

Torger Reve  
og Amir Sasson



# Knowledge-based Norway

**ET KUNNSKAPSBASERT  
NORGE**

UNIVERSITETSFORLAGET

# A Global Race for Attractiveness

**Nations and regions compete to be the most attractive locations for knowledge intensive industries**





# How can Bergen and Norway compete with Shanghai ?



# Norway has attracted some of the world's leading maritime-offshore corporations



subsea 7



SIEMENS



Technip



GE Oil & Gas



AkerBP

FMC Technologies

HALLIBURTON Solving challenges.™



Rolls-Royce®



ABB

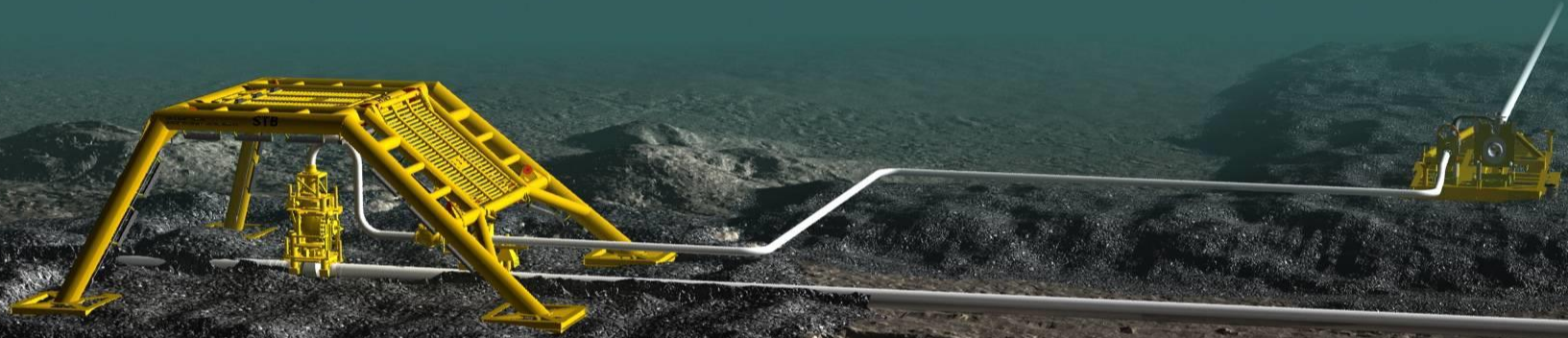


KONGSBERG





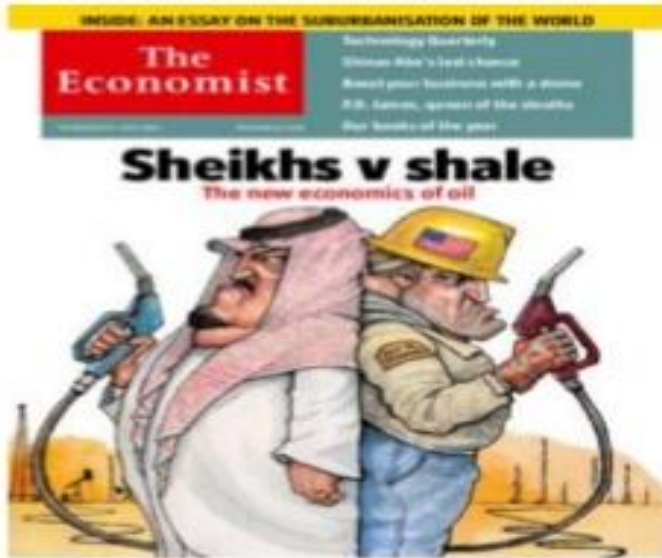
# Norway is Global Leader in Subsea Technology



