

# Invest in Norway - Unlocking Opportunities to Achieve Excellence

Invest in Norway

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Director



**Are we ready?**

# Short introduction



What is Invest in Norway doing?



What has Invest in Norway accomplished?



Who am I addressing here today?



Business hospitality

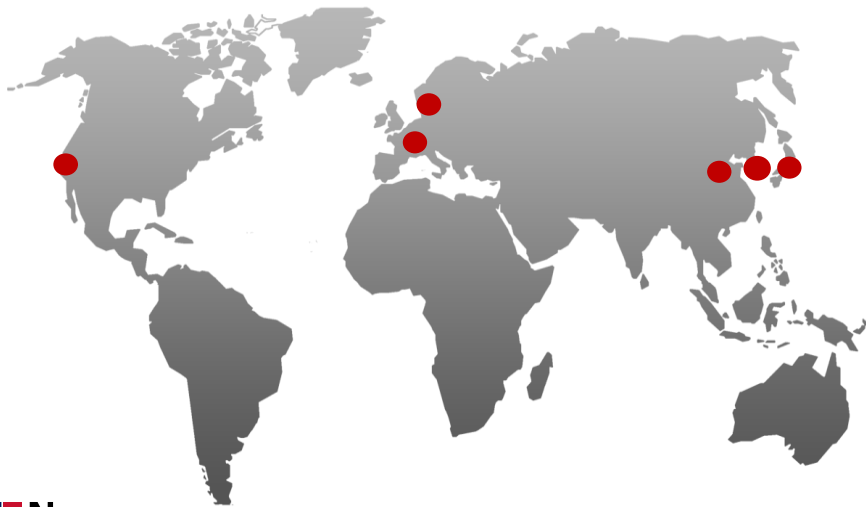


# Invest in Norway

The Official Investment Promotion Agency of Norway

Invest in Norway is Norway's IPA (Investment Promotion Agency)

