



Norwegian Furniture on Display at ICFF in New York City

Norwegian furniture manufacturers Variér Furniture and Aksel Hansson will exhibit their seating products at the International Contemporary Furniture Fair (ICFF) in New York City. This will be the second consecutive year in which Norway will have a National Stand at ICFF.

Like last year, this year's stand is



Variér's designs include the Peel chair

jointly sponsored by Innovation Norway, the Norwegian Consulate General in New York, and the Norwegian Furniture Manufacturers Association (MØBELRÅDET) in Oslo.

Variér Furniture's designs are inspired by the simple, yet challenging principle of "intelligent sitting": "If humans can move in a natural way, even when sitting, the body will feel better and possibly also live longer." Variér's designs include the Peel chair, inspired by a peeled orange; and the comfortable, sculptural and organic formed Date chair. The other exhibitor at this



Variér's comfortable, sculptural and organic formed Date chair.

year's ICFF is Aksel Hansson, the company behind the Aksel chair, that focuses on functionality and a clean, simple design. First produced in 1938, this chair's distinct form has become a characteristic of Scandinavian design.

The International Contemporary Furniture Fair (ICFF), "America's singular showcase for contemporary design", was held in New York City on May 16th to 19th, 2009 at the Jacob Javits Convention Center. ICFF provides 145,000 net square feet of the newest trends in furniture design, presented by over 600 exhibitors from 38 different countries. The fair was visited by over 25,000 people last year. *Antonio Raposo / Innovation Norway New York*

Norges Bank To Keep Interest Rates Low

Norway's central bank expects to keep the interest rate level low for some time to help the economy through the global downturn, Governor Svein Gjedrem said in a May 13 speech to Norway's association of local and regional authorities (KS).

Norges Bank cut rates by a half a point to an all-time low of 1.50 percent on May 6 and has signaled that rates may bottom out near 1 percent. It has cut rates by a total of 425 basis points since October.

Oil price recovery a strong stabilizing factor

Although the Norwegian economy has fared better than many others in the global crisis, unemployment is rising and economic activity is dropping nonetheless. Gjedrem said that if oil prices stayed around current levels of \$50 per barrel, the downturn in Norway would not be as severe as in other countries, and not as steep as the last cyclical slump at the end of the 1980s into the 1990s.

Norway enjoys big budget surpluses when the state's oil revenues are included but deficits without oil cash. To plug deficits the government is allowed to spend up to 4 percent annually of a \$325 billion fund built up over the past decade by saving oil and gas money.

Gjedrem noted that the government has long exceeded the 4 percent spending cap. "They spend so much (oil money) that they cannot increase it in the next years if they are to get back to 4 percent in 2012," Gjedrem told the KS conference. "It is not certain if one can expect a very strong increase in the spending of oil money if one is to follow the guidelines in the next several years," he said. [CNBC](#)



New Research Lab for Solar Energy

The Norwegian Research Centre for Solar Cell Technology was officially opened in April by HM King Harald.

The centre, located at the Institute for Energy Technology (IFE) at Kjeller, brings together the leading solar cell research community and the major solar cell companies in Norway. The collaborating parties are NTNU, SINTEF, University of Oslo, Elkem Solar, Fesil Sunergy, Hydro, Norsun, Prediktor, REC, Scatec, Solar Cell Repower and Umoe Solar.

The goal is to provide current and future actors in the Norwegian solar cell industry access to state-of-the-art technological and scientific expertise. In this way, the Centre will contribute to maintaining the leading position of the Norwegian solar cell industry in the international solar cell market, as well pave the way for this industry to grow into one of the most important on-shore industries. [Norway Post](#)

Norway Elected to the Human Rights Council

Norway has been elected a new member of the UN Human Rights Council, together with among others the US and Belgium. Foreign Minister Jonas Gahr Stoere says Norway will use its membership to make a difference.

The Council consists of 47 delegates, three of them from Western nations. It is the first time that the US is a member of the Council.

The Council is headquartered in Geneva, and members are elected for a three-year period.

[Norway Post](#)

Statoil's New Lodestar

A star, a turbine, a drill bit, a windmill. Many possible associations may arise from the new logo which will adorn the group's installations and buildings after the name change from StatoilHydro to Statoil on 1 November 2009.

"This is a star, a lodestar for a company which aims to be a path-finder in oil, gas and other energy forms," say StatoilHydro employees who have seen the logo before its release.

