

OSLO – EUROPE'S MARITIME CAPITAL



OSLO PROMOTION, NANCY BUNDT

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Introduction

For over 150 years, Norway has been one of the world's leading maritime nations. Norway is possibly the only country to have such a large and diversified maritime industry – one that currently incorporates everything from ocean cargo transport to petroleum activities, the manufacture of maritime equipment, and high-tech maritime IT.

The Oslo region is the maritime centre of Norway, dominated by shipping companies and a bulk of central services. The region is home to approximately 980 companies and more than 8,500 employees in the maritime sector. The extensive competence of this community creates highly innovative capacity and commercial opportunities, securing Oslo's position as the capital of maritime knowledge in Europe.

Maritime companies are located in the Oslo region for reasons of know-how. Locating a business in Oslo provides access to a complete and internationally-oriented maritime cluster, a highly qualified workforce and an excellent infrastructure. The majority of regional and national policy-makers are also conveniently located in the area.

The third largest shipping nation

Norway is the third largest shipping nation in the world. Since the creation of the Norwegian International Ship Register (NIS) in 1986, Norwegian ship owners have boosted their share of the global fleet. Norwegian merchant ships account for 10 percent of the world's fleet, and the Norwegian fleet ranks fourth in the world in terms of tonnage. By the end of 2002, the Norwegian-owned and controlled international fleet numbered 1,670 ships of 45.9 million dwt in all. The fleet is diverse, designed for cargoes ranging from crude oil and coal, to cars, chemicals and cruise passengers.

The shipping companies are primarily located in Norway's two largest cities, Oslo and Bergen. The largest shipping companies are located in Oslo and the region provides a base for about 80 active ship owner companies. According to the Norwegian Shipowners' Association, the following shipping companies in Oslo were among the largest shipping companies with foreign-going tonnage in 2002: Belships ASA, Bergesen d.y. ASA, Color Line AS, Leif Höegh & Co., Torvald Klaveness & Co. AS, Fred. Olsen & Co., Tshudi & Eitzen Ship Management AS, Anders Wilhelmsen & Co. AS and Wilh. Wilhelmsen ASA.

A large export industry

The volume of export earnings generated by Norwegian shipping companies is one of the main factors that make shipping so important to the country. The shipping industry's contribution to the Norwegian economy is consistently significant. Today, shipping is Norway's largest exporter of services, and the second largest export industry as a whole, after oil and gas. The industry accounted for 46 percent of the country's exports of services in 2002, and the fleet contributed NOK 69.8 billion in freight earnings, or over 10 percent of gross Norwegian foreign exchange revenues.

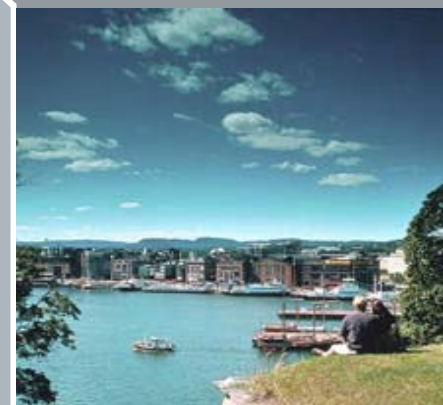


Photo: Giulio Bolognesi / Oslo Promotion

"Wilh. Wilhelmsen is a broadly based shipping company, highly dependent on a knowledgeable work force and the best expertise in broking, banking and finance and the classification and insurance of ships and shipping-related services.

We find all of these things in the Oslo region, together with several interest groups, of which the Norwegian Shipowners' Association is the most important for the business as a whole.

In addition, we have public institutions such as the Ministry of Trade and Industry and the Ministry of Foreign Affairs, and the Norwegian Maritime Directorate, which are all very supportive when called upon, for instance in the case of international challenges and crises."

Nils Petter Dyvik
Deputy Group Chief Executive
Wilh. Wilhelmsen ASA

The sea – 95 % of transport

The sea is the number one mode of transport in Norway: 80 percent of the country's population lives within 10 km of the ocean. The extensive coastline, sparsely populated regions, rugged terrain and harsh climate all contribute to make the sea a natural and advantageous mode of transport. With its share of 95 percent, maritime transport is totally dominant in the conveyance of goods to foreign countries. The most important market for Norwegian shipping is the European Union, followed the USA.

