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Developing Countries
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Country presentation submitted by Norway*

* The attached country presentation is circulated in the form and languages in which it was received.

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NORIMPOD - The Norwegian Import Promotion Office for Products from developing countries

Organisation

NORIMPOD was established in 1977 and was administratively linked to The Norwegian Ministry of Commerce. Today, NORIMPOD is an office in the Norwegian Agency for Development Cooperation, NORAD.

Activities

NORIMPOD can offer the following assistance:

- give information about the Norwegian market and advice on how to penetrate this market;
- present the exporters' business offers in the quarterly bulletin 'NORTRADE' which is distributed to importers all over NORWAY;
- arrange meetings with Norwegian companies for individual exporters and delegations from developing countries when visiting Norway;
- organize buying missions to developing countries for Norwegian importers;
- give assistance to exporters and producers in developing countries to develop their products to be more competitive in the Norwegian market;
- offer marketing support to help products from developing countries penetrate the Norwegian market;
- present collections of selected products in a show-room;
- arrange training events for representatives from developing countries.

Experience

Advice

NORIMPOD's publication 'Guide for export to Norway' gives exporters in the developing countries information about the Norwegian market. Surveys on the Norwegian market are prepared for products with a potential for export from developing countries to our market.

Norwegian importers are being advised on how to find suppliers of selected products in the developing countries and how to do business with these countries.

Business offers

Almost 6000 business offers from the developing countries are received each year. Two thirds of these come from India and Pakistan. A lot of the offers are not sufficiently specified

to attract importers' interest. NORIMPOD has therefore published a leaflet on 'How to make a business offer'.

Business visits

Meetings with Norwegian importers are arranged for a substantial number of exporters and export delegations from the developing countries.

In NORIMPOD's leaflet 'How to organise a sales mission' it is stressed how important it is that the products selected actually suit the demand in the target market and that the members of the mission are able to 'talk business'. This is not always the case.

Buying missions

Importers are often reluctant to place an order just on receipt of a business offer by mail. Exporters visiting the importers with samples definitely stand a better chance. But far more business may come out of a buying mission where the importers will have the possibility of studying the supply situation on the spot.

NORIMPOD has therefore found that the most useful way of establishing fruitful business contacts between exporters and importers is to arrange buying missions for importers of products for which there is a potential in the Norwegian market.

Most importers are usually well established with business contacts and tied up in business in developed countries. These missions therefore have to be quite heavily subsidised to induce the importers to participate.

NORIMPOD's buying missions have resulted in quite extensive purchases and lasting business relations have been established.

In any case, the exporters get good advice from the importers if it turns out that their products need further adaptation to be saleable in our market. This advice is the best the exporters can get because it is given by people in a buying position.

Presentation of product collections

It appeals much more to the importers if they are shown a collection, instead of just a single sample of a product group.

NORIMPOD has therefore presented collections of various product groups like imitation jewellery, children ware and sportswear. The next project will be on garden and terrace equipment.

These projects start with fact-finding in the supplying developing countries together with experts (importers) of the trade to locate good suppliers.

The samples which subsequently are collected are presented for the importers in NORIMPOD's show-room.

The contacts established between the importers and the exporters on the basis of the samples and company profiles of the suppliers are then followed up by buying missions arranged by NORIMPOD.

These projects have met with great interest among the importers and a substantial amount of business has resulted.

Support schemes

The risk of not being compensated for faulty goods which has been paid for in advance by letter of credit or cash against documents may prevent importers from doing business with developing countries where such payment terms are usual.

NORIMPOD has therefore established a guarantee scheme to reduce this risk. This scheme is unique.

Since the scheme became operative in 1981, guarantees for a total amount of NOK 100 mill. has been given to Norwegian importers. Disbursements to pay for loss figure some NOK 900.000.

NORIMPOD also operates a scheme to support importers in their promotion work to introduce products from the developing countries on the Norwegian market.

The support may take the form of contribution to participation in a fair, preparation of sales material etc.

Generic promotion.

In cooperation with Norwegian importers, NORIMPOD make campaigns to make new products from the developing countries better known to Norwegian consumers.

The demand for products like mango and tunafish has increased enormously because of this.

NORIMPOD
The Norwegian import promotion office for
products from developing countries

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