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U.S. Country Commercial Guides

Norway

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U.S. Department of Commerce | International Trade Administration

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Doing Business in Norway

Market Overview

The Nordic Region

The four main Nordics - Denmark, Finland, Norway and Sweden – are advanced, high income and highly connected countries. While each country has its own unique market and characteristics, there are certain synergies that tie these highly innovative marketplaces together.

With an aggregate Gross Domestic Product (GDP) of USD 1.5 trillion and combined population of 26 million people, the Nordics are of genuine interest to a number of U.S. companies with leading and advanced products, technologies and services.

Norway

- The Covid-19 pandemic has had a significant impact on the Norwegian economy in 2020, although the number of confirmed cases in country has stayed relatively low. Norway has administered 2.2 million tests and has had 35,000 positive Covid-19 cases reported as of the end of November, with 330 people confirmed dead. Norway's population is 5.3 million.

- According to the Government of Norway, the pandemic has caused the most severe setback in the Norwegian economy since World War II. Norway's GDP fell by 6.3% in Q2, 2020 and GDP is expected to be 3.1% lower for 2020 compared to 2019. Unemployment is falling but remains relatively high at 5.2%. The key policy interest rate is at zero.

- The pandemic will continue to impact Norway's economy through into 2021 and will naturally also impact the program and activities of the U.S. Commercial Service and the U.S. Embassy in Oslo, Norway.
- Norway is a modern, energy-rich country.
- Norway is considered one of the world's wealthiest countries with a GDP per capita based on purchasing power parities (PPP) exceeding USD 72,000. Incomes are also more evenly distributed, making every person a consumer.
- Norway's external financial position is very strong from a global perspective and the country has an important stake in promoting a liberal environment for foreign trade.
- The country is richly endowed with natural resources - petroleum, hydropower, fish, forests, and minerals - and is highly dependent on the petroleum sector.
- Norway is the world's 3rd largest exporter of natural gas and 13th largest exporter of crude oil. Its large merchant shipping fleet is one of the most modern among maritime nations and ranked the 5th largest by value. Other major industries, such as offshore shipping, shipbuilding, fishing and fish farming, information technology, pulp and paper products, and light metals processing have prospered as well.
- The Norwegian economy features a combination of free market activity and government intervention. The government controls key areas, such as the vital petroleum sector, and the government maintains control over a number of large-scale state enterprises - some of them fully owned, and some publicly traded, but where the government has controlling interests.
- Norway is located in Northern Europe and is a part of the Scandinavian Peninsula. Jan Mayen and the Arctic archipelago of Svalbard are also part of Norwegian territory.

- The majority of the country shares a border to the east with Sweden; its northernmost region is bordered by Finland to the south and Russia to the east; and Denmark lies south of its southern tip across the Skagerrak Strait. Norway's extensive coastline is facing the North Atlantic Ocean and the Barents Sea.
- With its population covering 323,802 square kilometers, Norway is one of the most sparsely populated countries in Europe. It is a narrow and mountainous country nearly 1,600 miles long with a jagged coastline ten times its length.
- Norway is a vibrant, stable democracy.
- The majority of Norwegians are fluent in English and many have very close cultural and family ties to the United States.
- Norwegian business ethics are similar to those of the United States.
- Norway is not a member of the European Union (EU) but is linked to the EU through the European Economic Area (EEA) agreement. By virtue of the EEA, Norway is practically part of the EU's single market, except in fisheries and agriculture.
- Norway is part of the Schengen Agreement, which guarantees free movement of persons and the absence of internal border control between 22 of the 27 EU Member States, as well as Norway, Iceland, Switzerland and Liechtenstein. Passport controls between Schengen countries have been reintroduced in 2017.

Market Challenges

The overall economic and trade relationship is strong, and Norway's import climate is generally open and receptive to U.S. products and investments, although the agriculture sector is well protected through trade barriers. For information on existing trade barriers (please see Leading Sector for U.S. Export to learn more about the agriculture sector), use the link to the National Trade Estimate Report on Foreign Trade Barriers, published by the United States Trade Representative (USTR) (2020).

The domestic market is small, but the country can serve as an attractive base for business operations in the Nordic, Baltic, and/or Western Russian markets. Norway adheres to European Union sanctions against Russia, including those with an economic focus.

Market Opportunities

U.S. companies have excellent opportunities to capture a significant share of new contract awards in Norway's offshore oil and gas, renewable energy, information technologies, shipping and maritime, defense and aerospace, healthcare, travel and tourism, and consumer goods sectors.

Market Entry Strategy

U.S. exporters seeking general export information and assistance or country-specific commercial information should consult with their nearest U.S. Export Assistance Center or the U.S. Department of Commerce's website https://www.trade.gov/

Information about services offered by the U.S. Commercial Service in Oslo can be found at https://no.usembassy.gov/business/ or https://www.trade.gov/

The offices of the U.S. Commercial Service in Norway, Sweden, Denmark, and Finland offer a unique opportunity to companies that want to enter the Nordic Market in the form of Nordic Services. The offices have packaged simple, affordable one-stop services to gain access to Norway, Denmark, Sweden, and Finland with one point of contact and one effective, positive result. Information about these Nordic Services can also be found at https://www.trade.gov/

Leading Sectors for U.S. Exports and Investment

Offshore Energy - Oil, Gas and Renewables

The petroleum sector continues to be a key driver for the Norwegian economy. It is the country's single largest industry. The sector accounts for 10% of GDP, 20% of total investments, 10% of state revenues, and 31% of total exports (not including the service and supply industry). Norway is the world´s 3rd largest exporter of natural gas, and the 13th largest exporter of oil. Indirectly, the petroleum sector contributes around 200,000 jobs throughout Norway. Norway's oil and liquids production peaked in 2001 at 3.4 million barrels per day (bpd) and has declined to the current level of around 2 million bpd. Production is expected increase again when Phase 2 of the large, new Johann Sverdrup field comes on stream in 2022 (Phase 1 came on stream in October 2019).

Despite the cyclical nature of this sector, downturns in oil and gas prices and high-cost constraints that have emerged over the recent years, the overall mood in Norway's petroleum industry remains cautiously optimistic. The Norwegian oil and gas industry sector is global in nature.

Although the Norwegian continental shelf (NCS) is maturing as an offshore oil and gas play, Norway has had several significant discoveries in the past few years, including the giant Johan Sverdrup field. There are currently about 95 discoveries that could be, or are being, considered for development.

There are two kinds of licensing rounds on the NCS, the numbered licensing rounds and the Awards in predefined Areas (APA). The numbered licensing rounds are normally held every other year and include frontier parts of the NCS. APA rounds are announced every year and comprise the mature parts of the NCS, with better known geology and more developed infrastructure. Companies that want to become an operator or licensee on the NCS must be pre-qualified.

In June 2020, the Norwegian Ministry of Petroleum and Energy announced a new licensing round for APA 2020. The Ministry's objective is to award new production licenses in the announced areas at the beginning of 2021. More information on the APA 2020 announcement can be found on the Norwegian Petroleum Directorate's website: APA 2020

In June 2020, the Norwegian Ministry of Petroleum and Energy proposed announcing nine area in the 25th licensing round in frontier areas on the NCS. The proposal was submitted for public consultation. More information can be found on the Norwegian Petroleum Directorate's website on the 25th licensing round. In June 2017, the Norwegian Ministry of Petroleum and Energy announced the 24th licensing round. In June 2018, the Ministry awarded 12 new licenses in 47 blocks on the NCS. Nine of the licenses were located in the Barents Sea, while three were located in the Norwegian Sea. Eleven companies were offered participating interest and six of them operatorships. The licenses are awarded on the condition that the companies commit themselves to a work program for the coming exploration activity.

Resource accounts with estimates of both produced and remaining resources show that there are 8.1 billion standard cubic meters (scm) of oil equivalents (oe) left to be produced on the NCS. During its 50 years of production, Norway has depleted about 7.6 billion scm oe – or 48% of its total resources.

The vast majority of Norway's gas exports are destined for Europe. Norwegian gas accounts for about 20% of total European gas consumption. Norway supplies almost 40% of the UK's gas consumption, and Norway also provides substantial amounts of gas to Germany and France.

Oil and gas production in Norway is only offshore. While there are significant onshore processing facilities, there is no onshore production. The average estimated recovery factor for oil on the NCS is now close to 50% after steady increments during the last decade. Many of the fields that are producing today are of such a magnitude that even a small increase in the recovery factor will yield substantial extra oil volumes.

Leading Sub-Sectors

Leading sub-sectors for U.S. suppliers continue to be increasingly advanced drilling and well completion technologies. Key areas continue to be zero-surface, subsea and deep water technology; advanced technology facilitating remote/onshore, real-time operations, and solutions advancing the e-field, reducing the need for transportation and the number of personnel having to stay on offshore platforms; unmanned systems and ROVs; innovative solutions for improved recovery and marginal field technology; carbon capture and storage (CCS) and any other technology reducing or avoiding CO_2 and other greenhouse gas emissions (Norway introduced a carbon tax in 1991, levied on all combustion of gas, oil and diesel in operations on the NCS and on releases of CO_2 and natural gas); LNG technology/gas value chain, incl. technology facilitating more efficient and clean production and transportation of gas from remote locations; as oil and gas fields are depleted and production ceases, investments are also needed on abandonment or alternative use of installations.

There is growing overlap with other industry and technology sectors, e.g. how to operate in extreme conditions using increasingly advanced technology, sensors and intelligent tools. An example of this is learning and sharing best practices with leaders in robotics, space technology, medical technology, etc.

Most purchases for the offshore industry stem from Norwegian and international oil companies operating on the NCS and from local yards and offshore structure contractors building and maintaining offshore installations. There is extensive use of engineering, procurement and construction (EPC) contracts. Most of these major contracts are channeled through Norwegian and international offshore engineering and service companies developing the NCS.

Publicly listed Equinor ASA, with a 67% Norwegian Government ownership share, controls approximately 80% of the operatorships on the NCS. Equinor is a Fortune 50 company and is the largest company in the Nordic Region by revenue.

Most of the U.S. oil majors and large service companies are present in Norway: ConocoPhillips, ExxonMobil (although the company divested its offshore operatorships and licenses in 2019), Halliburton, TechnipFMC, National Oilwell Varco, Schlumberger, Baker-Hughes/GE, Cameron, Weatherford, Oceaneering, etc.

Opportunities

Investment and operating costs have remained high on the NCS in recent years. The Norwegian government emphasizes that the oil industry needs to strive to make their exploration activities as efficient and cost-effective as possible while at the same time showing due consideration for the environment and the fisheries, especially since exploration and drilling activities are moving further north and into more coastal areas. The remaining resources on the NCS are gradually becoming more difficult to produce, both technologically and commercially. The industry's development and implementation of new and cost saving technologies, e.g. within seismic surveys, interpretation of seismic data, drilling, and subsea production, will be of crucial importance in this regard. Also of great significance is the information sharing and innovation linking the petroleum sector with sectors such as information and communication technology, maritime industries, finance, and other Norwegian energy industries.

The NCS is divided into three petroleum provinces, the North Sea, the Norwegian Sea, and the frontier Barents Sea. Norway continuously seeks new and proven technology to be used in the deeper and more extreme northern waters.

Norway is a mature market for the oil and gas sector as it has been producing oil and gas from the North Sea for decades. The challenge that U.S. companies face is the competition from well qualified domestic and regional equipment and service suppliers.

Web Resources

- Norwegian Ministry of Petroleum and Energy
- Norwegian Petroleum – Government of Norway website on Norwegian petroleum activities
- Norwegian Petroleum Directorate
- Norwegian Ministry of Trade, Industry and Fisheries
- Norwegian Oil and Gas Industry Association
- Norwegian Shipowners' Association
- Petroleum Safety Authority Norway
- Norwegian Coastal Administration
- Norwegian Environment Agency

Shipping and Maritime Equipment and Services

Norway is one of the world's largest maritime offshore nations and has been a major player in shipping and shipbuilding for more than 150 years. Even with a population of only 5.3 million, Norway is considered a superpower on the seas, controlling the world's 5th largest merchant fleet, measured by value. A total of 1,787 Norwegian controlled foreign going ships are registered in 2019 (2020 tbd). Norwegian ship owners are especially active within shipping areas like offshore service/specialty vessels, oil tankers, bulk carriers, chemical tankers, gas (LNG/LPG) tankers, car carriers, and cruise operations. Over-capacity in the industry represents a challenge in some areas.

Norway has a long tradition of utilizing the rich maritime environment, including major activities in commercial shipping, fishing and aquaculture. The market for leisure boats is also large in Norway, with an estimated 800,000 boats and vessels. The Norwegian coastline measures over 20,000 km. With fjords and islands included, the length of the Norwegian coastline is 126% that of the United States.

Many have characterized the Norwegian maritime community as being the most internationally competitive and knowledge-based industry in Norway. The maritime community is one of the most comprehensive of its kind in the world, encompassing ship owners, brokers, insurance and financial services, classification institutions, shipyards, ship's gear manufacturers, institutions of maritime education, maritime research and development, aquaculture players, maritime authorities and employees' organizations.

Opportunities

U.S. maritime technology and service suppliers have found the Norwegian market well worth exploring for exports and joint ventures. Opportunities for maritime technology companies are particularly rich for two main reasons:

A major *technology transfer* is taking place, from offshore oil and gas to other maritime areas. Developing an array of new applications based on world leading offshore energy solutions opens up for many new and innovative companies to participate. For example, offshore oil and gas technology fuels most of the dozens of cutting-edge *aquaculture* and ocean farming projects. All of these, whether on land or offshore, deal with industry issues like battling sea lice, big waves, fish escapes, pollution, and a range of other hazards, and need the best technologies the world has to offer. Norway is dependent on input in practically all parts of the maritime value chain, and participation by U.S. companies is as welcome now as when Norway's oil and gas resources were first discovered in the 1960s. This technology transfer is a comprehensive, coordinated effort by industry, clusters, and government (for example, see the Norwegian Government's Ocean Strategy).

Offshore wind is another emerging opportunity with 2020 seeing openings of new offshore acreage potentially amounting to 4.5 GW. When funding, tax schemes or feed-in tariffs are in place, industry is ready to take on major developments over the next years, requiring a wide range of technologies, especially for floating offshore wind.

Related, *green shipping* is generating opportunities for a growing eco system. Short sea ship owners have already adopted zero emission propulsion systems for many vessels on the coast, mainly battery. Deep sea is next, with several concepts under testing, including biogas, hydrogen, ammonia and LNG to fill gaps. Development in these areas require input form many hight tech disciplines internationally. The Norwegian fleet of 1,700-1,800 vessels aims to be CO2 neutral by 2050.

Web Resources

- Norwegian Government's Ocean Strategy
- Norwegian Ministry of Trade and Industry
- Norwegian Shipowners' Association

- Norwegian Ministry of Petroleum and Energy
- Norwegian Maritime Directorate
- Nor-Shipping 2021
- Norwegian innovation clusters

Green Technologies & Renewable Energy

Norway and its Nordic neighbors are considered world leaders in the use of renewable energy, clean technology and alternative fuels. Norway has accepted a number of international commitments to reduce emissions (including from carbon dioxide, sulfur and NOX). Emissions of carbon dioxide has proven to be a challenge for Norway, given its role as a significant exporter of oil and gas. Still, Norway considers itself a global environmental champion and is on the leading edge of several clean energy technologies, especially for hydropower, carbon capture and storage, solar and offshore wind.

Hydropower: Norway has considerable hydro resources and has over the past 100 years constructed more than 330 dams. There are still new niche developments and technology potential associated with hydropower. Norway is a leader in pumped storage hydropower developments.

Carbon Capture and Storage (CCS): As part of its commitment to a carbon neutral economy, Norway considers CCS a high priority and has played an important role in the development of CCS technologies. The commitment to increase CCS as part of offshore production and to develop a test center for gas-fired power stations with CCS in Norway has been a centerpiece of Norway´s energy policy. Norway is also funding projects for CCS capture and storage, for example in a waste recycling plant in Oslo (Klemetsrud) and a cement production site in Telemark (Norcem, Brevik). With the name Longship, this project also comprises funding for the transport and storage project Northern Lights, a joint venture between Equinor, Shell and Total. Northern Lights will transport liquid CO2 from capture facilities to a terminal on the west coast of Norway, and from there, CO2 will be pumped through pipelines to a reservoir beneath the seabed.

Electrifying offshore oil platforms: The Norwegian Parliament decided to electrify all offshore oil and gas fields at Utsirahøyden in the North Sea. As a first step, eleven 8MW floating turbines are being installed to cover at least 35% of the required energy on five large offshore oil and gas installations. The project, called Hywind Tampen, will initially reduce CO2 emissions by 200,000 metric tons annually and will be connected in Q3 2022.

Wind power: This is the renewable energy source where most investments are focused and which is also the source closest to commercial viability (including companies like Equinor, Statkraft, Scatec, Havgul, Aker Wind Energy, Fred. Olsen Renewables). Some offshore acreage has been released, but the issue of government subsidies is still subject to a political discussion.

