

# DIVERSITY AND VALUE CREATION

Reconciliation of work and family life -  
participation of women in private and public  
sectors

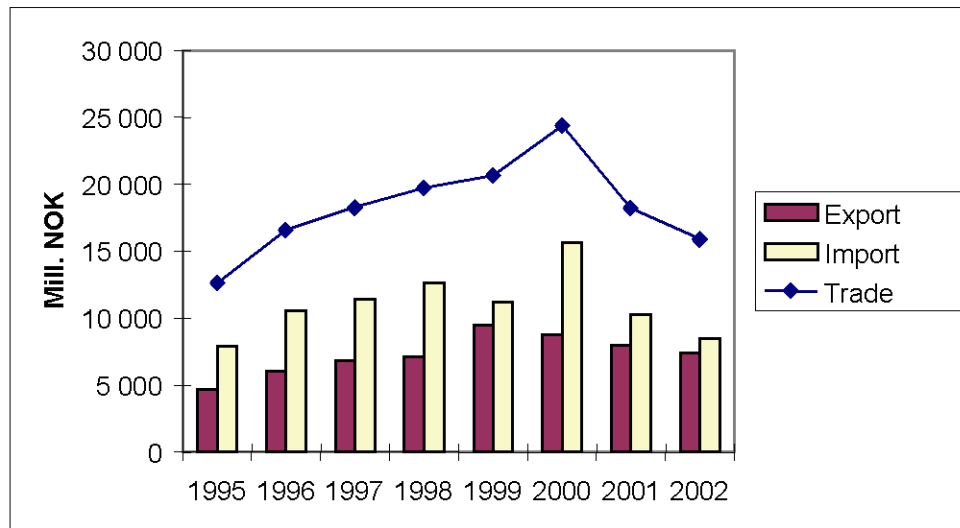
State Secretary Mr. Oluf Ulseth  
Ministry of Trade and Industry, 19 February 2003





# Japanese – Norwegian trade, 1995-2002

Year	1995	1996	1997	1998	1999	2000	2001	2002	Change last year
Export, Norw	4 694	6 067	6 800	7 130	9 451	8 723	7 942	7 414	-7 %
Export, Japan	7 937	10 513	11 448	12 631	11 215	15 635	10 260	8 465	-17 %
Tradel	<b>12 631</b>	<b>16 580</b>	<b>18 248</b>	<b>19 761</b>	<b>20 666</b>	<b>24 358</b>	<b>18 202</b>	<b>15 879</b>	<b>-13 %</b>



## Main Norwegian export:

Fish	50%
Machinery	10%
Chemicals	10%

## Main Japanese export:

Motor vehicles	30%
Office machinery	18%
Electric appliances	17%



# Norwegian - Japanese Relations...

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## **.. in Research, Technology, Industrial Co-operation and Trade**

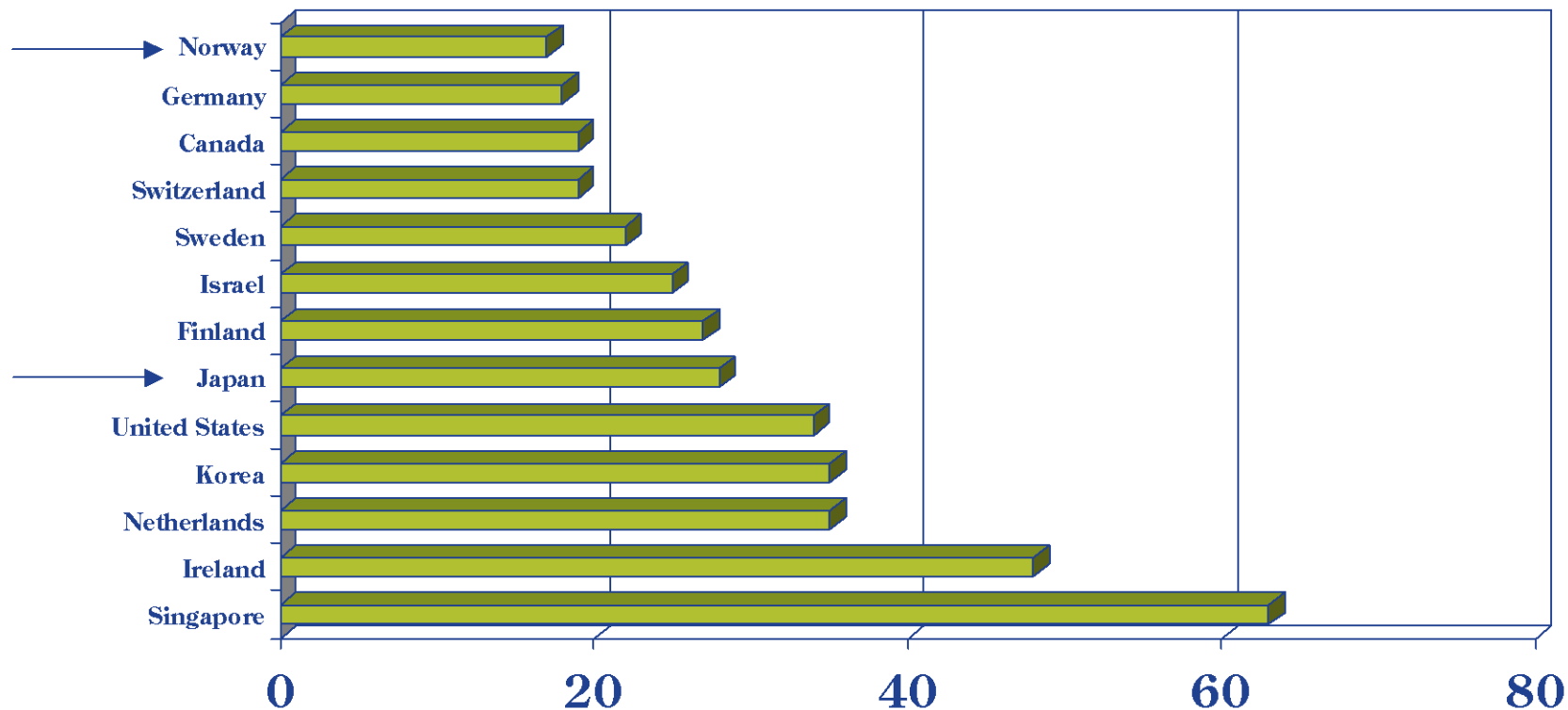
- Japan is Norway's largest trading partner in Asia especially within the fields of fisheries, shipping and technology
- Co-operation within science and technology - bilateral agreement to be signed during Prime Minister Bondevik's visit in May 2003
  - Increase contact between research clusters in the two countries
  - Focus on energy, environment and biotechnology