The symbol has also been created on the basis of the Nordic starry sky, which in generations has served as a guide for people who seek to cross new borders.

The star symbolizes the ambition of further pioneer efforts on the Norwegian continental shelf and internationally, and of finding and creating more efficient energy.

A lodestar should be strong and bright, and it was therefore a natural choice to use a forceful color for the group's new symbol. Furthermore, this means that the company stands strongly out from its competitors.

The decision on a new company name and objects clause was to be made by StatoilHydro's Annual General Meeting in Stavanger on 19 May. The name change and the company's new profile are planned to be implemented on 1 November 2009. [Link](#)

Burgundy: A New Nordic Trading Platform

Challenge to Nasdaq and Oslo Bors
While the European share trading landscape is being redrawn, the Nordic region is going its own way.

A group of the region's leading banks and securities trading firms has combined to form Burgundy. It will join the new breed of small trading platforms but it will offer trading only in Swedish, Norwegian, Danish and Finnish stocks.

Shareholders in Burgundy include Nordea, Danske Bank, Svenska Handelsbanken, Swedbank and NeoNet, Scandinavia's largest broker. They account for almost half of all Nordic equity trading volume.

Burgundy will compete with exchanges in Sweden, Finland and Denmark that are part of the New

York-based Nasdaq OMX exchange group. In Norway, it will challenge the Oslo Bors.

Its backers believe there is a need for an alternative to incumbent exchanges in the Nordic region, where share trading accounts for 7 per cent of total European equity market capitalization.

Olof Neiglick, Burgundy chief executive, said: "There are differences in the way Nordic equities are traded compared to London and the rest of Europe."

Burgundy will start trading in 130 blue chips in mid-June, eventually expanding to 800 stocks.

The platform will take delivery of a trading system developed by Swedish technology company Cinnober, which also provides Turquoise, an existing pan-European MTF, with its system.

[Financial Times](#)

WWL Participates in Annual Climate Savers Summit

WWL's philosophy of 'green is lean' is finally catching on.

WWL's Environmental Champion for Region Americas, Michael Derby, led a workshop on environmental strategies for Supply Chain Management (SCM), as part of the WWF noted Climate Savers Summit.

The annual Climate Savers Summit brings together Climate Savers partners and other invited industry leaders, scientists and policy experts to discuss and promote innovative business action. The aim is to mitigate greenhouse gas emissions and establish new standards of climate protection excellence.

WWL as an environmental forerunner

WWL's main message to Climate Saver participants focused on the two ways we work to reduce our environmental footprint. First, through technical design and optimization, we have been able to reach many of our achievements, such as low sulphur fuel, slide valves, ballast water treatment systems and vessel design. Second, through supply chain optimization, we and our customers are able to reduce inefficiencies and reduce environmental impacts.

In addition to the workshop presentation, Michael also represented WWL at a reception with US Senator John F. Kerry, who made a special point to congratulate the companies attending the conference for being part of the solution.

Green is lean

"WWL's environmental philosophy is that 'green is lean', which is finally catching on with major companies and government policy-makers," Michael observed. "It's our position that strong environmental policies can coincide with cost improvements, and it was encouraging to see so many business and political leaders in agreement on this." [WWL](#)



Norwegian Foreign Minister Jonas Gahr Støre met with US Secretary of State Hillary Clinton, in Washington, D.C. on April 6. Photo: State Department

Norwegian Foreign Minister in Washington

During the Foreign Minister's meeting with Mrs. Clinton, several issues were discussed, among them the Arctic and climate change. Mr. Støre described the meeting as "tremendously inspiring".

According to Mrs. Clinton, the discussion with the Norwegian Foreign Minister was productive and "covered a long list of issues important to both Norway and the United States." She also expressed "just how much the Obama Administration values our partnership with Norway."

During his visit to Washington, D.C., Minister Støre attended the

Commemoration of the Antarctic Treaty's 50th Anniversary in State Department. The minister gave a speech as Chair of the Arctic Council.

In addition to several other bilateral meetings, the Foreign Minister also participated in The Carnegie International Non-proliferation Conference, where he gave the introduction and was moderator of the finishing panel "Beyond 2010". He also gave a speech at CSIS on Global Health issues.

Please find links below to the various speeches at norway.org.

