

WEBSCAPE

**KinaReiser**  
KinaReiser (or ChinaTravel) has had a representative office in Beijing since 1993 and is Norway's largest operator of travel tours to the nation. As increasing numbers of Chinese travel abroad, KinaReiser launched a new brand - Shan Shui Nuwei (or Norwegian Landscape) - that offers high quality tours to Scandinavia. [www.kinareiser.no](http://www.kinareiser.no)

**INTSOK**  
INTSOK (Norwegian Oil and Gas Partners) works with companies in the industry to expand the business in the international market. Backed by extensive experience and advanced technology, it has developed competitive, high-quality products and services in one of the harshest regions for oil and gas exploration: the Norwegian Continental Shelf. [www.intsok.com](http://www.intsok.com)

**Oslo Chamber of Commerce**  
Oslo Chamber of Commerce is an independent business organization that offers extensive assistance to both local and foreign companies. It offers information on establishing business contacts in Norway, consultancy on import and export, planning business delegations, dispute resolution and other services. [www.chamber.no](http://www.chamber.no)

**NSEC**  
The Norwegian Seafood Export Council (NSEC) acts as a marketing agency for the fisheries industry and to increase interest in Norwegian seafood around the world. NSEC also serves as a link between education, research and industry in the marketing of seafood. [www.seafoodfromnorway.com](http://www.seafoodfromnorway.com)

## DNV sets the standards for certified growth



**Det Norske Veritas President and CEO Henrik O. Madsen**

Norwegian classification society Det Norske Veritas (DNV) arrived in China more than a century ago - in Xiamen in 1888 - a nation now home to its fastest-growing unit and largest operation in Asia, with 36 offices in 20 cities throughout the country.

As a leading provider of certification and risk management, DNV's range of operations in China include the maritime industry, energy generation, heavy manufacturing and food and beverage safety. President and CEO Dr Henrik



**DNV's operations in China are a vital component of the company's overall growth**

Madsen is confident about DNV's plans for expansion as China

becomes more innovative and technically advanced.

"The Chinese people really want to make China a success. They are proud, but not afraid to seek outside assistance. They know when they can create a win-win situation," said Madsen.

DNV's maritime tradition is attracting new opportunities in markets throughout the world, including China, which received 40 percent of global shipbuilding orders in 2007. As DNV continues to set the actual standards for

shipbuilding quality, Madsen explains that the company maintains a firm commitment to balance the needs of business and society.

"We manage risk in all phases of the ship's life and we set the environmental agenda in shipping so that technological development and expectations from different stakeholders can actually go hand in hand. As a foundation, we invest in developing people and technology," he said.

► **DNV, Page N2**



**Simtronics CEO Rune Martini (left) and CFO Pål Selboe Valseth**

With the acquisition of Walter Mist Engineering (WME), the Simtronics group expanded its business scope from detection to fire extinguishing, becoming a supplier of a complete range of fire protection equipment.

The gradual integration of WME into the company has emphasized suppression systems and specialized low-pressure solutions. Considerable synergies have been created, particularly in distribution power and engineering capabilities, Martini says.

► **Simtronics, Page N4**

# Innovative moves for a shared future

Dag Terje Andersen.

**An energy nation**

The Norwegian oil and gas industry has secured an increasing number of major international contracts in recent years as part of its avowed determination to develop beyond its domestic market.

In addition to major international oil companies, Norwegian oil and gas groups are internationally competitive supply and service companies covering the entire service chain from exploration, development, production, operation and decommissioning.

Intsok, tasked to promote the internationalization of the Norwegian oil and gas industry, has identified China as a priority market due to the high level of oil and gas activity.

Norway is now the world's third-largest exporter of crude oil, while China's increasing energy demand presents excellent opportunities for partnerships between the two countries.

**Maritime community**

Norway is Europe's most

diversified maritime nation and is noted worldwide for its shipping expertise, equipment and ability to exploit new market niches, with its maritime sector now accounting for 15 percent of its total exports.

Norwegian companies own and operate some 1,400 vessels with a total of 48 million deadweight tons, 75 percent of which fly the Norwegian flag. The fleet represents about 10 percent of the world's total merchant fleet and makes the country one of the world's four-largest shipping nations.

China's rapid industrial transformation and economic growth have been key drivers in almost all shipping markets and Norway is well prepared to meet its industrial demands.

"The Norwegian shipbuilding industry is among the most innovative and creative in using new technology and developing new ship concepts," says Andersen. "As China's role in the international shipping industry continues to rise there is great potential for increased partnership between our two countries."

**New hi-tech 'flagship'**

Driven by advancements in its traditional industries of oil and gas, shipping and fisheries, Norway's information and communications technology (ICT) sector has been compelled to accommodate those industries by creating technically advanced, cost-saving solutions.

Often described as "the newest national flagship for Norway," its ICT sector has a wide variety of hi-tech companies that create new telecommunications, hardware, software and industrial electronics products, as well as providing consultancy services.

Paul Chaffey, managing director of Abelia, the Norwegian Association of Technology and Knowledge-Based Companies, believes that Norway is a good location for advanced ICT companies because it has some of the most advanced customers in these industries.

"We have a small domestic market so there is a need for cooperation and competition within international markets," says Chaffey.

Many Norwegian companies have shown keen interest in find-

**The first oil from the FPSO Sevan Piranema is offloaded after it began production in October last year off the coast of Brazil.**



ing partners and market opportunities in China for the transfer of technology and equipment, while China plans to further increase its cooperation in capital and technology exchange.

**Synergies amid nations**

Norway was one of the first countries to establish diplomatic relations with China and over the last 20 years has gradually lifted its trade barriers, making way for deeper integration. Today contacts range from individuals to institutions in almost every sector of society.

In line with its new China strategy Norway will open a new consulate in Guangzhou and expand its embassy operations in Beijing.

"Norway is on its way to becoming one of the world's leading, innovative and knowledge-based economies. China has made enormous progress in the recent years and our two economies fit very well together," says Andersen.

Articles by World Eye Reports

## Nemko assures product quality

Nemko, a Norwegian organization that provides testing and certification services worldwide, has a lot to celebrate. Aside from marking its 75th anniversary this year, the company also became the first foreign firm to receive approval from China's Ministry of Commerce to perform testing and certification in the country.

"That was an exciting step for us. We are a small, knowledge-based company. Now, we are the first foreign enterprise doing certification in China, the fastest growing export country in the world," said President Dag Torvold.

Looking beyond its home market, Nemko has greatly expanded

its international activities over the past 15 years, providing service to customers in Europe, North America and Asia. Today, it is one of the leading suppliers of global safety certificates - CB certificates for interim test equipment (ITE), electronics and household appliances.

"Our certificates are recognized worldwide and Nemko is known as a trusted brand. Passing on our knowledge to Chinese manufacturers and helping them create safe products is the most important priority for us. In so doing, we are also safeguarding consumers all over the world," said Jon Ivar Tidemann, vice president of Nemko Group and CEO of Nemko China.