Solar power: Solar power R&D and production has been a fast-growing sector of the global energy market. Norway has been ambitious and several solar technology companies (including REC Solar, REC Silicon, NorSun, Scatec Solar) participate in developments across the entire value chain but dealing with constantly lowered margins is a challenge for many of them.

Biofuels and biomass: Norway has a total of 765 million m3 of forest, with an annual contribution of 25 million m3 - about 47% of Norway’s landmass. This has hardly been utilized for fuels, so the potential for “advanced biofuels” is large considering unpopular imports of biofuels competing with food crops.

Green buildings: Smarter, more efficient, and sometimes energy-producing buildings have become part of a smart city priority, with municipalities taking a stake in private and public development. Green building is therefore part of a holistic plan of building a more sustainable society. A wide range of innovative technologies from the United States fit well into Norway’s smart city developments.

Opportunities

To develop the technologies necessary to meet the twin challenges of energy security and climate change, the Norwegian Government believes that it must use a mix of political incentives, persuasion and market mechanisms. U.S. companies have a lot to offer within maritime, engineering and energy applications.

Web Resources

- Norwegian Ministry of Environment
- Norwegian Ministry of Trade, Industry and Fisheries
- Norwegian Ministry of Petroleum and Energy
- Norwegian Pollution Control Authority
- Gassnova
- Equinor
- Statkraft
- Norwegian Water Resources and Energy Directorate
- SINTEF Byggforsk passive house project
- Norsk Bioenergiforening (Norwegian Bio Energy Association)
- Enova

Healthcare Technologies

Norway spends more of its GDP (10.5%) on healthcare than any other country in the world, except the United States and Switzerland. That amounts to USD 40 billion in total, or USD 7,400 per citizen per annum in 2020. The state-dominated medical system, covering 85% of total healthcare costs, is striving for technological advances and organizational improvements in a climate of budget constraints, a rise in chronic disease and an aging population.

The health and social welfare system in Norway is predominantly publicly financed, primarily through a national insurance tax. The national insurance, or social security, is a collective insurance plan to which all in Norway belong. Citizens requiring medical treatment in Norway are guaranteed medical care and user fees are limited – no one pays more than about USD 150 per year for public health services.

Estimates from the public health authorities and trade associations indicate that the total Norwegian market for medical and dental equipment and supplies is over USD 2 billion. Public health care authorities are estimated to account for about 90% of the purchases of medical equipment, whereas private (non-publicly funded) purchases account for the remaining 10%. About half of the medical equipment is sold to Norway's public hospital trusts, which account for approximately 94% of all hospital stays. The national government is responsible for hospital and specialty care which is administered through the four Regional Health Authorities. The Municipalities are responsible for providing primary, preventative and nursing care.

Opportunities

Pharmaceuticals and Biotechnology: In 2019 the Norwegian pharmaceuticals market is estimated at USD 2.2 billion, including value added tax (PRP - pharmacy retail price). The modest growth in recent years is attributed to the government's restrictive policy in fixing prices and reimbursement, and the patent expiry of several high turnover brands. The generic pharmaceuticals market has grown significant in recent years and accounts for 49% of the market, and with the introduction of the "step price scheme," aimed at further reducing the price of generic medicines, this is a trend set to continue. There is growing demand for innovative gene therapies.

eHealth: With a rapidly aging population, an increase in chronic disease and increasing healthcare costs, the Norwegian government has stated that telemedicine, e-health and welfare technology are national priorities as they are very important tools in the successful implementation of the key Integrated Health Care Reform. The authorities are implementing electronic patient journals/EPJs, and have successfully launched e-prescriptions, a national health portal where citizens will be able to have access to their digital health information.

Telemedicine is seen as an important part of future acute medical care, radiology (work-sharing among hospitals) with specialist consultations within the ear-nose-throat field (video conferencing); specialist consultations in dermatology (e.g. video conferencing and still picture technology); and cardiography (e.g. heart rhythm/sound comparisons). Also, clinical information systems, home care and personalized health systems, services for remote patient monitoring, systems for integrating local-, regional-, and national health information networks, represent significant potential for U.S. companies. However, there are some barriers to entry, such as a requirement for local language, privacy and data protection concerns, standardization and interoperability issues, and reimbursement issues.

Medical Equipment: U.S. companies are estimated to supply around 30% of Norwegian purchases of medical equipment. High end, quality products and a tailored marketing approach are key factors for U.S. companies in penetrating the Norwegian market. The perceived reliability and quality of a product, together with information received from health care providers and from relevant certifying bodies and professional associations in Norway constitute the most significant factors in a purchasing decision for Norwegian buyers and end-users of medical equipment. Due to very limited domestic production, Norway relies heavily on imports of medical equipment and increases in market demand are likely to be met by imports.

Equipment to be sold in Norway must be registered with the Norwegian Directorate of Health, and must have EU approval (CE Mark). Norway participates in the EU internal market through the EEA Agreement (European Economic Area) and has the same rights and obligations as EU member states in regulation of medical devices. Norway applies EU product requirements, methods of conformity assessment, and duty rates for U.S. imports. Norway spends an estimated USD 7 billion annually on its hospitals, and there is an attractive market for innovative, high quality medical and dental equipment. A further USD 2.5 billion has been earmarked for the Norwegian Ministry of Health and Care Services for upgrading hospital and/or building new hospital facilities.

Large public tenders are to be found at the Norwegian website www.doffin.no and the Tenders Electronic Daily database where tenders that are covered by EU public procurement law have to be published. A tender's database has been developed by the U.S. mission to the EU, featuring all European public procurement tenders that are open to U.S.– based companies since the European Communities is a party to the GPA.

Web Resources

- Norwegian Ministry of Health and Care Services
- Norwegian Directorate of Health
- Norwegian Directorate of eHealth
- Norwegian public health portal (Helseportalen)
- Norwegian Institute of Public Health
- Norwegian Center for Integrated Care and Telemedicine
- Norwegian Medicines Agency
- Norwegian Food Safety Authority
- South Eastern Norway Regional Health Enterprise (Helse Sør-Øst RHF)
- Central Norway Regional Health Enterprise (Helse Midt-Norge RHF)
- Western Norway Regional Health Enterprise (Helse Vest RHF)
- Northern Norway Regional Health Enterprise (Helse Nord RHF)
- Medtek Norge - Norwegian Association for Health and Welfare Technology

Defense & Aerospace Technologies

The defense and aerospace sector is of great importance to Norway and benefits the country's economy and competitiveness. More than 120,000 people are employed in this Norwegian sector, and one NOK created in the industry increases the GDP by NOK 5.60. The sector consists of three subsectors; defense, space and aviation.

The Norwegian Government has set a goal of moving towards the 2% NATO spending target of GDP by 2024, and preliminary projections for the GDP share in 2020 is at this 2% level, largely due to a slight decline in GPD due to the Covid-19 pandemic. Norway spends about 27% of its defense budget on investments, which is above the NATO guideline of 20% (2019). The proposed budget for the defense sector in 2020 is a total of USD 6.2 billion, with an increase of USD 98 million compared to 2019.

The Norwegian space industry is rather modest on an international scale, with an annual turnover of USD 893 million in a USD 423.8 billion global market (2019). The Norwegian market includes around 40 public and private actors located across the country. These develop everything from satellite communication terminals to flowerpots for space plant research. The market leaders are Andøya Space Center (ASC), Telenor, Nammo and the Kongsberg group. Norway has a competitive advantage of being located such that the ground infrastructure is optimal for satellites. Svalbard is geographically uniquely placed in relation to reading data from polar orbiting satellites.

Avinor is the state-owned limited company that manages the Norwegian national airport network and maintains the air navigation system. The total airport network consists of 61 airports, of which Avinor operates 45. There are three airlines operating in the domestic market; SAS, Norwegian and Widerøe. For international flights the market is more competitive and fragmented, with Norwegian, SAS, KLM and Ryanair as the market leaders. A study by Menon Economics found that air travel accounts for a total of 70% of all foreign commercial guest nights in Norway. In 2018 there were 54 million passengers, 690,472 departures and landings and 2.8% traffic growth (2017-2018). In 2019 Norway imported airplanes from the United States at a total value of USD 636 million.

As a result of the Covid-19 pandemic in 2020, the aviation sector and airlines in Norway are faced with significant financial difficulties, with a sharp drop in passengers, temporary layoffs, and a major reduction in the number of flights offered and destinations served.

Norway is a member of the International Civil Aviation Organization (ICAO), hence the country adopts and adjusts to regulations and technical standards provided by the ICAO. Norway is not an EU member, but the country commits to most EU regulations through the European Economic Area (EEA), which also connects and commits Norway to European Aviation Safety Agency (EASA) standards.

Opportunities

The defense industry in Norway is known for its niche product spectrum. The Norwegian government has selected eight focus areas - or Prioritized Competence Areas - for cooperation between the defense industry and the Norwegian Armed Forces:

Prioritized Competence Areas	
1	Command, Control, Information Systems
2	System Integration
3	Autonomous Systems
4	Missile Technology

5	Underwater Sensors
6	Ammunition, Target Technology, Remote Controlled Weapon System and Military Explosives
7	Material Technology
8	Life Support for Military Land, Air and Naval Operation Systems

Larger systems, vessels and vehicles are usually purchased from foreign companies through industrial cooperation agreements.

Most Norwegian defense companies are relatively small compared to international defense companies. According to the EU definition of sizable companies, only a couple of Norwegian defense companies can be considered large, and these are Kongsberg Defence and Aerospace (part of the Kongsberg Group) and Nammo AS.

Investments in the Norwegian Army will include development of Brigade North with four maneuver battalions with tactical and logistical support. The maneuver battalions will be equipped with new main battle tanks, mobile air defense systems and long-range precision fire. In addition, the modernization of the Home Guard will continue. Norway plans to strengthen the Navy with increased personnel. The frigates and submarines will undergo necessary upgrades. In addition, three new Coast Guard vessels will be introduced in the period 2021-2025. In order to preserve the maritime operational capability after 2030 the Government will start the planning of replacement surface vessels. A decision concerning type and number of vessels will be made at a later stage. For the Norwegian Air Force, the introduction of new aircraft systems will have priority during the years leading up to 2025. The implementation of the F-35 Lightning II fighter aircraft continues. P-8 Poseidon maritime patrol aircraft will replace the fleet of P-3 Orion. To improve air defense capabilities, the NASAMS II air defense system will be upgraded with modern sensors, as well as the introduction of complementary capacity with shorter range. The Norwegian Special Forces will continue to contribute to both national and international operations and plan to increased personnel volume and one additional operations task group. It has been announced that the Bell 412 transport helicopters will be replaced by a new capacity that is better suited for the Special Forces.

The Norwegian Space Agency (NSA) is considering an expansion of the space industry to include Jan Mayen, due to its geographical advantages.

The NSA is further looking to expand the cooperation with the United States, focusing on utilization of Norwegian infrastructure on Svalbard and in the Arctic. Satellite data that is received and read in these areas enable development within weather forecasting, climate, environmental monitoring and research. The projects initiated by Norwegian space companies are to a large extent developed through national membership in the European Space Agency (ESA). Norway participates in the EU programs Galileo, Copernicus and Horizon 2020 and works closely with the U.S. space industry, hereunder NASA.

On the civil aviation side, the Norwegian Centre for Transport Research (TØI) has estimated that by 2040 air travel will grow by more than 60%. The increase is expected to be primarily due to an increased number of people visiting Norway from abroad.

There has been high demand for commercial offshore helicopter services in Norway due to offshore oil and gas activities; but due to a downturn in the oil and gas industry, transport of personnel to the offshore oil rigs has declined. The oil and gas industry accounts for less than 10% of all domestic flights in Norway.

Norwegian regulations for unmanned aerial systems are mainly based on the regulatory framework done by the European Aviation Safety Agency (EASA) for unmanned vehicles and remotely piloted aircrafts (RPAS). There has been a significant growth in the numbers of UAV operators in Norway the recent years, and the organization UAS Norway is now counting more than 500 members.

Web Resources

- Norwegian Ministry of Defense
- Norwegian Defense and Security Industries Association (FSI)
- Norwegian Defense Logistics Organization
- Norwegian Defense Research Establishment (FFI)
- Norwegian Armed Forces Operational Headquarters
- Norwegian Defence Material Agency
- Joint Warfare Center (Office for public information)
- NAIC – Norwegian Aerospace Industry Cluster
- Federation of Norwegian Aviation Industry (NHO - Aviation)
- Norwegian Air Shuttle
- Scandinavian Airlines - SAS
- Widerøe
- UAS Norway
- Avinor
- Norwegian Space Agency
- Andøya Space Center

Agricultural Sectors; Food, Agriculture, Fishery and Forestry Products

Norway is a high-cost producer with agricultural policies focused on maintaining a high degree of self-sufficiency. To maintain agricultural production, Norway's subsidies for most agricultural products exceed those of the EU. High tariffs, quantitative restrictions and technical barriers to trade severely limit competitive products from entering the Norwegian market. Tariff-rate quotas exist for grains, meat, and a range of horticultural products. Additionally, Norway extends rebates to food processors in compensation for the high cost of agricultural inputs and to ensure that Norwegian processed products can compete with imports.

Norwegian legislation is more restrictive than EU legislation regarding genetically modified products. This difference in the assessment of biotech products has led to Norway's rejection of several products approved in the EU.

The spirits, wine and beer (containing above 4.75% in alcohol by volume) retail market is controlled by a government monopoly, Vinmonopolet.

Opportunities

Best U.S. Food, Agricultural, Fishery and Forestry Prospects for Norway:

- Processed fruit and vegetables
- Fresh fruit and vegetables
- Tree nuts and peanuts
- Beef, non-hormone treated
- Conventional soybeans
- Health foods, organics and non-traditional, niche products
- Wine and beer
- Sugar and sweeteners
- Pet food
- Hardwood lumber
- Panel/plywood products

Norway is only 50% self-sufficient in food and agricultural production. U.S. food and agricultural products are associated with high quality and innovation. Large Nordic retail chains provide opportunities for high volume sales to established U.S. suppliers. Norway is also a large importer of soybeans and has the only crushing facility in the Nordics. While biotech restrictions impede the bulk of U.S. soybean exports, demand for conventional soybeans remains high.

Global branding and further integration of European markets is continuing to produce a more homogeneous food and drink market in Europe, but significant national differences in consumption remain. Nevertheless, certain common trends are evident throughout the EU: demand for greater convenience, more openness to non-traditional foods, and a growing interest in health foods, organics and niche markets. For a thorough analysis of what commodities and products offer the best opportunities, access http://www.fas.usda.gov/ and consult the individual member states' exporter guides.

Web Resources

- Foreign Agriculture Service (FAS)
- Norwegian Farmers' Union
- International Society of European Agricultural Cooperatives (INTERCOOP EUROPE)
- Norwegian wine and spirits monopoly – Vinmonopolet

Customs, Regulations and Standards

Trade Barriers

For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers published by U.S. Trade Representative (USTR).

Information on agricultural trade barriers can be found at the following U.S. Department of Agriculture, Foreign Agricultural Service.

To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center or the U.S. Mission to the European Union.

Import Tariffs

Norway (with Switzerland, Iceland and Liechtenstein) is a member of the European Free Trade Association (EFTA). EFTA members, except Switzerland, participate in the European Union (EU) single market through the European Economic Area (EEA) accord. Norway grants preferential tariff rates to EEA members. As an EEA signatory, Norway assumes most of the rights and obligations of EU member states. The principal exception is in the agricultural sector, which the EEA accord does not cover. The Customs Tariff can be found on the Norwegian Customs and Excise website.

All products entering the EU/EEA are classified under a **tariff code** that carries information on:

- duty rates and other levies on imports and exports
- any applicable protective measures (e.g. anti-dumping)
- external trade statistics
- import and export formalities and other non-tariff requirements.

When products enter the EU/EEA, they need to be declared to customs according to their classification in the Combined Nomenclature (CN). The CN document on the European Commission's website is updated and published every year.

U.S. exporters should consult "The Integrated Tariff of the Community," referred to as TARIC (Tarif Intégré de la Communauté), to identify the various rules which apply to specific products being imported into the customs territory of the EU/EEA. To determine if a license is required for a particular product, check the TARIC website below. The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

Import Requirements and Documentation

The TARIC described above is available to help determine if a license is required for a particular product. Moreover, the European Commission maintains an export helpdesk with information on import restrictions of various products: Import Restrictions on Agricultural Products

Many EU/EEA countries maintain their own list of goods that are subject to import licensing. The Norwegian Directorate of Customs' list of goods with import restrictions can be found on the following website: https://www.toll.no/en/corporate/import/goods-with-import-restrictions/

For information relevant to member state import licenses, please consult the relevant member state Country Commercial Guide: EU/EEA Country Commercial Guides EU/EEA Country Commercial Guides or conduct a search on the Commerce Department's Market Research Library, available from: Market Intelligence

The Single Administrative Document

The official model for written declarations to customs is the Single Administrative Document (SAD). The SAD describes goods and their movement around the world and is essential for trade outside the EU/EEA or trade of non-EU/EEA goods. Goods brought into the EU/EEA customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

- The person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- The person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU/EEA importer's declaration. It encompasses both customs duties and VAT and is valid in all EU/EEA countries. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

As indicated, European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Commission Delegated Regulation (EU) No. 2015/2446.

