The Norwegian Market

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The Norwegian Economy

- 5.3 million people
- Unemployment rate 4.4%

- **Positive forecast:**
  - Oil investments has been falling sharply the last few years, but the decline is being curbed.
  - Expected slightly higher economic growth
  - Decreased unemployment
  - Higher private consumption
  - Increased competitiveness
Trade and industry
• The Government Pension Fund Global is saving for future generations in Norway.

• The fund's market value 8100 billion NOK.

• Major investments include Vendôme Saint-Honoré in Paris and real estate in Oxford Street in London.

• Equity investments in nearly 9000 companies throughout the world.

• Including: Svenska Cellulosa AB SCA, Metsa Board OYJ

Source: Norges Bank Investment Management
Norwegian softwood production

- Norwegian softwood production amounted to 2.5 million m³ in 2016. That is the highest level ever.

- Total exports 600,000 m³. Mainly to the European market.

- Total imports 991,000 m³. Mainly from Sweden.
Norwegian wood preserving industry

• Norwegian production of impregnated wood 416,000 m³
• Import of impregnated wood 213,000 m³. 92% from Sweden
• Export of impregnated wood 27,000 m³. Main market Denmark.
• Increased focus on the environment and climate change

• Urban development

• High quality