[Meeting with Mrs. Clinton](#)
[Antarctic Treaty Anniversary](#)
[Carnegie International Conference](#)
[CSIS Global Health](#)

Norwegian Minister named "Champion of the Earth"



The United Nations Environment Program (UNEP) has named Norway's Minister for the Environment and International Development, Erik Solheim, "Champion of the Earth".

The UNEP points out that Solheim is the first to have held the distinction of two cabinet posts in his

country. But it is the Norwegian grant of several million NOK to help save the rain forest which according to UNEP qualifies Solheim for the award this year.

Champions of the Earth winners represent the cutting edge in innovative thinking and execution of these efforts, the UNEP states. Solheim received the award at an April ceremony in Paris.

[Vaart Land/UNEP/Norway Post](#)

Norwegian Design

SNØHETTA has won the 2008 Mies van der Rohe Award - The European Union Prize for Contemporary Architecture for the National Opera House in Oslo, Norway.

The European Union Prize for Contemporary Architecture Mies van der Rohe Award is granted every two years by the European Union and the Fundació Mies van der Rohe, Barcelona. The Award draws attention to the major contribution by European professionals to the development of new ideas and technologies. At the same time, it offers both individuals and public institutions an opportunity to reach a clearer understanding of the cultural role of architecture in the construction of our cities. Follow the link for many more examples of Snøhetta's magnificent architecture.

[More about Snøhetta](#)

Moods of Norway U.S. Flagship Store Soft Launch in Beverly Hills

Moods of Norway has invaded the US with the opening of their first flagship store in California. The brand has its headquarters and showroom in the town of Stryn (population 6782), a place known for glaciers, salmon fishing and one newly opened escalator.

Moods of Norway has been doing the hibbedy-dibbedy on the international fashion dance floor for 6 years now, and the philosophy is still the same. Our main goal, besides making our grandma happy, is to make happy clothes for happy people around the world. Moods of Norway is represented in the most polished shops and by the finest agents in Norway, Sweden, Denmark, Germany, Spain, Jamaica, Japan, China and USA, among others. Founders Stefan, Peder and Simen still commandeer golden tractors around the world and are creating outrageous stories and super duper collections at an alarming rate.

[Welcome to Our Universe](#)



The Opera House, Oslo



From Moods of Norway Spring 2009 collection



From the Autumn street collection



From the Spring cocktail collection

Jotun Paints to New Heights



The Eiffel Tower is getting a new coat of paint ... specially developed by the Norwegian paint manufacturer Jotun.

Seventy tonnes of Jotun's Mammut urethane alkyd-based protective coating is being used as part of an on-going refurbishment scheme. Jotun Mammut was specified by the Societe d'Exploitation de la Tour Eiffel (SNTE) following an extensive three year test program against different systems from others suppliers the last time the Eiffel Tower was repainted in 2002.

A Greek-based specialist team capable of working at extreme heights using roped belays will repair where necessary and repaint the 220,000 sq m surface area by autumn 2010. The Tower, constructed of more than 18,000 wrought iron parts fastened with over 2.5 million rivets, stands over 312 meters high.

A specially prepared formula is being supplied in three shades to provide the impression of the whole structure being a single uniform color. Jean-Francois Ferrer, general manager - Jotun France says: "We are honored that once again our coatings have been chosen to protect this unique example of the engineer's art. "We're confident that Mammut will prove more than satisfactory in protecting the tower against the ravages of climate and pollution for many years to come." [Vaart Land / Norway Post Jotun](#)

Your Link to the
Norwegian American
Business Community

www.naccusa.org

SeaTrade Kickoff in Miami

Norwegian Shipping Club / NACC Miami Chapter

Over 200 members and guests met for an informal Seatrade Kick-Off Party at Monty's, Miami Beach, March 16.

Everyone enjoyed meeting old and new friends, before meeting again during the Seatrade Cruise Shipping Convention on the following days.

Thanks to High Seas Trading, Norsk Inova, and Regatta who sponsored our lottery, some lucky winners took home great prizes!

May 17: All Norwegians and friends of Norway are invited to our Constitution Celebration at the Norwegian Seamen's Church / Scandinavian Center in Davie. Parade, Marching Band, "Tale for dagen", games and lots of food. *Inger-Torill Kirkeby*



Jarl Andersen (left) of Norsk Inova, Siri Sanna of Jotun Paints and Asle Viken of High Seas Trading.