# Japan has higher export of technology than Norway

% of merchandise exports



Source: Human Development Report 2002

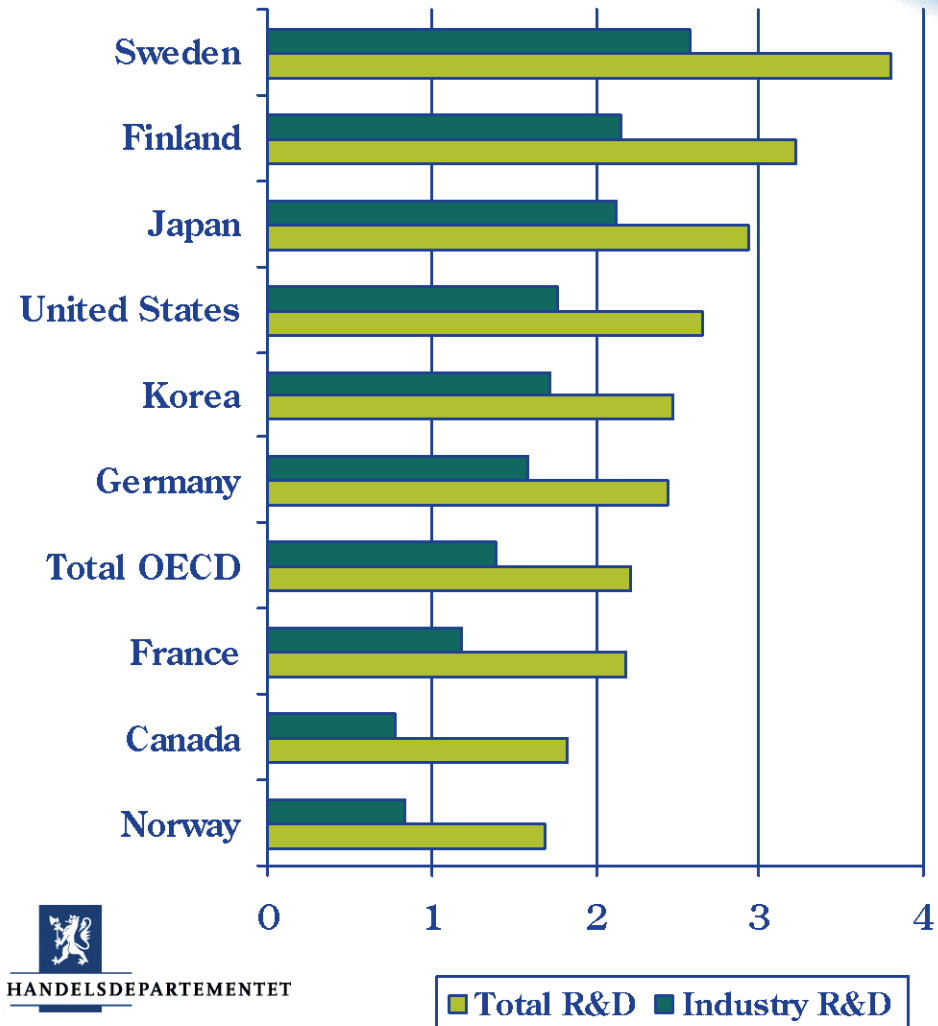


NÆRINGS- OG HANDELSDEPARTEMENTET

# Norwegian businesses need to increase R&D spending



- Goal: To reach the OECD average by 2005
- Increase industry-financed R&D
- International and bilateral co-operation
- Increase R&D co-operation between industry and academia
- Tax credits for R&D expenditures

