



**NORWAY UPDATE NO. 35/2011**

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### **More foreign investments in Norway**

Foreign investors are buying up Norwegian shares and national debt in an effort to take advantage of the Norwegian krone which is very strong at present.

Up until Tuesday the Swiss franc was preferred, but since then the Norwegian krone has become more favoured, NRK reports.

- We have hardly ever seen such interest in the Norwegian currency, says Ole Håkon EeK-Nielsen of Nordea Markets to the financial newspaper Dagens Næringsliv.

However, a strong Norwegian krone is bad news for the Norwegian export industry, since it makes Norwegian export goods more expensive.

(Source: *The Norway Post*) 9.9.11

URL: <http://www.norwaypost.no/general-business/more-foreign-investments-in-norway-25691.html>

### **Hydro expanding in China**

Norwegian aluminum producer Hydro is breaking ground for a new extrusion press in Suzhou to help satisfy the growing local demand of high-value extruded aluminium products and solutions.

Hydro expects to have around 600 employees in Suzhou when the new presses are brought into full production, which would make the site one of its larger extrusion-based locations in the world.

Hydro's NOK 315 million investment covers two new extrusion presses, including installation, building and construction, and auxiliary equipment. One of the new lines will be dedicated to heat transfer components and systems, while the other will be directed toward industrial customers who require added value services such as fabrication – the higher-end building and construction segment is an example.

Hydro is hosting a formal ground-breaking ceremony, fireworks included, for its new extrusion facility on September 16. "The numbers 6 and 9 – for the month – are 'lucky' numbers in Chinese culture, because they sound similar to words with positive meanings," says Bruno Frederix. "We want luck on our side."

Frederix is responsible for the investment project for the general extrusion part of the investment project, and he will later become managing director for the operation. "We want to extrude our first billet in August 2012 – one month ahead of schedule," he says.

The other extrusion press, which will start production some months earlier, will be part of the existing precision tubing operation. This plant, which opened in May 2005, delivers heat transfer components and systems to the automotive industry and for other non-automotive applications, like refrigeration and residential air conditioning systems.

(Source: *The Norway Post*) 8.9.11

URL: <http://www.norwaypost.no/general-business/hydro-expanding-in-china-25687.html>

### **Strong Growth in Cloud Computing in Norway**

Use of cloud computing in Norway has more than doubled over the last year. More than 35% of public sector bodies and private sector companies now use 'Software as a service' (SaaS), as compared to just 14% this time last year. These findings come from the 'IT in Practice' survey carried out by Rambøll in collaboration with EDB ErgoGroup.

"The last 12 months have seen growth that has outstripped many people's expectation by a surprisingly wide margin. Even so, there are still many barriers and challenges that have so far prevented the majority of users from taking advantage of cloud computing", comments Terje Mjøs, CEO of EDB ErgoGroup. He goes on to identify control over the user's own data and integration as the main issues when private sector companies and public sector organisations first consider using cloud computing. "The way the authorities go about regulating the cloud arena, including issues such as information security, will play an important



role in setting the parameters by which we operate as a supplier", explains Terje Mjøs, who mentions that recent developments in Denmark, where the Council for Greater IT Security has advised the public sector against using cloud computing, have also sparked a debate in Norway.

#### ***Software has the lowest threshold for cloud computing***

Software as a service (SaaS) is the most used aspect of cloud computing, while platform as a service (PaaS) and infrastructure as a service (IaaS) are only used to a lesser extent. 14% of respondents said that they were using PaaS, while 13% were using IaaS. "The threshold for using software as a service is significantly lower because this can be used on a stand-alone basis or be restricted to particular areas of service. It takes a very high level of technological maturity combined with a comprehensive and well thought through outsourcing strategy before an organisation is ready to use cloud computing for major parts of its platforms and infrastructure", explains Terje Mjøs.