Invest in Norway is part of the governmental agency Innovation Norway





# Why Foreign Direct Investments

Foreign investors contribute disproportionately to Norway's economy



**2%** OF COMPANIES IN NORWAY



**20%** OF PRIVATE SECTOR EMPLOYMENT



**30%** OF TOTAL ANNUAL REVENUE



**40%** OF GDP

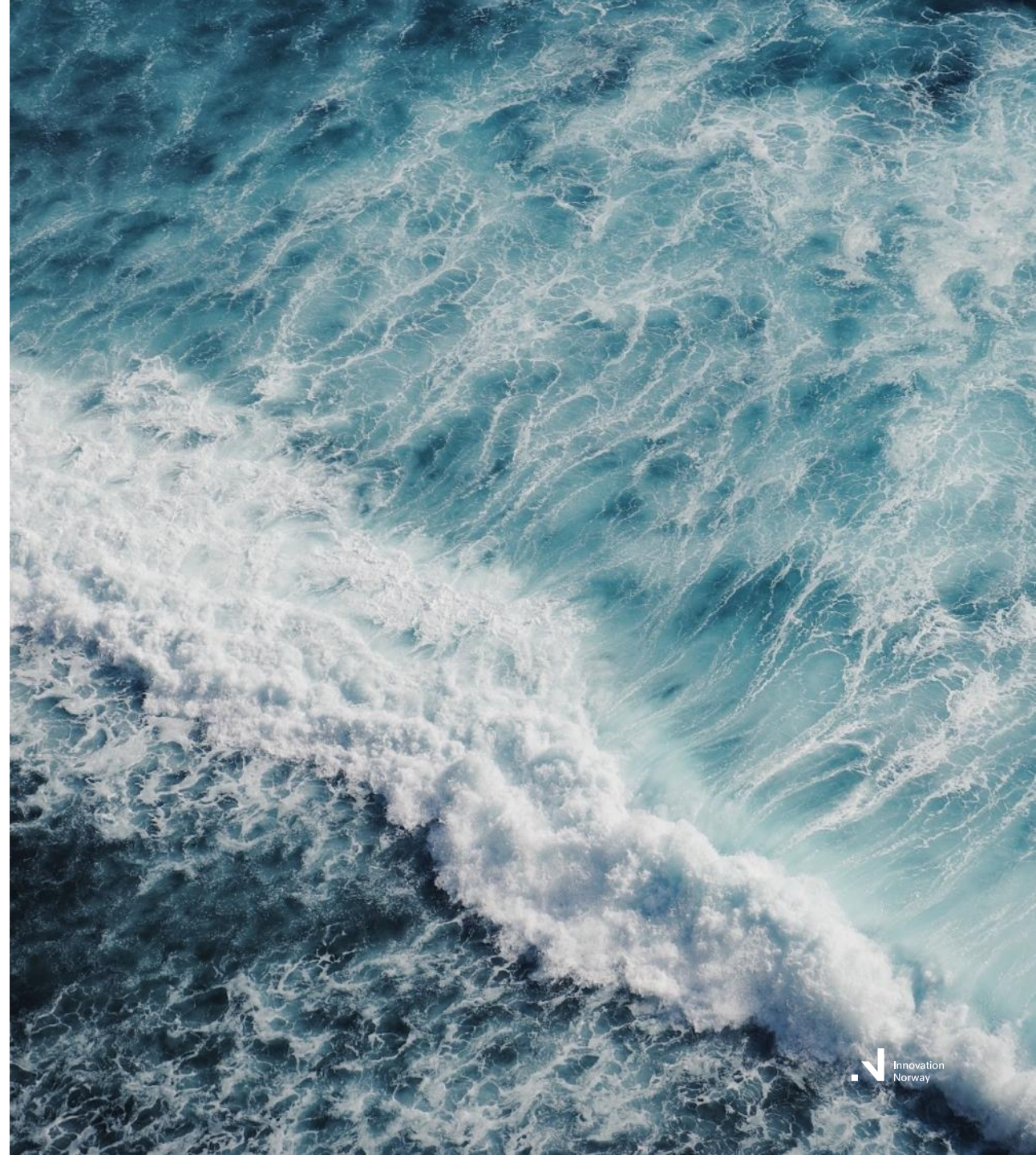
Source: Statistics Norway



Norway has...

# A reliable supply of renewable energy

Norway has long been at the forefront of renewable energy production.





Norway offers...

# World-class expertise and technology

In Norway, technology and expertise are developed in close collaboration between the maritime and energy sectors.



Norway offers...

# A competent, independent and tech- savvy workforce

Highly skilled workforce and an industrial culture built on trust, cooperation and a flat hierarchy, yielding outstanding efficiency.

