

Working with Norwegian business partners

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Innovation
Norway

We facilitate projects in the areas of

Enterprise
start-up

Innovation and
development

International
expansion

Yearly, we process

8 000 - 10 000

applications from entrepreneurs
and growth companies from all of
Norway

Regional offices



Arktis
Tromsø
Alta
Vadsø

Nordland
Bodø

Trøndelag
Trondheim
Steinkjer

Møre og Romsdal
Ålesund
Molde

Vestland
Bergen
Sogndal

Rogaland
Stavanger

Agder
Grimstad

Vestfold og Telemark
Borre
Skien

Oslo Viken
Oslo
Grålum
Drammen

Innlandet
Lillehammer
Hamar

International offices



Why to cooperate with Norwegian businesses?

Norway is positioned to succeed in several areas:



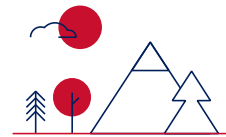
Clean Energy



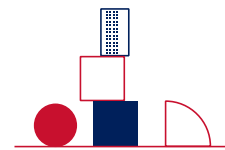
Ocean Industries



Smart cities



Bio economy



Creative industries



Health



Culture and travel

Well-functioning **democracy** and high standard of living

 Norway



Norwegians are trustworthy

 Norway



© Simon Rae

**Extensive
expertise and
flat structures**

 Norway



Unsplash, Claudio Hirschbeger

World-class technology

 Norway



Snøhetta / Mir

Credibility when it comes to sustainability

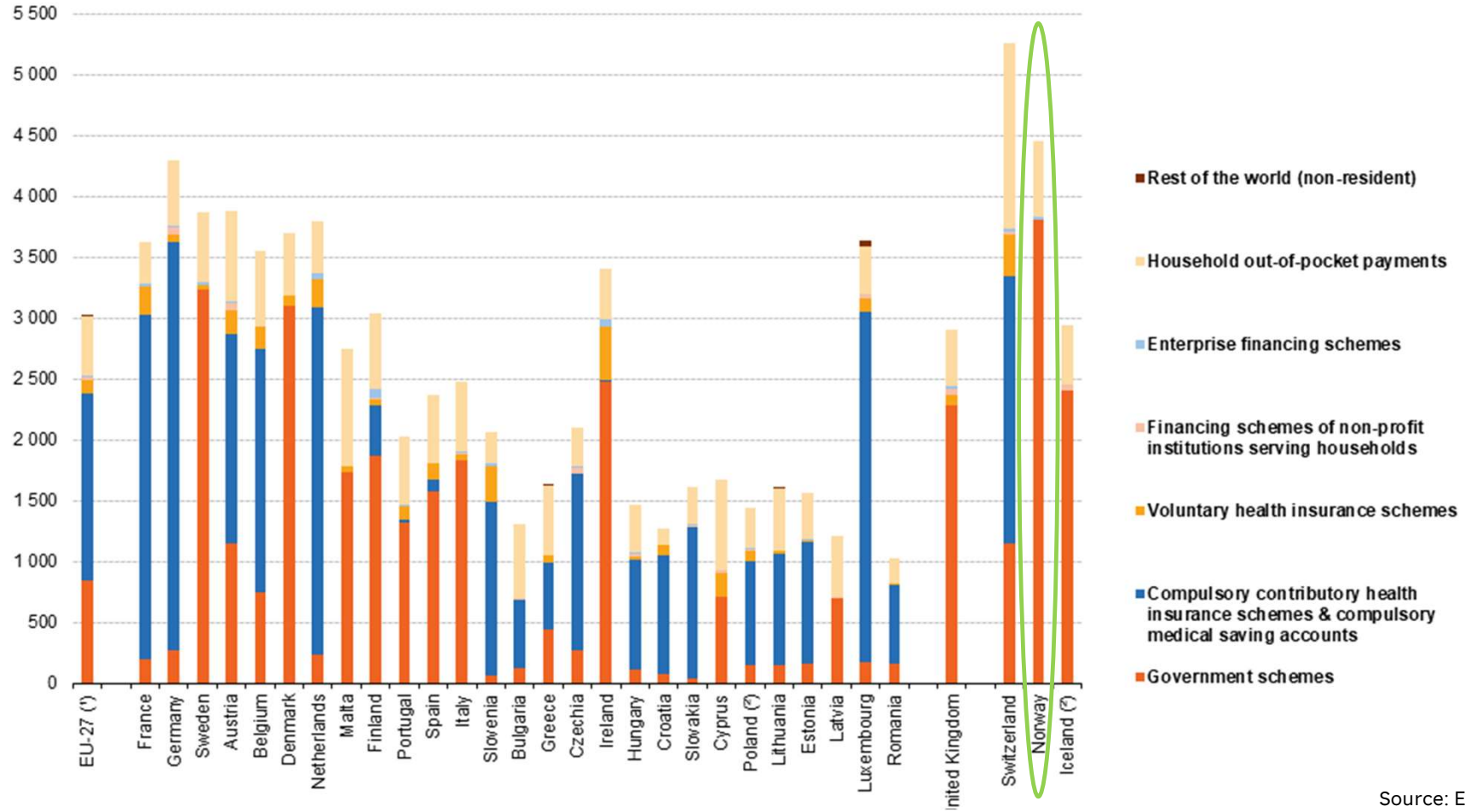
 Norway



Health sector in Norway

Current healthcare expenditure per inhabitant, analysed by source of financing, 2017

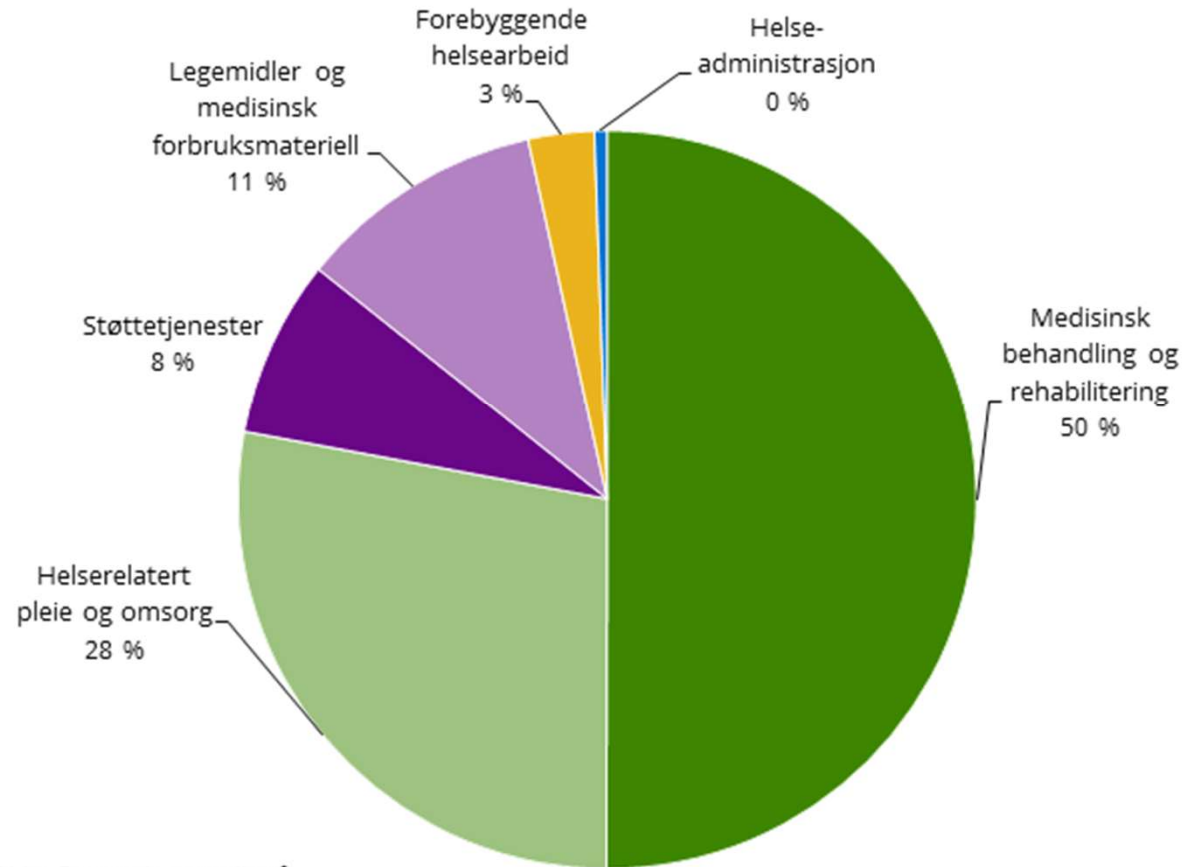
(PPS per inhabitant)



Source: Eurostat

Health expenses

Figur 3. Fordeling av helseutgifter på de ulike tjenesteområdene. 2016



Kilde: Statistisk sentralbyrå.