#### ***Highest usage levels in the private sector***

The highest levels of usage for cloud computing are seen in the private sector, but usage in the public sector is also growing strongly. 33% of the public sector organisations in the survey reported using software as a service, up from just 11% a year ago. Private sector usage showed an increase from 17% last year to 38% this year. 14% of public sector respondents and 19% of private-sector respondents said that they intended to start using software as a service over the course of the next three years.

"In order for growth to continue at the pace we have seen over the last year, it is essential that the IT industry succeeds in creating greater confidence in the technology, and is able to demonstrate successful examples of cloud-based deliveries", says Terje Mjøs, who adds: "An important factor for success in the Norwegian market will be for suppliers to operate the cloud locally so that customers' data remains in Norway. At the same time, a well-documented history of expertise in secure and reliable data storage will be key to winning customers' trust".

#### ***Storms in the cloud and the role of the IT consultant as the weather forecaster***

Maintaining control over data and security to prevent data being compromised by third parties represent an important challenge for suppliers of cloud computing. 91% of public sector respondents and 83% of private-sector respondents identified this as the most important factor in deciding whether to use cloud computing. "Suppliers of cloud computing must be able to reassure their customers that the supplier has the expertise needed to use software and virtualisation to establish watertight walls between different businesses in the cloud, and that the supplier can implement user management and access control that is 100% reliable. Users want to be reassured that cloud computing is secure and reliable. Storms in the cloud will keep users indoors, where they are today", explains Terje Mjøs, who adds: "Many customers will need extensive assistance to position themselves in a cloud computing world, and this means that IT consultants will increasingly become a kind of IT weather forecaster. This is something that we call 'Cloud Consulting', and we see this area becoming ever more important as time goes on".

#### ***More about cloud computing***

Cloud computing has emerged as a new trend for delivery of IT services over recent years. "Cloud computing refers to hosting everything from data processing and data storage through to software on servers in external server parks linked to the internet. Server parks used for cloud computing are designed to be dynamically scalable to respond to changing capacity demand, and users are normally charged on the basis of actual use" (translation from Wikipedia Norway).

#### ***The concept of cloud computing includes:***

Cloud Software as a Service (SaaS) - applications that are hosted on cloud infrastructure and accessed by users from a thin client (for example an internet browser)

Cloud Platform as a Service (PaaS) - a platform for the development, hosting and operation of applications that is implemented on a cloud infrastructure

Cloud Infrastructure as a Service (IaaS) - scalable infrastructure (computing power, data storage, and networks) provided on demand for the installation and operation of the customer's own applications.

#### ***More about the IT in Practice report***



IT in Practice 2011 is based on a questionnaire survey of the 500 largest private sector companies and public sector bodies in Norway. The survey was carried out by Rambøll Management Consulting in collaboration with EDB ErgoGroup, the largest IT services company in Norway.

(Source: *The Norway Post*) 7.9.11

URL: [http://www.nortrade.com/index.php?cmd=show\\_news&id=4697](http://www.nortrade.com/index.php?cmd=show_news&id=4697)

### **Air Travel: SAS most punctual**

Scandinavian Airlines (SAS) set a punctuality record last month and thereby became the world's most punctual airline for the second month in a row, according to Flightstats.

In August, 93.84% of all SAS flights arrived on time, the highest rate of all within the "major airlines" category, which comprise airlines of more than 30,000 departures a year.

"SAS continues to uphold our brand promise that we take care of our customers' time. We are extremely proud of this record, which contributes to our continuous position as Europe's most punctual airline. It is also an important factor to why our customer satisfaction is the highest in 11 years," says Rickard Gustafson, CEO.

The punctuality of all European airlines was 81.2% for August. All statistics are provided by the independent Flightstats.