More information on the SAD can be found at: Single Administration Document

The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions went into effect on May 1, 2016. It has replaced the Community Customs Code (CCC). Its goals are to 1) provide a comprehensive framework for customs rules and procedures in the EU customs territory and 2) create a paperless and fully automated customs union system. In addition to the UCC, the European Commission published delegated and implementing regulations on the actual procedural changes. Here is a link to the EU Customs Code.

Economic Operator Registration and Identification (EORI)

Since July 1, 2009, all companies established outside of the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. An EORI number must be formally requested from the customs authorities of the specific member state to which the company first exports. Member state customs authorities may request additional documents to be submitted alongside a formal request for an EORI number. Once a company has received an EORI number, it can use it for exports to any of the EU/EEA countries. There is no single format for the EORI number. Once an operator holds an EORI number he/she can request the Authorized Economic Operator (AEO: see below under "MRA") status, which can give quicker access to certain simplified customs procedures.

More information about the EORI number can be found at: Economic Operator Identification and Registration

Agreement on Customs Cooperation and Mutual Assistance in Customs Matters

The United States and Norway have entered into a Customs Cooperation and Mutual Assistance in Customs Matters Agreement (CMAA). The EU also has a CMAA with the United States.

The United States and the EU have signed a Decision recognizing the compatibility of AEO (Authorized Economic Operator), thereby facilitating faster and more secure trade between U.S. and EU operators. The World Customs Organization (WCO) SAFE Framework of Standards provides the global standard for AEO. AEO certification is issued by a national customs authority and is recognized by all EU countries' customs agencies. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition.

The EU has concluded and implemented Mutual Recognition of AEO programs with Norway, Switzerland, Japan, Andorra, the United States and China.

Additional information can be found on the following U.S. Customs and Border Protection link: https://www.cbp.gov/border-security/ports-entry/cargo-security/c-tpat-customs-trade-partnership-against-terrorism/mutual-recognition/aeo-programs

New Initiatives: European Green Deal, Circular Economy, Plastics Strategy

Norway and the EU have a range of new initiatives to promote the circular economy and combat pollution caused by plastics, including marine littering. For more information on Norway's initiatives, please see:

Government of Norway - Climate and environment

Government of Norway - Ocean Strategy

Government of Norway - Marine Littering

Norwegian Environment Agency

In December 2019, EU Commission President Ursula von der Leyen presented the European Green Deal. The goal of this policy and legislative program is to transform Europe into a climate neutral society by 2050. The European Green Deal affects all aspects of the European economy including agriculture, construction, finance and manufacturing.

The Communication "A new Circular Economy Action Plan For a cleaner and more competitive Europe" (CEAP II) sets out Commission's product policy within the European Green Deal. The CEAP II succeeds the 2014 Communication "Towards a circular economy: A zero waste program for Europe" and implements the European Green Deal. When implementing the CEAP II, the European Commission will promote legislation and other measures that encourage a wholistic assessment of a product's environmental footprint at the design phase of development. One legislative instrument the European Commission is looking to achieve this objective is the EU Ecodesign Directive. It will also look at other instruments including the EU Ecolabel and REACH.

On January 16, 2018, the EU Commission adopted a strategy document entitled, "A European Strategy for Plastics in a Circular Economy". The strategy acknowledges that plastics have a positive and negative impact on the environment, while calling for voluntary and regulatory measures aimed at mitigating the environmental harm caused by plastics. These measures address marine litter caused by the shipping industry; measures addressing the chemical composition of plastics to encourage recycling; potential regulation on single use plastics; and funding for the development of chemical and mechanical recycling.

Batteries

The EU Battery Directive adopted in 2006 applies to all batteries and accumulators placed on the EU market. This includes automotive, industrial and portable batteries. The Directive seeks to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. The European Commission publishes a FAQ document to assist interested parties in interpreting its provisions. The Directive was recently evaluated and the report was published in April 2019. A legislative proposal revising the EU Battery Directive is expected to be tabled in the fourth quarter of 2020 likely October. The revision will "notably encompass end-of-life and sustainability requirements".

Registration, Evaluation and Authorization and Restriction of Chemicals (REACH)

REACH applies to all chemicals manufactured or imported into the EU/EEA in quantities exceeding one metric ton. The regulation entered into force in 2007 (Regulation 1907/2006) and touches virtually every industrial sector, from automobiles to textiles. REACH imposes a registration obligation on all entities affected by the one metric ton criteria by May 31, 2018. The European Chemicals Agency (ECHA) is the agency responsible for receiving and ensuring the completeness of such registrations. U.S. companies without a presence in Europe need to rely on an EU-based partner, typically either an importer or a specialized 'Only Representative.'

In addition to the registration requirement, REACH allows the European Commission to monitory, restrict or prohibit the use of hazardous substances and products containing such substances. The 'Candidate List' of Substances of Very High Concern (SVHCs) identifies substances the European Commission intends to restrict or prohibit in the EU. Under certain conditions, companies must notify ECHA when they export products containing Candidate List substances. The 'Authorization List' identifies substances that require a company to obtain permission from the European Commission to import into the EU. Lastly, the 'Restriction List' contains a list of substances that are subject to specific controls within the EU. U.S. exporters can find each list below.

Candidate List

Authorization List

Restriction List

Classification, Labelling and Packaging of Hazardous Substances (CLP)

The CLP regulation (Regulation 1272/2008) implements the UN Global Harmonized System of classification, labelling and packaging of all hazardous substances. U.S. exporters must classify, label and package (including products containing such substances) hazardous substances according to the regulation's requirements. For certain hazardous substances, the European Commission will impose a common classification. Such a classification may affect EU demand for these substances. It may also trigger controls on product specific legislation. U.S. exporters can find the CLP regulation and the substances subject to common classification below.

CLP Regulation

Waste Electrical and Electronic Equipment (WEEE) Directive

EU rules on WEEE, while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a national WEEE authority or arrange for this to be done by a local partner. It also requires manufacturers to inform the consumer that their product should be recycled by including the "crossed out wheelie-bin" symbol on the product or with the packaging. (See the section entitled "Mandatory Marks and Labels" for more information.) The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment. U.S. exporters seeking more information on the WEEE Directive should visit the Commission's website here. There is additional information about the WEEE Directive in the Labeling/Marking Requirements section.

Restriction on Hazardous Substances in Electrical and Electronic Equipment (RoHS)

The ROHS Directive (Directive 2017/2102) imposes restrictions on the use of certain chemicals in electrical and electronic equipment. The directive applies to nearly all products that require power unless a specific exclusion or exemption applies. U.S. exporters certify a product meets the requirements of this legislation by affixing a "CE Mark" to their product. The U.S. exporter must retain a product file to support the CE Mark in the event of a control. (See the section entitled "Mandatory Marks and Labels" for more information.). U.S. exporters seeking more information on the RoHS Directive should visit:

ROHS 2

Cosmetics Regulation

The EU legislation harmonizing the regulation of cosmetic products has applied since July 11, 2013 (Regulation 1223/2009). The most controversial element of the regulation was the introduction of an EU-wide system for the notification of cosmetic products to the European Commission prior to their placement on the EU market. Only an EU-established entity may submit such a notification. Therefore U.S. exporters must either retain a "Responsible Person" to act on their behalf, rely on the entity responsible for the import of their product into the EU, or establish a presence in an EU Member State. U.S. exporters seeking more information on marketing cosmetic products in the EU can be found in the EU's Cosmetics Regulation.

Agricultural Documentation

Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.

Sanitary Certificates: For commodities composed of animal products or by-products, EU/EEA countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU/EEA, but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids are being harmonized. Until harmonization is finalized, certain country import requirements continue to apply. In addition to the legally required EU/EEA health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Updated information is available on: Harmonized Import Requirements.

Sanitary Certificates (Fisheries)

In April 2006, the EU declared the U.S. seafood inspection system to be equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the United States are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

The U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).

In addition to sanitary certificates, all third countries wishing to export fishery products to the EU/EEA are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally. For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU (stephane.vrignaud@trade.gov) or visit the following NOAA dedicated website.

Labeling and Marking Requirements

Introduction

There is a broad array of EU/EEA legislation pertaining to the marking, labeling and packaging of products, with neither an "umbrella" law covering all goods, nor any central directory containing information on marking, labeling and packaging requirements. This overview is meant to provide the reader with a general introduction to the multitude of marking, labeling and packaging requirements or marketing tools to be found in the EU/EEA.

The first step in investigating the marking, labeling and packaging legislation that might apply to a product entering the EU/EEA is to draw a distinction between what is mandatory and what is voluntary. Decisions related to mandatory marking, labeling and/or packaging requirements may sometimes be left to individual countries. Furthermore, voluntary marks and/or labels are used as marketing tools in some EU/EEA countries. This report is focused primarily on the mandatory marks and labels seen most often on consumer products and packaging, which are typically related to public safety, health and/or environmental concerns. It also includes a brief overview of a few mandatory packaging requirements, as well as more common voluntary marks and/or labels used in EU/EEA markets.

It is also important to distinguish between marks and labels. A mark is a symbol and/or pictogram that appears on a product or its respective packaging. These range in scope from signs of danger to indications of methods of proper recycling and disposal. The intention of such marks is to provide market surveillance authorities, importers, distributors and end-users with information concerning safety, health, energy efficiency and/or environmental issues relating to a product. Labels, on the other hand, appear in the form of written text or numerical statements, which may be required but are not necessarily universally recognizable. Labels typically indicate more specific information about a product, such as measurements, or an indication of materials that may be found in the product (such as in textiles or batteries).

OVERVIEW

Mandatory Marks & Labels

- Automotive
- Cosmetics

- Dangerous Substances
- Electrical & Electronic Equipment
- Energy Efficiency
- Explosive Atmosphere
- Food related
- Footwear
- Household Appliances
- Maritime
- Measuring instruments
- Noise Emissions
- Pricing
- Pyrotechnics
- Recycling - Separate Collection
- Tire labeling
- Textiles
- Units of Measurement
- Wood packaging

Voluntary Marks and Labels

- Cup/Fork Symbol (material in contact with food)
- 'e' Mark
- Eco-Label
- Green Dot
- Recycling Marks

Voluntary and mandatory marks and labels apply to all Member States of the EU, countries in the European Economic Area, European Free Trade Association, as well as candidate countries seeking membership.

MANDATORY MARKS AND LABELS

CE MARKING

This is probably the most widely used and recognized marking required by the EU/EEA. Found in all "New Approach" legislation with a few exceptions, the CE marking demonstrates that a product meets all essential requirements (typically related to safety, health, energy efficiency and/or environmental concerns). CE marking is required for the following products/product families:

- Cableway installations
- Civil explosives
- Construction products
- Electrical/electronic products
- Electromagnetic compatibility
- Low voltage
- Restriction of Hazardous Substances (RoHS)
- Energy efficiency
- Equipment and protective systems in potentially explosive atmospheres (ATEX)
- Gas appliances
- Hot water boilers
- Lifts
- Machinery
- Medical devices (3)
- Non-automatic weighing instruments
- Personal protective equipment
- Pressure equipment
- Pyrotechnics
- Radio equipment
- Recreational crafts
- Refrigeration appliances
- Simple pressure vessels
- Toys

Not all products must have the CE mark. Only products that fall under the regulations or directives for the categories above have the CE Mark. It is forbidden to use the CE mark on other products (such as cosmetics or chemicals). The CE mark does not indicate that the product has been approved by authorities. It is a declaration by the manufacturer that the product meets all EU/EEA legal requirements. CE marked products can be sold in all EU/EEA countries.

Note: Some Important Changes: The EU is currently finalizing new legislation that will impact CE marking for medical devices. The new regulations have a transition period with the new measures coming into force in May 2021 for medical devices and 2022 for in-vitro medical devices. In addition, the legislation covering the CE Mark for

Machinery is undergoing revision. Machinery in the EU is broadly defined as consisting of an assembly of components, at least one of which moves, for a specific application. The drive system of machinery is powered by energy other than human or animal effort. The Machinery Directive revision is expected by the second quarter 2021. Finally, various articles of the Radio Equipment Directive are undergoing revision in 2020. Changes are expected to affect radio equipment with software uploaded after placing the equipment on the market, the security of internet-connected devices (the Internet of Things), and wearable radio equipment among others.

Important: Starting on 16 July 2021, all CE marked products will need to have an EU/EEA address on the label. This also applies to products sold on-line. The name and address must appear on the product or its packaging so that Customs and market surveillance authorities can have a contact person in case the product is suspected to present a risk. If your importer or distributor cannot play that role, you will have to appoint an Authorized Representative in the EU or use a shipping platform to play that role.

For more information:

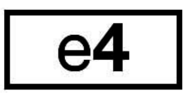
CE Marketing

Harmonized Standards

New Legislative Framework

CE Marking Laws Applicable

AUTOMOTIVE



The e Mark is an EU mark for approved vehicles and vehicle components. It is a type-approval given by a national certifying authority. The certifying body issues an e-marking certificate after inspection and approval of compliance. The number shown in the rectangle on the label indicates the Member State in which the approval process was conducted. A "base approval number" must also be provided adjacent to this certification. This four-digit number will correspond to the directive and type of device in question.

For vehicles that have not been type approved in accordance with EU standards, documentation of compliance with mandatory Norwegian technical requirements must be submitted.

For more information: Existing Motor Vehicles Directives

Photometry

A similar marking is an 'E' surrounded by a circle, which applies to the testing of headlight lamps, brake light lamps and turning signal lamps of all vehicles seeking EU market entry. These include consumer vehicles, low-volume production trucks, light and heavy goods vehicles, trailers, motorcycles, cranes, agriculture and forestry tractors, and special-purpose and off-road vehicles. The number is the country number.

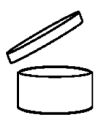
For more information: Automotive Legislation

COSMETICS

Containers and/or packaging (in certain cases) must have the following:

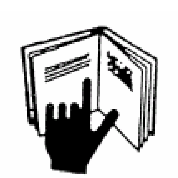
- The name, trade name and address, or registered office, of the manufacturer or person responsible for marketing the cosmetic product within the Community
- The nominal contents at the time of packaging (by weight or volume)
- The date of minimum durability indicated by "Best before end", for products with a minimum durability of less than 30 months. In this case the following must figure on the packaging:

- The period after opening during which the product can be used without harm to the consumer, for products with a minimum durability of less than 30 months (indicated by a symbol representing an open cream jar, as shown below):



- Particular precautions for use
- The batch number or product reference, for identification
- The product's function

If it is impossible for practical reasons to print on the packaging all the conditions of use and warnings, an enclosed leaflet, label, or tape must be provided, and the following symbol has to be on the packaging:



The Member States are to draw up procedures for providing the information set out above in the case of cosmetic products that have not been pre-packaged. The product function and list of ingredients also have to appear on the container or packaging. Member States may stipulate that the information on the label is provided in their national or official language(s).

About the labeling of nanomaterials present in cosmetics:

The Cosmetics Regulation indicates that from July 2013 "all ingredients present in the form of nanomaterials shall be clearly indicated in the list of ingredients" and that "the names of such ingredients shall be followed by the word 'nano' in brackets".

For more information: Regulation 1223/2009

DANGEROUS SUBSTANCES

Regulation on the Classification, Labeling and Packaging of Chemicals

The labeling of dangerous substances must indicate the following:

- The name of the substance
- The origin of the substance (the name and address of the manufacturer or distributor)
- The danger symbol and an indication of danger involved in the use of the substance
- A reference to the special risks arising from such dangers.

The dimensions of the label must not be less than a standard A8 sheet (52 x 74mm), and each symbol must cover at least one-tenth of the label's surface area. Member States may require their national language(s) to be used in the labeling of dangerous substances. Where the packaging is too small, the labeling may be affixed in some other manner. The packaging of products considered dangerous which are neither explosive nor toxic may go unlabeled if the product contains such small quantities of dangerous substances that there is no danger to users.

Symbols must be employed if the substance can be defined as any one of the following (as shown above): explosive, oxidizer, flammable, harmful, toxic irritant, corrosive, or harmful to environment. Containers of hazardous substances should include, in addition to the appropriate symbols, a raised triangle to alert the vision-impaired to their contents. Note that this directive has undergone numerous amendments relating, amongst other things, to the marking and labeling of additional substances. Accordingly, it is advisable to consult all literature.

Regulation 1272/2008 implements the classification, labeling and packaging requirements for chemicals based on the Worldwide United Nation's Globally Harmonized System (UN GHS).

