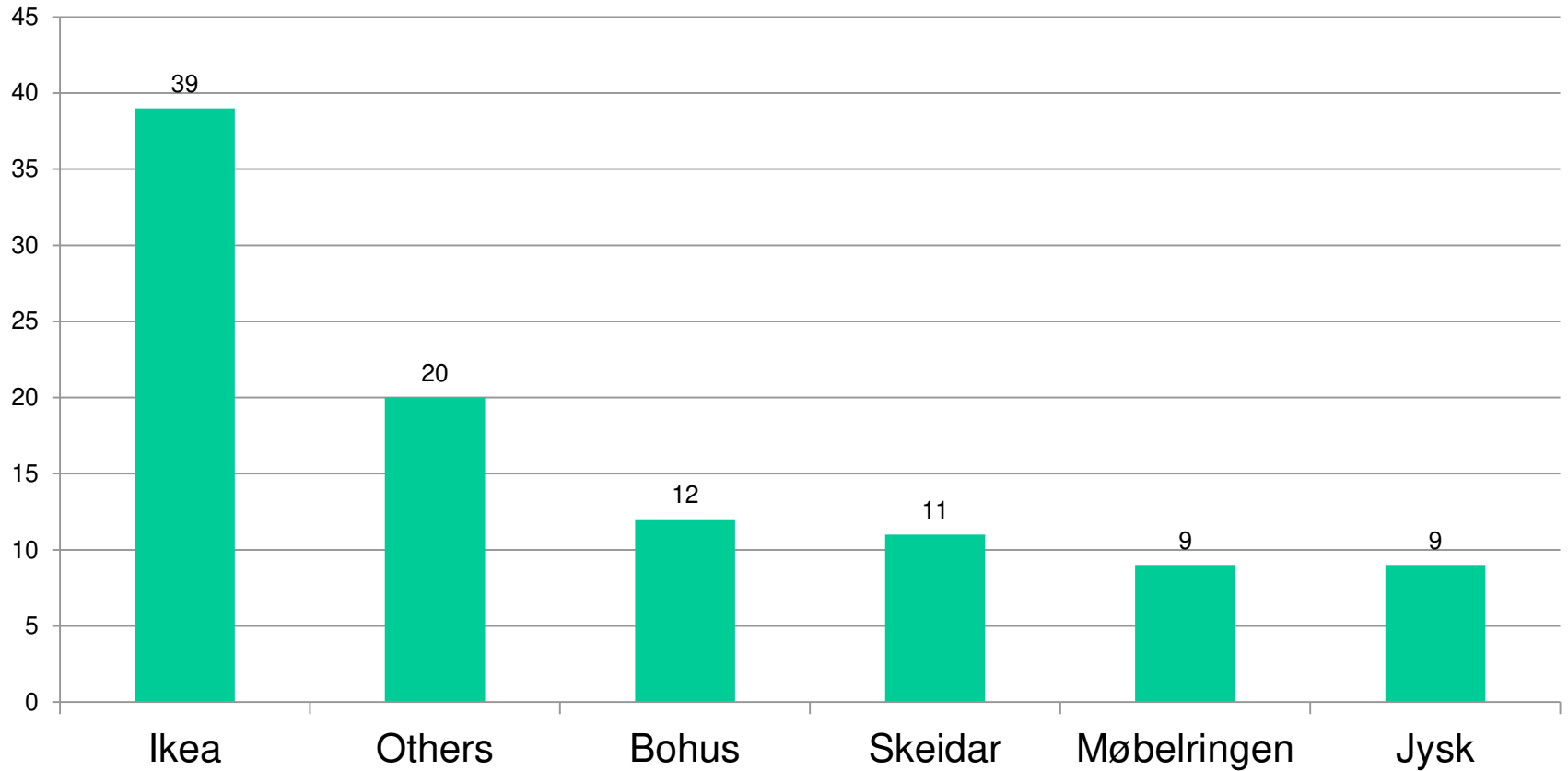
# Sports equipment market

Market value: 1,8 bill. USD (2016)



# Furniture market

Market value: 2,2 bill. USD (2016)



Source: Virke

# Importer requirements

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

# Standards and safety

Sukkererter årsak til diaré - NRK Trøndelag - NRK Nyheter - Windows Internet Explorer provided by Departementenes servicesenter

http://www.nrk.no/nyheter/distrikt/nrk\_trondelag/1.6630518

sukkererter fra kenya

DocuLive NOARK Sak WWW ... CIA - The World Factbook ... Focus on The external econ... NRK Sukkererter årsak til diaré ...