The Port of Oslo is Norway's largest general cargo port and its leading container and passenger gateway. The port offers a wide array of quayside accommodation, together with a full range of bunkers and services. Ideally situated in the heart of Scandinavia, the Port of Oslo provides easy access for cargo via Norway's road and rail network – and all routes beyond. With planned expansion of services and facilities at new sites away from the city, the port will continue to grow as a gateway.

Norwegian ships – clean and safe

Today's shipping companies face many challenges – major technological changes, changing patterns of international trade, fluctuations in the market, industry's focus on quality assurance and more stringent international requirements for safety and the environment.

Norwegian shipping companies are internationally renowned for their professionalism, and the shipbuilders and marine equipment manufacturers enjoy an excellent standing worldwide, leading in the development of new technology and the design and construction of specialist vessels. Competence and technology in the field of "green" shipping – knowledge about marine pollution and the prevention or reduction of every type of spill or emission – is of considerable importance, and places the country at the top of international rankings in this regard.

The Norwegian fleet is internationally recognised for its high quality. This fact is seen in the statistics available for flag evaluation, such as the US Coast Guard's QUALSHIP 21 programme and the Paris MoU and others. QUALSHIP 21 today maintains a list of 10 flags, one of which is the Norwegian, and in November 2002 the list numbered 344 ships, 144 being Norwegian.

Specialising in maritime services

The Norwegian maritime industry is famous for its highly sophisticated products and services. The entire spectrum of the maritime industry is represented in the Oslo region, linking the shipping companies to a co-operative and knowledge-intensive business environment. This environment brings together key national and international players, representing the industry's core areas of commercial skills and market understanding.



Photo: Simen Myrberget / Oslo Promotion

"Shipping is one of the most interesting businesses for Veritas today, and the Oslo region is an excellent location for a company like ours, given the variety of actors from the sector to be found here.

Compared to other shipping centres around the world, such as London, New York, Piraeus and Singapore, the environment in the Oslo region is the most complete.

We still have some of the largest shipping owners in the world, brokers, financial institutions, classification and insurance companies, and a highly developed and knowledge-based ships' gear sector."

Tore Høifødt
Director of Information
Det Norske Veritas

A global shipbroking activity

Modern shipping relies on know-how, and shipbrokers play a key role in the industry's continuous restructuring. By devising new transport concepts, Norwegian shipbrokers have actively contributed to the development of shipping services, both nationally and internationally.

The Oslo region is home to the main players in ship brokerage in Norway, which are also among the largest in the world. Fearnleys and RS Platou Shipbrokers are just a few examples of almost 160 shipbrokers present in the region.

20% of the insurance market

The Norwegian maritime insurance market is the second largest in the world (after London), with a market share of 20 percent of total worldwide maritime insurance premiums. Maritime insurance is a key part of the shipping industry. One of the world's leading associations providing liability insurance for ships - Skuld - is located in Oslo, as are several other Norwegian and international insurance companies.

Oslo is also home to dominant Norwegian companies in insurance brokerage - Willis Sev Dahl, Polaris Insurance Brokers and Aon Grieg - all of which are among the leaders in the international insurance market.

Classification of 15% of the world fleet

Det Norske Veritas (DNV) is the world's second largest ship classification society, with more than 15 percent of the world fleet on its books. It has also specialised in statutory certification and materials/components for the shipping and offshore industries. DNV is headquartered in Oslo and has 5 500 employees in 300 offices in 100 countries.

A strong financial community

Almost half of Norway's active shipping companies are located in the Oslo region, and the Oslo Stock Exchange is a leading market for shares in maritime enterprises. The unique position of the Oslo Stock Exchange in the maritime industry is backed by the professional equity market in Oslo, with specialist shipping and offshore expertise supplied by investors, stockbrokers, lawyers and shipping banks, such as DnB Shipping and Nordea.

The financial community is familiar with working alongside the shipping industry and has extensive experience in arranging financing for ships and cargo. In 2001, the International Maritime Exchange (Imarex) was established in Oslo as the first professional freight derivatives exchange for the global maritime industry within freight of oil, refined products, and other bulk commodities.

Pioneering ships' gear

Gear producers for ships in Norway are at the cutting edge of technology. Through continuous technological innovation, Norwegian producers are pioneering the development of new systems for automation and monitoring, navigation, propulsion, electronic



Photo: Nancy Bundt / Oslo Promotion

"The Oslo region provides excellent conditions for international shipping insurance associations such as Skuld. We get the best-qualified maritime lawyers in the world from the Scandinavian Institute of Maritime Law at the University of Oslo.