Nemko says its growing presence in China is a testament to its long-standing cooperation with the government, which started in 1989. It now has four offices in the nation, including a newly opened test laboratory in Shanghai.

"We trained our employees for months before opening up the testing facilities in Shanghai so they fully understand our standards and what is behind the Nemko mark," said Torvold.

"We will never be able to compete with local Chinese prices. You will always find other testing and certification bodies that will provide a cheaper test report. A certain part of the market will be willing to pay a better



**Nemko Group President Dag Torvold (right) and Jon Ivar Tidemann, vice-president of Nemko Group and CEO of Nemko China**

price for quality. And these will be our future clients in China," said Tidemann.

[www.nemko.com](http://www.nemko.com)

## Simtronics gear tested by harsh environment

Its first year as an independent company was "fantastic and eventful", says CEO Rune Martini of Simtronics, the Norwegian fire and gas safety company.

Following its spinoff from Simrad Optronics in 2007, the company was listed on the Oslo Stock Exchange in January.

The global provider of gas and flame detection systems has established itself as a major force in the market as it continues to expand into new segments with a broader range of products.

"We established the name Simtronics in 2006 and have since experienced strong organic growth all the while maintaining profitability," says Martini. "The business

has developed very well. Now everyone in the market knows who we are and what we can do."

Dating back to 1948 when it was a subsidiary of Simrad Optronics, a major Norwegian defense contractor in electro-optical equipment, Simtronics has a strong background in technology with defense applications. Its products benefited significantly from research and development of military technology and expertise.

That heritage, combined with the high requirements in the Norwegian oil sector and the harsh climate, has led to highly advanced detection systems.

"We comply with the highest standards. Norway is the most demanding market in the world, which is why we will benefit when we go global with these systems. Our detectors are small and lightweight but built for extremely rough conditions. You can see the difference in the design," says Martini.

With the acquisition of Walter Mist Engineering (WME), the Simtronics group expanded its business scope from detection to fire extinguishing, becoming a supplier of a complete range of fire protection equipment.

The gradual integration of WME into the company has emphasized suppression systems and specialized low-pressure solutions. Considerable synergies have been created, particularly in distribution power and engineering capabilities, Martini says.

# It's about leadership.

**Control your impact.** The environment will be the single biggest issue facing the shipping industry in the next twenty years. DNV has technological applications to reduce the environmental impact of today's merchant fleet. Contact us for maritime solutions that promise a brighter future today.

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MANAGING RISK

# Skaugen highlights its 'can-do' spirit

When I.M. Skaugen unveiled its first Chinese-built ship, the Oslo-based giant chose a name for the vessel that embodies the company's spirit and attitude as it embarks on a new voyage - *Mei Wen Ti*, which means "can do".

Few Norwegian companies can boast operations in China as extensive as I.M. Skaugen. After his first visit in 1985, President and CEO Morits Skaugen was convinced that China should be the company's main

focus in Asia.

Skaugen says the company's success can be attributed to employing "as many local Chinese in the top management as possible and to work in win-win joint ventures whenever you can".

"It goes against the opinion of some. But for us, it's been instrumental to our growth in China and has contributed significantly to our global operations," Skaugen said.

"Personally, I love working with the Chinese and I believe

they make the Skaugen Group stronger. They have many talented people in shipping and shipbuilding, have great ambition, and have an extreme enthusiasm for learning and learn so very quickly," he added.

Since starting operations in China in the early 1990s, I.M. Skaugen has established 10 enterprises in the country that together employ 1,000 people.

Its activities include Skaugen Marine Construction, which built the *Mei Wen Ti* and the Wuhan-Skaugen Training Center, a joint venture that trains about 4,000 maritime students a year for employment in either I.M. Skaugen's operations or for third parties.

It is also the only non-Chinese company that transports liquefied petroleum gas (LPG) domestically. It ships about 120,000 tons of LPG each year along the Yangtze River.

Among its recent activities is a project with Shenghui Gas & Chemical Systems to build 10 multi-gas vessels - the first of their kind in the world - capable of carrying liquefied natural gas and ethylene as well as LPG. Skaugen says the vessels'



I.M. Skaugen President and CEO Mirots Skaugen

versatile cargo capabilities provide access to new markets, raise revenue capabilities and improve operational efficiency.

The project is in line with the group's overall growth strategy to become a fully integrated company specializing in gas transportation that designs, builds, owns and manages its own ships. It says the integrated approach will cut costs considerably and boosts its position in the gas transport industry.

The *Mei Wen Ti* cost only \$7.5 million to build, about half the price current in the industry. After it completes its own fleet, the firm plans to take on contracts to build for third parties.

With its determination to further develop its ship construction, educational and gas shipping activities in China, I.M. Skaugen says it sets an example for future Norwegian-Chinese collaboration.

www.skaugen.com

# Software to navigate rough seas

Today's shipping and offshore activities increasingly require more security, efficiency and environmental safety.

Norway-based Mirots has developed state-of-the-art systems for detecting the height, direction and frequency of waves to give ship captains and offshore oil platform operators up-to-date and invaluable tools for navigating the sea.

Mirots has delivered more than 250 systems worldwide that use microwave sensors to measure waves and currents.

Through a combination of radar and specialized software, Mirots gathers information about waves directly from ship- or platform-based installations free from dependency on buoys. The information is critical in making maritime operations safer and more efficient.

The system employs a computer application called WAVEX using standard navigation radar that detects the strength, height, and direction of incoming waves and enables ship crews to adjust their speed or alter their course online.

The system provides better comfort for passengers on high-speed ferries, safer voyages for container vessels, and smoother and more predictable marine operations offshore. It also provides more cost-effective monitoring of critical operations.

Mirots also makes wave de-

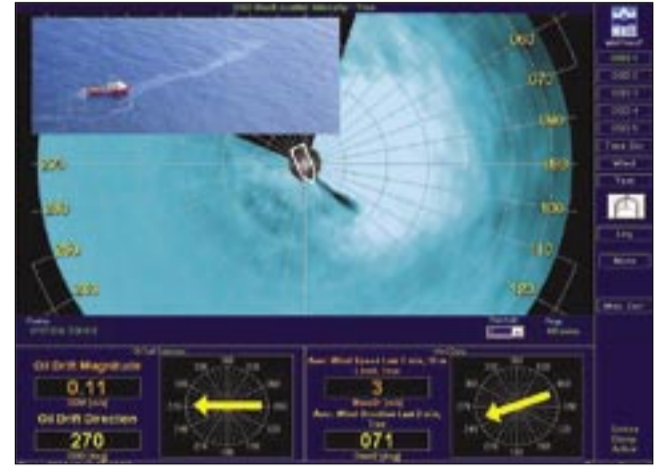
tection radar and software for stationary platforms, providing valuable information about waves and the current state around a platform.