## Aasgard Gas Compression

# Oljeprisutviklingen i 2014

## Oil Price Fall 2014



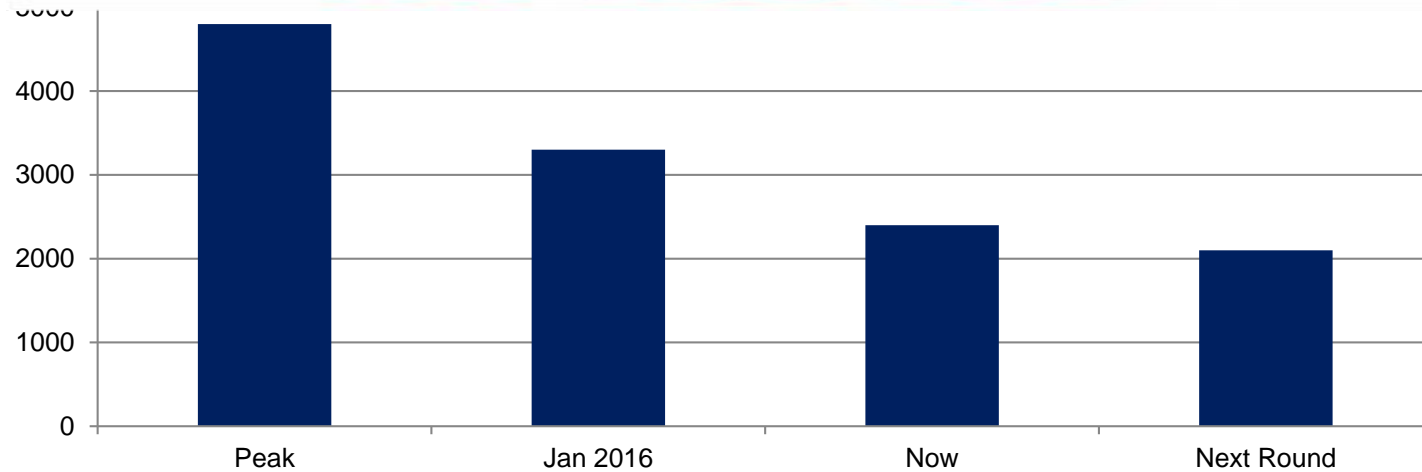
# Seadrill





# NOV

## NATIONAL OILWELL VARCO



A photograph of Øystein Olsen, CEO of the Central Bank of Norway, sitting at a conference table with microphones. He is wearing a dark suit, a light blue shirt, and a red tie. He has his hands pressed against his ears, looking down with a serious expression. The background is a blurred blue wall with a geometric pattern.