(Source: *The Norway Post*) 6.9.11

URL: <http://www.norwaypost.no/general-business/air-travel-sas-most-punctual-25680.html>

### **Tandberg Data Announces New Nordics Service Partner and Appoints Sales Veteran to Drive Growth In The Region**

Tandberg Data, the global supplier of data protection solutions, announced today that it has formed a partnership with a new pan Nordic service partner to enhance its after sales service capability and has also appointed an experienced channel sales veteran to escalate reseller growth in the Nordics Region. Tandberg Data has formed a partnership with NEISA Nordic AB, an alliance of high quality Nordic service organisations, dedicated to delivering excellent customer service. With this new agreement, Tandberg Data customers enjoy access to a network of service partners and locations across the region, all of whom have been delivering IT service for 25 years or more to a variety of blue-chip IT organisations.

Tandberg Data's customers in the Nordics receive toll-free access to its service provider – even from mobile phones – by calling a single number: 00800 TANDBERG (82632374).\*

"For more than 30 years, Tandberg Data has provided the Nordics with reliable data storage products and services," said Graham Paterson, senior vice president of EMEA. "This announcement reaffirms the company's commitment to provide the Nordics with after-sales service that is second to none."

In addition, Tandberg Data has appointed Nordics sales veteran Ingrid Westerholm-Drew as its new sales manager for the Nordics. With more than 20 years of experience working for IBM's HDD Division, Hitachi GST and TechData Sweden, Westerholm-Drew is responsible for developing the Nordics channel and overseeing partner relationships in the region. "With her excellent track record, Ingrid will be a tremendous contributor to sales in the Nordics," said Paterson. "She brings a strong knowledge of the region and we look forward to the many long-term business relationships she will cultivate."

#### ***New SecureService™ Offerings***

The refreshed service programme, called SecureService™, adds value to Tandberg Data customers by providing an assortment of customized service choices as well as access to a new online portal that allows customers to easily register, activate and upgrade support and warranty offerings for their Tandberg Data products. Customers who purchase Tandberg Data solutions are encouraged to register online within 60 days of purchase to receive Advanced Replacement Service (ARS) or one-year next business day onsite service at [www.tandbergdata.com/login](http://www.tandbergdata.com/login).

Other features of the new SecureService programme include:



- First-year next business day onsite service performed by experienced engineers and included with all tape automation products as standard
- Trained technical support teams who can diagnose issues remotely
- Advanced Replacement Service that can ship units or spare parts from global hubs within 48 hours, depending on product
- Access to the new online portal for easy registration, activation, product management and Notification
- Optional five days a week, 9 hours a day or seven days a week, 24 hours a day service
- Optional out-of-warranty repair or single instance onsite service

“Tandberg Data understands that business continuity is essential for customer success. Our new technical support and service options provide customers with the highest level of technical support by telephone, web or site visit,” said Paterson. “All of our automation and data protection solutions come with a one-year onsite service provision and the option to buy additional service uplifts for further peace of mind.”

The benefits of the new registration portal include:

- Simple one-time registration
- A single account for all registered products
- Driver and product updates
- Registration by end user, reseller or distributor

(Source: Nortrade) 6.9.11

URL: [http://www.nortrade.com/index.php?cmd=show\\_news&id=4696](http://www.nortrade.com/index.php?cmd=show_news&id=4696)

### **Norwegian seafood export down**

Norway exported seafood worth NOK 3.5 billion in August, down NOK 120 million from the same month last year. The reason is lower prices for fresh salmon on the world markets.

- The value of the salmon export has dropped for the third month running. The reason is less demand for fresh salmon, and increasing competition, in particular from Chile, says market analyst Paul Aandahl from the Export Council for Fish.

The export of salmon in August was worth NOK 2.1 billion, a drop of NOK 312 million, or 13 per cent from the same month last year.

At the same time, the amount of salmon exported to the EU nations in August, increased by 15 per cent from August last year, particularly to Finland, France and Denmark.

There has also been a volume increase in the export to Eastern Europe and Asia, but with lower prices, the value result is down.

(Source: The Norway Post) 6.9.11

URL: <http://www.norwaypost.no/fisheries-and-fish-farming/norwegian-seafood-export-down-25678.html>

### **Oil&Gas: Development plans for the Jette Field**

The Ministry of Petroleum and Energy has received plans for the development and operations (PDO) for the Jette oil and gas field in the North Sea, west of Stavanger.

