

# Let's talk about Norway

Strategidagen  
23. mai 2024



# Innovasjon Norge

Vi er Norges offisielle organisasjon for eksport og investeringsfremme.



# Øke norsk eksport\* med 50% innen 2030

*\*uten olje og gass*

Business  
 Norway



© Einar Aslaksen/Pudder Agency

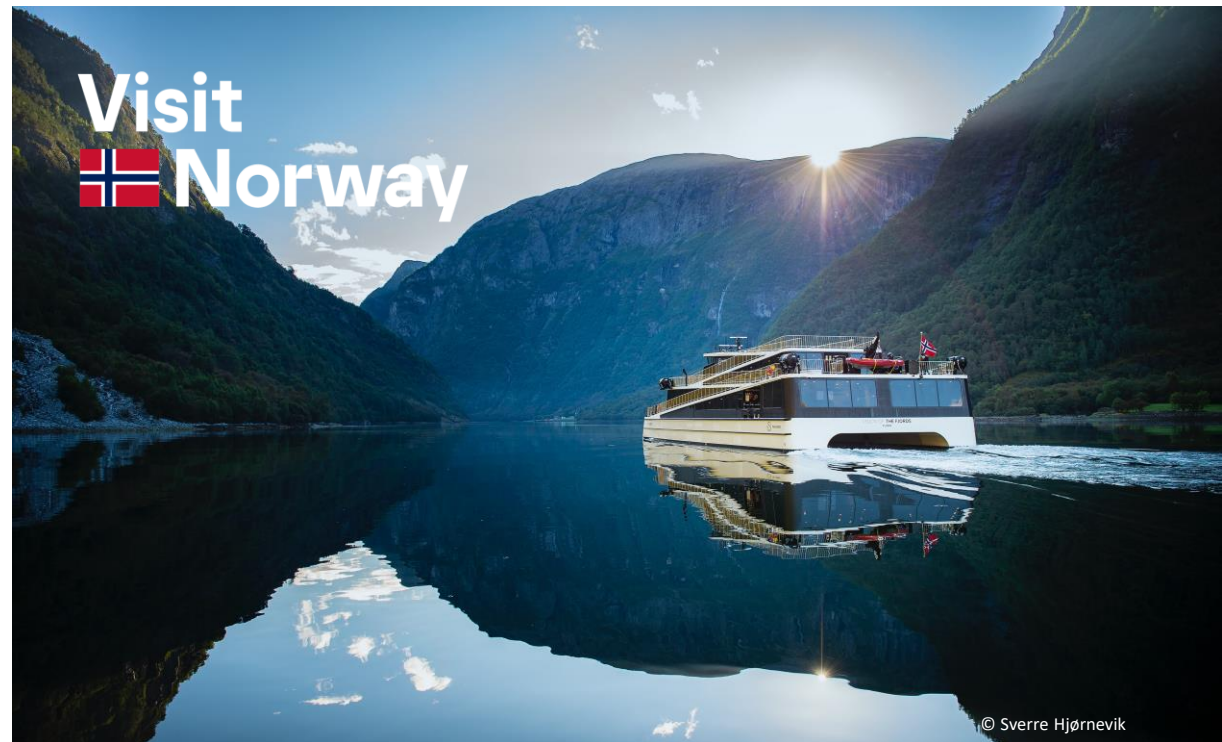
 Norway



SEAFOOD  
FROM  
NORWAY

© Sjømatrådet

Visit  
 Norway



© Sverre Hjørnevik

# Hva er nation branding?



Definisjon

**Nation branding is the process by which a country creates a **distinct brand positioning****

in the minds of its citizens, global customer and among international stakeholders.

*Jean-Noël Kapferer*



**Dansk design**



**Italiensk mote**



**Tyske biler**



**Sveitsiske klokker**



**Columbiansk kaffe**



**Fransk vin**

Tyske biler

115

Pris indeks



*Differanse i  
betalings-  
villighet*

Franske biler

100



“While the brand France can justify automobiles in the 100 price index, everyone thinks it is normal to pay 115 for a German car.”