# «Winter is coming»

**Øystein Olsen, CEO, Central Bank of Norway**



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The  
Economist

# Norwegian Blues





**Oil & Gas  
Resources**

**Knowledge Capital  
(Offshore Industry)**

**Financial Capital  
(Norwegian Pension  
Fund Abroad)**

# Norwegian Pension Fund Global \$ 1000 billions



Søk

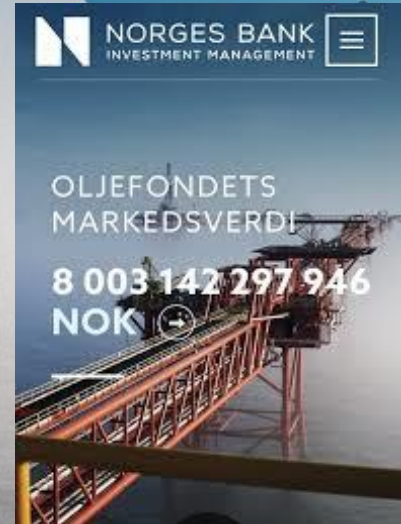
FONDET INVESTERINGENE ANSVARLIGHET ÅPENHET ORGANISASJONEN

ENG | NORGES-BANK.NO

OLJEFONDETS MARKEDSVERDI

**7 000 648 647 985 NOK**

Vi ivaretar og utvikler finansielle  
verdier for fremtidige generasjoner



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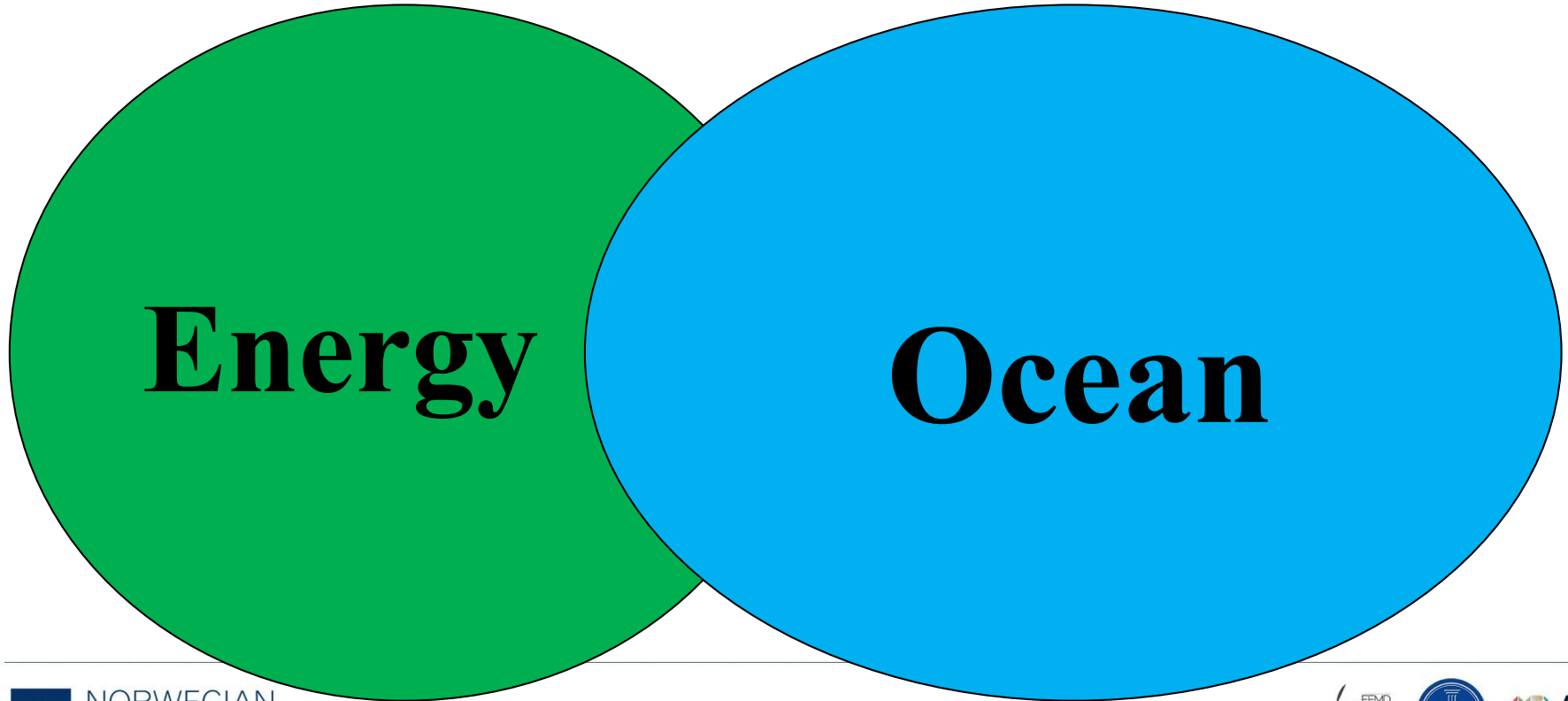


**Lundin discovered the giant Johan Sverdrup oil field in the North Sea in 2012**  
**Chief Geologist Hans Christen Rønnevik (Former Saga/Statoil)**





