Løtveit discovered that his cotton T-shirt AutoSock — a safe and easy replacement for cumbersome tire chains. In experiments in an icy or snowy condition, AutoSock offered effective traction on icy roads.

The genius of the AutoSock was that it used a new type of fabric with an extremely high coefficient of friction, even when wet. This material is more effective than rubber or metal in reducing the amount of pressure needed to grip the surface. When AutoSock is used, it is hard to lose or damage it. It is easy to adapt to different locations, and it is reusable and durable. AutoSock is made of a special material that is slightly different from other materials in the market.

www.autosock.no
Ambitious changes at Western Bulk achieve results

Western Bulk, established in 1982, is one of the world’s leading operators of handymax dry bulk carriers. The group recently began changing its board and operating structure and is working on new markets. Western Bulk has commercial operating offices in Oslo, Montreal, Tokyo, and Singapore, and regional offices in Piraeus, New York, Brisbane, and Tokyo.

Between 2003 and 2005, Western Bulk doubled its fleet to over 500 ships. In 2001 the group also began entering the handymax market. By 2006, the group’s fleet had grown to over 850 ships. The company is now entering the handymax market with a new fleet of over 1,000 ships.

The Western Island is among the dozens of companies that Western Bulk has acquired. The group has been acquiring companies for over 30 years and has a proven track record of success. Western Bulk has made 14 acquisitions since 2001 and has acquired companies in the dry bulk, oil product, and chemical segments.

The group’s strategy is to acquire companies with strong market positions and to integrate them into the Western Bulk organization. Western Bulk has a proven track record of integrating acquisitions into its existing business and has achieved significant cost savings by doing so.

In 2005, Western Bulk began acquiring companies in the handymax market. The group has acquired over 100 companies since then and has a proven track record of integrating acquisitions into its existing business. Western Bulk has achieved significant cost savings by doing so.

The group’s strategy is to acquire companies with strong market positions and to integrate them into the Western Bulk organization. Western Bulk has a proven track record of integrating acquisitions into its existing business and has achieved significant cost savings by doing so.

In 2005, Western Bulk began acquiring companies in the handymax market. The group has acquired over 100 companies since then and has a proven track record of integrating acquisitions into its existing business. Western Bulk has achieved significant cost savings by doing so.

The group’s strategy is to acquire companies with strong market positions and to integrate them into the Western Bulk organization. Western Bulk has a proven track record of integrating acquisitions into its existing business and has achieved significant cost savings by doing so.
Perfect timing gives Deep Sea Supply the edge in offshore supply

With the backing of a leading international and shipping magnate John Fredriksen, the Norwegian company Deep Sea Supply has grown into one of the most admired companies in the industry.

Aside from growing four-fold in the past three years, Deep Sea Supply is among the most loyal of companies listed on the Oslo stock exchange, according to the company's annual report. The growth of the company is partly due to modern needs of specialized offshore supply vessels.

"We entered a high-growth market at the right time. With a pool of oil and gas in all the high and the global expansion of offshore supply vessels, the market for offshore supply vessels is on a meteoric rise," says CEO Odd Brevik, who began his maritime career with the Norwegian Navy.

"Shipyards cannot build vessels fast enough to meet the demand," he adds. "And with the demand for offshore supply vessels, the need for convergent office technologies, and huge investment in R&D has allowed us to introduce better products to build brand awareness and continue to gain ground with corporate customers.

With order books globally back-ordered for the next four years, demand for capacity is driving record sales and profits. The company's market share is growing, with new business coming in on the boards from Asian, European, and Norwegian vessels, but there is always a demand for more." says Brevik. Deep Sea Supply is one of the largest suppliers of offshore supply vessels.

"Perfect timing gives us the edge in the offshore supply vessel market," Brevik says. "With good processes and technology to maximize efficiency and timing, we help clients manage market changes and seasonality.

With order books globally back-ordered for the next four years, demand for capacity is driving record sales and profits. The company's market share is growing, with new business coming in on the boards from Asian, European, and Norwegian vessels, but there is always a demand for more."

Brevik hopes to secure long-term supply partnerships with major oil companies.