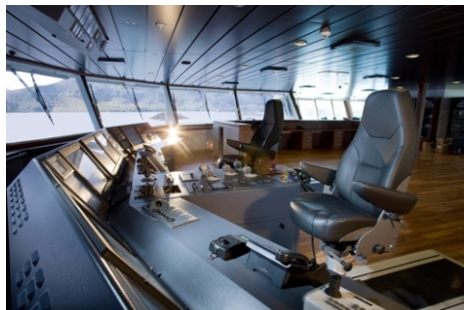
Colleagues from Wilhelmsen Ships Service, Sten Raht (left) from Oslo, Bjarne Snopestad Miami, and Paal Berg, LA, with Irene Mjelde and Arve Helseth of Regatta AS.



Norwegian Media Execs Meet with US Counterparts

Representatives of major Norwegian media companies came to New York on a study trip visiting major sports media and new media players. The increasing shift from print to web, the explosion of social media and the

emergence new mobile platforms were recurring themes discussed with executives from The New York Times, MSG Media, The NHL, Hearst Digital, Major League Soccer and CBS Sports to name just a few. *Antonio Raposo*



One-Man Bridge Operation from Ulstein

Type approval from DNV

Ulstein Bridge Alarm System (Ulstein BAS) has just achieved the type approval certificate from Det Norske Veritas' (DNV) rules for classification of maritime vessels.

Ulstein BAS is designed to monitor the bridge activity and alert the master and other qualified navigators if the bridge becomes unattended or a situation occurs that needs attention from other officers.

The system first alerts the officer of the watch through a prewarning alarm indication at the bridge. If the officer on watch does not respond, the system then alerts the master or other qualified officer, says development manager for Ulstein BAS Roar Kjørstad Husby.

Another purpose of the bridge watch monitoring is a "dead man" system for detection of unattended bridge or operator disability based on interval checking.

Out ahead of performance standard regulations

The system conforms to the requirements of IMO resolution and performance standards for a bridge navigational watch alarm system (BNWAS), and the bridge class notations for "one-man bridge operation." A new standard according to IEC will appear later in 2009, and the type approval certificate for Ulstein BAS already satisfies this, Kjørstad Husby concludes.

The Ulstein Group designs and integrates systems for electronics, automation and power control that strike an effective balance between cost and performance.

[Ulstein Group](#)

Rune Denstad Langlo named Best Emerging Filmmaker at the TriBeCa Film Festival 2009

Norwegian Rune Denstad Langlo was awarded 'Best Newcomer' at the TriBeCa Film Festival in New York, for his feature debut *North* scripted by Erlend Loe and produced by Sigve Endresen and Brede Hovland for Motlys.



Director Rune Denstad Langlo with actor Anders Baasmo Christiansen and Robert De Niro.

Rune Denstad Langlo has worked both as a director and producer in the documentary genre for 10 years. He started his career as a production assistant and researcher for a historic documentary on Roald Amundsen. He has directed feature-length documentaries *Too Much Norway* (2005) and *99% Honest* (2008). Both received theatrical releases and



Scene from *North*

critical acclaim.

North is a wry comedy about a former ski champ on a journey to start anew. Having just learned he has a five-year-old son, he hops on his snowmobile with a batch of moonshine, bound for ex-girlfriend's home in Norway's Far North. His oddball encounters along the way make this fresh and original debut both tender and amusing.

According to French sales agent, Memento Films International, the Berlin screening sparked off a "real bidding war" between European buyers. The film has subsequently been licensed to almost 20 countries.

North has also won a number of international critics awards. Please click [here for an interview](#) with Rune Denstad Langlo by Indiewire.com [News of Norway](#)

Simtronics Launches SIL Certified Integrated Fire and Gas Detection System

Simtronics ASA, the Norwegian fire and gas safety company, has launched a sophisticated, fully integrated, fire and gas detection system with suppression release capability.

The system draws on the synergies within the organization to provide a unique, world class solution to a broad range of industries.

MultiSafe MX provides intelligent integration for a wide range of field devices for fire-and-gas detection; the system also supports a wide range of interfaces for third-party field devices and

distributed control systems (DCS).

MultiSafe MX incorporates numerous cost-saving features including networking and loop distribution, as well as installation and maintenance tools.