*Jean-Noël Kapferer*





# +20%

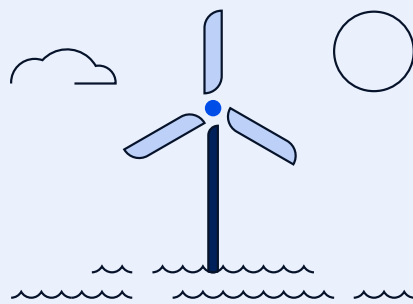
Gjennomsnittlig betalingsvillighet på sveitsiske klokker sammenlignet med tilsvarende klokker.



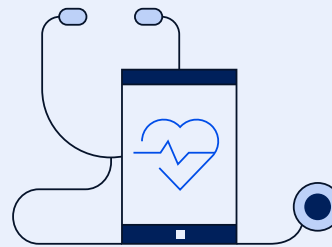


 **HELE NORGE  
EKSPORTERER**

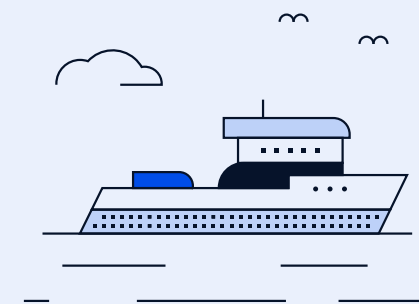
# Nasjonale eksport-satsninger



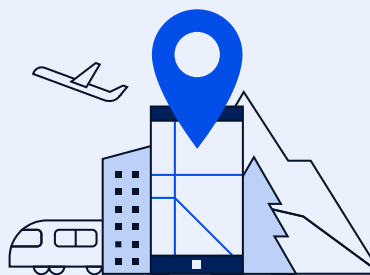
Havvind



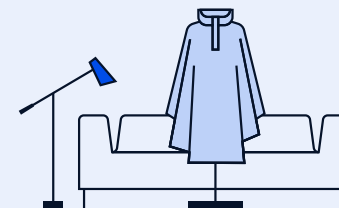
Helseteknologi



Grønn Maritim



Bærekraftig turisme

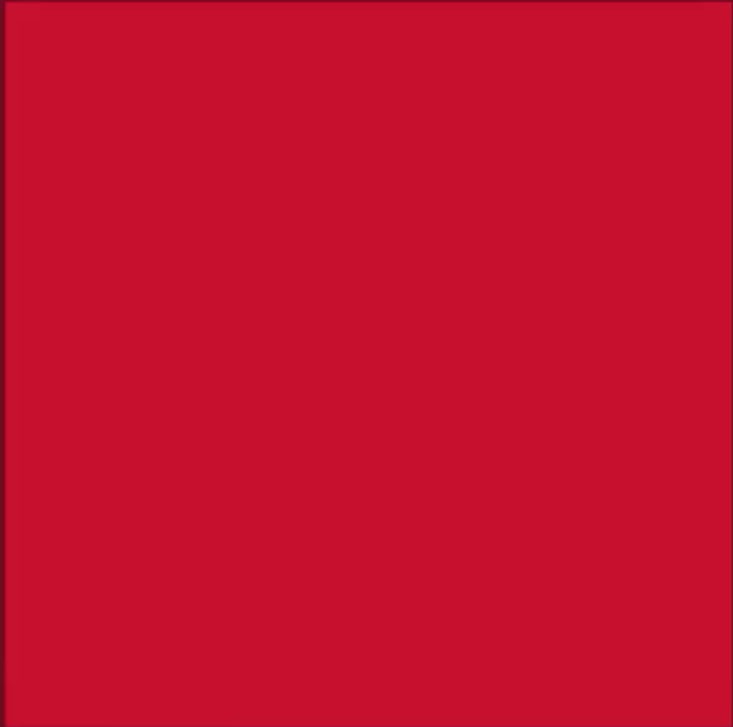


Vareproduksjon og design

” Vi har både gode enkeltspillere og konkurransefortrinn, men for å hevde oss i verdenstoppen må alle spille på lag. Det er det vår nasjonale eksportsatsning handler om”

*Jan Christian Vestre*





# Strategi og planer per satsning

## TIMEFRAMES:

*Align with key objectives  
and adjust quarterly to  
reflect evolving priorities*

