

connections

Newsletter for Norwegian-British Chamber of Commerce

"NORGESFESTEN" 3rd FEBRUARY

More than 120 members and guests gathered at the Radisson SAS Portman Hotel to celebrate NBCC's annual charity ball.



Gudmund Lindbæk, Siv Steen Johansen and Therese Nortvedt



Mixed Feelings' played great dance music

Guests enjoyed a welcome drink together with a mouth watering chocolate fountain, sponsored by Telenor (UK) Ltd and Norske Skog (UK) Ltd. The Norwegian Seafood Export Council generously sponsored delicious Norwegian cod for the main course.



Stål Heggelund, Line Børnicks-Sørhaug and Sue Heggelund from Norwegian Seafood Export Council



Nora Marie Rygg, Claus Wagenblast-Franck and Morten Olufsen from Danske Bank

The mind reader Marc Paul astonished the audience with his act and the band 'Mixed Feelings' in charged of the musical entertainment, delighted the audience with mixed sounds that attracted everybody to the dance floor.



Participants enjoying themselves



Marius Ianssen, Victoria Hastings from Norske Skog, Morten Olufsen from Danske Bank and Nina Offergaard in the Mind reading act

Continues on page 3

SPONSOR MEMBERS

NBCC's main sponsor is Norwegian.no



Fish for the Future

You can eat Norwegian cod with a clear conscience, and Norwegians are ensuring that you will be able to do so well into the future.



Norway is blessed with unique natural resources. Large ocean areas in the cold north paired with a warm Gulf Stream have created one of the richest seas in the world – the Barents Sea. This is where the Norwegian Arctic cod grows up, and where 98 per cent of all Norwegian cod comes from. With such riches comes responsibility.

The cod stock in the Barents Sea is in good condition, and is managed in partnership with Russia. The two countries have meetings every year to set the next year's quota.

The cod in the Barents Sea is in no way endangered, but the fisheries needs to be strictly controlled. The Norwegian government has appointed the Coast Guard and the Directorate of Fisheries to exercise its controls. As an example, all vessels fishing in Norwegian waters are to maintain a catch diary that shows what species and what volumes the vessel holds on board at all times, as well as which areas the vessel has been fishing in.

Despite extensive controls and regulations, illegal fishing takes place in the Barents Sea. The newly elected Norwegian Minister of Fisheries, Ms Helga Pedersen, has launched a large

offensive against unreported fishing by inviting her European colleagues to agree on measures to fight illegal fishing in European waters, as well as illegal catches landed in European ports. Norwegian fisheries inspectors have often pursued vessels that have been fishing illegally in the Barents Sea.

Control regimes and regulations on fishing gear have been introduced in order to preserve spawning and young fish. This is important to the fish stocks of the future. The internationally acclaimed Norwegian Institute

of Marine Research has, over the last hundred years, collected knowledge about the ecosystems in the ocean. Scientists from the institute contribute to the ICES (International Council for the Exploration of the Seas).

Norway has thousand-year traditions in fishing and harvesting from the sea, and is today one of the world's largest exporters of seafood. Norway exports fish to more than 160 countries and the seafood industry is its second largest source of income. Norway is also a pioneer nation in the



COD IS HEALTHY

development of modern aquaculture. Farmed salmon is the number one export product, and during the last few years, the export of farmed cod has increased. With this, Norway is able to supply fresh cod all year round.

The Norwegian Arctic Cod is the most important fish in Norwegian fisheries, and Norway wants it to stay that way. In 2005, 225 000 tonnes of Norwegian cod was caught, of which 221 000 tonnes came from the Barents Sea. Around 4 500 tonnes was farmed.

The Norwegian Cod is an excellent source of nutrition. It is very lean; it only contains 3 per cent fat, and it is a very good source of protein.

Norwegian Cod contains most of the vitamins and minerals that the body needs. For as long as anyone can remember, Norwegians have been drinking cod liver oil to keep healthy.

Norwegian Cod is available throughout the UK, both in supermarkets and in restaurants. The Norwegian Seafood

Export Council works closely with one of UK's largest chef's organisations, the Craft Guild of Chefs, to support the foodservice industry and to promote Norwegian Seafood on menus across the country. For example, two seafood recipe competitions are organised each year, one for professional chefs and one for students still in training.

To learn more about the competitions, visit www.craft-guild.org

DID YOU KNOW...

- That cod can become more than 20 years old, near to 180 cm long and weigh up to 55 kilos?
- That cod has been a big part of the Norwegian menu for thousands of years? Archaeologists' findings prove this.
- That the first export of Norwegian Cod to the UK was done around 1850?
- That in 2005, Norway exported 12 000 tonnes of cod to the UK?
- That cod has always been surrounded by myths and superstition?
- That for good luck whilst out fishing, fishermen would make love to their wives or girlfriends right before departure?

For more information about Norwegian seafood, visit www.seafoodfromnorway.com



Stål Heggelund, Director
T: + 33 (0) 1 56 59 71 80
M: +33 (0) 6 88 74 30 67
E: stal.heggelund@seafood.no
W: www.seafoodfromnorway.com

MACRO TRENDS 2010 PLUS - 7TH FEBRUARY 2006

The Council of Foreign Chambers of Commerce invited Anne Lise Skjaer, Founder and Director of Kjaer Global

to give a talk about the future consumer and the emotional consumption. This interesting event took place at Canada

House with an attendance of 120 members.



Arild Blixrud from Innovation Norway and Tom Henrik Sundby from Tine UK Ltd.



Anne Lise Kjaer, CEO and Founder of Kjaer Global



Marta Strand, Odd Inge Aasheim and Annika March