It also produces software that can identify oil spills in any weather condition or visibility level by monitoring changes in radar reflection caused by oil slicks on the ocean surface.

The application allows oil platforms, harbors or any location to know quickly when a spill occurs. The system is also able to distinguish the densest area of an oil spill and its direction over the surface of the ocean, whether day or night.

That vital information enables clean-up operations

www.miros.no



A screen shot of Mirots' ground-breaking Oil Spill Detection System



At its Taizhou shipyard, I.M. Skaugen installs a cargo tank on the second Summargas vessel, a 3,200 cu m pressurized LPG vessel, "Qin Shi Huang". The vessel was delivered to its owner in February 2008.

# Peppes brings upscale pizza to China

Apart from salmon and other fish, Norway isn't very well known abroad for its food - at least, not just yet. Peppes Pizza is out to change that.

The Scandinavian pizza specialists have opened new outlets in Beijing and Shanghai to satisfy a sudden craving for pizza among the Chinese.

"Everyone likes pizza. Chinese tastes are expanding. Peppes is more than just good pizza," says Managing Director Joannis Vendrig. "It is not fast food but instead a whole restaurant experience."

Founded in 1970 by Hartford, Connecticut-born Louis Jordan and wife Anne, Peppes Pizza has made a name for itself in Norway for serving pizza with a unique American flavor and distinct Norwegian hospitality. It proved a formula.

Peppes has built a solid name, enjoying very high brand recognition in Norway. Today, the company is the country's pizza market leader for both the restaurant dining and delivery.

Peppes Pizza says it aims

to be more upscale than other pizza chains in China by combining a modern but cozy atmosphere with the high-quality pizza baked fresh twice daily.

Pizzas are made with its signature pizza sauce and a special blend of cheeses, with new items added to the menu to suit Chinese tastes, such as gourmet soups and pastas.

Part of the Peppes Pizza experience is the style and ambience created by the tight-knit staff. As in Norway, all employees are treated as part of a strong team and family, where everyone can have their say and take pride in the group's success.

"We are in the people business. If you have good people, then you create good products. In our case, the result is excellent pizza," said Vendrig.

With the philosophy that happy employees make better pizza, Peppes has grown to be the largest restaurant chain in Scandinavia. It also has locations in Egypt and Kuwait.

"For a taste of Norwegian atmosphere and great pizza, Peppes is the place in China. Try our best-kept secret - our special sauce. It is a special flavor that you won't soon forget. Relax and enjoy our cozy restaurants with good friends and family," said Vendrig.

www.peppes.cn;  
www.peppes.com



Peppes Pizza prides itself on serving pizzas with a unique American taste.



Peppes Pizza plans to open more outlets in China.



Park Air Systems' instrumental landing system ensures safe landing every day all year round at airports in China.

# Park Air Systems makes safe, profitable landing

The popularity of low-cost carriers and a global urge to travel have resulted in skies that are increasingly crowded, making safe, reliable aircraft instruments even more crucial.

Norway-based Park Air Systems helps meet the need - thousands of airplanes in more than 160 countries now use its systems.

For more than 30 years, the company's Normarc instrument and satellite landing systems have been the industry benchmark. Over 100 million safe landings in nearly 500 airports worldwide have been made using Normarc equipment.

By integrating ground-to-air transmitters, receivers, transceivers and control equipment, the wholly-owned subsidiary of aerospace and defense conglomerate Northrop Grumman was the first to provide a complete

air traffic control communication package.

Its approach and advanced surface movement guidance and control system, the Novan 9000 ATC, also allows comprehensive monitoring of air traffic in and around the airport.

With the aviation industry and the number of airports rapidly growing in China, Cato Engebretsen, director for navigation of Park Air Systems, expects a sharp rise in business in the country.

"We already have a 90 percent share of China's market and have systems in 150 airports throughout China. While the navigation business has been in China since the early 1990s, we are now starting to bring other products into China," Engebretsen said.

www.parkairsystems.com

# DNV now a key player in GHG trade

> DNV, From Page N1

DNV has worked together with the Chinese government to develop clean development mechanism (CDM) projects enabled by the United Nation's Kyoto Protocol. The agreement allows industries to offset their emissions of carbon dioxide and other greenhouse gases (GHGs) by supporting emission-reducing projects in the developing world. As the world's second-largest producer of GHGs, China now has the most CDM projects in the world.

"Our role is to validate or verify when a project has been realized. We work with Chinese governmental offices and private companies who need third-party validation in the form of a trustworthy, independent foundation like DNV. You need credible players who are technically able to verify that this actually takes place, otherwise it is open for everyone to cheat," said DNV President and CEO Dr Henrik Madsen.

As China sets its sights on energy efficiency across industries, DNV will offer its services in technological qualification and will collaborate with the Energy Research Institute of the National Development and Reform Commission to develop international energy management system standards.

"This is significant. There is a lot of talk about saving and producing energy but China is actually going to do something about it. Of course, it has to be done in the Chinese way and our role is to help them develop it," said Madsen.

As DNV continues to orient itself to more industry-specific certification services, food and beverage makers have emerged as a major focus for the future.

"The food chain is becoming more and more global. In China, business firms and consumers turn to companies they can trust to meet their demands for guarantees. We will partner with Chinese companies to improve food quality, hygiene and safety," he said.

As the first Norwegian-based company with a Chinese director on their board, DNV says it takes pride in the competent, knowledge-based organization and is geared up to support China's diverse industries, fuelled by over a 140 years of global experience.

"Our people and an international brand are our key assets. The creativity, knowledge, and expertise behind the DNV name enable us to create value for our clients in China and assist them in maintaining the highest quality as they continue on their path to growth," he said.

www.dnv.com



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## Nexans connects with wider business network through Hainan project

In February 2007, Nexans secured a \$182 million contract, the largest ever for a Norwegian company in China, from China Southern Power Grid (CSG) EHV Power Transmission Company and Guangdong Nandian Power Equipment Co to manufacture and install a 500-kV submarine power link between Hainan Island and the mainland in Guangdong province.

"It is a well-known project because it's the first submarine project in the world with this voltage level in nearly 25 years," says Project Manager and China Sales Director Jan Nyborg.

"Our main advantage is the high voltage and the long length of the cable. There are thousands of cable manufacturers in the world but only two or three can do this."

The 30-km submarine cable link capable of carrying up to 600 mW of power will be laid at a depth of 100 m and is scheduled to commence operation in July 2009.

Based in Oslo, capital of Norway, Nexans Norway has five manufacturing plants across Norway and continues to widen its scope.

Today it has facilities in more than 30 countries.

"We have been working quite extensively in China since 2000, mainly for the Hainan project. Through this, we have established a large network. We have seen that the oil and gas industry has a demand for submarine cables," said Nyborg.