"Our people have a deep understanding of the business environment and continue to deliver the right tonnage; the right solution in terms of the shipment for their clients," he says. "We are able to find the right tonnage; the right solution in terms of the shipment for their clients."
**Science opens doors for Dvergsten**

Norwegian executive Dag Dvergsten got his first job at shipping and oil company Fred Olsen. After closing a few large deals, he got hooked on international business, and soon embarked on an entrepreneurial career in life sciences and the booming Norwegian executive Dag Dvergsten got his first job at shipping and oil company Fred Olsen. After closing a few large deals, he got hooked on international business, and soon embarked on an entrepreneurial career in life sciences and the booming

Looking back, Dvergsten believes he made the key to success in all his endeavors was the ability to "see the new technologies with the fresh eyes of a young man." "Great science always finds success. Regardless of where you go in the industry, propel research on new technology, new business with the same freshness of a young man," he ex-plains. "The CEO of the CMA has signed the establishment agreement between Norwegian and Norwegian giant Statoil, he set up the exploration and exploration-and-production firm Rockstone. The company provides exploration and production services to the oil and gas industry. With extensive years and expertise, Atlantic Offshore is regarded as a leader in the field of exploration and production services in the North Sea and nearby areas.

"We consider the EM technology proven and with proven changing potential. Proper use of EM technology can significantly improve exploration efficiency by several factors," he explains. "The right wells and reading find potential opportunity." In the next round in the business of Dvergsten, industry quality comes first. The company has invested a high margin collection, so the two fit very well together," explains Managing Director Helge Eide.

In more market roles like Norway and the UK, the company’s strategy is to increase its market share and continue operations in the mature areas as well as in new and under-developed areas in the North Sea and Barents Sea. "We are a pure E&P company. Our aggressive exploration program is based on second

In the field of life sciences, Dvergsten has set up German (engaged in cancer immunothera-py), BMI, or BioMedisinsk I nvestor. Together with partner Kim Steimler, we want to focus on doing more business with them in the future."

"Our relationships in Japan are some of the things we appreciate most. The Japanese are extremely high-quality people. We see them as partners, not just suppliers. We see them as partners in the industry. They are the ones we want to focus on doing more business with them in the future."

Continuing his strengths as a business owner with the knowledge that Dvergsten, who has been mutually profitable for both of us."

Mr. Blystad expanded from a tank-carrier specialist P.D. Gram, and has maintained long-term relationships in Japan with companies such as Mitsui O.S.K., NYK, K Line and Sumitomo, and has maintained long-term relationships in Japan with companies such as Mitsui O.S.K., NYK, K Line and Sumitomo, and has maintained long-term relationships in Japan with companies such as Mitsui O.S.K., NYK, K Line and Sumitomo, and has maintained long-term relationships in Japan with companies such as Mitsui O.S.K., NYK, K Line and Sumitomo.
Elkem's Japanese roots assist global growth and business philosophy

At 106 years old, Elkem is one of Norway’s largest industrial companies, and among the world’s leading suppliers of metals and industrial materials. Despite its size (it accounts for around one-fifth of the country’s traditional exports and for 22,000 jobs), it is a “green” company that produces silicon and primary aluminum goods using self-generated hydroelectric power.

The company’s main goal is to complete work in the creation of the Elkem Business Excellence (BEX) strategy. This strategy is based on John Thuestad adopting the Japanese concept of “kaizen,” or continuous improvement, and greater individual responsibility, which he picked up while living and learning about Japanese business practices while opening an office in Japan, a country where the most innovative technology is often born and developed.

Chief Executive Svenn-Tore Larsen, who took over from his father in 1995, has focused (and) localized support to our distributors in Japan, making them feel that they are part of the company. With such a focus on growth, that firm combines with an organization consisting of skilled employees, gives the company a good image, he says. "These are exciting times for the company. We want to influence our products and growth in order to be short and wide, can tow up to 2,000 miles. The purpose-built PGS is at the forefront to benefit from this trend. The purpose-built company developing such seismic data based on its unique capabilities for improving the oil supply chains, it offers the key essentials for improving the oil supply demand balance for the coming years. "We are exposed to a market with oil companies and government, and need to be in a position to benefit from increased demand and prices for seismic services confirm and strengthen our expectations of strong earnings through 2017, and there are no indications that this trend should not continue in the future. "Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future. We are confident that the company has shown that it can be successful in the future.