# Norway is built on two business areas

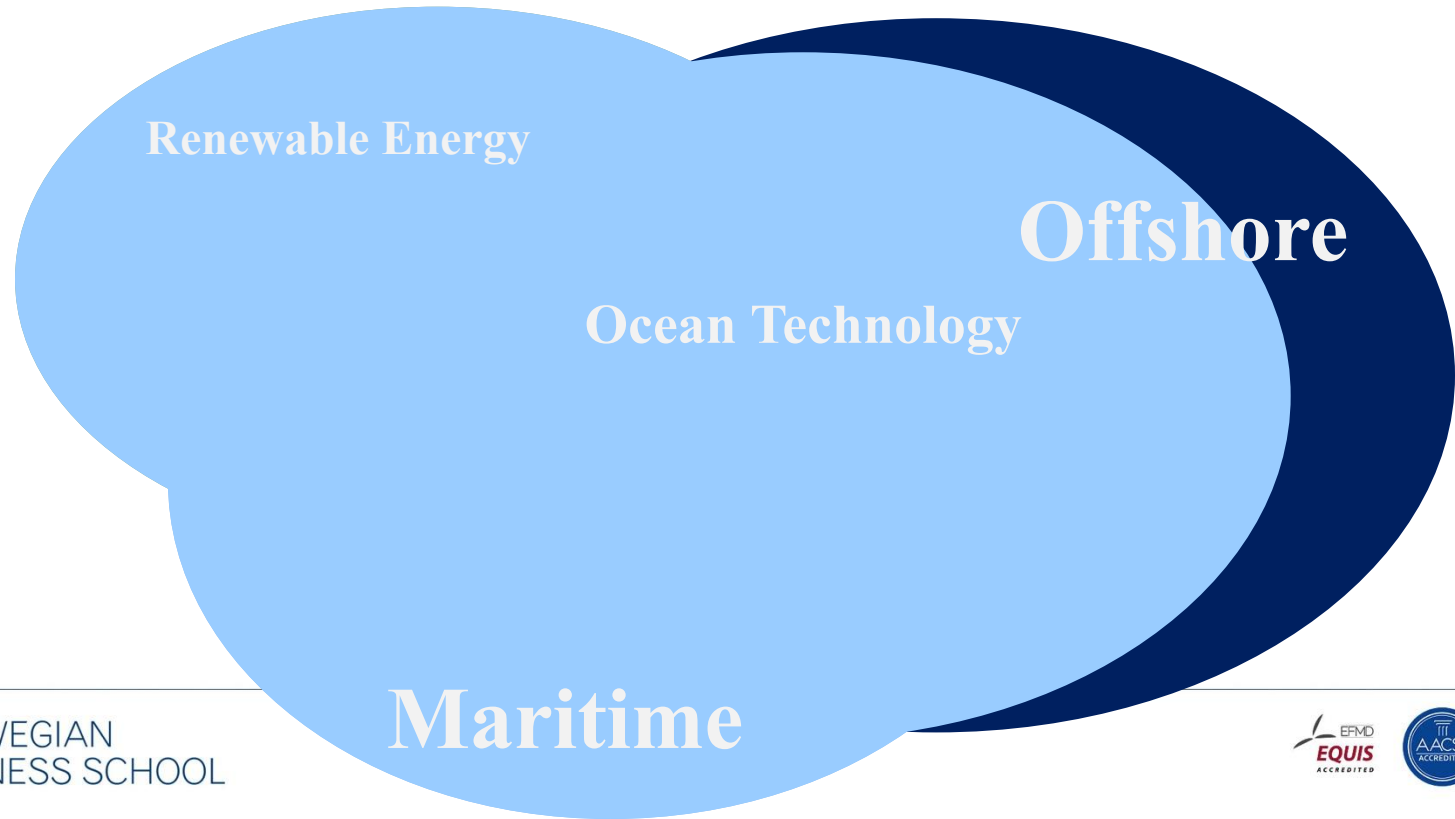


# Norway's high GDP comes from superclusters in oil and ocean industries

- Offshore oil & gas industry
- Maritime industry
- Seafood industry

**More than 70 % of Norway's exports**

# Innovation takes place when clusters intersect





# Ocean Wind Farm



# POWER TOWER

The future of renewable energy







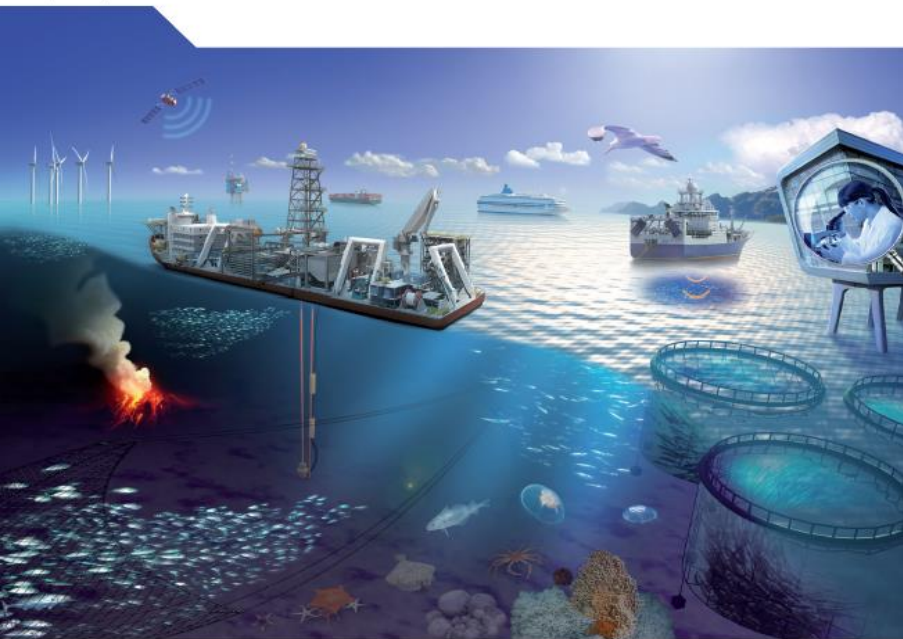