"With the MultiSafe MX, Simtronics will target existing and new segments of the fire and gas safety markets. Not only do we move up the value chain, we also reinforce the synergies developed within the Simtronics business divisions," said Simtronics CEO Rune Martini. [Maritime and Energy](#)

Ascent Solar Opens New Plant in Colorado

Ascent Solar Technologies, which is 35-percent owned by Hydro, has opened a new production facility and headquarters near Denver.

Ascent Solar is developing flexible thin-film solar energy modules for a variety of applications, including building systems. The new production line will be capable of producing 30 MW of modules per year, and will employ up to 200 people over the next two years.

The company is working with its partners, including Hydro, to develop products that include building-integrated photovoltaic modules that can be part of rooftops, awnings and siding, for example, to provide solar power. "The beauty of this is that it becomes part of your structure," said Ashu Misra, Ascent Solar's vice president of operations.

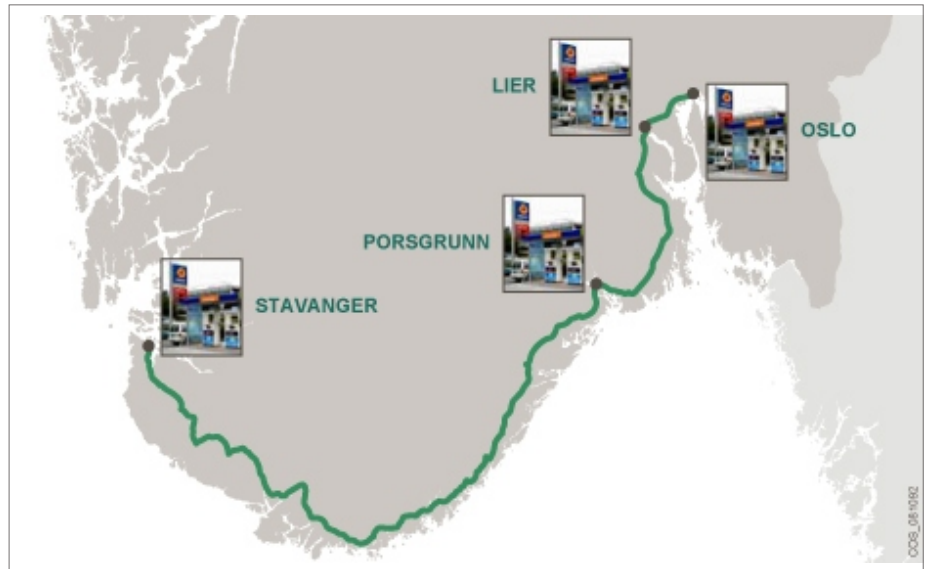


The new 145,000-square-foot facility was officially opened by Colorado's governor, Bill Ritter (right), and Dr. Mohan Misra, Ascent Solar's chairman /CEO.

Richard Erskine, responsible for Hydro's Business Development for solar activities, said: "This is an important milestone. The plant is a world-class facility that will allow Ascent to eventually produce over 30MW CIGS thin film."

CIGS stands for copper indium gallium (di)selenide, often used in thin-film solar energy modules, in contrast to more traditional rigid panels using silicon-based solar cells.

[Hydro](#)



Norwegian Hydrogen Highway Now Open

StatoilHydro and the HyNor partnership announced the official opening of the Norwegian hydrogen highway, HyNor, on 11 May 2009 at StatoilHydro's new hydrogen station at Økern in Oslo. HyNor was opened by Norway's transport minister, Liv Signe Navarsete.

HRH Crown Prince Haakon Magnus joined the first stage of the Electrical Vehicle Symposium (EVS) Viking Rally, the first vehicles to drive the HyNor from Oslo to Lier, with internationally renowned racing car driver Henning Solberg.

Oslo city chief commissioner Erling Lae opened StatoilHydro's new hydrogen service station at Økern, and Ms Navarsete opened the hydrogen station at StatoilHydro's service station in Lier.

Since 2003, StatoilHydro has been the driving force behind HyNor's goal to establish a hydrogen transportation infrastructure along the nearly 600-kilometer route between Oslo and Stavanger.

The first hydrogen station was opened at Forus in Stavanger in 2006, the second in Porsgrunn in 2007, and now the two new stations are open in Oslo and Lier. HyNor has some 50 partners and manages a fleet of more than 50 hydrogen vehicles made by Mazda, Toyota and Think.