For more information: Regulation 1272/2008/EC on the classification, labeling and packaging

Toxic chemicals

A mandatory composition declaration is imposed on domestic and foreign suppliers of chemical substances and products. The requirement calls for a 100% product composition declaration to be filed and registered in the product register. These provisions govern the declaration and labeling of very toxic, toxic, and carcinogenic substances and products. These products must be declared to the product register prior to import and production. The fundamental principle is that all manufacturers and importers of chemicals shall provide all the information required by the product register. In cases where foreign producers need to withhold detailed composition from the importer, the foreign producer may send the complete chemical composition directly to the product register. One condition for accepting the above is that the importer supplies administrative information ("administrative data") with reference to the information provided by the foreign supplier. The Norwegian importer is nevertheless responsible for labeling the product and preparing the safety data sheet. In special instances, however, the board of the product register may grant a partial or total dispensation from the declaration requirements. Exemptions may be granted only for specific product groups, and for a limited period of time. The exemptions will normally not be granted for more than three years at a time. Special guidelines have been prepared in connection with the various forms of dispensation, which may be obtained from the product register:

The Product Register

The Product Register is the Norwegian Government's central register for chemical products that are on the market in Norway. The Norwegian Climate and Pollution Agency is the relevant agency under the Norwegian Ministry of Environment.

Safety data sheets

Arbeidstilsynet (the Norwegian Labor Inspection Authority) is the public body responsible for ensuring that the provisions of the Working Environment Act are complied with. Mattilsynet (the Norwegian Food Control Authority) is the governmental body responsible for regulations and controls to ensure that food and drinking water are as safe and healthy as possible for consumers, and also works to promote plant, fish and animal health.

THE WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT DIRECTIVE (WEEE)

The WEEE directive (Directive 2012/19/EU) is designed to tackle the rapidly increasing waste stream of electrical and electronic equipment and complements EU measures on landfills and waste incineration. It also impacts the design of products in order to reduce material use and facilitate reuse and recycling. It sets collection, recycling and recovery targets for all types of electrical and electronic equipment. Businesses have to check requirements for the EU/EEA member state to which the product is imported. Depending on the country and quantities placed on the market, the person responsible for placing the product on the market will have to register with authorities, join a producer compliance scheme, or set up an individual one to meet their take-back and recycling obligations.

The wheel-bin symbol indicates that the product is not to be discarded with normal household waste. In instances where this symbol cannot be displayed on the equipment itself, it should be included on the packaging. There is additional information about the WEEE Directive in the Import Requirements & Documentation section.

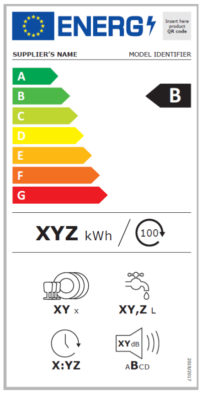
For more information

Directive 2012/19/EU

FAQs for the WEEE Directive

National WEEE registers

ENERGY LABELING



Energy labels show how appliances rank on a scale from A (green), the most energy efficient, to G (red) according to their energy consumption. These labels apply to different categories of household appliances including air conditioners, refrigerators, televisions, washing machines, space heaters, and solid fuel boilers among others. Regulation 2017/1369 on energy labeling). They are meant to help consumers choose the less energy consuming products and promote product eco-design. As of March 1, 2021, new energy labels will include QR cods that consumers can scan with smartphones. In order to facilitate the energy label use, the EU maintains a site for generating energy labels.

Since January 1, 2019 manufacturers, importers, and authorized representatives of non-EU manufacturers have to register all products requiring energy labels in EPREL, the European Product Database for Energy Labeling which will be available to EU consumers:

For more information: Information on Energy Label and Eco-Design

DEVICES FOR USE IN POTENTIALLY EXPLOSIVE ATMOSPHERE (ATEX)

In addition to applying a CE marking for products falling under the ATEX Directive (2014/34/EC), which defines essential health and safety requirements and conformity assessment procedures of equipment or protective systems intended for use in potentially explosive atmospheres (offshore platforms, mines, etc.), it is necessary to display the Ex mark, which is a specific marking for hazardous location equipment showing compliance with the ATEX directive. Located next to the 'Ex' mark will be a symbol designating the product group or category as specified in the directive.

For more information: ATEX Directive 2014/34/EU

FOOD RELATED: DO NOT EAT SYMBOL

The regulation on active and intelligent materials and articles which comes in contact with food contains additional rules on labelling. One of these rules is the following:

To allow identification by the consumer of non-edible parts, active and intelligent materials and articles or parts thereof shall be labelled, whenever they are perceived as edible:

(a) with the words 'DO NOT EAT'; and

(b) always where technically possible, with the symbol

For more information: Article 11 of Regulation (EC) No 450/2009

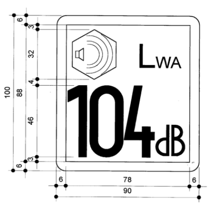
FOOTWEAR

Directive 94/11/EC covers labelling for the materials used in footwear, including parts sold separately, and rules regarding labeling. Labels must convey information relating to the upper part of the shoe (see logo), the lining and insole sock, and the outer-sole of the footwear article. The information must be conveyed by means of approved pictograms or textual information, as defined by the directive.

The label must be legible, firmly secured and accessible, and the manufacturer or the authorized representative established in the Community is responsible for supplying the label and for the accuracy of the information contained therein. Only the information provided for in the directive need be supplied. There are no restrictions preventing additional information being included on the label.

For more information: Footwear

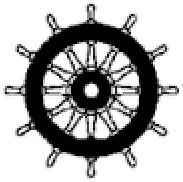
NOISE EMISSION OF OUTDOOR EQUIPMENT



Machines used outdoors are subject to CE marking requirements in line with the Outdoor Noise Directive (2000/14/EC). Along with the CE mark, products which fall under the Directive must also have marking indicating the "Guaranteed Sound Power Level" (see above).

For more information: Noise Emissions

MARITIME



The “steering wheel” mark shown above is the equivalent of CE marking for marine equipment. It applies to equipment for use on board any new EU ship, wherever the ship is situated at the time of construction, and to equipment placed on board existing EU ships, whether for the first time or to replace equipment already carried on board. It does not apply to equipment already on board on the date on which the directive entered into force in 1997. The directive applies to the following equipment categories:

- Life-saving appliances
- Marine pollution prevention
- Fire protection
- Navigation equipment
- Radio-communication equipment

A revised Marine Equipment Directive (2014/90/EC) was adopted in July 2014 and is applicable since September 18, 2016.

For more information: Directive 2014/90/EC

PACKAGING RECYCLING

The “mobius loop” (sometimes known as the “chasing arrows”), based on an international standard, may be found on products throughout Europe and is meant to help consumers identify and participate in recycling schemes for product packaging and materials. As well as being used on printed packaging, the chasing arrows symbol is sometimes featured in the molds of glass, metal, paper, or plastic products. Various kinds of loops indicate whether the product is recyclable, recycled or contains recycled material.

For more information: European Commission/Environment/Waste

The Mobius Loop with a number at the center and a letter code indicates the kind of plastic the packaging is made from. The symbol above is an example of how a plastic's type may be indicated on a product. As part of the EU voluntary identification system for plastics, the following marks are used for the most common types of plastics (Decision 97/129/EC):

EU Number	Abbreviated Description	Full Plastic Description
1	PET	Polyethylene Terephthalate
2	HDPE	High Density Polyethylene
3	PVC	Poly Vinyl Chloride
4	LDPE	Low Density Polyethylene
5	PP	Polypropylene
6	PS	Polystyrene

For more information: European Strategy for Plastics

Glass

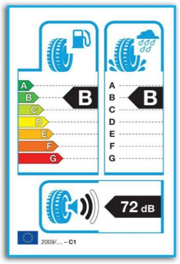
There are no EU-wide symbols used to designate the recyclable nature of glass. However, it is certainly encouraged on the national level with an array of symbols. The one shown above is just one small sample of the total existing to show recyclability.

TEXTILES

Textile products must be labeled or marked whenever they are put on the market for production or commercial purposes (sale). The names, descriptions and details of a textile's fiber content must be indicated on products available to consumers. With the exception of trademarks or the name of the undertaking, other types of required information must be listed separately. Member States may require that their national language be used on the labeling. Marking required by the regulation (1007/2011/EU) include textile fiber names, related labelling, and marking of the fiber composition of textile products.

For more information: Textiles Legislation

TYRE ENERGY LABELING



Tire label legislation requires that tire manufacturers declare fuel efficiency, wet pavement grip, and external rolling noise performance of C1, C2 and C3 tires (i.e. tires mainly fitted on passenger cars, light, and heavy-duty vehicles). The energy efficiency class ranges from A (most efficient) to G (least efficient). The wet grip class ranges from A (shorter braking distance on wet asphalt) to G (longest). The external noise class ranges from A (less noise outside the vehicle) to B (Regulation (EC)N. 1222/2009). The objective of the regulation is better information for the consumer and a contribution to a more energy efficient transport policy.

For more information:

Directive 1222/2009/EC

Directive 228/2011/EC (wet grip testing method for C1 Tires)

UNITS OF MEASUREMENT (METRIC)

The use of units of measurement in the EU/EEA is set down in the EU Metric Directive (Directive 80/181/EEC). The original EU Metric Directive (80/181/EEC), that went into effect on January 1, 2010, was modified to allow the continuation of both supplemental (U.S. customary, inch-pound) and metric units for consumer goods sold in the EU. The rule was published on May 7, 2009 in the Official Journal of the European Union. This modified Directive instructs the European Commission to produce a report to the EU Parliament and Council regarding the smooth functioning of the internal market and international acceptance of SI units by December 31, 2019. Based on this report the directive may be open for future revision.

In the same sphere as the EU Metric Directive, the EU pre-packaging legislation (Directive 76/211/EEC) specifies permissible ranges of nominal quantities, container capacities and the weights or volumes of prepackaged products. It helps guarantee the net quantity in prepacks and the volume of product in bottles. Manufacturers are advised to take note that all labels require metric units, although dual labeling is also acceptable. The e-mark is referred to as the estimated sign, ⟨e⟩, which also refers to the e-mark or *quantité estimée* and acts as a metrological "passport" to facilitate the free movement of prepackaged goods. It guarantees that certain liquids and other substances have been packed by weight or volume in accordance with the directives. While compliance is not mandatory, free movement throughout the EU is guaranteed for prepackaged products that do comply with the provisions of the directive.

Containers with an e-mark also bear an indication of the weight or volume of the product, known as its “nominal” weight or volume. The packer (or importer, if the container is produced outside the EU) is responsible for ensuring that the containers meet the directive’s requirements.

For more information:

Prepackaging

Legal Metrology

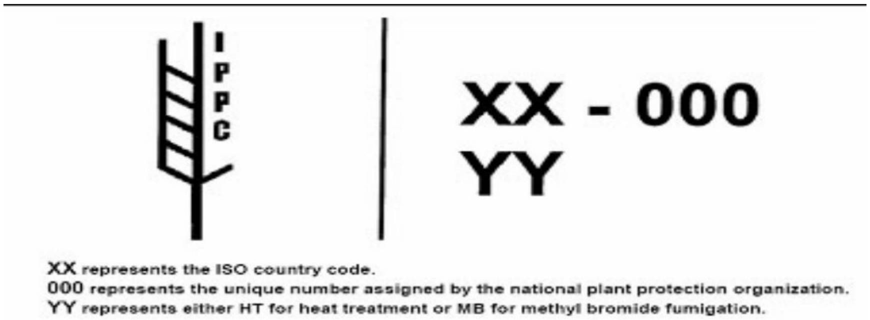
PRICE DISPLAY

The directive requires an indication of the selling price, and price per unit of measurement, on all products offered to consumers. The aim is to improve the information available to the consumer and to facilitate price comparison. This information must be unambiguous, clearly legible and easily identifiable. If advertising mentions the item's selling price, it must also indicate its unit price. For products sold in bulk, the unit price is the only item whose indication on the label is mandatory. National authorities may provide alternatives for products sold by small retail business operations. For more information: Directive 98/6/EC on the indication of the prices of products offered to consumers.

PACKAGING MATERIAL

The EU Packaging and Packaging Waste Directive harmonized member state legislation regarding packaging material composition and the management of packaging waste. Composition of packaging material is addressed in a series of EU-wide standards. For the management of packaging waste through recycling targets and collection and recycling systems, countries have adopted voluntary marking mentioned in the following pages. For more information: Directive 94/62/EC

Wood Packaging



Like the United States, the EU has adopted legislation to ensure pest control in wood packaging. The marking used for regulated materials is based on the International Plant Protection Convention compliance symbol shown above. For more information: Requirements for wood packaging and dunnage

VOLUNTARY MARKS AND LABELS

MATERIALS IN CONTACT WITH FOOD

Manufacturers of containers, plates, cups, and other material that is intended to come into contact with food are required to check the compliance of their product with EU chemical safety requirements. Using the symbol shown above shows compliance with these requirements. It is mandatory to comply with the legislation, but the use of the symbol is voluntary. For more information: Legislation on Food Contact Materials

THE e-MARK

The e-mark, shown above, acts as a metrological "passport" to facilitate the free movement of prepackaged goods. It guarantees that certain liquids and other substances have been packed by weight or volume in accordance with the directives. While compliance is not mandatory, free movement throughout the EU is guaranteed for prepackaged products that do comply with the provisions of the directive.

Containers with an e-mark also bear an indication of the weight or volume of the product, known as its "nominal" weight or volume. The packer (or importer, if the container is produced outside the EU) is responsible for ensuring that the containers meet the directive's requirements. For more information: Prepackaging

THE ECO-LABEL

The European Eco-label enables European consumers, including public and private purchasers, to easily identify officially approved green products across the European Union, Norway, Liechtenstein and Iceland. Introduced in 1992, the label communicates to the customer that the marked products meet specific eco-friendly criteria that have been developed to apply to everyday consumer goods and services. It is a voluntary mark but it can help open new business opportunities, particularly with the expansion of green public procurement in Europe.

The symbol may apply to approximately 25 product and services groups including cleaning products, electronic equipment, household equipment or gardening. See the Ecolabel product catalogue on

How to apply for the EU Ecolabel. Manufacturers should be aware that similar eco-friendly markings are often used nationally, such as the Nordic Swan or the German Blue Angel, shown below:

The Eco-label program has recently been expanded to cover fish and fishery products. This means that eco-labeled products have been produced in accordance with specific environmental standards.

Private Eco labels have been developed by the seafood industry to "influence the purchasing decision of consumers and the procurement policies of retailers selling seafood products, in order to reward producers involved in responsible fishing and aquaculture practices leading towards sustainable use of natural resources."

There are multiple eco-label schemes, and logos, developed by a variety of operators and according to different characteristics. This confusing situation has led to a need for harmonization and coherence. In response, the UN Food and Agriculture Organization (FAO) has developed a "Guideline for the Eco-Labeling of Fish and Fishery Products from Marine Capture Fisheries."

The U.S. Government has decided not to engage in the development of such a marketing tool. Instead, NOAA Fisheries has developed a comprehensive website where stakeholders, including consumers, can find facts about a specific species of fish and related fisheries.

The European Commission is currently preparing a feasibility report on options for an EU-wide eco-label scheme for fishery and aquaculture products. Some EU countries have already created their own National eco label, and Norway and other EEA countries have their own schemes but may consider developments for an EU-wide eco-label scheme.

For more information:

European Eco-Label website

Eco-labels for Fisheries and aqua products

GREEN DOT

The Green Dot system is a scheme in which participating bodies coordinate the collection, sorting and recovery of used packaging. This system is actually administered according to national packaging laws (adhered to by packaging manufacturers, fillers, retailers and importers), and it should be noted that all participating national systems operate independently. The umbrella organization, PRO-Europe, is responsible for managing the Green Dot labeling system in Europe. Interested applicants should contact one of the national administering authorities.

For more information: Pro Europe

U.S. Export Controls

The United States imposes export controls to protect national security interests and promote foreign policy objectives. BIS's Export Enforcement (EE) is responsible for the enforcement of the EAR. BIS works closely with U.S. embassies, foreign governments, industry, and trade associations to ensure that exports from the United States are secure. In accordance with the EAR, BIS officials conduct site visits, also known as End-Use Checks (EUCs), globally with end-users, consignees, and/or other parties to transactions involving items subject to the EAR, to verify compliance.

An EUC is an on-site verification of a party to a transaction to determine whether it is a reliable recipient of U.S. items. EUCs are conducted as part of BIS's licensing process, as well as its compliance program, to determine if items were exported in accordance with a valid BIS authorization or otherwise consistent with the EAR. Specifically, an EUC verifies the bona fides of recipient(s) of items subject to the EAR, to include: confirming their legitimacy and reliability relating to the end use and end user; monitoring their compliance with license conditions; and ensuring such items are used and/or re-exported or transferred (in-country) in accordance with the EAR.

BIS officials rely on EUCs to safeguard items subject to the EAR from diversion to unauthorized end uses/users. The verification of a foreign party's reliability facilitates future trade, including pursuant to BIS license reviews. If BIS is unable to verify the reliability of the company or is prevented from accomplishing an EUC, the company may receive, for example, more regulatory scrutiny during license reviews or be designated on BIS's Unverified List or Entity List, as applicable.