The high-profile Hainan project has led to contacts for Nexans with Central Southern China Electric Power Design Institute, among others.

"In the last six months, we have received requests from people connected to the design institute who want to develop other projects that they now see as feasible. I am



**Nexans Project Manager and Chinese Sales Director Jan Nyborg**

working on three other projects in China that are direct results of this contract. Suddenly, we are in the loop in all of Asia where China is involved," says Nyborg.

With oil giants like China National Offshore Oil Co (CNOOC), China National Petroleum Corp and China Petrochemical Corp entering into deepwater development, Nexans is now setting its sights on China's oil and gas industry. It has a contract to supply three cables for CNOOC this year.

"What really differentiates us is the turn-key capability that we can provide. This is the advantage. We see that our knowledge of subsea installation is on another level than our competitors. Both our plants in Halden and Tokyo Bay are special purpose plants for submarine cables. We have extensive knowledge in long length and deep water," said Vice-President Tom Martinsen.

[www.nexans.no](http://www.nexans.no)



**Nexans Capjet — the safe tool for cable protection in all waters**

## After 25 years, shipping bank DnB NOR still steaming ahead

As China continues to rise in the international shipping industry, Norwegian financial services group DnB NOR is also riding a tide of increased long-term clients and a diverse customer base in the Chinese market.

After starting its China operation 25 years ago, the shipping lender has a head start over competitors to provide services to the shipping sector and beyond.

"We are very satisfied with our presence in China. We see a need for a bank like DnB NOR in China due to the fact that we are one of the world's leading shipping banks. We have clear ambitions to broaden our activities in the shipping, energy and seafood industries," says President and CEO Rune Bjerke.

In 1982, it became one of the first Western banks to open a representative office in Beijing. The banking

giant now operates a full-service branch in Shanghai that provides a wide range of financial services.

Since the opening of the Shanghai branch, DnB NOR has experienced rapid growth, reporting record-breaking figures every month.

"Shipping is the key driver behind our establishment in Shanghai and we have been able to gain quite a few new clients in the region," says Bjerke. "We are able to provide valuable advice to both local and international clients who want to establish themselves in China."

"It is the deep knowledge and competence we possess in 10 different shipping segments that add value for our clients. We have broad knowledge when it comes to the needs of our clients and those delivering services to the shipping industry. We have all the products relevant for the players in that market," he adds.

In China, DnB NOR's strategy to increase international revenues is through ship financing, "but we like to say we are a relationship bank, not a bank that just finances shipping projects", Bjerke says. "We aim to establish a relationship with the client and then develop the business based upon



**DnB NOR President and CEO Rune Bjerke**

that relationship."

"When we consider risks, we are looking for the cash flow rather than the value of the ships. That is the specific DnB NOR way of doing business. The quality in the lending portfolio is never compromised. When you are a lender in the shipping industry, you can go for a relationship-oriented model or project financing oriented model. We are definitely a relationship bank," he says.

[www.dnbnor.com](http://www.dnbnor.com)



**A DnB Nor ad placed by a highway in Shanghai**

## Generating electricity that simply cannot fail

There are places where the power supply simply cannot fail — hospitals, banks and offshore oil platforms are some that come to mind.

Norwegian company Dresser-Rand has developed a line of gas turbine power generators in its Kongsberg factory for facilities that require absolute reliability.

Its D-R 1.9 mW KG2 series is an industry-leading gas turbine power source with 99.8 percent startup reliability, making it ideal for emergency use in locations where maintenance and breakdowns are not an option.

Twenty-three of its units are currently operational in China, including at the Capital Mansion Building



in Beijing and in Hong Kong at financial giant HSBC, the Hong Kong China Gas Co and the offices of Hong Kong Telecom.

The unit's very high reliability, coupled with its ability to use a

wide range of fuels and fuel qualities, has made it suitable for many applications, whether for continuous duty or standby and emergency service in harsh offshore, arctic, and desert conditions.

The generator's effectiveness under extreme conditions is illustrated by Dresser-Rand's 110 highly specialized gas turbine units currently in operation in the Norwegian North Sea, one of

the world's roughest, coldest marine environments where maintenance is costly and prohibitive.

The quality of Dresser-Rand equipment was given a vote of confidence when Norwegian oil giant Statoil-Hydro renewed its long-term supply agreement.

Versatility of the KG2 series has been further increased by mounting them in shipping containers that can be moved by truck and used onsite.

For more than 100 years, Dresser-Rand has been among the leading global suppliers of rotating equipment, with field-proven centrifugal and reciprocating compressors, steam turbines, expanders, gas turbine packages and control systems.

With offices in Beijing, Shanghai, and Hong Kong, Dresser-Rand is helping China meet its on-demand power generation needs.

[www.dresser-rand.com](http://www.dresser-rand.com)



**Dresser-Rand's mobile power generating unit**



**Siem Offshore CEO Terje Sorensen**

## Siem makes splash in offshore bid

A small Norwegian company in the southern town of Kristiansand grabbed the attention of the offshore service industry when it ordered 17 new vessels and acquired three modern second-hand ships valued at around \$1.8 billion over the past two years.

The acquisitions make Siem Offshore one of the world's biggest owner-operators of large anchor handling and tug supply vessels — all part of a bid to provide service further out to sea.

"Most of the easy oil has been found. It started on land and then it expanded offshore in shallow waters. Now, exploration and production have reached the offshore deepwater areas," says CEO Terje Sorensen.

"To service these deepwater operations, larger units are needed, especially larger drilling rigs and support vessels taking larger loads to more remote areas. This is what we believe the future will ask for. If we go into this market, we will take a big chunk and come out as a major player," he adds.

Siem Offshore has control of a total of 40 vessels, including the 17 now under construction. The fleet includes vessels for platform supply, multipurpose field support, anchor handling tugs, well stimulation, scientific core drilling and crew boats.

Siem Offshore was established in July 2005 as a spin-off of the non-subsea activities of Subsea 7 Inc. Through its own strategy and ambition it has grown 10-fold over the past two and a half years.

"It has been the right kind of investment, getting the right assets into the company, quality management and excellent chartering. When we started the company, we believed that the offshore segment would expand. During the last couple of years, the market has been historically high," says Sorensen.

With the sharp rise of the size of its fleet, Sorensen sees great potential for growth in Asia, citing the company's excellent quality as its advantages.

"China has entered the arena for building advanced offshore support vessels. We see many opportunities and I would not be surprised if we build in China in the near future," he says.