Providing a clearer image

Petroleum Geo-Services (PGS) is a focused geophysical company providing a broad range of seismic and reservoir services, including acquisition, processing, interpretation and field evaluation. The company also possesses the world’s most extensive and efficient seismic data library. PGS operates on a worldwide basis from its Oslo headquarters.

PGS is a part of the world’s largest seismic company, with more than 1,000 employees and a large presence in Japan. The company has a strong market position in Japan, and it has been successful in the past in securing large contracts in Japan. The company has shown that it can be successful in the future.

"Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future.

Greenhouse gas emissions are a major concern for the oil and gas industry, and PGS is committed to reducing its carbon footprint. The company has implemented several initiatives to reduce its emissions, including the use of more efficient equipment and the implementation of new technologies. The company also participates in forest conservation projects to offset its carbon emissions.

"We are exposed to a market with oil companies and government, and need to be in a position to benefit from increased demand and prices for seismic services confirm and strengthen our expectations of strong earnings through 2017, and there are no indications that this trend should not continue in the future. "Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future.

PGS operates on a worldwide basis from its Oslo headquarters.

"These are exciting times for the company. We want to influence our products and growth in order to be short and wide, can tow up to 2,000 miles. The purpose-built PGS is at the forefront to benefit from this trend. The purpose-built company developing such seismic data based on its unique capabilities for improving the oil supply chains, it offers the key essentials for improving the oil supply demand balance for the coming years. "We are exposed to a market with oil companies and government, and need to be in a position to benefit from increased demand and prices for seismic services confirm and strengthen our expectations of strong earnings through 2017, and there are no indications that this trend should not continue in the future. "Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future.

PGS operates on a worldwide basis from its Oslo headquarters.

"These are exciting times for the company. We want to influence our products and growth in order to be short and wide, can tow up to 2,000 miles. The purpose-built PGS is at the forefront to benefit from this trend. The purpose-built company developing such seismic data based on its unique capabilities for improving the oil supply chains, it offers the key essentials for improving the oil supply demand balance for the coming years. "We are exposed to a market with oil companies and government, and need to be in a position to benefit from increased demand and prices for seismic services confirm and strengthen our expectations of strong earnings through 2017, and there are no indications that this trend should not continue in the future. "Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future.

PGS operates on a worldwide basis from its Oslo headquarters.

"These are exciting times for the company. We want to influence our products and growth in order to be short and wide, can tow up to 2,000 miles. The purpose-built PGS is at the forefront to benefit from this trend. The purpose-built company developing such seismic data based on its unique capabilities for improving the oil supply chains, it offers the key essentials for improving the oil supply demand balance for the coming years. "We are exposed to a market with oil companies and government, and need to be in a position to benefit from increased demand and prices for seismic services confirm and strengthen our expectations of strong earnings through 2017, and there are no indications that this trend should not continue in the future. "Our ambition is to build relationships with the Japanese government, and hopes to further extend its relationships with the Japanese government by expanding in the major seismic studies planned for the future. We are confident that the company has shown that it can be successful in the future.
From the high seas to IT, risk management is DNV

Dr. Henrik O. Madsen has been the right man in the right place at the right time. Beginning his career at Del Norske Veritas (DNV) in 1982 as a researcher in structural reliability, Madsen earned credentials for his renowned work on offshore structures and a place in the Energy Hall of Fame in Houston.

After moving into the role of management, which also instilled a four-year assignment in Japan, Madsen was appointed CEO of DNV in 2000.

"New challenges emerge with new technology, but simple human error remains a major area of risk. Through DNV's systems, which is a qualification certification scheme for people in ship- ping, we can help companies improve their safety and efficiency," he says.

According to Madsen, the days of "wholesale acceptance of everything" are over. "With new technology and new processes, we need to be more critical of what is being done and what is being accepted," he says.

DNV's management has continued to develop its IT risk management, which has contributed to the company's growth. It has more than 300 employees in the IT risk management division.

"We have developed an IT risk management system that is based on the ISO/IEC 27000 family of standards," Madsen says. "This system is designed to help companies manage their IT risks and improve their IT governance."