The Jette field is an example of small fields with fast execution that are tie-ins to existing fields. These projects are important in order to develop and exploit the resources on the continental shelf in an effective manner, says Minister of Petroleum and Energy, Mr Ola Borten Moe.

The operator Det Norske expects the oil recovery to be around 14 millions barrels of oil equivalents. Investments are expected to be around NOK2.5 billion.

- As the Norwegian continental shelf is becoming more mature, we need to develop also the small fields in a satisfactory manner. I am happy to note that companies achieve profitability in projects like Jette. Now, we are going to start the processing of the development plan, says Minister of Petroleum and Energy, Mr Ola Borten Moe.



Jette is an oil field in the North Sea west of Stavanger, about 6 kilometres south of Jotun. Jette was discovered 2009 and will be tied in to existing infrastructure to Jotun that have spare process capacity. The first oil from Jette is expected to be produced in Q1 2013.

(Source: *The Norway Post*) 6.9.11

URL: <http://www.norwaypost.no/oil-gas/shipping/oilagas-development-plans-for-the-jette-field-25679.html>

### New Munch Museum loses support



Oslo's conservative city government coalition was split after one of its members, the Progress Party, backed out of an earlier political agreement to support construction of a new Munch Museum at Bjørvika in Oslo. The new museum was initially proposed to house the collections of the existing Munch and Stenersen museums.

The decision at an extraordinary meeting of the local chapter of the Progress Party (*Fremskrittspartiet, Frp*) halts progress on plans by the city government (*bystyret*) to consolidate the Munch and Stenersen collections and move the Munch Museum from its currently cramped and outdated quarters in Oslo's Tøyen district. It means there no longer is a political majority within the city to build the new museum next to the Opera House on the waterfront at Bjørvika.

For the past several years, the plan has been to move the Munch and Stenersen museums to a new, high-rise building at Bjørvika called *Lambda*. The building's design, however, has been controversial since it was first proposed and also after it won an architectural competition. Now the Progress Party believes it's simply too expensive as well.

"There has been growing opposition within Frp to the new building," Christian Tybring-Gjedde, leader of Oslo Frp, told newspaper *Aftenposten*. "We don't think (the design) is suited for Munch or for Bjørvika." He also thinks its construction would cost up to NOK 4 billion.

He and other party colleagues have proposed moving the Munch Museum into the historic National Gallery downtown, which is due to be vacated in a move to another new building behind the Nobel Peace Center at Vika. "We already have the National Gallery, a large building which was built for art from (Munch's) time, and which (state historic preservation agency) *Riksantikvaren* believes should be preserved," Tybring-Gjedde said. "Even if we renovate the National Gallery and add on to it, we can save at least NOK 2 billion of Oslo's scarce resources."

The Labour Party, meanwhile, wants to keep the Munch Museum at Tøyen and build new facilities for it there. Alternative locations have been proposed as well.

Oslo Frp's decision on Monday not only sparked criticism from Frp's political partners in the city government but disagreement from the party's own representative, Sverre Kristiansen, as well. He criticized the way the issue had been handled, but conceded that he and party colleagues must follow their party's board decision.

Members of the Conservative Party, which shares city government power with Frp, accused Frp of breaking its agreement as did representatives for the Liberal Party (*Venstre*), who claimed Frp's action proved "it can't be relied upon."

With municipal elections set for September 12, Kristiansen has said the newly elected city government should make the decision on a new Munch Museum. Staff at the existing museum continues to make the best out of its current quarters and just opened a [new exhibition of Munch's work](#) leading up to his murals inside the University of Oslo's Aula. The museum has also launched a new cooperation with the university on research into Munch's life and art.

(Source: *Views and News from Norway/Nina Berglund*) 6.9.11

URL: <http://www.norwaypost.no/oil-gas/shipping/oilagas-development-plans-for-the-jette-field-25679.html>