BIS has developed a list of "red flags", or warning signs, intended to discover possible violations of the EAR.

Also, BIS has "Know Your Customer" guidance.

BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two-day seminars and focus on the basics of exporting as well as more advanced topics. Check a list of upcoming seminars and webinars. BIS also provides online training.

The EAR does not regulate transactions involving all U.S. goods, services, and technologies. Other U.S. Government agencies regulate more specialized exports. For example, the U.S. Department of State's Directorate of Defense Trade Controls has authority over defense articles and services. A list of other agencies involved in export control can be found on the BIS website or in Supplement No. 3 to Part 730 of the EAR. The EAR is available on the BIS website and on the e-CFR (Electronic Code of Federal Regulations).

The Consolidated Screening List (CSL) is a list of parties for which the United States Government maintains restrictions on certain exports, reexports or transfers of items. The CSL consolidates a number of smaller lists of restricted parties that are maintained by a variety of U.S. Government agencies, including the Department of Commerce, as an aid to industry in conducting electronic screens of potential parties to regulated transactions.

Temporary Entry

Specific information on the ATA Carnet Customs procedure used for temporary importation, transit and temporary admission of goods designed for specific purposes, duty-free and tax-free (such as professional equipment for presentations or trade fairs).

For information on this topic please consult the Commerce Department's Country Commercial Guides on EU Member States: EU Member States' Country Commercial Guides

Alternatively, search the Commerce Department's Market Research Library, available from: Market Intelligence under Country and Industry Market Reports.

Prohibited and Restricted Imports

The Tarif Intégré de la Communauté (TARIC) is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a product is prohibited or subject to restriction, check the TARIC for the following codes:

- CITES Convention on International Trade of Endangered Species
- PROHI Import Suspension
- RSTR Import Restriction

For information on how to access the TARIC, see the Import Requirements and Documentation Section.

Key link: Taxation Customs and Tariffs

For up to date information on prohibited and restricted imports to Norway, please contact the Norwegian Customs Authority.

Customs Regulations

Advance rulings on classification

Before signing a long-term contract or sending a shipment of considerable value, it may be prudent for the Norwegian importer or U.S. exporter to obtain an official ruling on customs treatment. Requests for advance information regarding the customs classification of products may be addressed directly to:

Toll og Avgiftsdirektoratet (Norwegian Customs and Excise Authority)

Tel: 011 (47) 22 86 03 00, E-mail: tad@toll.no

Taxation and Customs Union Directorate

The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions apply from May 1, 2016. It replaces the Community Customs Code (CCC). In addition to the UCC, the European Commission has published delegated and implementing regulations on the actual procedural changes. These are included in Delegated Regulation (EU) 2015/2446, Delegated Regulation (EU) 2016/341 and the Implementing Regulation (EU) 2015/2447.

There are a number of changes in the revised customs policy which also require an integrated IT system from the customs authorities. In April 2016, the European Commission published an implementing decision (number: 2016/578) on the work program relating to the development and deployment of the electronic systems of the UCC. The EC continues to evaluate the timeline by which the EU-wide integration of the customs IT system can be implemented. The current deadline of December 2020 may be extended until 2025 (draft proposal). It remains to be seen how this will affect Norway and other EEA countries.

Key link: Homepage of Customs and Taxation Union Directorate (TAXUD) Website

Customs Valuation

Most customs duties and value-added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.

Given the magnitude of EU/EEA imports every year, it is important that the value of such commerce is accurately measured for the purposes of:

- Economic and commercial policy analysis;
- Application of commercial policy measures;
- Proper collection of import duties and taxes; and
- Import and export statistics

These objectives are met using a single instrument - the rules on customs value. The EU/EEA applies an internationally accepted concept of '[customs value]'.

The value of imported goods is one of three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

Key links: EU Customs procedures for import and export and Norwegian Customs

EU Legislation and CE Marking

Many products require the **CE Mark** before they can be sold in the EU. The CE Mark indicates that a product has been assessed by the manufacturer and meets the essential health and safety requirements enshrined in what are commonly considered the CE Mark Directives and Regulations. These directive and regulations are legislative acts adopted by the EU as a whole and are considered to be "harmonized", which means that they apply across all EU/EEA member states and are mandatory. (Note, however, that member states can have additional requirements in some cases). In order to attest that a product fulfills these harmonized EU essential health and safety requirements and qualifies for the CE Mark, manufacturers must create a technical file which documents how the product meets the directive or regulation requirements (generally through testing, design, and risk assessments). Each CE Mark directive or regulation determines how hazardous the product category is considered. For some less hazardous products, the testing and risk assessment (also called conformity assessment) may be done by the manufacturer themselves. In this case the manufacturer would assemble the "technical file" which will document how the product meets the essential health and safety requirements of the specific CE Mark directive or regulation. The manufacturer then issues themselves a declaration of conformity (DOC). It is this self-DOC which allows them to then affix the CE Mark to their product. The DOC is self-declared on the product and market surveillance organizations in the EU can and do call upon the manufacturer to produce the technical file that backs up the DOC. Where the product is considered more hazardous, third party testing is mandated, and certificates of conformity are issued by an EU approved third party testing organization called a Notified Body. The Nando database should be searched for a notified body which can certify specific products. The Blue Guide is an official, but non-legal EU document, which has an exhaustive discussion of the process and background to understanding compliance with harmonized legislation. Note that a product cannot be retroactively given a CE Mark DOC whether self-determined or determined through third party testing. The product must be CE Marked before being put or "placed" on the EU market. There is no official process to remedy the lack of a CE Mark once a product enters the EU.

Bear in mind that testing and certification to U.S. standards for the U.S. market is generally not sufficient for exporting to the EU/EEA. However, since EU legislation harmonizes mandatory requirements for product safety of CE marked products throughout the European Union, a manufacturer only needs to go through the process of determining compliance once and can then export to all EU/EEA member states. With appropriate certification, goods travel freely within the borders of the Single Market.

Where products are not regulated by specific EU technical legislation (whether CE Marked or not), they are always subject to the EU's General Product Safety Directive as well as to possible additional national requirements.

CE Marking Step-by-Step

1. Find the applicable directive (legislation)

2. Determine the essential requirements in the directive (usually Annex I)

3. Note the harmonized European EN standards

4. Choose the appropriate conformity assessment module as described in the directive's annexes

5. Locate Notified Bodies (accredited test laboratories) – if required

6. Create a Technical File and Declaration of Conformity and apply CE marking

Contact the U.S. Commercial Service at the U.S. Mission to the EU for more information.
Key links: For an overview of EU product safety and Consider working with consultants

New requirements for CE marked products:

Going into force on July 16, 2021, the new EU Regulation on Market Surveillance and Product compliance (Regulation (EU) 2019/1020) (commonly called the "Goods Package") will bring important changes to market surveillance in the EU for more than 70 EU product laws and for product compliance for 20 categories of CE marked products. Some of these changes include reinforced controls at the border, new responsibilities for shipping platforms, new requirements for products sold online, and, most importantly for U.S. exporters, the mandatory appointment of a Responsible Person/Economic Operator based in the EU for certain products covered under Article 4 of the directive. The product categories affected under Article 4 of this directive include most of the CE Marked products. There is no small business, minimum value, or quantity exception for third country products placed on the EU market. Therefore, depending on the guidance to be released, a U.S. exporter would need to have a designated Responsible Person/Economic Operator based in the EU for the sale of even one item into the EU.

The mandatory Responsible Person/Economic Operator will be responsible, at a minimum, for ensuring the availability of the conformity documentation, cooperating with market surveillance authorities, and informing authorities when they have reasons to believe that a product presents a risk. Guidance for the application of Article 4 of the directive is expected to be published in late 2020.

The following CE marked product categories may be placed on the EU market only if a Responsible Person/Economic Operator established in the EU/EEA is appointed:

Construction products, personal protective equipment, machinery, electrical and electronic equipment ('ROHS, EMC, Low Voltage'), toys, recreational crafts, radio equipment, energy-related products ('Ecodesign'), gas appliances, outdoor equipment ('outdoor noise'), equipment for use in potentially explosive atmospheres ('ATEX'), pressure equipment, simple pressure vessels, pyrotechnic articles, measuring equipment, non-automatic weighing instruments.

The economic operator or 'EU Responsible Person' can be a manufacturer in the EU, the EU importer, an authorized representative appointed by the Manufacturer, or a fulfilment service provider. Whichever the option chosen, the name and address of this EU-based representative must appear on the product or packaging so that customs or market surveillance authorities can have a contact person in the EU in case the product presents a risk. This also applies to products sold on-line. Guidelines on the new regulation are expected in the fall 2020.

EU market surveillance authorities are under no legal requirement to notify the U.S. manufacturer or exporter when their product is considered a potential risk. They are required only to notify the EU responsible person or economic operator. Timing to respond to a market surveillance inquiry typically starts when the EU responsible person/economic operator is notified. Thus, it is important that any agreement with the U.S. exporter's chosen EU responsible person/economic operator specify the timeframe for notifying the U.S. exporter. Failure to respond in a timely manner can result in a product notification to the EU's product recall system which would preclude that product from the EU market.

Key links:

Regulation on market surveillance and compliance of products

List of National Authorities Responsible for Product Safety

Safety Gate

Frequently Asked Questions:

Where do I find EU product legislation?
Under industry sectors on http://ec.europa.eu/growth/sectors_en

Where can I find European (EN) standards?
http://ec.europa.eu/growth/single-market/european-standards/harmonised-standards_en
https://standards.cen.eu/dyn/www/f?p=CENWEB:105::RESET::::
https://www.cenelec.eu/dyn/www/f?p=104:107:0::::FSP_LANG_ID:25
https://www.etsi.org/standards/get-standards#Pre-defined%20Collections

In the event that I need the services of a test laboratory – EU notified body, U.S. based subcontractor or conformity assessment body - where do I obtain a list?
http://ec.europa.eu/growth/tools-databases/nando/
https://www.nist.gov/standardsgov/lists-recognized-us-cabs
https://2016.export.gov/cemark/eg_main_017274.asp

Want to understand CE marking in more detail? CE marking guidance booklet

Other Resources

CEN, European Committee for Standardization
CENELEC, European Committee for Electrotechnical Standardization
ETSI, European Telecommunications Standards Institute
ANSI, American National Standards Institute (to search for EN standards in U.S.)
European Accreditation
European Union law portal

Standards for Trade

Overview

Products tested and certified in the United States to U.S. regulations and standards are likely to have to be retested and re-certified to EU/EEA requirements as a result of the different approaches to the protection of the health and safety of consumers and the environment.

EU legislation and standards created under the New Approach are harmonized across the EU Member States and EEA countries to allow for the free flow of goods. A feature of the New Approach is CE marking.

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the EU, which is often the case. For more on how the EU standards and regulatory system functions as a barrier to trade see the National Trade Estimate.

In general, the harmonization of EU standards has greatly simplified technical regulation in Europe. Prior to harmonization, each country in the EU developed its own standards through their national standards body creating differing and conflicting standards, laws, and conformity assessment procedures. Thus, it became necessary to create a new, integrated, European system of standardization. The new system provided for three EU standards bodies to create standards on a Europe-wide level: (1) The European Committee for Standardization (CEN); (2) the European Committee for Electrotechnical Standardization (CENELEC); and (3) The European Telecommunications Standards Institute (ETSI).

View CEN and CENELEC's work plan for future standardization activities. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both CEN and CENELEC offer the possibility to search their respective database. ETSI's portal links to ongoing activities.

Key Link: Standardization Policy

Standards

EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

1. CEN, European Committee for Standardization
2. CENELEC, European Committee for Electrotechnical Standardization
3. ETSI, European Telecommunications Standards Institute

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the Member States, which have "mirror committees" that monitor and delegate experts to participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual Member States standards bodies. ETSI is different in that it allows direct participation in its technical committees from non-EU companies that have interests in Europe and provides some of its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental, labor and consumer groups. The Commission also provides money to the European standards bodies when it mandates standards development for harmonized standards that will be linked to EU legislation. Mandates - or requests (the Commission requests CEN/CENELEC or ESTI to develop standards) for standards – can be checked online at: http://ec.europa.eu/growth/tools-databases/mandates/index.cfm

Given the EU's vigorous promotion of its regulatory and standards system, as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include EEA countries and affiliate members and countries which are hopeful of becoming full members in the future.

View CEN and CENELEC's work plan for future standardization activities. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both CEN and CENELEC offer the possibility to search their respective database. ETSI's portal links to ongoing activities.

Key Link: Standardization Policy

While harmonization of EU legislation can facilitate access to the EU/EEA market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the EU/EEA.

Standards Norway

Standards Norway (SN), the Norwegian Electrotechnical Committee (NEK) and the Norwegian Communications Authority (Nkom) are the three standards writing bodies in Norway. Standards Norway is the Norwegian member of CEN and ISO. Standards Norway is responsible for all standardization areas, except for electrotechnical and telecommunications. Standards Norway adopts and publishes some 1,500 new Norsk Standard (Norwegian Standards - NS) annually. NS are adopted by Standards Norway based on nationally required standards, European and international standards: http://www.standard.no/en/

The Norwegian Electrotechnical Committee is the Norwegian member of CENELEC and IEC and is responsible for standardization in the electro technical area. The Norwegian Electrotechnical Committee adopts and publishes some 300 new standards annually.

The Norwegian Communication Authority is the Norwegian national member of ETSI and ITU. The Norwegian Communication Authority is responsible communications standardization in Norway. The major tasks are the co-ordination of international and European work in this area: http://eng.nkom.no/about

Standard Online AS is responsible for marketing and sale of standards and related products in Norway. Standard Online provides information on available standards, and Standards Norway, the Norwegian Electrotechnical Committee and the Norwegian Communications Authority provide information on standardization work in progress. Key link: Standard Online AS

As the Norwegian member of ISO, Standards Norway is responsible for marketing and selling ISO standards and publications within Norway. Standard Online AS is doing this on behalf of Standards Norway. Each Norwegian Standard (NS) is adopted by Standards Norway based on either nationally created or European and International Standards. There are currently around 14,000 NS in many different fields. More than 95 % of the standards being adopted today are common European Standards and are designated NS-EN.

Note on Standards in the Offshore Oil Industry

EU/EEA regulations stipulate that suppliers of products and services to the oil industry must be selected with the aid of objective criteria based on a public call for competition in the EU/EEA area. To ensure correct and objective procurement in accordance with these rules, leading Scandinavian oil companies have established a common qualification scheme, called the Achilles Joint Qualification System, for qualification of suppliers of products and services to the oil industry in Norway and abroad. All operators, the main engineering companies, and the suppliers in the industry use this system. Achilles contains information on each company, its QA system, and its services and products. Also, Achilles may be very useful for any new-to-market company since it provides an overview on existing competitors, or even better, it may reveal gaps in a product range that offer an opportunity to the suppliers with the relevant products, tools, or services.

Key link: Achilles Information Center

A Norwegian initiative for reducing development and operation costs for the offshore oil and gas industry has resulted in the NORSOK Standards (Norsk Sokkels Konkurranseposisjon – the competitive standing of the Norwegian offshore sector). The main objective for these standards has been to add value and ensure cost savings for all relevant transaction parties in the industry. NORSOK standards have been widely used by companies on the Norwegian Continental Shelf. NORSOK standards for the Norwegian offshore market are subject to a fee: http://www.standard.no/petroleum

Testing, Inspection and Certification

Conformity Assessment

Conformity Assessment is the demonstration that specified requirements relating to a product, process, system, or group are fulfilled. Conformity assessment can include: the supplier's declaration of conformity, different types of sampling and testing, inspection, certification, management system assessment and registration, the accreditation of the competence of those activities, and the recognition of an accreditation program's capability. Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU harmonized legislation. As mentioned above under CE Marking, EU harmonized product legislation gives manufacturers some choice regarding conformity assessment, depending on the level of risk involved in the use of their product. Certification for defined lesser risk products can be done by the manufacturer themselves by building a technical file in many cases. Higher risk products will need third party testing through accredited testing labs. Types of compliance certification ranges from self-certification, type examination and production quality control system certification, to full quality assurance system certification. In the case of CE Mark directives or regulations, each directive or regulation stipulates the processes which can be used for which products. This is usually found in an annex and called a "Module".

Modules vary in complexity. For example, Module A permits the manufacturer to assume total responsibility for conformity assessment. If the product is manufactured to Harmonized Standards, and if the risk is not unusually high (as in most machinery, for example), the manufacturer may rely on internal manufacturing checks. He or she compiles a Technical File, issues a Declaration of Conformity to the appropriate directives, and if appropriate, standards, applies the CE marking, and places the product on the market. Modules for higher risk products, for example, a medical device, on the other hand, could call for a type examination of the product plus a production quality assurance system that conforms to the standard. Another choice for a medical device manufacturer would be a complete quality assurance program that would conform to ISO 9001 (or EN 29001) for example. These later modules may call for the involvement of third party testing and assessment for a Declaration of Conformity. In Europe, these third parties are designated by member states' authorities, accepted by the European Commission, and are called Notified Bodies. Each directive provides the module choices available, but there are no choices beyond the modules specified.

