Japan and Norway — strengthening cooperation and trade

Japanese diet, which is creating a huge demand.

Large enough to handle, small enough to care about

Another industry that bonds the two economies together is fishing. "Norway is a big market with high purchasing power. As the world's leading seafood nation, Norway has a strong maritime tradition with the largest merchant fleet in the world, while Japan is the largest importer. The strong shipping sector of our country is one of the reasons we see such a close relationship with the Japanese, said Hagen Aasnaes, CEO of Western Bulk.

More and more, Norwegian companies are looking to Japan as a market. Norway's strong relationships with Japan are not only economic, but also cultural. "Japan is such a fascinating country, noted the Minister of Trade and Industry, Jan-Petter Slethaug. "Not only is it a leading country in technology and technological advancements, but when it comes to Anthorp and Japan, Norway is very strong in strengthening our bilateral economic partnership agreement between Norway and Japan and will strengthen our framework for economic cooperation between us."

A comprehensive framework has been agreed upon by Japan and Norway. The framework is centered around six key sectors: shipping, technology, energy, trade, culture, and maritime policy. This framework aims to enhance collaboration and cooperation in these areas, which are areas of key competence and mutual interest to both countries.

Trading partners

"There is a strong trading relationship between Japan and Norway, as evidenced by the two countries' high level of trade. Both nations are major players in the global economy, with strong export-oriented economies. In 2020, the volume of trade between Japan and Norway reached approximately 3.5 billion yen per year. Japan is a major supplier of raw materials to Norway, such as fish and seafood, while Norway is a significant export market for Japan, particularly in the areas of machinery and equipment.

The future of the relationship

As Japan and Norway continue to strengthen their economic partnership, there is a growing awareness of the importance of sustainability and environmental protection. Both countries are committed to reducing their carbon emissions and are taking steps to achieve this goal. Norway is a world leader in the development and use of renewable energy sources, while Japan is a leading country in the development of new technologies, including eco-friendly shipping solutions.

The Norwegian ambassador to Japan, Tauchi, said, "Norway and Japan share a rich maritime history. Both countries are leading in terms of innovation and technology. The Nordic countries are now closer to Japan than ever before." He added that the Norwegian shipbuilding industry is continuing to steer the world's largest merchant fleet.

The joint project "Ja-Norco" is a good example of this cooperation. "Ja-Norco" is a joint project between the Norwegian Shipowners' Association and the Japanese Ministry of Economy, Trade and Industry, aimed at promoting cooperation and innovation in the field of maritime technology.

"The relationship is growing to other areas as well. There are some fantastic examples of Japanese influence in our country, and we are now looking to expand this influence. "We have a passion for this business and we want our companies in a responsible, ethical and healthy environment, added Slethaug. "As we grow our business, invest in our people and win new customers, we will remain a strong competitive industry in our sector.

We have a unique system that helps us provide better service to our customers in different regions of the world, and the majority of them believe in our flexible system.

Belships — Continued growth and strengthened ties to Japan

"Belships has been around since 1982, and with its 100 plus vessels, it has become a familiar name in the Norwegian shipping sector. The company is focused on providing superior services and has a commitment to sustainability and environmental protection." said Lars Christian Skargard, Belships CEO. "As part of our strategy, we have been investing in new technologies and eco-friendly solutions to reduce our carbon footprint. In 2020, we introduced our first battery hybrid LNG PCTC, which has been a huge success and has helped us reduce our emissions."

Our future

"We are looking forward to the future and have plans to expand our shipping fleet and diversify our customer base. We are also exploring new markets and opportunities to further strengthen our relationship with Japan and the rest of the world. We are confident that our strong track record and commitment to innovation will continue to drive our success," concluded Skargard.
K Line Offshore cruises toward the future

K Line Offshore, a subsidiary of the Japanese K Line group, has been a provider of support vessels to the oil and gas industry in both Norwegian and U.K. waters for 30 years.

"Our expertise lies in oil and gas exploration using support vessels with a very good performance," said Peter Nordby, CEO of K Line Offshore.

A decline in global market oil prices and reduced activity by oil companies that began in 2014 has had a significant impact on the industry and associated companies, resulting in decreased profits. However, in more stable waters, K Line Offshore is positioning to develop its operations. It aims to be back on track with full growth in 2021.

"There are higher demands for our vessels as the oil and gas markets continue to make progress, and we are confident that this trend will endure in the coming years," said Nordby.

K Line Offshore claims its competitive advantage comes from the solid team it has put together in Norway and its customer service for vessels with a very good performance. The company plans on upgrading its fleet and is looking toward more environmentally friendly and energy-saving options.

"We will be considering new vessels and making our fleet fuel efficient and eco-friendly to match K Line's values," added Nordby.

"We are proud of what we have achieved (since setting up) as a newcomer in this market since 2010, and we have the ambition to continue to develop the best service to our customers," he concluded. ➔ www.klinefjord.no

Idemitsu Petroleum Norge – contributing to a greener future

Japanese oil giant Idemitsu Petroleum Norge celebrated its 50th anniversary in 2019 and continues to unravel new ways to contribute to the Norwegian oil industry.

Since it started its operations in 1969, Idemitsu Petroleum Norge has been a source of oil been the Snorre field, in the Tampen area in the southern part of the Norwegian Sea. As the oil production of Snorre has decreased over the years, the company discovered oil in the Davis field, located in the Norwegian sector of the North Sea.

"Our main field has always been in Snorre since we began our operations in 1989, and discovery of the Davis field, which will start production during the first quarter of 2021, is a good example of how we are moving along with production sustainability," said Hiroshi Arikawa, managing director of Idemitsu Petroleum Norge.

Despite all its achievements and its headquarters in Japan, Idemitsu Petroleum Norge recognizes the contributions of its subsidiaries, including its technical standards. The company's ambition to continue to provide the best service to our customers as the oil and gas markets continue to make progress, and we are confident that this trend will endure in the coming years," said Arikawa.

"Our competitive advantage comes from the solid team we have put together in Norway and our customer service for vessels with a very good performance. The company plans on upgrading its fleet and is looking toward more environmentally friendly and energy-saving options.

"We will be considering new vessels and making our fleet fuel efficient and eco-friendly to match K Line's values," added Nordby.

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OSM – it’s all about people

OSM Norway has seen a year of success in the country ever since it was established in 1989. Norway gave the company an opportunity to expand its business when it started its operations in Arendal.

"Arendal is strong in maritime heritage and stable environment, which is why companies like us thrive there," said Geir Sekkesaeter, managing director of OSM Norway.

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"We will be considering new vessels and making our fleet fuel efficient and eco-friendly to match K Line's values," added Nordby.

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Norwegian technology for clean energy

The mountains, highlands and valleys of Norway are ideal for hydropower development. Norway is literally powered by nature — Norway has harnessed the country’s waterfalls and rivers for almost two centuries in order to utilize clean and renewable energy.

With a history of more than 165 years, Rainpower is a Norwegian company specializing in the design, manufacturing and supply of hydropower equipment for Kaplan turbines and associated equipment. Rainpower has been a leader in the field of hydroelectric technology since 1850, and it continues to innovate with its modern hydraulic technology in all in accordance with International Electrotechnical Commission standards.

For new projects or existing power plant upgrades, contact Rainpower ➔ www.rainpower.no ~ sales@rainpower.no

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