In comparison with other cities that also have a high knowledge profile in shipping, the relatively low costs and high standards of living in the Oslo region represent a comparative advantage.

Skuld was established in Oslo in 1897, but if we had to take the same decision today, we would choose the same location."

Arild Wegener
Vice-President for Public Affairs
at Skuld's head office in Oslo.

mapping and fully integrated bridge control. These designers work closely with the country's maritime research centres – a fact that ensures incorporation of the latest technical advances, as well as meeting the most stringent quality standards.

A complete maritime cluster

The maritime knowledge base in the Oslo region is internationally regarded as of the highest level. Maritime education in Norway is considered to be one of the best in the world, and the importance of the shipping sector in Norway has promoted the growth of a complete maritime cluster with a significant research community. The major part of maritime research and development is conducted in Norway's three largest cities; Oslo, Bergen and Trondheim. The work of scientists in this dynamic triangle has won international acclaim.

The shipping companies are vital for the development of knowledge and technology transfer in the maritime sector. Consequently, the shipping companies and the majority of other maritime companies in Oslo are located in close proximity to each other. In particular, there is a high concentration of companies in the city centre of Oslo and areas along the coast to the west of the city.

Advanced maritime R&D

The driving force behind research and development in Norway's maritime sector is the Marine Technology Centre in Trondheim. It ranks among the most advanced R&D centres in the world, and incorporates both an applied R&D institute – MARINTEK – and a technical university, with its department of marine technology.

The Norwegian School of Economics and Business Administration (NHH) in Bergen has won widespread recognition as one of the world's leading centres for research in the field of shipping economics and market research.

The University of Oslo is among the largest in Northern Europe, and home to the Scandinavian Institute of Maritime Law. Another crucial institution is the Norwegian School of Management (BI) in Oslo – one of Europe's largest business schools, which has invested resources in the Norwegian Shipping Academy.

Network and co-operation

Co-operation between companies is commonplace in Oslo's maritime industry. With shipping companies as the most important and demanding customers, the whole maritime sector is looking to derive the effects of synergy from networking.

Key organisations in the Norwegian maritime sector are located in the Oslo region, such as the Norwegian Shipowners' Association, the Association of Norwegian Maritime Exporters and the Federation of Norwegian Manufacturing Industries. The International Association of Independent Tanker Owners, (INTERTANKO), has also chosen Oslo as the location for its head office.

More than 300 maritime companies and organisations in Norway have established a Maritime Forum. Every other year, Oslo is host to Nor-Shipping – an international shipping and maritime exhibition and conference.



Photo: Gunnar Strøm / Oslo Promotion

"For an international interest organisation like INTERTANKO engaged in shipping, the Oslo region is the place to be.

Some of the world's leading ship owners are here, we have the largest insurance companies specialised in shipping, two of the most important ship brokers in the world, classification companies such as Veritas and engineering-related R&D for the shipping industry.

In regard to knowledge accumulation, the Oslo region can only be surpassed by London. It has everything a dynamic shipping cluster needs."

Erik Ranheim
Manager in charge of research and projects, at INTERTANKO's head office in Oslo

Useful addresses

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Offices: Rådhusgaten 25, N-0158 Oslo, Norway
Website: www.rederi.no
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Maritimt Forum of Norway

Tel.: +47 22 40 15 50
Fax: +47 22 41 57 21
Postal address: P.O. Box 1452 Vika, N-0116 Oslo, Norway
Visiting address: Rådhusgaten 25, Oslo.
Website: www.maritimt-forum.no

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Visitor address:
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Website: www.jus.uio.no/nifs/
E-mail: sjorett-adm@jus.uio.no

Oslo Port Authority

Tel.: +47 23 49 26 00
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Fax: +47 22 01 22 02
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E-mail: postmaster@maritime-exporters.no

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E-mail: shipping-academy@bi.no



Photo: Gunnar Strøm / Oslo Promotion

Contact us

Oslo Teknopol is your professional host in the Oslo Region. We provide services and information to foreign investors considering the region as a possible location for future activities.

Our services are free of charge and include:

- Information, facts and figures about the region as a business location
- Assistance in establishing business contacts
- Help in identifying commercial properties and premises
- Organisation of schedules and assistance with visits to the region

Oslo Teknopol is a regional development agency established by the City of Oslo and Akershus County Council. Our aim is to stimulate innovation and attract foreign investments to the Oslo Region. We are a neutral partner and a non-profit organisation. For further information, please contact us:

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