[www.siemoffshore.com](http://www.siemoffshore.com)

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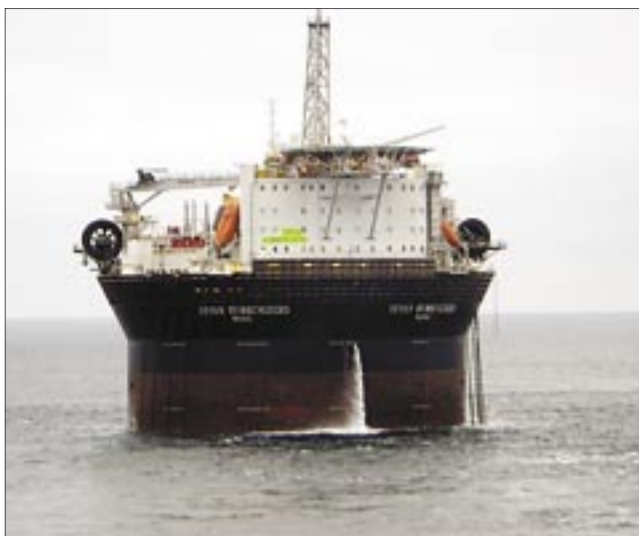
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The FPSO Sevan Hummingbird was successfully installed on the Chestnut field in the central UK North Sea on December 21, 2007. All 12 mooring lines were connected. The FPSO Sevan Hummingbird will be working under contract to Venture Production.

# New oil platform fuels cooperation

The concept is so simple that veterans in the oil and gas industry must wonder why they didn't think of it first.

Norwegian company Sevan Marine redesigned the oil platform to give the structure more storage and make it more stable—then had seven of them built in China.

Known in the industry as a "floating production, storage and off-loading (FPSO) unit", Sevan's Marine's cylindrical oil platform provides greater stability in high seas and allows storage capacity of up to 2 million barrels of crude oil.

FPSOs are also cheaper to produce and offer operational

flexibility compared to traditional oil platforms.

When it came to building the patented structure, Sevan Marine went directly to China, where it built platforms at the Yantai Raffles shipyards in Nantong and Hantong.

"Building in China was a natural choice for us. The shipyards are able to deliver a high level of quality at competitive prices and are very capable of and eager to exceed our expectations," recalled CEO Jan Erik Tveteraas.

Under its business model, Sevan Marine engineers, builds, owns and operates their own FPSO platforms under license



Jan Erik Tveteraas, CEO of Sevan Marine ASA

to oil companies for drilling, storage and production.

The arrangement gives the company more control over the

value chain while offering more value to its partners, Tveteraas said.

An example is Sevan Piranema that recently started oil production in Brazil for Petrobras with an oil storage capacity of 300,000 barrels, a processing capacity of 30,000 barrels a day and a gas injection capacity of 3.6 million sq m a day in water depth of between 1,000 to 1,600 m.

"Into the future, we look forward to building more and more of our platforms completely in China, rather than towing them back to Europe for the fitting of the most technical components," said Tveteraas.

"We're confident that we can soon accomplish that level of complexity there in the China shipyard."

"The only challenge will be to see if China can continue their cost advantage. If they can continue with the cost advantage while still making gains in quality and productivity, we'll definitely look forward to building in China for the years to come. And naturally, with the significant advantages incorporated into our FPSO design, we're certain that China will become an important market for us, too, for partnerships for either drilling or floating production," he added.

## The right connections: Internet HD television



T-VIPS CEO Jonny Dolvik

Norwegian company T-VIPS has joined the Internet television revolution by transmitting broadcast-quality video using hardware and software solutions it says saves money, increases distribution and ensures high quality pictures for traditional broadcasters, telecoms and media companies.

Illustrating the success of its systems, T-VIPS will be responsible for delivering high definition content of the English Football Premier League games to the Scandinavia region via

satellite for the network Canal.

The company says its codec system based on JPEG2000 instead of MPEG2 enables it to process and distribute video with much higher and more reliable quality than competing systems, even in high definition TV.

Though small, the company has already won two prestigious awards at the industry forum IBC, one of the world's most important exhibitions for the combined cable, satellite, terrestrial broadcasting and Internet television communities.

The first award was for best fiber optic solution in distribution and transport, while the second was for its video processors that won best terrestrial wireless contribution in distribution and transmission.

Looking to China, the group hopes to help potential partners use the new Internet protocol (IP) medium for transmission of video.

Using T-VIPS's technologies, Chinese broadcasters and video providers can make significant savings through using new IP networks for their transmissions, while enjoying more flexible and efficient use of bandwidth.

Network operators can also offer a range of video interfaces and services to their customers with a wide range of video applications, the company says.

www.t-vips.com



T-VIPS's Video Gateways TVG410 and TVG420

## Lifeboat maker riding high



The management team at Jiangyin Norsafe FRP Co Ltd

Lifeboat manufacturer Norsafe is riding high after launching production in China eight years ago—with sales so brisk it now has a backlog of orders to fill.

"The brand Norsafe is recognized internationally and Jiangyin Norsafe—its Chinese subsidiary—is doing an excellent job of protecting our reputation for quality," says CEO and Chairman Geir Skaala.

Jiangyin Norsafe offers products ranging from conventional lifeboats to free fall lifeboats and fast rescue boats. Its newest product is the JYN 115, a large enclosed lifeboat certified for 136 passengers.

"Our products are more expensive to manufacture, but a portion of the market is willing to pay more for quality products," says Skaala. "We are

not necessarily aiming to get all orders in the world. We are aiming to remain the best. No one questions our knowledge on lifeboats."

Norsafe not only sells life-saving equipment, but provides advice and technical assistance to operators of lifeboats, davits and winches, and offers yearly inspection and recertification of its products.

"We care for our babies," Skaala says. In line with its priority to develop local competence, Norsafe set up a completely integrated organization in Jiangyin.

"Jiangyin is an important supplier for Norwegian production and it is vital for us to have close cooperation between the Norwegian and Chinese operations," says Norsafe Vice-President Dag Songedal.

www.norsafe.no

## Simtronics provides fire, gas protection

>SIMTRONICS, From Page N1

"Today we are a company that can deliver a total solution for fire and gas safety. We can offer our customers a single package and be a total supplier for fire and gas safety rather than just detection systems," says CEO Rune Martini of Simtronics.

Available worldwide, Simtronics detection equipment and solutions are supported by regional sales offices in Norway, France and the Middle East. The company says safety, reliability and low life cycle cost characterize its product line.

With an 80 percent market share in gas and flame detectors used by the North Sea offshore industry, Simtronics' detectors represent the most reliable and robust safety technology available.

In addition to the oil and gas industry, the highly advanced detectors are used in other sectors including shipping, petrochemicals and mining.

"What is unique about our detectors is that we can guarantee the calibration for up to 15 years. Our competition requires you to go in and re-calibrate the detector every three or five

months. Even if our detectors cost more, the lifetime cost is unique. There is no service or maintenance cost and safety is not compromised. We have produced and delivered over 50,000 of these detectors and we have never had a false alarm," says Martini.

A considerable increase in sales and project activities has been recorded in Asia, particularly in Singapore and China.