*Highly consistent from year  
to year. Only to be reviewed  
every year to secure  
relevance.*

*Highly consistent  
from year to year.*

Key industry  
marketing and  
activity plan

Key industry  
branding and  
comms foundation

Norway's brand platform  
and overall channel strategy

## CONTENT:

*Key messages  
Target groups  
Activity plan*

*Industry position  
Value proposition  
Key evidence  
(differentiation)  
Industry narrative  
Value chain overview*

*Vision, mission, values,  
personality, brand  
position and – promises,  
tagline and channel  
strategy*

# Suksess- kriterier

Tydlig mål og leveranser

Strukturkapital

Gjenbruk av innsikt og fakta

Prosess med fokus på forankring og forbedring



**Health and life science brand position**

**Key evidence - delivering brand Norway promises (differentiation)**

**What we offer...**

- Technological vanguard:** Groundbreaking methods and technologies, with strengths in AI, ultrasound, immuno-oncology, antibodies, cell and gene therapy, nanotechnology, radiopharmaceuticals, and in vivo and in vitro diagnostics.
- Collaboration in an ecosystem of innovation:** Close collaboration between public authorities, researchers, investors, companies and entrepreneurs.
- Cutting-edge digital solutions:** Digital health solutions for diagnosis, prevention and treatment in a clinical setting and at home.
- Premier clinical research hub:** An optimal setting for clinical trials, with world-class infrastructure and medical expertise.
- Outstanding health data:** With unique health data for decades.
- Sustainable production:** Clean energy, abundant clean water, and effective, reliable, sustainable production of medical products and services.

**Who we are... (Norway's USPs)**

- Provider of excellent healthcare:** A publicly funded universal healthcare system, high-quality services, very high healthcare spending per capita, and a transparent healthcare landscape.
- Pioneer in digitalisation:** One of the most highly digitalised societies in the world.
- Patient-centric development:** Emphasis on precision medicine and patient involvement and participation.
- Pioneer in medical oncology:** Groundbreaking research in cancer treatments and precision medicine.

**Position:** Pioneering sustainable health solutions – together!

**Position statement:** Norway's health and life science industry is a dynamic force in sustainable innovation, leveraging exceptional research to pioneer advanced biopharma, medtech, and digital health solutions.

With a strong track record of attracting international investors, our industry is not just competitive, it can play a key role in shaping the future of global healthcare.

**NORWAY BRAND PLATFORM**

**Position:** World-leading pioneer and trusted business partner in greentech and sustainability

**Promises:** A country powered by nature. Standards and quality north of the north. A society built on equal opportunities.


## Industry narrative\*

Norway has a competitive health industry with outstanding research environments and unique health data.

The government invests heavily in world-class infrastructure and health is a priority export industry.

Universal healthcare and a highly digitalised society enable state-of-the-art digital health solutions and clinical trials.

Norway is a pioneer in medical ultrasound, cancer therapies and precision medicine.



Norway is a pioneer in medical ultrasound, cancer therapies and precision medicine.

## Message house

**Pioneering sustainable health solutions – together!**

**KEY MESSAGE #1**

**Innovative healthcare ecosystem:** Merging Norway's competitive health industry, outstanding research, and unique data resources with a strong network of clusters and incubators to fuel innovation in medical technologies and pharmaceuticals.

**KEY MESSAGE #2**

**Government-supported infrastructure:** Emphasising the strategic investments by the government in creating world-class infrastructure, making health a priority export industry and supporting the growth of early-stage companies.