How to find a partner in Norway?

Looking for a business partner

The foundation of a relationship is **trust**

- Common goal
- Mutual benefits
- Clear roles and responsibilities



It takes time to establish a relationship ...

Photo by Jonathan J. Castellon on [Unsplash](#)



How to find a partner?





Photo by Konrad Konieczny / Innovation Norway

How to find a partner?

- Make use of on-line matchmaking possibilities
- Use Innovation Norway partner search database
<http://www.innovasjon Norge.no/eea-norway-grants>
under **find a partner** you can register a profile



Still no partner in sight?

The Explorer

🔍 Search for solutions, companies and more



Cloud-based solutions for environmental documentation

LCA.no AS

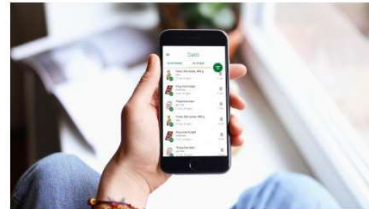
LCA.no's online tools enable organisations to assess, document and improve the environmental impact of their products and services.



Digital inventories and 3D printing revolutionise spare parts supply

Fieldmade AS

Using additive manufacturing, Fieldmade is quickly becoming a game-changer in the spare parts supply chain. It reduces the need for warehousing and global shipping in the energy sector.

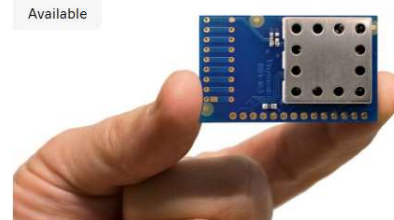


App for preventing food waste in grocery stores

Dato AS

Dato helps to reduce food waste with an app that displays expiring products in grocery stores. Dato is currently under development and is yet to be commercially tested.

The Explorer is **Norway's** official marketplace for green technology.



Making wireless connectivity easy, scalable and affordable

Tiny Mesh AS

Tinymesh provides a wireless solution for intelligent data capture and device control for smart meters, smart streetlighting and other smart city applications, as well as for the Industrial Internet of Things.

Norwegian solutions within health sector



Manufacturing diagnostic pharmaceuticals and putting by-products to good use

GE Healthcare AS
GE Healthcare manufactures contrast agents for use in radiological imaging to identify injuries and diseases. Globally, approximately three patients every second are imaged using a contrast media or molecular imaging agent provided or produced by GE Healthcare.¹



Bioactive marine peptides from prawn shells improve blood pressure health

Marealis AS
After a decade of research, Norwegian biotech Marealis has developed a sustainable natural health product to prevent and treat elevated blood pressure, derived from previously discarded prawn shells.



Using algae to make medicine, cosmetics and food

MicroA AS
MicroA uses microalgae to create novel ingredients for healthcare products, cosmetics and food.



Advanced platform for connected care

Dignio AS
Dignio enables healthcare providers to monitor a larger number of chronically ill patients safely and efficiently. It gives patients greater independence and better quality of life.



Giving the world a helping hand

Hy5Pro AS
Hy5 has developed the world's first hydraulic actuated hand prosthesis. The prosthesis is produced using 3D printing and is designed to give users optimal mobility and a better quality of life.



Advanced reverse osmosis system for water purification

Aquasolis Global AS
The recently established company Aquasolis Global has developed a highly efficient, easily deployable reverse osmosis system for water purification and desalination.

Norwegian business culture

A Lesson in Norwegian

The Norwegian is a person of few words.

English

Excuse me, I didn't quite catch what you were saying. Will you please repeat?

Sorry for bumping into you like that. So terribly clumsy of me.

It's you! How lovely to see you!

And how are things with you and your family?

Excuse me, may I disturb you for a second?