As Simtronics enters new market segments, a high priority will be given to creating subsidiaries in Singapore and China. Martini foresees unlimited potential in Asia, citing the maritime and mining industry as their main focus.

"We will use our subsidiary in Singapore as a hub in Asia and gradually increase the volume over time. We also have plans to manufacture in China. We will be a sub supplier to the yards as well as a key supplier to the power plants built in China. We have a lot to contribute to the Chinese market," says Martini.

www.simtronics.eu



Rune and Valseth with the international sales team of Simtronics



Topside removal of SeaMetric's Twin Marine Lifter

Jacket installation of SeaMetric's Twin Marine Lifter

## SeaMetric does the heavy lifting

To cut field development costs and improve safety of services and operations in the offshore oil and gas industry, SeaMetric International has developed a twin marine lifter (TML) system for installation and removal of platform topsides and jackets up to an impressive 20,000 metric tons. The TML can also be used for installation of topsides onto semi-sub hulls and used in ship salvage.

SeaMetric says a key strength of the TML system is the ease in removal of its lifting arms, which allows the same vessels to be used for heavy transport, construction support, jacket piling,

sub-sea construction and accommodation.

A contract to fabricate the new design was signed with ESSCA Hong Kong in Beijing, which in turn subcontracted construction of the vessels for the first TML system to a subsidiary of State-owned China National Petroleum Corp, the nation's largest oil enterprise, which has almost 1.5 million employees—about the same size as the entire Norwegian workforce. "We plan to have three to four TML systems and transport vessels on the market by 2012," says Managing Director Johan F. Andresen.

"Under the contract with ESSCA, SeaMetric has secured

options for the delivery of one more TML 20,000 and two 180-m heavy transport vessels for delivery in 2010. Each TML will be self-contained and have dynamic positioning, making these vessels very flexible."

Timely delivery is essential, Andresen says, as SeaMetric continues negotiations for long-term contracts in Asia, Latin America, Europe and the United States.

Vessels for the first two TML systems will be built at the CNPC Liaohe Shipyard. The company says such a strong partner will ensure that completion deadlines are met.

With strong relations with major Chinese contractors

established, SeaMetric is also looking at other Asian markets and selecting which countries will be prioritized for the launch of its next TML.

"We want to build up the SeaMetric International organization into a major marine heavy lifting contractor and secure cooperation agreements with highly reputable operating partners worldwide. In the immediate future, we will focus on the TML system construction in China and financing of the planned TML systems and heavy transport vessels," Andresen says.

www.seametric.com

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# Return voyage for Knutsen

Trygve Seglem, the managing director of Knutsen OAS Shipping, first came to China in 1984 to build a ship, a high-quality crude oil shuttle tanker that has now been in service for 20 years in the North Sea.

The company recently returned to start building ships again after producing crude oil, chemical, and liquefied natural gas (LNG) vessels in other locales around the world.

The company has ordered four product carriers from Jiangnan Shipyard and two advanced crude oil shuttle tankers from China Ocean Shipping Co's (COSCO) Nantong Shipyard.

Seglem says that re-engagement with China is a balanced fit between Norwegian expertise and China's consistent



**Managing Director of Knutsen OAS Shipping Trygve Seglem**

development in shipbuilding.

"Norway is very advanced in shipping and shipbuilding innovations. When it comes to new designs, Norway has always been a leader," he says.

"China is now one of the world's best places to have ships built as they have ambitiously increased their shipyards' capacities, while at the same time impressively increasing their quality levels."

With almost 40 ships in service and 11 on order, Knutsen OAS Shipping says it strives to grow not just as ship operator but also as an innovation leader in the tanker-shipping segment.

The company has developed its own technologies for handling volatile organic compounds (VOCs), ballast water treatment, LNG boil-off reduction, and a new method for the marine transport of pressurized natural gas.

Knutsen says its VOC technology is an exciting develop-

ment that is being installed on its own ships and available to other shipping operators.

KVOC is a new cost-efficient method to limit VOC emissions during loading and transport of volatile cargoes such as crude oil.

Besides reducing air emissions, KVOC installations also significantly prevent hydrogen sulfide release from the cargo during loading and transport.

With such advantages for health, safety, and less impact on environment, Knutsen offers the KVOC system commercially for use on all kind of liquid carrying tankers including FPSOs - short for floating, production, storage and offloading vessels.

Two China-built crude oil shuttle tankers Knutsen ordered from COSCO Nantong



The Ragnhild Knutsen is the first tanker built by Knutsen OAS in China.

Shipyard will be the first tankers ever equipped with this pollution prevention technology fabricated at the shipyard, while the first tanker Knutsen built in China, the Ragnhild

Knutsen, was the first one to be retrofitted with KVOC.

As a leader in technology and innovation with a history of business with China, Knutsen says it looks set to be a

great link between Norway's expertise and China's growth into higher tech shipping and oil and gas activities.

[www.knutsenoas.com](http://www.knutsenoas.com)

# Tronrud engineers hi-tech solutions

Over the last three decades, Tronrud Engineering has grown from a one-man company to a leading provider of advanced technological solutions for a wide range of industries, including the automotive, aerospace and photovoltaic sectors.

Its wide-ranging expertise has been used to make machines for packaging toothbrushes and CDs, the assembly of car airbag sensors and mobile phones, the production of stapler guns, the recycling of TV screens, the conversion of analog movies to

digital format and even mapping the ocean floor.

Now with more than 100 employees, the Norwegian company is one of the largest special machinery makers in Scandinavia.

To meet burgeoning demand, it moved to a new 9,000 sq m production facility at a private airport this year that will also house its research and development center.

Specialized in building complete factories with production lines for silicon wafers, Tron-

rud Engineering boosted its business in the international photovoltaic market over the past few years.

Due to in-house development of solutions that increase speed and output quality, the demand for its production equipment has doubled every two years since 2000. It is now making fifth-generation equipment for the biggest solar cell companies around the world.

In aerospace, Tronrud Engineering has made an automated production line for welding on

vanes for jet turbines.

The company has also developed an automated baiting machine for commercial fishing, an innovation that has challenged traditional non-selective fishing methods, and is currently the only fishing method that does not damage the seabed.

It has also made production lines for fish crates as well as other units for food processing and snack packaging.

Another of its advanced products is TC-1, a computer-controlled, manually oper-

ated jacquard and dobby loom marketed by Digital Weaving Norway, its division for the textile market.

With potential to cater to China's enormous textile industry, the machine is sold around the world, primarily to textile artists and designers as well as design schools.

Tronrud Engineering says it hopes to collaborate in China with partners to develop and produce more innovative solutions and provide its customers with a competitive



Left: CD DVD packaging machine for super jewel cases



Right: Vanes with ball welding for jets

advantage for further profitability.