**KEY MESSAGE #3**

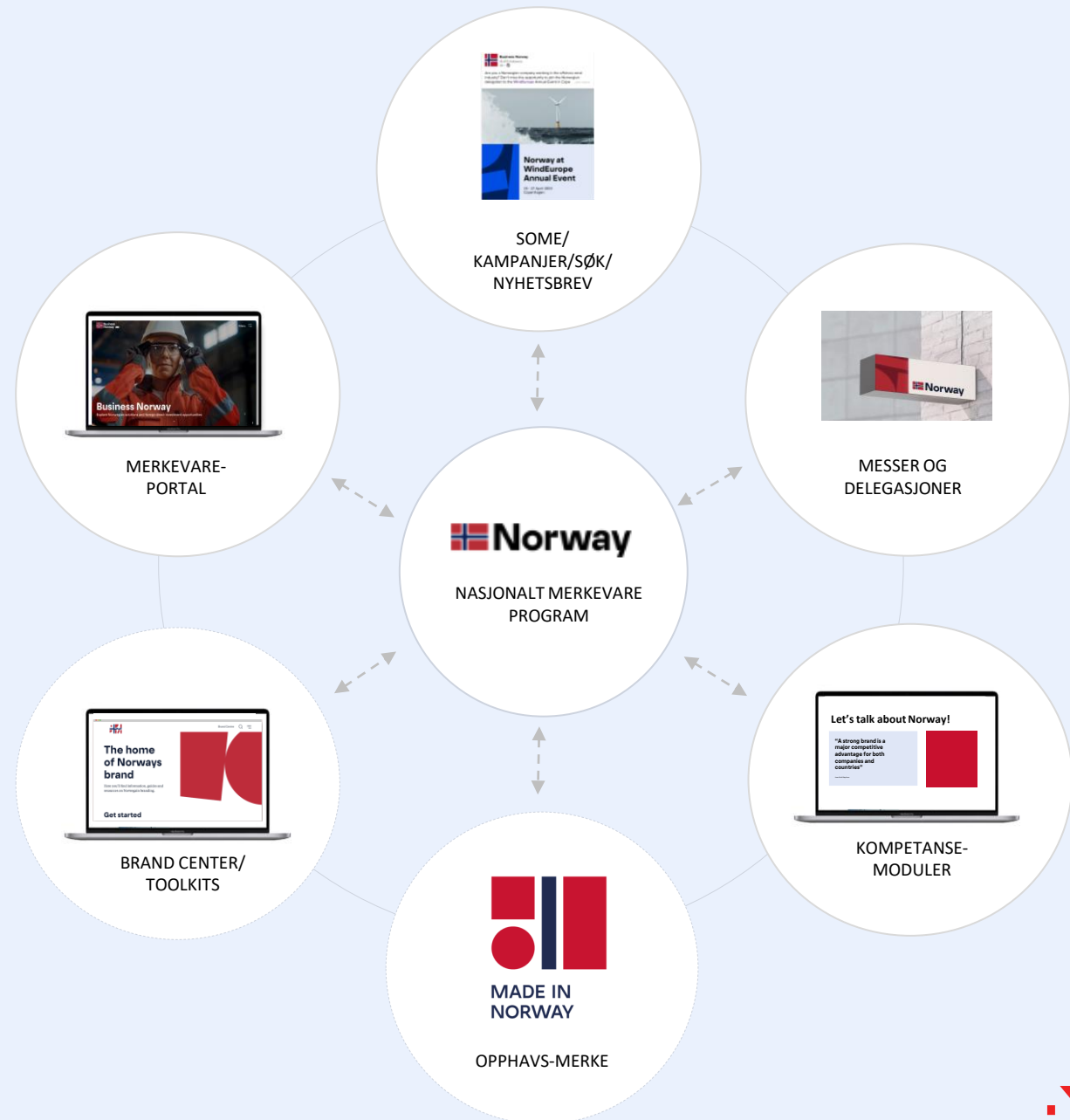
**Digitalisation and precision medicine:** Showcasing how Norway's universal healthcare system and digitalisation capabilities enable state-of-the-art solutions in digital health, clinical trials, precision medicine, and cancer therapies.