When third party testing is required, that testing must be done by accredited member state organizations called Notified Bodies which must be domiciled in an EU27 member state. The official list of approved Notified Bodies for each EU harmonized directive/regulation is found in the EU Commission's website under NANDO.

Key link: NANDO

The only exceptions to this EU-domiciled rule are U.S.-based organizations and test labs for products covered under U.S.-EU mutual recognition agreements (MRAs) for certain types of marine equipment, products under the Electromagnetic Compatibility MRA, and the Radio Equipment MRA.

Finally, to promote market acceptance for products in the EU, there are several voluntary conformity assessment programs. CEN and Cenelec's certification system is known as the Keymark. ETSI does not offer conformity assessment services.

Product Certification

To sell products in the EU market of 27 Member States, as well as in EFTA (Norway, Liechtenstein Iceland, Switzerland) and Turkey, U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized standards. The CE marking process is very complex and this section attempts to provide some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC or ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the essential requirements of EU harmonized legislation. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU and EFTA. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the Member States, and its use simplifies the task of market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back to the manufacturer or the local contact established in the EU. This detailed information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

Accreditation

Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.

European Accreditation is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible to appropriate EN and ISO/IEC standards.

Norwegian Accreditation is the authorized Accreditation Body in Norway. This agency manages the Norwegian accreditation system and serves as the top level in the quality system in Norway. Organizations accredited by Norwegian Accreditation (e.g. laboratories and certification bodies), will in turn control the quality and certify other organizations/businesses. Norwegian Accreditation is a member of:

- ILAC International Laboratory Accreditation Cooperation
- LAF The International Accreditation Forum, Inc.
- EA European Accreditation

Publication of technical regulations

The Official Journal of the EU is the official publication of the European Union. It is published daily on the Internet and consists of two series covering adopted legislation as well as case law, studies by committees. It also lists the standards reference numbers linked to legislation (Harmonized Standards).

National technical regulations are published on the Commission's website to allow other countries and interested parties to comment.

National Institute of Standards and Technology's (NIST) Notify U.S. Service

Members of the World Trade Organization (WTO), such as the EU or EFTA countries like Norway, are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to notify to the WTO proposed technical regulations and conformity assessment procedures that could affect trade. Notify U.S. is a free, web-based e-mail registration service that captures and makes available for review and comment key information on draft regulations and conformity assessment procedures. Users receive customized e-mail alerts when new notifications are added by selected country or countries and industry sector(s) of interest and can also request full texts of regulations. This service and its associated web site are managed and operated by the USA WTO TBT Inquiry Point housed within the National Institute of Standards and Technology, part of the U.S. Department of Commerce.

Proposed EU member state technical regulations are published on the Commission's website to allow other countries and interested parties to comment.

Agricultural Standards

The EEA Agreement does not cover the EU's single market for agricultural products, nor the EU's common agricultural policy. Trade in processed agricultural products (such as pizza, yogurt, crispbread and baby food) is regulated by a protocol to the EEA Agreement. A separate agreement on trade in basic agricultural products allows for negotiated quotas for derived products (such as cheese and meats). Even though agriculture is not part of the EEA Agreement and the agricultural sector is not covered by EEA legislation on state aid and competition, this sector is affected by the agreement. EEA food and veterinary legislation, which is largely harmonized with EU legislation, sets requirements for foods and food production, animal health and animal welfare. Food and veterinary legislation, taken together, is often called food law.

The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, but it took until January 2002 for the publication of a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of January 1, 2005.

For specific information on agricultural standards, please refer to the website of the Foreign Agricultural Service.

There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website: FAIRS Export Certificate Report

Contact Information:

U.S. Mission to the EU

Flavie Guerin, Flavie.Guerin@trade.gov

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U.S. Commercial Service - Oslo, Norway

U.S. Embassy – Oslo, Norway

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Tel: 011 (47) 21 30 88 34

National Institute of Standard & Technology

Gordon Gillerman, Standards Coordination Office

Tel: (301) 975-4000

CEN- European Committee for Standardization

Tel: 011 (32) 2.550.08.11

CENELES- European Committee for Electrotechnical Standardization

Tel: 011 (32) 2.519.68.71

ETSI- European Telecommunications Standards Insitute

Tel: 011 (33) 4.92.94.42.00

Trade Agreements

Norway voted against joining the European Union (EU) in a 1994 referendum. With the exception of the agricultural and fisheries sectors, however, Norway enjoys free trade with the EU under the framework of the European Economic Area (EEA). This agreement aims to apply the four freedoms of the EU's internal market (goods, persons, services, and capital) to Norway. As a result, Norway normally adopts and implements most EU directives. Norway is not a member of the EU's Economic and Monetary Union and does not have a fixed exchange rate.

Norway and other members of the European Free Trade Association (EFTA) - Iceland, Liechtenstein and Switzerland - have jointly concluded 30 free trade agreements since the early 1990s. These include: Albania, Bosnia-Hercegovina, Canada, Chile, Colombia, Central American States (Costa Rica, Guatemala and Panama), Ecuador, Egypt, Georgia, Gulf Cooperation Council (GCC), Hong Kong - China, Indonesia, Israel, Jordan, Republic of Korea, Lebanon, Macedonia, Mercosur, Mexico, Montenegro, Morocco, North Macedonia, Palestinian Authority, Peru, Philippines, Serbia, Singapore, Southern African Customs Union, Tunisia, Turkey, and Ukraine. The agreements cover trade in goods and services, services and investment, dispute settlement and other issues generally found in bilateral investment accords.

Norway is currently negotiation a free trade agreement with the People’s Republic of China.

For a list of trade agreements with the EU and its Member States, as well as concise explanations, please see: EU Trade Agreements

U.S. – EU Trade Negotiations

In July 2018, President Trump and European Commission President Juncker issued a joint statement in Washington announcing the formation of an Executive Working Group to reduce transatlantic barriers to trade, including the elimination non-auto industrial tariffs and non-tariff barriers. In October 2018, U.S. Trade Representative officially notified Congress that the Administration intended to start negotiations following the completion of necessary domestic procedures. This began a congressionally-mandated 90-day consultation period under Trade Promotion Authority prior to the launch of negotiations and resulted in the publication of the report "United States-European Union Negotiations Summary of Specific Negotiating Objectives, January 2019" which lay out the goals and objectives of U.S. negotiations with the EU.

Key link: USTR U.S. – EU Trade Negotiations

Licensing Requirements for Professional Services

The "Your Europe" website maintains a webpage dedicated to help citizens identify what the regulated professions are and what document are needed for their recognition in each EU/EEA country. For more information: Recognition of Professional Qualification.

NOKUT is the Norwegian Assistance Centre for the recognition of professional qualifications for professions that are regulated through Directive 2005/36/EF. NOKUT provides information on recognition of professional qualifications in Norway. More information: Recognition of regulated professions

Electronically available information and application forms for citizens of EU/EEA countries can be found on the website Altinn. You will find a link to the correct form for each profession in this list of industries. Please note that there are professions that are regulated by other directives.

For most professions or trades, no specific recognition is required before you can start working in Norway. If you do not find your profession in this list or in the list of professions, you may not need recognition or authorization. More information: Non-regulated professions

Selling US Products and Services

Distribution & Sales Channels

Although around 300 U.S. companies have a presence or subsidiaries in Norway, the most common way of doing business is through agents and distributors. Around 3/4 of Norway's 5.3 million people reside in the southern half of Norway. Most major importers and distributors are headquartered in the Oslo region; some have sub-agents or sales offices in other major Norwegian cities.

The rest of the country is made up of widely dispersed, small population centers that are expensive to serve due to long distances and high freight expenses. There are relatively few countrywide, multi-store chains outside the apparel, sporting goods, grocery sectors, and DIY sectors, and most retailers and distributors are small by U.S. standards. As a result, sub-agents and secondary distribution are the standard, workable method of handling Norway's scattered northern markets. With proper market promotion and support, a good local business partner and/or an astute local office, U.S. companies have found good prospects in this small, but affluent market. Moreover, U.S. companies may find some licensing and joint venture agreements and full Norwegian subsidiaries to be excellent vehicles for tapping upscale markets beyond Norway (e.g. the Nordic region and the Baltic states).

Using an Agent to Sell U.S. Products and Services

Although around 300 U.S. companies have a presence or subsidiaries in Norway, most U.S. firms rely on agents or distributors to represent their business in Norway.

It is worth noting that many agents and distributors in Norway will prefer exclusivity given the size of the market and since they will typically invest effort and financial resources into building brand awareness and developing a market position for the U.S. product or service. It is advisable to carefully think through the issue of exclusivity versus non-exclusivity before entering negotiations with potential partners. Clearly stated terms, including performance measures and termination clauses, should be built into any agreement granting exclusivity (see further information below).

Most agents, major importers and distributors are headquartered in the Oslo region; some have sub-agents or sales offices in other major Norwegian cities, such as Bergen, Stavanger, Trondheim, Kristiansand, and Tromsø. Around 3/4 of Norway's 5.3 million people reside in the southern half of Norway.

Establishing an Office

The process of establishing a Norwegian company is relatively simple and generally free of restrictions. The Norwegian Ministry of Trade and Industry has established the Altinn Business Information Service web portal to simplify the process of establishing and running business enterprises in Norway. The information is aimed to be relevant, reliable and non-biased. Altinn Business Information Service addresses two target groups; 1) Entrepreneurs looking for information needed to start his/her own business, including forms and brochures, all free of charge; and 2) Enterprises that need answers to most of the questions arising during regular business activities: taxes, value-added tax (VAT), bookkeeping, employer-employee relations, legislation, etc. Altinn Business Information Service provides useful information in an abbreviated format, together with links to sources and useful sites:

Altinn Business Information Service

How to Start and Run a Business in Norway

Tel: 011 (47) 800 33 840

All companies establishing a presence in Norway are subject to mandatory registration through a central government agency, the Bronnoysund Register Center, which also maintains open annual accounts on all Norwegian companies.

The Bronnoysund Register Center is a government body under the Norwegian Ministry of Trade and Industry and consists of several different national computerized registers. These registers contain information and key data on liabilities and titles in mortgaged movable property; business enterprises; annual accounts and auditor's reports of limited companies; bankruptcies and compulsory liquidations.

Bronnoysundregistrene (Bronnoysund Register Center)

Tel: 011 (47) 75 00 75 00

The Norwegian Competition Act requires that concentrations (mergers, acquisitions, etc.) be notified to the Norwegian Competition Authority by way of a standardized notification.

Franchising

There are several U.S. franchise chains active in Norway, including McDonalds, Burger King, TGI Friday's, Starbucks, Avis, and many others. However, most franchising systems operating in Norway are based on concepts developed in Norway. All franchise systems in Norway are required to act in accordance with the Norwegian legal framework for business enterprises. They also have to operate in line with the framework of the EEA, which is harmonized with EU legislation. Franchising is exempt from the Competition Act through EU directive 4087/88. In Norway, franchising is regulated by the Ministry of Trade and Industry. There are no major obstacles for starting a franchise chain in the country.

There are some challenges in establishing a franchise concept in Norway. Public knowledge about franchising is relatively limited, though there have been attempts to establish franchise conferences in Norway to better educate the public and potential franchisees. There are very few central marketplaces for potential franchisees to meet, so most of the business opportunities are presented through newspaper and magazine advertisements, the Internet, or facilitated meetings. Norway has a limited market size with 5.3 million people distributed over a large geographical area, often forcing franchise concepts to be broader than what is typically the case in the United States. Franchise systems in Norway also face high costs, for example for labor and property rental, and a tight labor market. It has been relatively difficult for potential franchisers to find financing in Norway.

U.S. businesses looking to franchise within the European Union will likely find that the market is quite robust and friendly to franchise systems in general. There are a number of laws that govern the operation of franchises within the EU, but these laws are fairly broad and generally, do not constrain the competitive position of U.S. businesses. The potential franchiser should take care to look not only at the EU regulations, but also at the local laws concerning franchising. More information on specific legislation can be found on the website of the European Franchise Federation.

Direct Marketing

There are plenty of options for companies wishing to use direct marketing in Norway, despite the fact that privacy issues and protection of personal data has been moved higher on the agenda by Norwegian consumers and authorities, particularly the Norwegian Data Inspectorate. Norwegian consumers now have an option to reserve the right to refuse receiving direct marketing. A national register for this purpose has recently been established by the Bronnoysund Register Center, the administrative agency responsible for a number of national control and registration schemes for business and industry.

For information on Norwegian direct marketing service providers, contact:

- Norwegian Association of Direct Marketing

  Tel: 011 (47) 22 62 70 17

- Norwegian Data Inspectorate

  Tel: 011 (47) 22 39 69 00

There is a wide range of EU legislation that impacts the direct marketing sector. Compliance requirements are more strict for marketing and sales to private consumers. Companies need to focus, in particular, on the clarity and completeness of the information they provide to consumers prior to purchase and on their approaches to collecting and using customer data. The following gives a brief overview of the most important provisions flowing from EU-wide rules on distance-selling and on-line commerce.

Processing Customer Data

The EU has strict laws governing the protection of personal data, including the use of such data in the context of direct marketing activities. For more information on these rules, please see the privacy section below.

Direct Marketing over the Internet

The e-commerce Directive (2000/31/EC) imposes certain specific requirements connected to the direct marketing business. Promotional offers must not mislead customers and the terms that must be met to qualify for them have to be easily accessible and clear. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers on-line must regularly consult national opt-out registers where they exist. When an order is placed, the service provider must acknowledge receipt quickly and by electronic means, although the Directive does not attribute any legal effect to the placing of an order or its acknowledgment. This is a matter for national law. Vendors of electronically supplied services (such as software, which the EU considers a service and not a good) must also collect value-added tax (see Electronic Commerce section below).

Key Link: e-Commerce Directive

Joint Ventures & Licensing

Joint ventures and licensing agreements are common in Norway. Joint ventures may not have a name of its own, and its existence cannot be raised as a defense against claims made by third parties. Joint ventures may not be registered and have no independent legal identity. Bookkeeping and audit requirements do not exist for joint ventures, except when specified in the joint venture agreement.

With regard to licensing agreements, it is not mandatory to record these in the official patent office (Styret for det Industrielle Rettsvern) in Norway. However, submitting a record may be recommended. A recorded licensee has the statutory right to be notified of any third parties filing cancellation actions, etc., and can thereby be more prepared to enforce his/her rights under the license agreement.

There are a number of local consulting firms that provide assistance in connection with license agreements adapted to the Norwegian market and in accordance with Norwegian intellectual property law. For a list of consulting firms, see the section below on Protecting Your Intellectual Property.

Express Delivery

The reliability of deliveries is high, and several large logistics companies offer services in Norway, including:

- UPS
- FedEx

- DHL
- TNT
- Jetpak
- Posten
- Bring

Due Diligence

Product safety testing and certification is mandatory for the EU market. U.S. manufacturers and sellers of goods have to perform due diligence in accordance with mandatory EU legislation prior to exporting.

For more general due diligence services, the U.S. Embassy in Oslo is well equipped to assist U.S. businesses. Comprised of offices of the U.S. Department of Commerce, Department of State, Department of Defense, and the Social Security Administration, the Embassy provides services and information for U.S. exporters, investors, and their Norwegian partners. Our trade specialists are available to counsel American companies, as well as Norwegian agents, importers and end-users.

Key Link: https://www.trade.gov/

eCommerce

Cross-Border E-Commerce

Nordic consumers have achieved a high level of maturity when it comes to e-commerce, and foreign players enjoy good prospects for success in the Nordic region. End users in the region, including in Norway, are technology-savvy and qualified spenders and are considered to be at the very top of e-commerce usage in Europe and globally. Manufacturers, vendors and retailers considering selling through the Internet have the opportunity to get in contact with customers more easily, but still need to consider challenges related to fulfillment, shipping, taxes, value added tax (VAT) and EU regulations. Norway is among the countries in Europe with most cross-border shopping, and Norwegians are generally very receptive to international websites.

The EU's Electronic Commerce Directive (2000/31/EC) provides rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, and clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content.

For more information:

eCommerce

e-Commerce Directive

Current Market Trends

Mobile shopping is becoming the norm, and omni channel is still a powerful strategy in many segments. On the payment side, the local payment option VIPPS is rapidly gaining traction and winning market share. Data-driven customer focus and partnerships with strong synergies seem to be the fortification strategy for an expected Amazon entry in 2020 or 2021.