[www.tronrud.no](http://www.tronrud.no)

## Focus on Emission Reduction

Knutsen OAS Shipping from Haugesund, Norway operates 40 tankers carrying various products - from crude oil and Liquefied Natural Gas (LNG).



Knutsen OAS Shipping, through its long experience and innovative organization, has initiated several environmentally-friendly projects to reduce emissions from ships. One major achievement has been the Knutsen Volatile Organic Compound or KVOC<sup>®</sup> technology, an emission prevention system. The technology minimizes the emission of crude oil vapor or VOC from tanks during loading and sea passage.

The KVOC<sup>®</sup> technology has obtained recognition for its simplicity and is commercially available. The technology applies basic knowledge of fluid dynamics and thermodynamics to redesign the ship loading system for minimum emissions. Knutsen OAS Shipping has installed KVOC<sup>®</sup> technology on several of its crude oil tankers. Measurements have shown that these installations reduce VOC emissions to the air that

correspond to approximately 200,000 bbl of oil on a yearly basis without using any energy.

**Knutsen OAS Shipping**  
[www.knutsenoas.com](http://www.knutsenoas.com)

## Moss Maritime charts new seas in technology

Oslo-based Moss Maritime, a specialist in ocean-going natural gas carriers, has gained a reputation in the global shipping industry for combining Norway's ancient maritime traditions with cutting-edge modern technologies.

For more than 40 years Moss Maritime has built special-purpose vessels and platforms for the offshore industry, experience it says gives it an edge over rivals in an ever-changing business environment.

With its technology licensed worldwide, the company has set standards in the construction of gas carriers. Today, Moss Maritime's liquefied natural gas (LNG) carriers account for nearly half of the world's total.

It was the sole supplier of technology for the world's first and only floating platform to launch rockets into space. The partnership between the United States, Russia, Ukraine

and Norway can launch up to six tons into space from the company's vessel.

The latest innovation from Moss Maritime is the Moss 808-ICE, an anchor-handling tug supply vessel with ice-breaking capabilities. Designed for Russia, the icebreaker is also a breakthrough product, the company says, with 20 units now under construction.

Amid increasing competition for construction of China's first LNG carriers in 2006, Moss Maritime offered prospective Chinese partners an impeccable track record and expertise in designing offshore platforms, vessels and gas carriers, says President Per Herbert Kristensen.

"Gas, platform and offshore services are areas where we see a long-term possibility for Chinese shipyards and energy companies to use our technologies," says Kristensen.

►Solutions, N6



Managing Director of Belships Sverre Jørgen Tidemand

## Belships eyes China 'with awe'

For the past 25 years, Asia has played a vital role in the growth strategy of Belships, a bulk ship operator and management company based in the Norwegian capital Oslo.

After establishing its Asian operations in Singapore in 1983, Belships has been transferring more functions to its newer Shanghai subsidiary SNC Management, a joint venture that provides Chinese crew for ships.

With language barriers diminishing, the potential for Chinese crew has increased and operations have grown.

OSLO - SINGAPORE - SHANGHAI - TIANJIN

**Belships' dry bulk and tank fleet has the power to meet your shipping demands.**

Belships is quoted on the Oslo Stock Exchange and has interests in the dry bulk carrier, product tanker and ship management markets. We have offices in Oslo, Singapore, Shanghai and Tianjin.

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**The Chinese are moving beyond a source of manpower and becoming more important for us as clients. As we move up the value chain, we are tapping into their increasing competence in technical and maritime management services.**

SVERRE JØRGEN TIDEMAND  
Managing director of Belships

"Originally, our Shanghai office was set up to source crew. We had very good experiences there, so gradually developed it into a full-fledged management company with only local Chinese staff. At the beginning of this year we began to manage five ships and crew 13 ships there," said Managing Director Sverre Jørgen Tidemand.

"The Chinese are moving beyond a source of manpower and becoming more important for us as clients. As we move up the value chain, we are tapping into their increasing competence in technical and maritime management services," Tidemand added.

►Pioneer, N6

# Technor finds a sub-sea niche

Technor Group has carved out a profitable niche supplying technology to the global oil and gas, sub-sea, liquefied natural gas (LNG), and power transmission industries.

After aligning its focus to core businesses in 2005, the company has since reported strong growth figures.

Through its sales offices or production sites in locations ranging from Norway, Britain, France, Italy, Brazil, Houston, Singapore and Egypt to Dubai, Technor has demonstrated its expertise to customers around the world.

The company's ElectroTech

division provides products and solutions to transmit and use electricity in potentially hazardous situations.

Its sub-sea division supplies major control system components for power distribution and signaling to underwater structures. After proving its skill in integration testing and system installation, it has recently expanded to include consultancy services for sub-sea engineering and development.

Headed by Senior Vice-President Oddbjørn Kopperstad, the FlowTech division focuses on flow technology and materials, as well as manufactures

valves for a wide range of applications.

"We have a world-leading position in supplying gate, globe, check and butterfly valves to liquefied natural gas (LNG) and liquefied petroleum gas (LPG) carriers. We also have a strong product range targeting energy generation and plants as well as LNG storage, liquefaction, and re-gasification," Kopperstad said.

"We can provide valves of all common types and any size. Our experience has demonstrated our capability to handle the combination of high pressure and low temperatures," he

added. "We also provide valve solutions for our applications as well as any type of application where product quality matters. We are now looking towards China to increase our out-sourcing, and perhaps more importantly, to be closer to future customers in order to provide sales, maintenance, repair and service."

The company is in a strong position to grow both organically and through further acquisitions, Kopperstad said.

www.technor.no  
jlemaire@malbranque.com

Technor's cage ball control valve



## Brokerage expands to local market

Fearnley Offshore intends to retain its leading position as an advisory and brokerage firm for the international offshore service industry through predicting trends and developments in the market and developing an extensive network in China.

"We have participated in more new building contracts than any other brokerage entity in the world for offshore drilling units," said Managing Director Morten Mæhle.

"Fearnley Offshore aims at providing its clients with developing the best deal in the market at any given time by focusing on competitive pricing and timely delivery," Mæhle said.

"With the strong interest by the Chinese yards to become a significant provider of newly built offshore mobile drilling units, we see a great potential here."

Fearnley Offshore provides advisory and brokerage services also for charter and sale purchase contracts for all types of mobile drilling, production, accommodation and construction support units.

"In the current market

with high demand for further drilling units, Fearnley Offshore strives to participate when working on new projects in developing the drilling units for the future, very much based on input from our close dialog with all operators and oil companies worldwide" said Mæhle.

The company has been part of several high-profile new building projects, the latest of which in China is a contract at Yantai Raffles shipyard for three semi-submersible drilling units with Awilco Offshore, and has long-term charter contracts with BP and StatoilHydro for work on the Norwegian continental shelf.

Fearnley Offshore has increasingly made contacts with Chinese companies and acquainted itself with the local market, as well as with the needs and requirements of its contractors, oil companies and shipyards.