**KEY MESSAGE #4**

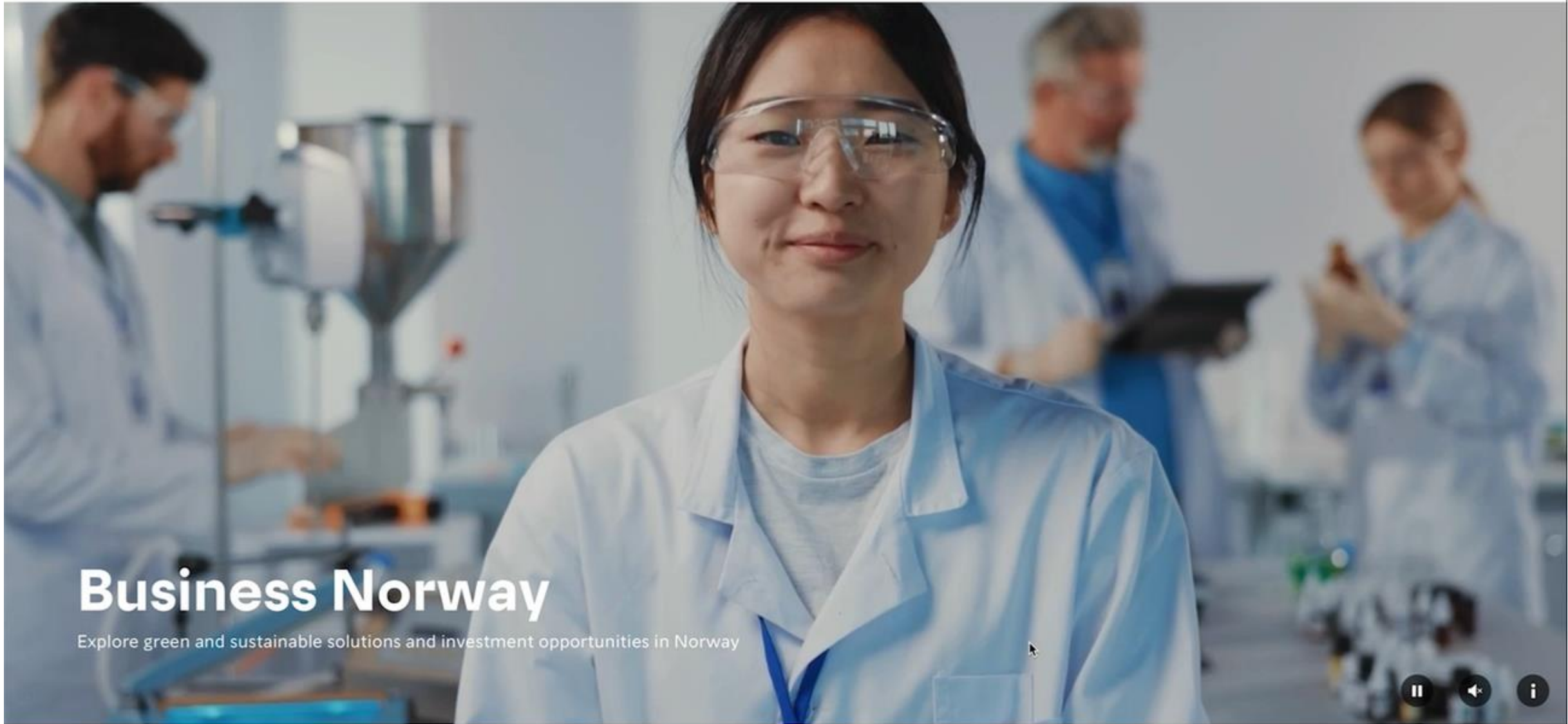
**Sustainable and eco-friendly production:** Highlighting the use of renewable energy, circular processes, and automation to foster eco-friendly production practices that support sustainable health solutions.