Norwegian

Hæ?

Oi!

Nei, men!

Ellers?

Du?

Business meetings in Norway



Code

- more flexible / casual

- formal / conservative, yet stylish

Behaviour

- group hierarchy is not important
- less formal and kind

- group hierarchy is important
- more formal and kind

Negotiations

- go straight to the problem
- Keeping strictly on the agenda
- Open presentation of problems and difficult facts

- consider some time to get acquainted with each other
- gradually approaching the problem
- flexible approach to the agenda

Decisions

- for the good of the company
- consensus oriented

- personal motives may be important
- social / amicable component

Decision making in Norwegian organizations

Flat structure

- Informal management

Important to include subordinates

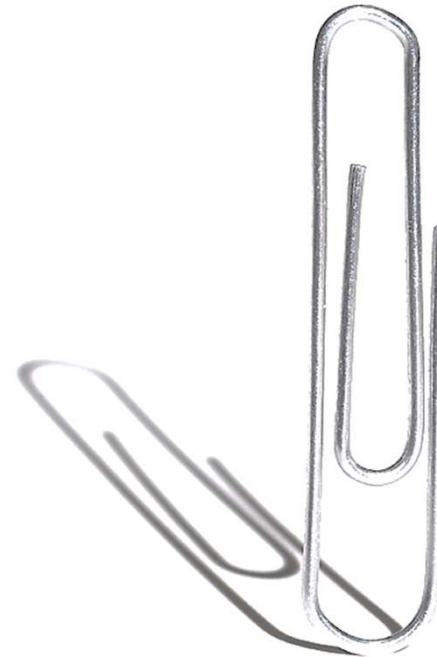
- Without a long and formal process

Consensus is the goal

- Decision making may become unclear

Norwegians spend a lot of time discussing

- Seen as not making a decision



Important factors for Norwegian businesses

- The need to build business relationships based on trust (time)
- Moderate motivation with high profit - focus on long-term benefit
- Frequent lack of experience with Central and Eastern European countries
- Low understanding of bureaucratic requirements and time pressure
- Focus on honesty and security
- Open, direct communication
- Decision taking by consultation

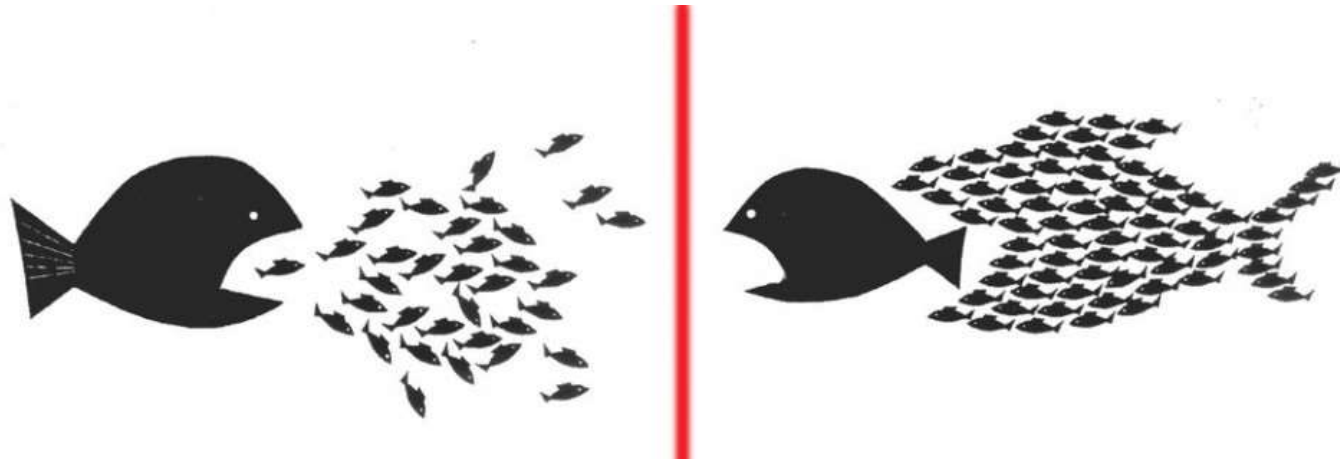


Photo: www.panweb.eu

A cooperative advantage over competitiveness

Dziękuję!