New VAT requirement

As of April 1, 2020, web shops selling products to consumers in Norway are required to collect and pay Value Added Tax (VAT). Businesses do not need to have a presence in Norway, and can register through the "VAT on e-commerce" program, called VOEC. The U.S. company will be assigned a VOEC number, to be attached to the parcel. When compliant, goods will be exempt from customs clearance and will arrive to the customer without delay and unpredictable handling costs, at par with European competitors. This arrangement will contribute to levelling the playing field. Norway is the first European country to implement a system for collecting VAT from foreign online sellers on low-cost products, and the EU is scheduled to implement a similar system on July 1, 2021. U.S. vendors complying with Norway-VOEC will be better prepared. More information on VOEC here.

E-Commerce Services

A wide range of service providers are present in Norway and throughout Europe and are set up to help vendors and marketplaces with all aspect of their e-commerce business in Norway.

From a logistical point of view, e-commerce often becomes a question of volume and scale. Depending on the product, individual parcels sent from the United States may not be able to compete in Europe because of prohibitive shipping costs and shipping time. This is true especially for low value parcels. Several service providers in Europe, most notably in The Netherlands, specialize in hosting shipping-, handling-, and fulfillment services for small, non-EU companies. However, there is typically a fixed cost associated with this type of service, and U.S. vendors should not expect to be profitable from the first parcel.

GDPR

U.S. companies with an online presence offering/selling goods and services to Norway, must comply with the European General Data Protection Regulation (GDPR). This EU data privacy law went into effect May 25, 2018 and addresses the storage and use of personal information and data about EU citizens and residents purchasing from (non-EU) U.S. websites. The GDPR is broad in scope and uses broad definitions. "Personal data" is any information that relates to an identified or identifiable living individual (data subject) such as a name, email address, tax ID number, online identifier, etc. "Processing" data includes actions such as collecting, recording, storing and transferring data.

For more information:

Full GDPR text

Official Press Release

Who does the data protection law apply to?

Transferring Customer Data to Countries outside the EU/EEA

The GDPR provides for the free flow of personal data within the EU/EEA but also for its protection when it leaves the region's borders.

The GDPR sets out obligations on data controllers (those in charge of deciding what personal data is collected and how/why it is processed), on data processors (those who act on behalf of the controller) and gives rights to data subjects (the individuals to whom the data relates). These rules were designed to provide a high level of privacy protection for personal data and were complemented by **measures to ensure the protection is maintained when data leaves the region**, whether it is transferred to controllers, processors or to third parties (e.g. subcontractors). EU legislators put restrictions on transfers of personal data outside of the EU, specifying that such data could only be exported if "adequate protection" is provided.

The European Commission is responsible for assessing whether a country outside the EU has a legal framework that provides enough protection for it to issue an "adequacy finding" to that country. The U.S. does not have an adequacy decision (see section on the EU-U.S. Privacy Shield below). This means that U.S. companies can only receive personal data from the EU if they:

- Provide appropriate safeguards (e.g. standard contractual clauses, binding corporate rules), or,
- Refer to one of the GDPR's derogations.

For more information:

EU data protection authorities' FAQs on data transfers to the U.S.

Important note: The legal environment for data transfers to the United States continues to evolve. Companies that transfer EU/EEA citizen data to the United States as part of a commercial transaction should consult with an attorney, who specializes in EU data privacy law, to determine what options may be available for a transaction.

The EU-U.S. Privacy Shield

On July 16, 2020, the Court of Justice of the European Union (CJEU) issued a judgment declaring as "invalid" the European Commission's Decision (EU) 2016/1250 of July12, 2016 on the adequacy of the protection provided by the EU-U.S. Privacy Shield. As a result of that decision, the EU-U.S. Privacy Shield Framework is no longer a valid mechanism to comply with EU data protection requirements when transferring personal data from the European Union to the United States. This decision does not relieve participants in the EU-U.S. Privacy Shield of their obligations under the EU-U.S. Privacy Shield Framework.

The EU-U.S. Privacy Shield Framework was designed by the U.S. Department of Commerce and the European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with EU data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce. While it is no longer a valid transfer mechanism under the GDPR, as U.S. Secretary of Commerce Wilbur Ross noted on July 16, 2020, "The Department of Commerce will continue to administer the Privacy Shield program, including processing submissions for self-certification and re-certification to the Privacy Shield Frameworks and maintaining the Privacy Shield List."

For more information:

Commerce FAQs on Privacy Shield following CJEU decision of July 16

EU-U.S. Privacy Shield

Other transfer mechanisms

Some popular e-Commerce Sites (marketplaces and vendors)

- Komplett (Norway)
- Zalando (Germany)
- Elkjøp (UK/Norway)
- eBay (USA)
- Ikea (Sweden)
- NetOnNet (Sweden)
- Netthandelen.no (Norway)
- Ellos (Sweden)

- CDON (Sweden)
- XXL (Norway)
- BliVakker.no (Norway)
- Boozt (Sweden)
- H&M (Sweden)

Amazon has not yet entered the Norwegian market.

Online Payment

Payment by debit card and credit card is by far the preferred option for consumers in Norway. Less than 30% of consumers think it is important to have the option to pay via invoice. Around 23% would like to have alternative payment solutions, such as the local VIPPS app and Paypal. VIPPS, owned by most major banks in the region, is growing very rapidly, while Apple Pay still has a marginal market share. Vendors that have a system for value-added tax collection (e.g. VOEC) and provide a seamless experience for the consumers, will have a major advantage over those who ship from abroad and let the customer handle all the paperwork and risks.

Major Buying Holidays

The Christmas holidays and post-holiday sales, as well as Black Friday, are the peak buying holidays. In some market segments, sales around the Constitution Day, Valentine's Day, Halloween, and Easter and Winter Breaks, could be opportunities. In general, understanding the seasons is very important in this part of the world, as needs change dramatically from summer to winter.

Selling Factors & Techniques

Americans with business interests in Norway benefit from ease of communication as the vast majority of Norwegians speak English very well. American culture, including movies and TV series, is pervasive and there is not extensive use of dubbing. Nevertheless, having marketing and training materials in Norwegian language will give companies a competitive advantage. News coverage about Norway in English is sparse, limited to a few Internet services and other media, which provide only brief summaries of major events.

A few useful words on selling techniques in Norway: Norwegian companies are generally willing to pay for quality. They are also willing to switch suppliers to get better terms or better quality. Do not over promise, and make sure that you keep your deadlines and schedule promises - otherwise, Norwegians quickly lose interest. To Norwegians, "new" is not necessarily better. You need to present a convincing case – not based on emotions, but on usefulness and technical quality. New concepts have to be proven as high quality, practical and already well tested. Hard selling techniques will typically not be effective in Norway. Avoid bragging and exaggerations and attempt to make well-documented presentations that get your counterpart involved and let him/her buy from you rather than you selling through one-way communication. Norwegians are usually very straightforward, in the sense that they are typically not overtly tactical negotiators. If they say your product is too expensive, they probably mean it. If you have made a proposal, you should stick to it. To your Norwegian counterpart, trust is important, and the use of written documents to establish agreements is common. Turning around and changing or adding surprising new elements is generally not popular. It is also hard to renegotiate terms after an agreement has been made, even if circumstances have changed.

Trade promotion & advertising

All major types of advertising media are available in Norway. With the exception of the state-controlled Norwegian Broadcasting Corporation's (NRK) TV and radio stations, advertising on radio and television is fully developed, and a number of nationwide and local commercial radio stations compete. City radio stations that broadcast during morning and evening commute times are useful advertising vehicles. Introduction of digital radio frequencies (DAB) has marginalized radio channels on FM bands and also fragmented the market. Podcasts are growing fast, and advertising on this platform is catching up.

Norway has high newspaper readership, with circulation figures audited by the newspaper publishers' association. Extensive demographic information concerning readership is available. Distinctions are drawn between the four major metropolitan areas and other, so-called trade districts, which number around 100. Practically all newspaper companies and media houses are undergoing a digital transformation, trying to follow readers and attracting advertisers to digital platforms.

Major Norwegian business newspapers in print and online include:

- Dagens Naeringsliv
- Finansavisen
- Aftenposten
- E24

Pricing

Norwegian tariffs on industrial goods are generally quite low. Most of Norway's trade with EU countries is conducted on a duty-free basis under the provisions of the EEA Agreement.

Norway's corporate tax rates are lower than the EU average. Both companies and branches are subject to income and capital tax. An income tax of 22% applies generally to all forms of income of corporate bodies and other entities liable to taxation. No tax allowances are provided.

Please note that because of the extraordinary returns on production of petroleum resources, the oil companies are subject to an additional special tax. On top of the ordinary company tax rate of 22 %, there is a special tax rate of 56%. This gives a marginal tax rate of 78 %. In general, only the company's net profit is taxable. Deductions are allowed for all relevant costs, including costs associated with exploration, R&D, financing, operations and decommissioning.

The Norwegian personal income tax system has two bases for income. The ordinary income base is a net base (after allowable deductions) and is taxed at a rate of 22% in 2020. In addition, Norway has the personal income base, which serves as a gross base for taxation. A step tax (marginal income tax) and social security contributions for employees are based on this.

The step tax (marginal income tax) rates are progressive, and are as follows for 2020:

- Income from NOK 180,800-254,500: 1.9%
- Income from NOK 254,500-639,750: 4.2%
- Income from NOK 639,750-999,550: 13.2%
- Income above NOK 999,550: 16.2%

In addition, the social security contribution for an employee is 8.2% of gross income.

The value-added tax (VAT) is 25% on most goods and services, but is 15% on food items and non-alcoholic beverages, and 8% for personal transport services, movie theater tickets and hotel rooms.

There are high taxes on automobiles (except for electric cars, which are tax free), gasoline, real estate, financial assets, and other items. Overall, government revenues equal half of GDP. Disposable income is much lower than apparent income per capita, but this is offset to some extent by generous state benefits such as mostly free health care, free tuition at public schools and universities, grants for children, high state pensions (social security), etc.

A revised convention for the avoidance of double taxation between the United States and Norway came into force in 1972. It applies to national income taxes in the United States and Norway as well as local income taxes in Norway. The law covers both individuals and corporations in the two countries. For Norwegian taxation purposes, the key is whether an American enterprise operates in Norway through a permanent establishment (article 4 of the convention), defined as a fixed place of business through which a resident of one of the contracting states engages in individual or commercial activity. If so, then all industrial and commercial profits made in Norway are taxable by the Norwegian government (and exempt from taxation by the United States). The identical rule applies to Norwegian-operated permanent establishments in the United States.

Sales Service/Customer Support

Conscious of the discrepancies among European countries and EU Member States in product labeling, language use, legal guarantee and liability, the redress of which inevitably frustrates consumers in cross-border shopping, the EU institutions have launched a number of initiatives aimed at harmonizing national legislation. Suppliers within and outside the EU should be aware of existing and upcoming legislation affecting sales, service, and customer support.

Product Liability

Under the 1985 Directive on liability of defective products, amended in 1999, the producer is liable for damage caused by a defect in his product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Product Safety

The 1992 General Product Safety Directive introduces a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU.

Legal Warranties and After-sales Service

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract

Although it may not be required by law, marketing, sales service, customer support, user manuals, and training materials in the Norwegian language will give a company a competitive advantage. Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in the Trade Regulations, Customs and Standards chapter in this report.

Local Professional Services

Following is a sample list of contacts and resources available in Norway to help U.S. businesses wishing to explore the country's investment climate or compare it with other European countries.

Major international accounting firms:

- PwC
- KPMG
- Deloitte
- Ernst & Young
- Visma

For other local professional services, including legal services, please contact the U.S. Commercial Service in Oslo for qualified lists of providers.

Principal Business Associations

Norway - Web Resources:

- U.S. Commercial Service, Oslo
- U.S. Commercial Service, European Union
- U.S. Embassy Oslo
- Market Research Reports
- EU Tenders Website
- European public procurement tenders open to U.S. companies
- American Chamber of Commerce in Norway
- Confederation of Norwegian Enterprise
- Federation of Norwegian Industries
- Federation of Norwegian Commercial and Service Enterprises
- Abelia - Association of Norwegian ICT- and Knowledge-based Enterprises
- ICT Norway
- Norwegian Defense & Security Industry Organization (FSi)
- Norwegian Oil and Gas Association
- Norwegian Shipowners' Association

Limitations on Selling U.S. Products and Services

Private individuals are banned from importing certain items. Other items are bound by restrictions. This entails that you must have a special permit or license to import the item. More information on restrictions for such items at the authority responsible for the regulations:

- Medicines; contact the Norwegian Medicines Agency
- Weapons; contact the Norwegian Police Authority
- Plants; contact the Norwegian Food Safety Authority
- Foods/Supplements; contact the Norwegian Food Safety Authority
- Alcohol; read more about private import of alcohol at the Norwegian Customs

Trade Financing

Methods of Payment

The payment system in Norway is highly automated and computerized. The most common forms of payment in Norway are bank cards (debit and credit cards), Internet banking/payment, e-payment through apps (such as Vipps, Apple Pay, Google Pay) and giros. Bank checks are not frequently used in Norway. Payment is normally prompt and usually interest is charged and paid if payment is late.

While the Central Bank of Norway is responsible for authorizing interbank systems in Norway, the Financial Supervisory Authority of Norway supervises all banks and other financial institutions.

For more information about the methods of payment or other trade finance options, please read the Trade Finance Guide available at https://www.trade.gov/trade-finance-guide-quick-reference-us-exporters.

Banking Systems

Participants in the Norwegian banking market vary from large full-service banks active in both the wholesale and retail sectors to small private institutions. There is also a range of savings banks. The banking system, i.e., the actual payment system, is highly automated and computerized. The Norwegian banking system is comprised of 17 commercial banks, 105 savings banks and a small number of state-owned banks that provide financing for particular purposes. Other principal financial institutions are mortgage companies, finance companies and insurance companies. The Financial Supervisory Authority of Norway (Finanstilsynet) supervises all banks and other financial institutions in Norway.

The Commercial Banking Act, the Savings Bank Act and the Act on Financing and Finance Institutions regulate banking activities. Norway has revised the regulations relating to financial institutions as a result of the EEA Agreement. With respect to financial services, the EEA Agreement provides for full adaptation to EU regulations. Foreign banks have been allowed to establish subsidiaries in Norway since 1985. Since the implementation of the EEA Agreement in January 1994, foreign banks may also establish branches in Norway, but only a few U.S. banks currently operate in Norway.

The Central Bank of Norway is organized as a share-issuing company, but the government owns all the shares. It is the executive and advisory entity for monetary, credit and exchange policy. It is the sole bank of currency issue.

Commercial banks enjoy a very close relationship with trade and industry. Savings banks have a long tradition in Norway and also cover a substantial part of the local credit requirements. Merchant banks have not achieved the same position in Norway that they enjoy in some countries. This is partly because of the market dominance by the very large commercial banks, all of which maintain specialized departments covering the areas generally regarded as typical of merchant banking. There are special banks for fisheries, agriculture, shipping, industry, house building, and export finance. The State, to varying degrees, participates in all of these.

Foreign Exchange Controls

Norway has no currency restrictions. Foreign exchange controls were abolished in 1990. No licensing requirements are in force. The only requirement is a reporting requirement for international payments and financial transactions. The transaction bank generally takes care of this reporting. The Government has defined an inflation target for monetary policy in Norway. The operational target is consumer price inflation of close to 2.5% over time. Monetary policy shall also contribute to stabilizing output and employment. The interest rate on banks' deposits with the Central Bank of Norway (the sight deposit rate) is the most important monetary policy instrument.

US Banks & Local Correspondent Banks

This information is derived from the State Department's Office of Investment Affairs' 2015 Investment Climate Statement. Any questions on the ICS can be directed to: EB-ICS-DL@state.gov

Protecting Intellectual Property

In any foreign market companies should consider several general principles for effective management of their intellectual property (IP). Several general principles are important for effective protection of IP rights in the EU/EEA. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in the EU/EEA than in the United States. Third, rights must be registered and enforced in the EU under local laws.

It is vital that companies understand that intellectual property rights are primarily private rights and that the U.S. government cannot enforce them for private individuals in the EU/EEA. It is the responsibility of the rights holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in EU law. The U.S. Commercial Service can provide a list of local lawyers upon request.

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the United States and other countries -- call the STOP! Hotline: **1-866-999-HALT** or visit STOP Fakes
- For more information about registering trademarks, designs and patents (both in the United States as well as in foreign countries), contact the U.S. Patent and Trademark Office (USPTO) at: **1-800-786-9199**
- For more information about registering copyrighted works in the United States, contact the U.S. Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, please visit the "Resources" section of the STOPfakes website.
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: STOPfakes Business tools. The toolkits contain detailed information on protecting and enforcing IP in specific markets (e.g. EU toolkit) and also contain contact information for local IPR offices abroad and U.S. government officials available to assist SMEs.

For more information, please see the following article on Protecting Intellectual Property, and Stopfakes.gov.