**Norway's health and life science brand foundation**

# Nasjonalt merkevare- program







# Business Norway

Explore green and sustainable solutions and investment opportunities in Norway

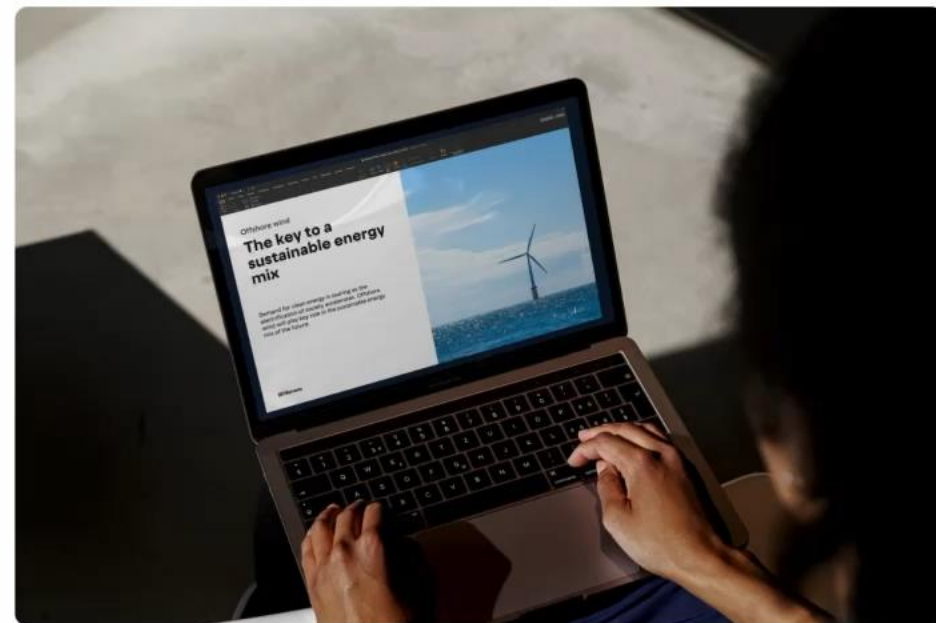


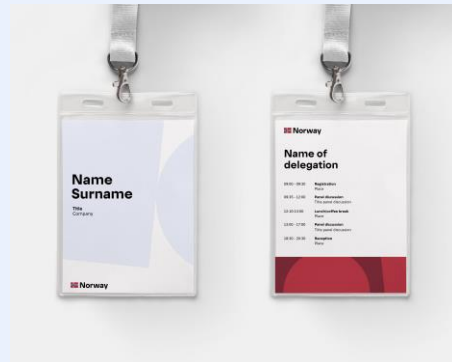
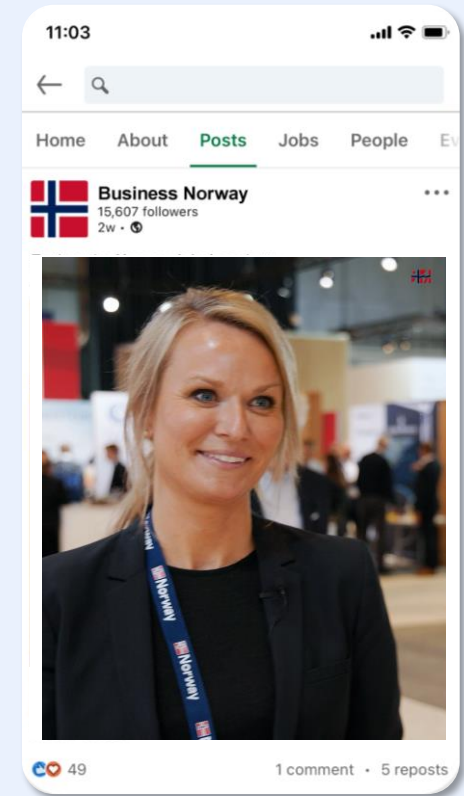
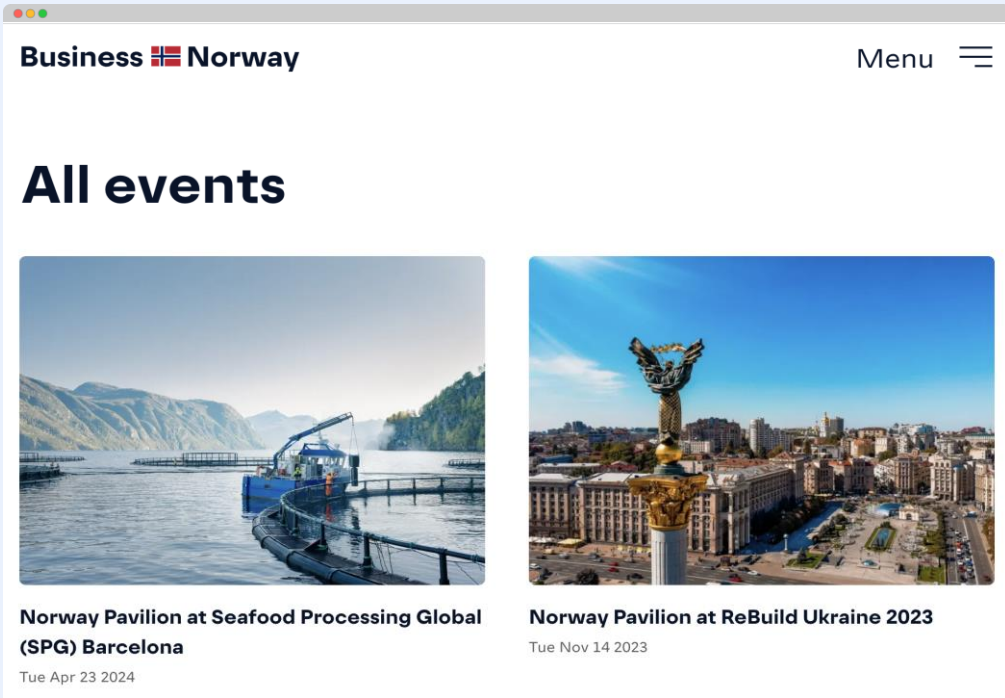
# Key industry toolkits