"We are very pleased to open up this hydrogen infrastructure for



[The FYK sports car](#)

testing and demonstrating hydrogen cars. By doing this, we nurture our ambition to help implement hydrogen as a fuel in the transport sector," says StatoilHydro's head of new energy, Alexandra Bech Gjørsv.

Fourteen hydrogen vehicles, two plug-in hybrid cars and 14 battery electric vehicles started in Oslo, to reach the beginning of the EVS in Stavanger on 13 May.

Events took place along the way in Porsgrunn, Grimstad, Arendal, Kristiansand, Lyngdal and Egersund.

Another 10 battery electric vehicles were to join the rally in Egersund.

One of hydrogen's big advantages is that it can be produced from many power sources, and can be efficiently produced and used without emitting any pollutants; and hydrogen cars possess many of the qualities found in today's conventional automobiles.

"Hydrogen is potentially a game changing transportation fuel," says Ms. Bech Gjørsv.

[Hydrogen](#) [StatoilHydro](#)

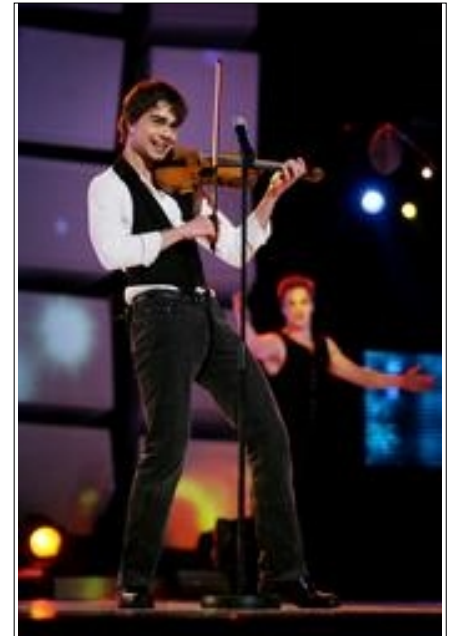


Fishing boats in the harbor at Henningsvær in Lofoten

C.H./Innovation Norway

Norway Voted Winner of Eurovision Song Contest

Norway and Alexander Rybak (23) were voted winners of the Eurovision Song Contest 2009, held in the Russian capital, Moscow. Singer and violinist Rybak



collected a record 387 points during the competition. Iceland came in second with 218 points, followed by Azerbaijan in third place with 207 points. Sixteen nations gave Norway the top 12 points available.

Prime Minister Jens Stoltenberg and Culture Minister Trond Giske have sent their congratulations.

Alexander Rybak, who was born in the former Soviet Union, is already a well-known musician in Norway. A classically-trained violinist and pianist, he also wrote his country's winning entry, "Fairytale".

The Norwegian Broadcasting Corporation (NRK) will host next year's ESC competition final in Oslo. This will be the third time Norway hosts an ESC final.

[NRK/Norway Post](#)

[Alexander Rybak on MySpace](#)

Norway Regarded Best in Responsible Fishing

An expert panel has ranked the world's fishing nations according to how well they comply with the UN regulations for responsible fishery. Norway is at the head of the list.

Three researchers at the University of British Columbia and the University of Rio Grande have, in conjunction with the WWF, studied how the world's greatest fishery nations comply with the UN regulations for responsible fishing, the FAO Code of Conduct. Norway is regarded as best in the report, followed by the USA, Canada, Australia and Iceland.

Better than the EU

The report points out particularly that Norway and Iceland have a better accordance between their fishing and the UN Code of Conduct than many EU states from which you could expect the same.

"This may be because these countries' national economy is to a much greater degree dependent upon the fisheries. In addition, these countries have traditionally sup-

ported development of the regulations," write the researchers when presenting the report in the magazine, Nature.

The WWF has previously pointed out that the ban on discarding fish is one of the most important differences between fishery management in Norway and the EU.

Thorough evaluation

The expert panel has studied fishery in 53 countries that are responsible for 96 percent of the harvest from the sea on a global basis. In the study, the researchers have evaluated the countries in six different areas. The first three investigate the countries' will to comply with the UN regulations, while the three last are about how efficiently they are actually complied with.

"Twelve years after the agreement of the Code of Conduct, there is still plenty of room for improvement, even in the countries who are at the head of the ranking," write the researchers in the report..

[Seafood from Norway](#)