The U.S. Department of Commerce has positioned IP attachés in key markets around the world. Here is the contact information for European-based IP attachés:

European Union (based in Brussels, Belgium)

Susan Wilson

Susan.Wilson@trade.gov

Tel: 011 (32) 2-811-5308

WTO - World Trade Organization (based in Geneva, Switzerland)

Deborah Lashley-Johnson

deborah_e_lashley-johnson@ustr.eop.gov

WIPO - World Intellectual Property Organization (based in Geneva, Switzerland)

Kristine Schlegelmilch

SchlegK@state.gov

For more information, contact ITA's Office of Standards and Intellectual Property (OSIP) Director, Stevan Mitchell at Stevan.Mitchell@trade.gov

Selling to the Public Sector

Selling to the Government

Norway is party to the Agreement on the European Economic Area (EEA), which extends, in most respects, to the internal market of the EU, as well as to the European Free Trade Agreement (EFTA) countries Norway, Iceland and Liechtenstein. These EFTA members and all the member states of the EU are party to the EEA Agreement. As part of the EEA Agreement, Norway, Iceland and Liechtenstein have adopted relevant EU legislation with respect to public procurement.

Through the signature of the WTO Government Procurement Act (GPA), Norway's public procurement market opened to more countries, so signatory states outside the EU may also participate. Norway's international commitments through both the EEA and GPA agreements are incorporated into Norwegian legislation. All public tender notices are required to be published in the Norwegian gazette, Norsk Lysingsblad, and the public procurement database DOFFIN (see below). Through the EEA Agreement, public entities in Norway are required to announce tenders above a certain threshold value in the EU database, Tender Electronic Daily (TED).

Because of WTO GPA obligations, purchases covered by the GPA are also announced in the DOFFIN database, which automatically forwards tenders above the threshold value to the TED. DOFFIN is the Norwegian Internet-based database for notices of public procurement and procurement in the utilities sectors (water and energy supply, transport, and telecommunications) that are subject to the EU regulations. The purpose of the base of the procurement notices is to:

- Ensure competition and openness about business opportunities;
- Forward all procurement notices for the announcement in TED, when applicable

- Ensure the control of procurement notices before publishing
- Publish and distribute the procurement notices in a searchable format
- Generate relevant statistics in the public sector

The operator for DOFFIN is EUS Holdings Limited (EU-Supply). The Agency for Public Management and eGovernment (Difi) manages DOFFIN on behalf of the Norwegian Ministry of Trade, Industry and Fisheries.

Legal complaints regarding public procurement in Norway should be directed to the Norwegian courts, or to the EFTA Surveillance Authority (ESA).

The U.S. Commercial Service at the U.S. Mission to the European Union has a website dedicated to procurement and a market research site which contains reports on EU tendering and government procurement: https://www.trade.gov/knowledge-product/european-union-selling-government

U.S. companies bidding on Government tenders may also qualify for U.S. Government advocacy. A unit of the U.S. Commerce Department's International Trade Administration, the Advocacy Center coordinates U.S. Government interagency advocacy efforts on behalf of U.S. exporters bidding on public sector contracts with international governments and government agencies. The Advocacy Center works closely with our network of the U.S. Commercial Service worldwide and inter-agency partners to ensure that exporters of U.S. products and services have the best possible chance of winning government contracts. Advocacy assistance can take many forms but often involves the U.S. Embassy or other U.S. Government agencies expressing support for the U.S. bidders directly to the foreign government. Consult Advocacy for Foreign Government Contracts for additional information.

Financing of Projects

In principle, all kinds of financing are available to foreign investors. Overdrafts and mortgages are available from banks, which will also assist in the issuance of such financial instruments as discount bonds, convertible bonds, etc.

Financial lease arrangements are supplied by leasing companies. If a leased asset is financed from foreign funding, a license is required from the Bank of Norway. If the lessee is foreign and the agreement is of a financial character (financial leasing), a license is required. No license is required if the leasing agreement can be said to be operational.

Venture capital and merchant banking are not highly developed in all sectors, but do exist. Venture capital is particularly focused on the energy sector, renewable technology and to some degree within the ICT sector and healthcare technology. The Norwegian Venture Capital & Private Equity Association (NVCA) is an independent, non–profit association supporting the interests of companies and persons who are active in the Norwegian private equity industry.

Under relatively strict conditions it is possible to obtain fresh capital at the stock exchange. The Oslo Stock Exchange (Oslo Bors) offers the only regulated markets for securities trading in Norway today and has a license as a regulated market from the Norwegian Ministry of Finance. The Norwegian Financial Supervisory Authority supervise regulated markets and multilateral trading facilities in Norway. Oslo Stock Exchange is considered world-leading in the energy, shipping and seafood sectors. A company that has its shares listed on the Oslo Stock Exchange will find it quicker and easier to list other types of securities, such as bonds or short-term certificates. Oslo Stock Exchange joined the Euronext Group in June 2019.

Export Financing

Export Credit Norway extends loans to large and small companies in Norway and abroad for purchases of capital goods and services from Norwegian exporters. Export Credit Norway is a limited liability company wholly owned by the Norwegian government. Export Credit Norway finances export contracts ranging in value from a few million to several billion Norwegian kroner, across sectors and worldwide. The company´s loans comply with the OECD framework on officially supported export credits.

The Guarantee Institute for Export Credits (GIEK) is the central governmental agency responsible for furnishing guarantees and insurance of export credits. The primary function of the Institute is to promote export of Norwegian goods and services and Norwegian investment abroad. GIEK underwrites exports to over 150 countries of all types of goods and services ranging from fruit and berries, to ships, to consultancy services. The guarantees may encompass a single transaction or a series of transactions and cover not only commercial risk, i.e. bankruptcy on the part of the debtor or non-payment for other reasons, but also political risk, i.e. war, expropriation and actions by the public authorities that prevent payment.

Norway offers no significant financing programs for either domestic or foreign investors. One exception is investments in northern Norway, where a reduced payroll tax and other incentives apply. There are no free-trade zones, although taxes are minimal on Svalbard. A state industry and regional development fund provides support (e.g., investment grants and financial assistance) for industrial development in areas with special employment difficulties or with low levels of economic activity. For more information: Invest in Norway and Innovation Norway

Financing Web Resources

- Trade Finance Guide: A Quick Reference for U.S. Exporters, published by the International Trade Administration's Industry & Analysis team
- Export-Import Bank of the United States
- EXIM Bank - Country Limitation Schedule
- OPIC
- Trade and Development Agency
- SBA's Office of International Trade
- USDA Commodity Credit Corporation
- U.S. Agency for International Development
- Norwegian Ministry of Finance
- Central Bank of Norway
- Financial Supervisory Authority of Norway
- Norwegian Financial Services Association
- Oslo Stock Exchange
- Norwegian Venture Capital & Private Equity Association
- Innovation Norway

Business Travel

Business Customs

Business customs are largely similar to those in the U.S. and practically all businesspeople speak excellent English. Norwegian businesspeople tend to travel extensively, so meetings should be scheduled well in advance. It is recommended to use the 24-hour clock. This will avoid confusion over any references to a.m. and p.m. Punctuality is valued for both business and social occasions. If you are late for a business meeting, call your counterpart and explain the delay.

The typical greeting is a firm handshake with everyone in the room when you arrive and before you leave. Maintain moderate eye contact. Business cards are widely used. Although many Norwegians tend to dress more casually, you should dress conservatively – at least until the host opens up for an open-shirt dress code.

Norwegians are often direct and do not focus on rituals and social environments for negotiations. In the initial meeting, Norwegians are ready to talk business after only a few minutes of small talk. Norwegians are straightforward in business meetings. Presentations should be precise and concrete and you should not make any promises that you cannot keep - your honesty will be respected. There is no need to be uncomfortable talking about price and payment.

Business lunches and dinners are common. The one inviting is the one who pays. If you are the host, arrange for reservations in advance. Smoking is banned in all places of business. Do not smoke in someone's home without asking for permission.

Norway, with 5.3 million people distributed over an area larger than the United Kingdom or Germany, has a very low population density. This gives the opportunity for a large variety of outdoor sports, hikes in the mountains, skiing, sailing, hunting, golfing, etc. Many Norwegians own their own cabins or vacation homes in the mountains, on the coast, or both, where they spend many of their weekends and vacations. If invited to a local Norwegian home or to an "offsite" meeting, you are experiencing an honor and sign of genuine interest, and you should definitely consider accepting.

Travel Advisory

U. S. citizens are encouraged to enroll in the Smart Traveler Enrollment Program. If you enroll, we can keep you up to date with important safety and security announcements. It will also help us get in touch with your friends and family in an emergency. Here is the link to the Smart Traveler Enrollment Program: https://step.state.gov/step/.

The American Embassy in Oslo is located at Morgedalsvegen 36, Tel: 011 (47) 21 30 85 40, E-mail: OsloACS@state.gov. For additional information, please visit the Embassy's website at http://no.usembassy.gov/

Norway has a relatively low crime rate. Most crimes involve the theft of personal property, e.g., residential burglary, auto theft, or vandalism to parked cars. Persons may become targets of pickpockets and purse-snatchers, especially in hotel restaurants and in certain parts of the Oslo area. Violent crime, although rare, occurs and appears to be increasing. The loss or theft of a U.S. passport in Norway should be reported immediately to the local police and to the U.S. Embassy in Oslo. The Department of State's pamphlet A Safe Trip Abroad provides useful information on guarding valuables and protecting personal security while traveling abroad.

While in a foreign country, a U.S. citizen is subject to that country's laws and regulations. Penalties for breaking the law can be more severe than in the United States for similar offenses. Persons violating the laws of Norway, even unknowingly, may be expelled, arrested or imprisoned. Penalties for possession, use, or trafficking in illegal drugs are strict. Some substances that are legal in other European countries are prohibited in Norway. These include ephedrine, for example, an ingredient available in some over-the-counter drug preparations. The possession of small amounts of drugs for personal use that may not result in arrest in neighboring countries can result in arrest in Norway. Penalties usually include detention, a hefty fine and deportation.

During the period of the COVID-19 pandemic, Norway has mandated a quarantine requirement for travelers entering from most countries, including the United States. In an update issued August 24, 2020, Norway declared anyone arriving in the country from abroad shall be in quarantine for 10 days, with the exception of specified countries in Europe with sufficiently low transmission. Travelers should check with the Norwegian Institute of Public Health for the latest information.

Visa Requirements

A passport is required. U.S. citizens may enter Norway without a visa. Norway is a member of the Schengen Agreement. Travelers may not stay in the Schengen area for more than 90 days in any six-month period. For information regarding entry requirements travelers can contact the Royal Norwegian Embassy at 2720 34th Street N.W., Washington, D.C. 20008-2714, Tel. (202) 333-6000, or the nearest Norwegian consulate. Consulates are located in Houston, New York, and San Francisco. Information is also available on the Internet at http://www.norway.org

U.S. companies that require travel of foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: https://travel.state.gov/content/travel/en.html

U.S. Embassy, Oslo – including Consular Services: http://no.usembassy.gov

Currency

The currency used in Norway is the Krone (NOK) and Ore (1 Krone = 100 Ore) and one USD is, as of November 2020, valued at around NOK 9.0. Generally speaking, all major credit cards are accepted, but there have been some reports of limitations using cards like American Express or Diners Club with some vendors. Traveler's checks are not often used. E-payment has seen rapid growth and is increasingly popular, both at grocery stores and public transportation.

Telecommunications/Electric

Norway has one of the most modern and advanced telecommunications networks in Europe. The following cellular phone systems can be used in Norway: GSM, GPRS, EDGE, UMTS/WCDMA, 3G, and 4G/LTE. High-speed network connections are widely available. Commercial 5G networks are expected to be built in 2020 starting with the most populous regions and expect to be rolled out in 2020/2021.

There are still a few public telephones where payment can be made with Visa, American Express, Diners Club or Eurocard/ Mastercard. For an operator, you can dial 1881 for numbers in Norway, Sweden and Denmark, and 1882 for numbers in all other countries. When calling another country from Norway, dial 00 first.

In Norway, in the event of an emergency, call:

- **110 - Fire Department**
- **112 - Police**
- **113 - Ambulance**

Broadband, ADSL lines and 3G, and 4G wireless networks are widely available. 5G networks are being rolled out and will become widely available in 2021.

Electricity in Norway is 220 V AC with 50-Hertz cycles. Plugs used are round-ended, two-pronged, continental plugs.

Transportation

Norway has an excellent transportation system. Car rentals are expensive but easily available. Those choosing to drive themselves should exercise caution. Because of the mountainous terrain, most roads are narrow and winding. The northerly latitude can cause road conditions to vary greatly depending on weather and time of year. Speed limits vary from 40-110 km per hour (25-70 miles per hour). Fines for traffic violations are extremely high and can easily exceed USD 1,000 for speeding. Roadblocks for checks of drivers under the influence of alcohol are frequent, and submission to a breathalyzer test is mandatory. Norway has adopted a zero-tolerance policy regarding drinking and driving. One drink may put a person over the legal limit and could result in a fine. More than two drinks could result in a jail sentence.

Language

The three Scandinavian countries – Norway, Denmark, and Sweden - are closely related in terms of language, ethnic roots, religion, history and a host of other ways. The languages are to a lesser degree related to English, Dutch and German.

Americans with business interests in Norway benefit from the ease of communication as the vast majority of Norwegians speak English. American culture, including movies and TV series, is pervasive. Unfortunately, news about Norway in English is sparse, limited to a few Internet services that provide only brief summaries of major events.

There are two official languages, bokmål and nynorsk, with equal status both in official use and in schools. The Norwegian alphabet contains 29 letters, including three letters not found in the English alphabet – æ (ae), ø (oe), and å (aa).

Health

Medical care is widely available. U.S. medical insurance is not always valid outside the United States. Travelers have found that supplemental medical insurance with specific overseas coverage has proved useful in some cases. Information on medical emergencies abroad, including overseas insurance programs, is provided in the Department of State's Bureau of Consular Affairs brochure Medical Information for Americans Traveling Abroad. Further information on health matters can be obtained from the Centers for Disease Control and Prevention's hotline for international travelers at Tel: (877) 394-8747, or via their Internet site at http://www.cdc.gov

Local Time, Business Hours and Holidays

Local time in Norway is Central European Time (CET) and Central European Summer Time CEST. Business hours are generally between 08:00 – 16:00. Businesspeople should note the following local holidays during 2020 and 2021:

2020:	2021:
Jan 1 – New Year's Day	Jan 1 – New Year's Day
Apr 9 - Holy Thursday	Apr 1 - Holy Thursday
Apr 10 – Good Friday	Apr 2 – Good Friday
April 13 – Easter Monday	April 5 – Easter Monday
May 1 – Labor Day	May 1 – Labor Day
May 17 – Norwegian Constitution Day	May 13 – Ascension Day
May 21 – Ascension Day	May 17 – Norwegian Constitution Day
June 1 - Whit Monday	May 24 - Whit Monday
Dec 25 – 1st Day of Christmas	Dec 25 – 1st Day of Christmas
Dec 26 – 2nd Day of Christmas	Dec 26 – 2nd Day of Christmas

Some Norwegian manufacturing plants and major businesses are closed for 3-4 weeks during the summer holidays from mid-July to mid-August. Easter (10-day holiday season for many Norwegians) and the week between December 23 and New Year also are periods of low business activity.

Note that the U.S. Embassy in Oslo is closed for regular business on U.S. Federal Holidays. For contact details in case of emergencies and additional information, visit the Embassy's website at http://no.usembassy.gov/

U.S. Federal Holidays during 2020 and 2021:

2020:	2021:
Jan 1 – New Year's Day	Jan 1 – New Year's Day
Jan 20 - Martin Luther King Day	Jan 18 - Martin Luther King Day
Feb 17 – President's Day	Feb 15 – President's Day
May 25 – Memorial Day	May 31 – Memorial Day
July 3 – Independence Day (observed)	July 4 – Independence Day
July 4 – Independence Day	July 5 – Independence Day (observed)
Sep 7 – Labor Day	Sep 6 – Labor Day
Oct 12 – Columbus Day	Oct 11 – Columbus Day
Nov 11 – Veterans Day	Nov 11 – Veterans Day
Nov 26 – Thanksgiving Day	Nov 25 – Thanksgiving Day
Dec 25 – Christmas Day	Dec 25 – Christmas Day

Temporary Entry of Materials or Personal Belongings

For updated customs regulations when traveling to and from Norway, please click on the link to the Norwegian Customs and Excise.

Investment Climate Statement (ICS)

The U.S. Department of State Investment Climate Statements provide information on the business climates of more than 170 economies and are prepared by economic officers stationed in embassies and posts around the world. They analyze a variety of economies that are or could be markets for U.S. businesses.

Topics include Openness to Investment, Legal and Regulatory systems, Dispute Resolution, Intellectual Property Rights, Transparency, Performance Requirements, State-Owned Enterprises, Responsible Business Conduct, and Corruption.

These statements highlight persistent barriers to further U.S. investment. Addressing these barriers would expand high-quality, private sector-led investment in infrastructure, further women's economic empowerment, and facilitate a healthy business environment for the digital economy. To access the ICS for Norway, visit the U.S. Department of State's Investment Climate Statement website.

Political Environment

For background information on the political and economic environment of Norway, please click on the link below to the U.S. Department of State Fact Sheet.