NRK TRØNDELAG

Valg09 **NY!**

Sport

RBK

Programmer

Trafikk

RSS

Nyhetsbrev **NY!**

Om NRK Trøndelag

Nettradio og -TV

NRK P1 Trøndelag

Midtlytt

Radionyheter

Radioprogram

Radiosendinger

VÆRET

I dag kl. 13:

Trondheim 15°

Steinkjer 16°

Lisingen 14°

Grong 16°

Hitra 15°

Oppdal 18°

Røros 16°

Langtidsvær for 500 stader i Noreg og Norden

DISTRIKT



## Sukkererter årsak til diaré



Det er nå slått fast at sukkererter frå Kenya er årsaka til at i alt 12 personar er smitta av diarésjukdomen dysenteri.

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Publisert 29.05.2009 10:44

Skriv ut    Del/tips

**LES**

Sukkererter trolig kilden

Importerte sukkererter frå Kenya er smittekjeld til alle dysenteritilfella i Noreg. Det bekreftar distriktsjef i matlilsynet Midt-Noreg , Bjørn Røthe Knudsen.

**NETT-TV TRØNDELAG**



NRK Nyheter

Espelund går



NYESTE BILDEGALLERIER

NRK NETT-TV

**SISTE: TRØNDELAG**

- Syklist til sykehus
- Frykt for masseoppsigelser
- Får ikke vite om feilmedisinering
- Leteaksjon i Meråker
- Fairytales på Mausund
- RBK fekk god motstand
- Lang kø på Lerkendal før cupkamp
- Skapte tre ulykker på få minutter
- Prica starter på topp
- Savnet mann var aldri i elva

**NRKNYHETER.NO**



> - Kan bli siktet for drap

Rekord i fornærmelser

- Det kommer til å gå bra

140 drept i sammenstøt i Kina

Finanskrisen truer norske lønninger

ANNONSE

Fortsatt billige billetter igjen!

Fly til utlandet én vei fra **650,-**

widerøe  
kort vei til langt vekk

Ukjent sone (Blandet) 100%

# Giftige leker selges ulovlig i Oslo



Disse lekene er blandt dem som er farlige.  
Foto: Klima og forurensningsdirektoratet



**Lekene skal være så giftige at det kan gi varige hjerneskader. Myndighetene advarer mot å kjøpe leker av gateselgere.**

GRETHE KIELLAND JENSSEN  
grethe.kielland.jenssen@nrk.no

Publisert 24.06.2010 06:23. Oppdatert 24.06.2010 08:18.

Kommentarer Skriv ut Del/tips

Totalt er fem containere med giftige leker fra Kina blitt avslørt i tollens i år, noe som tilsvarer rundt 40 000 leker.

Likevel finnes mange slike ulovlige leker til salgs i Oslo.



## Les

T-skjorter kan være helseskadelige

- Farlige barnevogner

# Responsible Business Conduct

- Important issue for Norwegian companies
- Key international standards
  - OECD Guidelines for Multinational Enterprises
  - The UN Guiding Principles on Business and Human Rights
  - UN Global Compact

# 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



# Useful information for exporters to Norway

- **Where can I find information about Norwegian exporters, products and suppliers?**
  - Norway Exports: [www.norwayexports.no](http://www.norwayexports.no)
- **How do I find out about trade fairs and exhibitions in Norway?**
  - Norway Trade Fairs: <http://www.messe.no/en/>
- **Where can I obtain information on how to establish a business in Norway?**
  - Altinn: <http://www.altinn.no/en>
- **How do I obtain information on Norwegian companies?**
  - The Brønnøysund Register Centre: <http://www.brreg.no/english/>
- **Where can I learn more about investing in Norway?**
  - Invest in Norway: <http://www.innovasjon Norge.no/en/start-page/invest-in-norway/>
- **Where can I find information about Norwegian commercial agents:**
  - Commercial Agents Scandinavia: <http://www.commercialagents-scandinavia.com/>

# Virke – The Enterprise Federation of Norway

- Virke organizes and represents over 20 000 Norwegian businesses with more than 225 000 employees in Norway.
- Virke covers industries such as trade, knowledge, technology, travel, service, healthcare, education, culture and voluntary work.
- Virke can be contacted for market information and company matching.

# Websites with more information

## **1. Virke – The Enterprise Federation of Norway**

Website: <http://www.virke.no>

## **2. Norwegian Directorate of Customs and Excise**

Website: <http://www.toll.no/>

## **3. Oslo Chamber of Commerce**

Website: [www.chamber.no](http://www.chamber.no)

## **4. International Trade Centre (ITC)**

Website: <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.

## **5. Invest in Norway**

Website: <http://www.innovasjon Norge.no/en/start-page/invest-in-norway/>

Invest in Norway is the Norwegian Government's investment promotion agency

## **6. Colombian-Norwegian Chamber of Commerce**

[www.colombia-norway.com](http://www.colombia-norway.com)



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**Thank you for your attention**