"Chinese oil companies and contractors can draw on our services to identify and negotiate for units that can be made available for charter or purchase. Given



Managing Director of Fearnley Offshore Morten Mæhle

that we know the price level and the competitive situation elsewhere, we can assist and add value in the contracting process," said Mæhle.

With the company since 1976, Mæhle cites Fearnley Offshore's mix of well-experienced and new younger professionals and extensive network of contacts within the oil industry as its prime assets.

"We don't cut corners and we strive to give first class service to all our clients. We welcome new customers, and we pride ourselves in a very high percentage of repeat customers. We believe that our team of advisors in Singapore, Houston and Oslo have developed Fearnley Offshore into a brand name in the oil service industry," he said.

www.fearnleyoffshore.com

## Telenor brings 'northern model' to telecom industry

Telenor, Norway's flagship telecommunications group, has become an international success in the mobile sector through developing markets early and sharing its technology and transparent "northern model" business style with other telecom companies in emerging markets.

Telenor has majority shareholdings in mobile operations in Norway, Denmark, Sweden, Ukraine, Hungary, Serbia, Montenegro, Thailand, Malaysia, Bangladesh and Pakistan, as well as significant minority interests in an international mobile operation in Russia.

Trond Westlie, executive vice president and chief financial officer (CFO) of Telenor, details the company's transition and its successful strategy in emerging markets.

**Q: How did Telenor become such a strong international player in the mobile sector?**

A: The total story of Telenor is that the company decided, back in the early 1990s, that the mobile sector with global system for mobile communica-

tion (GSM) was the way to go.

As a result, we have developed an international strategy to participate when the licenses came out early on.

After buying into all of those licenses we realized that the licenses are not enough. We need industrial play. So we converted it to a strategy of "up or out", meaning that we needed to expand into the controlling positions or get out of the licenses to develop the industrial platform going forward.

The success of the strategy has really been to create the Telenor you see today with more than 143 million mobile subscriptions in the companies we have ownership in.

**Q: What are some of the assets Telenor can bring to the companies you partner with and invest in?**

A: We bring the basic knowledge that we have of rolling out services as an advanced mobile operator, along with the technical skills and organizational setup.

The DNA we have in the culture of Telenor is somewhat dif-

ferent compared to other major worldwide players because we have, in a very Norwegian way, a very decentralized decision-making process when it comes to the local management so that they have more autonomy to take action regarding their own local markets and environment.

All our operations have their own decision-making power when it comes to marketing, prices and set-up relative to distribution platforms.

We don't try to have or push a "one-size-fits-all" product to the local markets. We have to be adaptable to be more competitive.

**Q: Can you tell us about a recent success that you are most proud of?**

A: We have established Telenor as a company with good governance both centrally as well as in all the countries we work in.

A proud achievement was our ranking last year in the Dow Jones Sustainability Index, which measures a company's actions in business environment relations and how well



Executive Vice President of Telenor Trond Westlie

it implements codes of conduct and management systems in all its operations.

We have been in the top ranking for the past five or six years and last year we were ranked No 1 among all of the world's telecommunications companies.

**Q: Do you have any future plans for the China market?**

A: We are always open for new opportunities. There is currently very little chance to enter the market there for a company like Telenor, as the telecom industry is of course a regulated business with limited licenses. If there's an opportunity in the future for us to access China, we'll take a look at it.

www.telenor.com



A Belships vessel

## Offshore pioneer building in China

>BELSHIPS, FROM N5

Belships has placed contracts for five new ships at the Yangzhou Dayang shipyard due for delivery between 2009 and 2011.

"It is the first time that we have ships on order in China. Before they were in Japan and before that Europe. It is exciting for us to experiment with that area in China as well," he said.

Belships also has a subsidiary in Tianjin, home to bulk carriers in China, where it has three ships fully manned by Chinese crew. It also plans to expand into other Asian countries such as Vietnam.

Amid those ambitious plans, Belships says it remains committed to its main objective - maintaining high customer satisfaction and quality standards.

"It's very easy to lose focus when you sit up here in the North and stare at the world. You have to recognize that this is not where things happen. We look with awe at the potential in China and I'm looking forward to many years of doing business and cooperation with our friends there. The focus now is China. And that will take my lifetime," said Tidemann.

www.belships.com

## Maritime traditions, hi-tech solutions

>MOSS, FROM N5

Moss has also licensed technology to Dalian New Shipbuilding Heavy Industries and Jiangyan Shipyard, with plans to enter into additional licensing agreements.

"As a product-oriented company, we need shipyards that

are interested in offering our products to the customer. As China is increasing its shipbuilding capacity, leading-edge products and technology are in need. That's what we can provide to our Chinese partners and customers," says Kristensen.

www.mossw.com

### Fearnley Offshore

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### Technor Solutions through Technology...

We have core competence in the fields of materials and flow technology.

We make products that contribute to the safe manufacture, transport and storage of explosive and flammable fluids and LNG.

This business area is made up of the following companies: Technor Valves & Automation, Technor (SNE), Technor Albrague, Technor Valve Services and Technor Welded.

We develop and manufacture valves for a wide range of applications. Our main current strength is making oxygen valves for the LNG and LPG industry, high pressure valves for the power industry and valves for offshore windfields when applied on complex gas wells.

On request from our customers, we can provide valve pack rigs with valves and required control systems.

www.technor.no

FlowTech Division

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## A WORLD LEADER IN DETECTION SYSTEMS EXTINGUISHING SOLUTIONS

SIMTRONICS group is a world-class provider of sophisticated gas and flame detection systems and extinguishing solutions. Our products are used worldwide to provide early detection of hazardous events. The group consists of two divisions, Extinguishing Solutions and Detection Systems.

**Extinguishing Solutions** division was formed in April 2007 with the acquisition of Water Mist Engineering (WME). WME is a leading Norwegian fire engineering contractor offering a total capability approach to fire suppression systems from initial design, through equipment supply, to full-scale commissioning. WME also offers turn-key solutions with Fire and Gas detection systems.

From aircraft hangars to FPSO's, WME has the expertise to custom design effective fire protection for your application. WME specialises in the supply of low pressure water mist systems (4 to 12 bar systems) and is heavily involved in research and development of water mist nozzles and systems. WME also offers a full range of other extinguishing solutions.

**Detection Systems** supplies gas and flame detection equipment and systems. Our Simrad GD10P infrared point detector is the benchmark for combustible gas detection on offshore installations. These infrared gas detectors differ from all other models, because they use silicon-based solid-state infrared sources. The complete optomechanical design and construction is so stable that an ultra fast speed of response can be achieved while providing a high level of service life and detector stability, thus saving on maintenance and service costs.

Simtronics' range of conventional toxic, oxygen and catalytic detectors are widely used in demanding applications where built-in flexibility and easy maintenance are important features.

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