

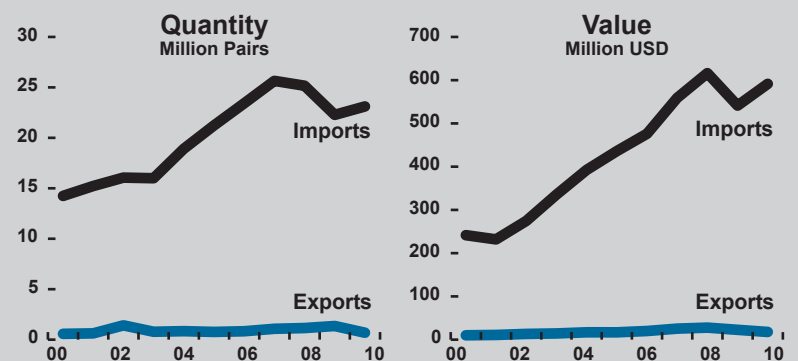
## Location and main indicators

|                          |                         |
|--------------------------|-------------------------|
| <b>Capital</b>           | Oslo                    |
| <b>Language</b>          | Norwegian               |
| <b>Area</b>              | 323 780 km <sup>2</sup> |
| <b>Population</b>        | 5 million               |
| <b>GDP per capita</b>    | 84 444 USD              |
| <b>GDP 2010</b>          | 414 billion USD         |
| <b>ΔGDP 2010</b>         | +0.4%                   |
| <b>ΔGDP last 5 years</b> | +4.8%                   |
| <b>Currency</b>          | Norwegian Krone (NOK)   |



## Footwear industry

| 2010        | Value       |            | Quantity      |            | Prices |
|-------------|-------------|------------|---------------|------------|--------|
|             | Million USD | World Rank | Million Pairs | World Rank | USD    |
| Exports     | 18          | 68         | 1             | 80         | 25.90  |
| Imports     | 592         | 27         | 23            | 53         | 25.60  |
| Production  |             |            | 1             |            |        |
| Consumption |             |            | 23            |            |        |

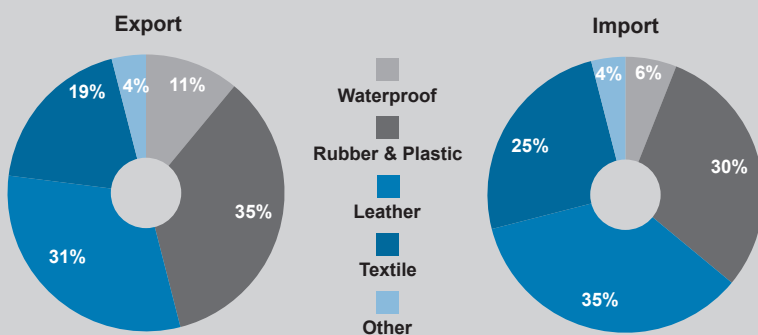


## Main trading partners 2010

| Export Markets | Million USD | % Value | Million Pairs | % Quantity | Variation (USD Million) Last 5 years |
|----------------|-------------|---------|---------------|------------|--------------------------------------|
| Sweden         | 11.0        | 62%     | 0.4           | 65%        | +3 +31%                              |
| Denmark        | 3.3         | 18%     | 0.1           | 19%        | +1 +65%                              |
| Germany        | 0.4         | 3%      | 0.0           | 3%         |                                      |
| Iceland        | 0.4         | 3%      | 0.0           | 5%         |                                      |
| Finland        | 0.4         | 2%      | 0.0           | 1%         | -1 -76%                              |

| Import Origins | Million USD | % Value | Million Pairs | % Quantity | Variation (USD Million) Last 5 years |
|----------------|-------------|---------|---------------|------------|--------------------------------------|
| China          | 226         | 38%     | 13            | 58%        | +106 +89%                            |
| Vietnam        | 66          | 11%     | 3             | 11%        | +18 +37%                             |
| Italy          | 46          | 8%      | 1             | 4%         |                                      |
| Portugal       | 38          | 6%      | 1             | 3%         |                                      |
| Indonesia      | 23          | 4%      | 1             | 4%         | +14 +152%                            |
| Denmark        |             |         |               |            | -9 -39%                              |

## Types of footwear traded 2010 (quantity)



## Recent developments

Norway has a large and increasing trade deficit in footwear and in 2010 exports amounted to just 3% of imports. Almost two thirds of the country's small exports are directed at neighbouring Sweden. China is Norway's main supplier by a large margin, followed by Vietnam, Italy and Portugal.

## Sectorial organizations

n.a.

## Fairs & Events

n.a.