The key industry toolkits include ready-to-use slide decks, videos, illustrations, icons and photos.

This is work in progress where these toolkits are further developed and updated continuously. We encourage the industry to enrich these toolboxes by sharing content they own user rights and rights to share with third parties, such as images and videos, so these can be made available for use for a broader audience.

[Learn more about toolkits](#)

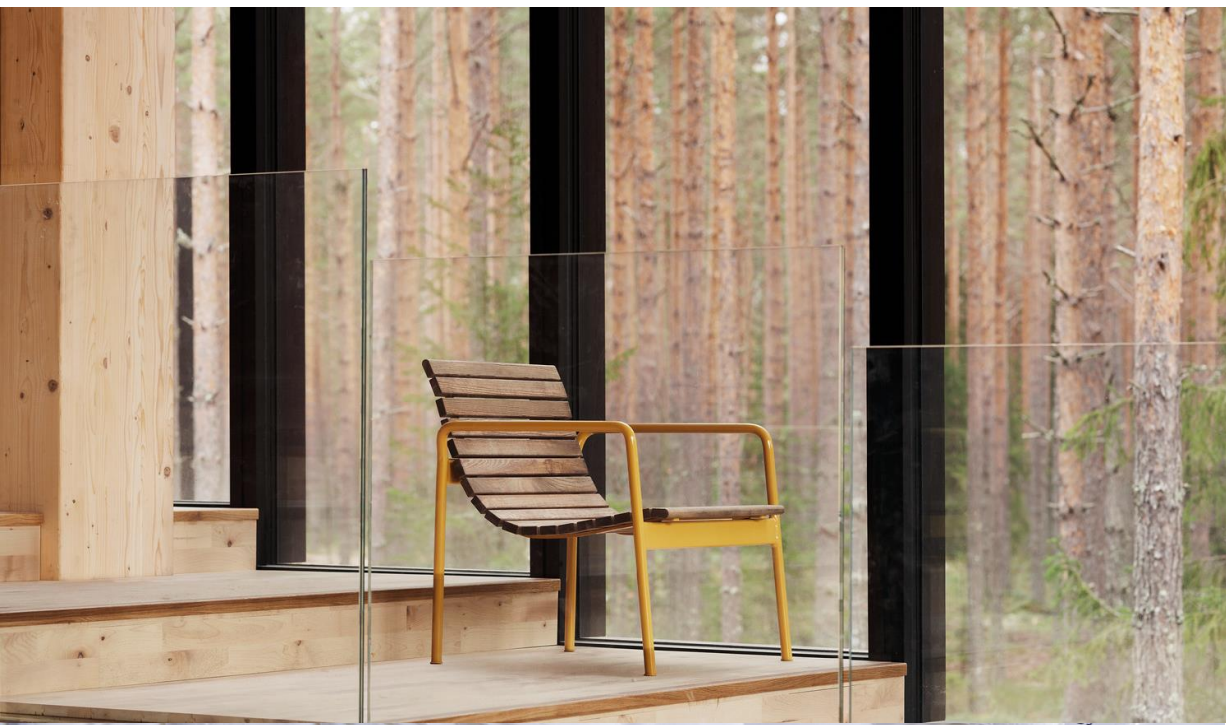




# Made in Norway



# Norsk opphav, ansvarlighet og bærekraft



 Norway

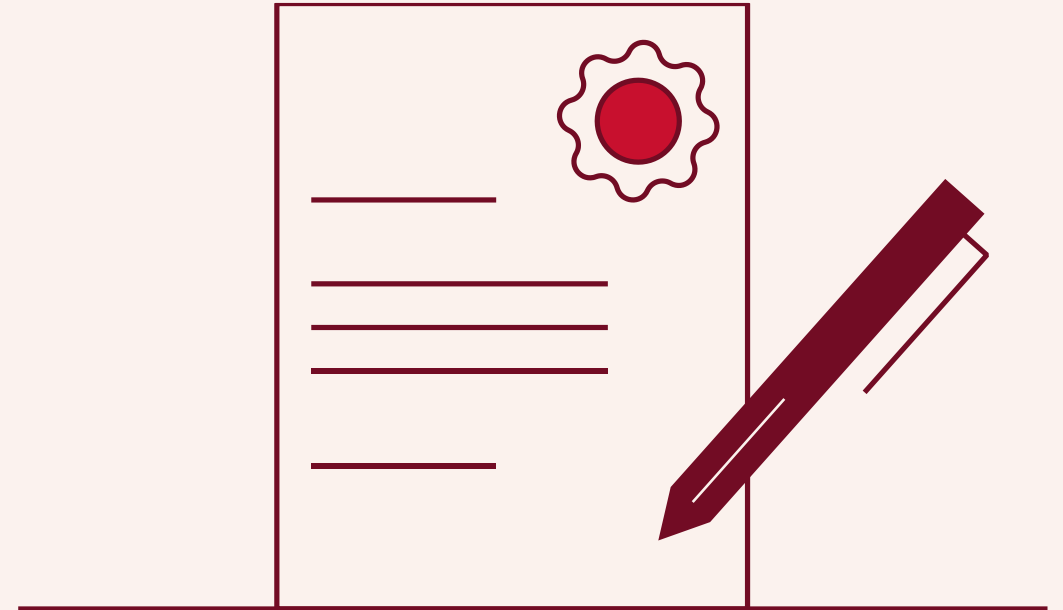


Hallingdal



# Læring Involvering Testing Samarbeid

- Beste praksis – intervjuer og research
- Suksesskriterier og retningslinjer (whitepaper)
- Dybdesamtaler - næringsliv og bransjeorg.
- Strategisk retning og design
- Strategi varemerkeregistrering
- Business case
- Kriterier for bruk og lisensavgift
- Lanseringsstrategi og plan
- ◐ Digital platform – flere faser
- ◐ Pilotfase med utvalgte bedrifter





# Pilotfase

23 bedrifter

-

Kriterier for bruk

Nivå på lisensavgift



# Merket i bruk

Produkter  
Emballasje/pakning  
Markedsføring  
Digitale flater  
Presentasjoner  
osv.





Vakker natur  
Ren energi  
Bærekraft  
Ansvarlighet  
Pionerånd  
Høyt utdanningsnivå  
Like muligheter



# Vil du vite mer eller melde interesse?



A screenshot of the Business Norway website in a Safari browser window. The browser's address bar shows 'businessnorway.com'. The website header includes the 'Business Norway' logo and a navigation menu with items like 'Key industries', 'Invest in', 'Events', 'Solutions', and 'For Norwegian businesses'. The main content area features the heading 'Made in Norway' followed by a large title: 'Vi ønsker det norske opphavsmerket velkommen!'. Below this is a paragraph: 'Nå lanseres endelig et felles, beskyttet opphavsmerke for produkter og løsninger med opphav i Norge. Merket skal øke vår konkurransekraft i det internasjonale markedet.' A link 'Registrer interesse -&gt;' is provided. At the bottom of the page, there is a dark, high-contrast photograph of industrial machinery, possibly a metal rod being processed.

**Tusen takk**