

FOREWORD

Canada's Export Development Plan for Norway has been prepared to assist existing and potential exporters interested in expanding business in Norway. The review and analysis of this market provide the basis for the market development activities in Norway over the next two to three years planned by the Department of External Affairs. The provincial governments, also active in supporting Canadian exporters, were consulted during the preparation of the plan. The plan does not attempt to exhaustively cover Canadian interests or Norwegian opportunities. Rather, it highlights significant market opportunities in specific sectors in which Canadian supply capability is well established.

The plan is presented in three parts. The Executive Summary provides a brief review of Canadian/Norwegian trade relations and highlights the principal market opportunities identified in each of the industry sectors included in the plan. Part I, the Market Overview, focuses on bilateral Canada-Norway relationships and socio-economic and political conditions in Norway. This will be particularly useful to the reader seeking a broad introduction to the Canada-Norway trade environment. Part II, Market Opportunities and Sector Marketing Plans, will be of most interest to firms supplying goods and services in the industry sectors which have been selected.