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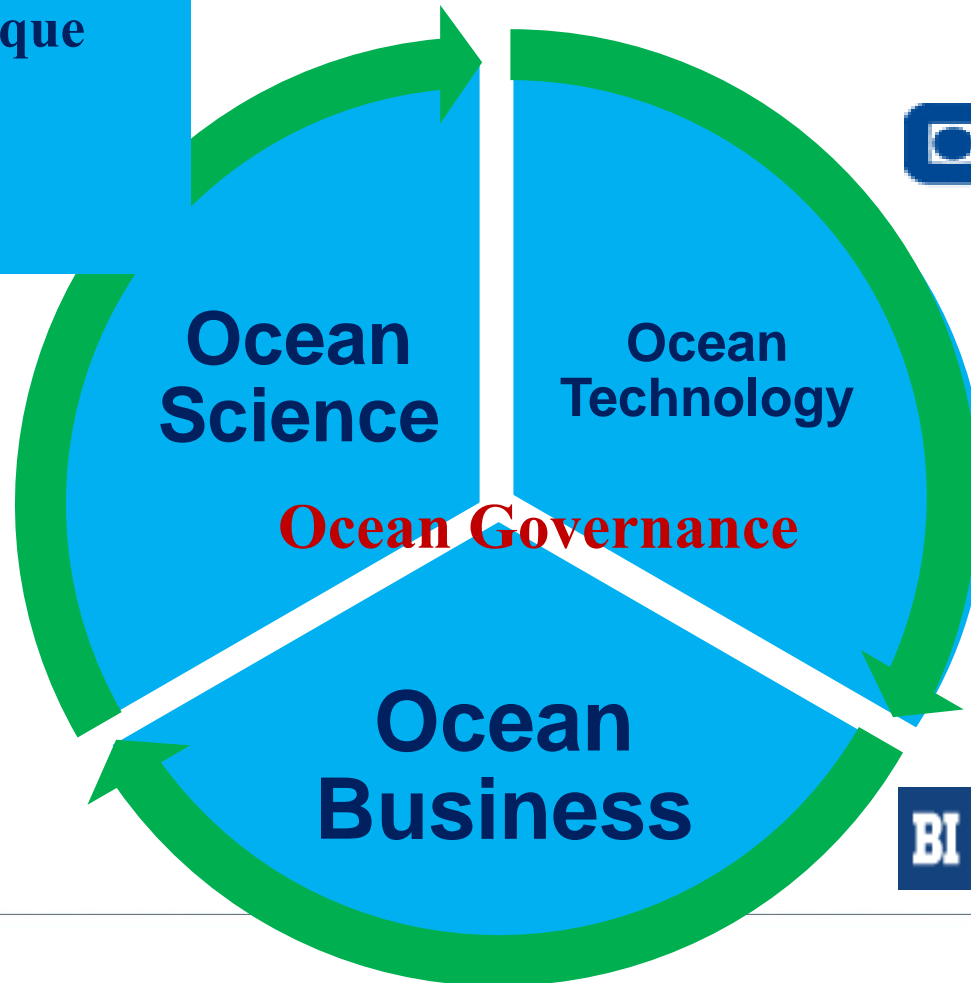
## The Ocean Economy in 2030



# Norway has a Unique Global Position in All Knowledge Drivers



**NTNU – Trondheim**  
Norwegian University of  
Science and Technology



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# BI is launching two new Research Centres

- BI Centre for Energy
- BI Centre for Ocean Business