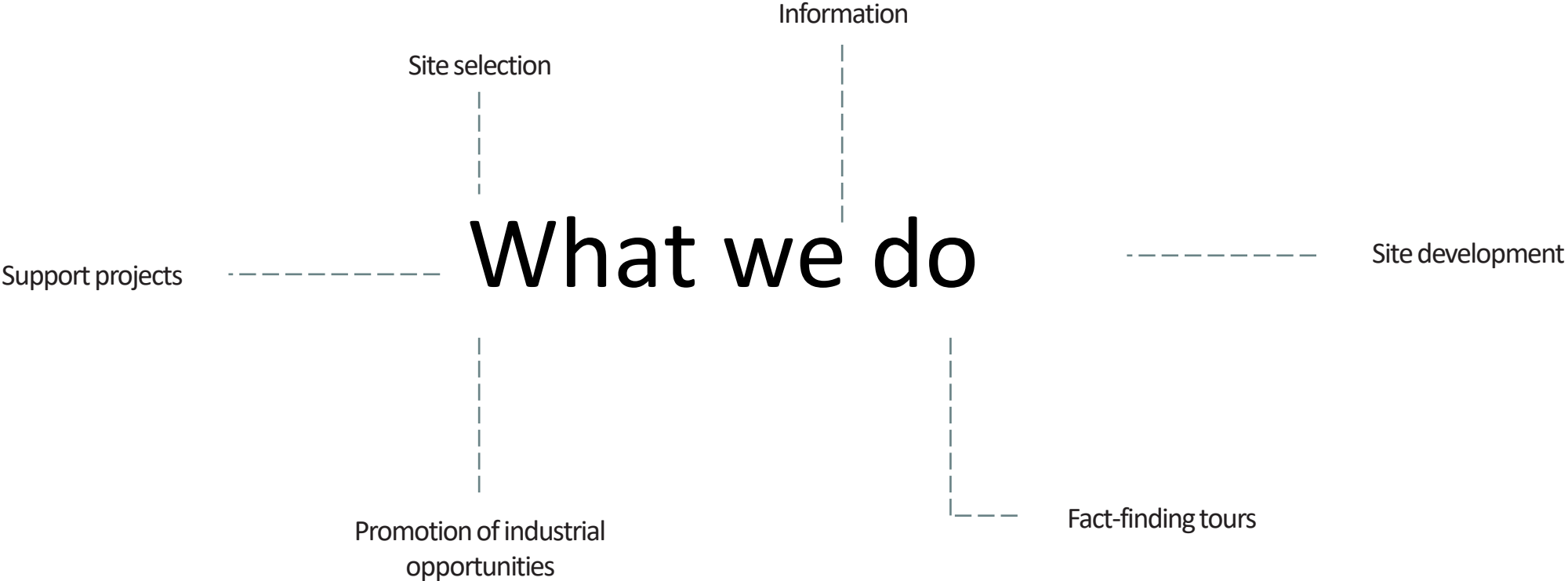




Invest in Norway

- We provide an extensive network to help foreign companies establish and run their business in Norway

*Invest in Norway works to attract foreign direct investments to Norway, and to position Norway as an attractive country for investors and talents*





# What do investors look for?



Motivated skilled,  
reliable team



High quality  
science/research



Infrastructure, industry,  
talent pool to scale



Partners for syndication



Further investment  
opportunities



Good value for  
money



Government support/soft  
funding



Stable and reliable  
political  
environment

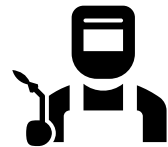
# Business Hospitality

Lokalization

National

Regional

Local



Elements

Workforce  
Production competence

Problem solving competence  
R&D Competence

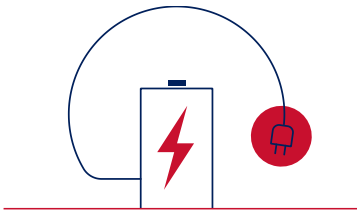
Energy/raw materials

Distance to markets

Distance to suppliers, customers etc.



# In particular there are opportunities in these sectors



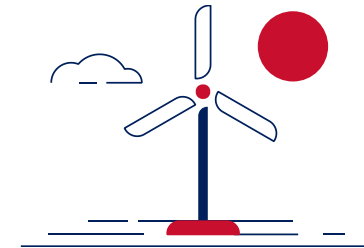
Batteries



Green industries



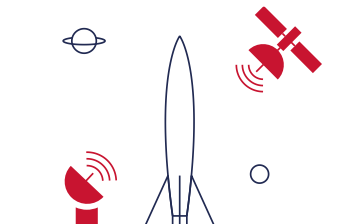
Green Maritime



Offshore wind



Datacenters



Defence and  
space



Health technology  
and Life Sciences



Aquaculture

# Future outlook

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Climate change

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Industrial policy

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Natural resources

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Regionalization

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New players

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War in Europe

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China





# Call to action



Keep focus areas in focus



Norway first



Open mind



Convey information and possibilities



# Thank you for your attention!

Gard Madsen, 14. March 2024

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