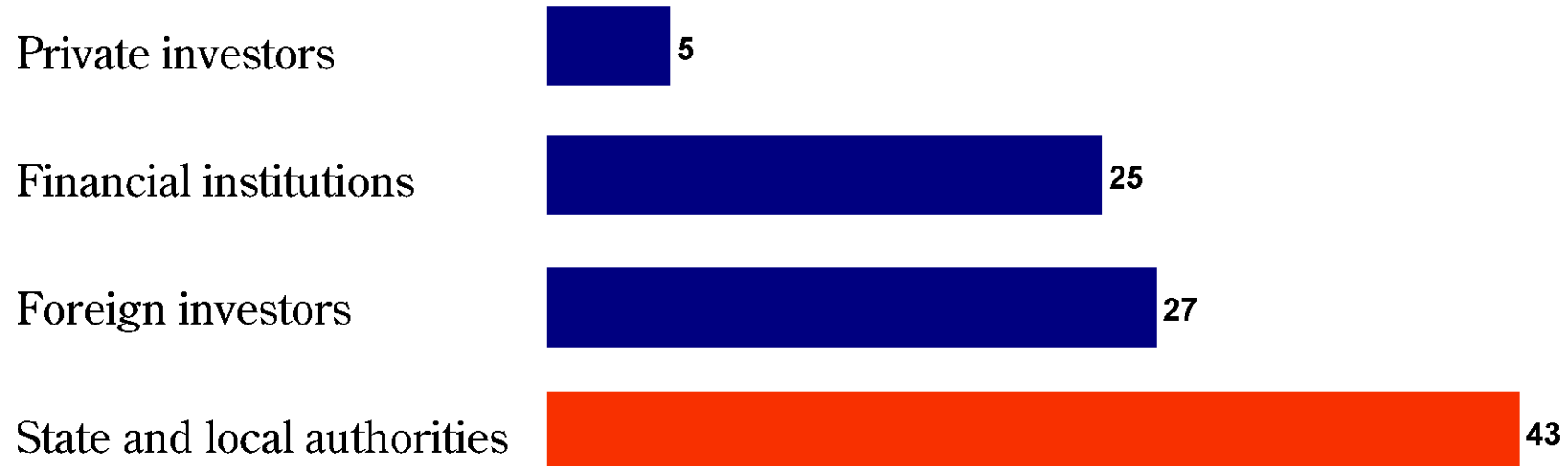


Source: OECD Main Science and Technology Indicators 2001

# Oslo Stock Exchange is dominated by state ownership...



## State ownership at the Oslo Stock Exchange (%)



Source: OSE, dec. 2002

# A comprehensive policy for growth

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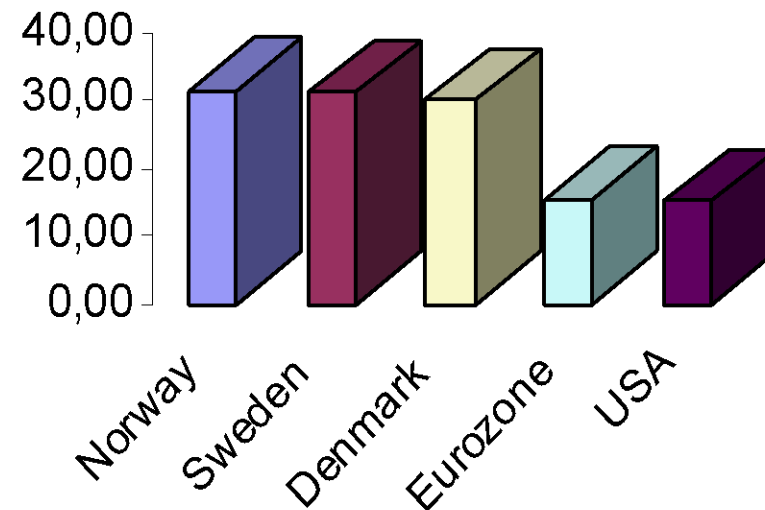
- An economic policy to promote increased competitiveness for business and industry.
- A comprehensive business policy to support innovation
- Suitable conditions for business activity
- Improved ownership



## A dominant public sector

- A competitive business community stimulates growth
- Public sector has grown quicker than the private sector
- To increase our competitive position, the Government focuses on a prudent fiscal policy

Percent of the workforce employed in public sector

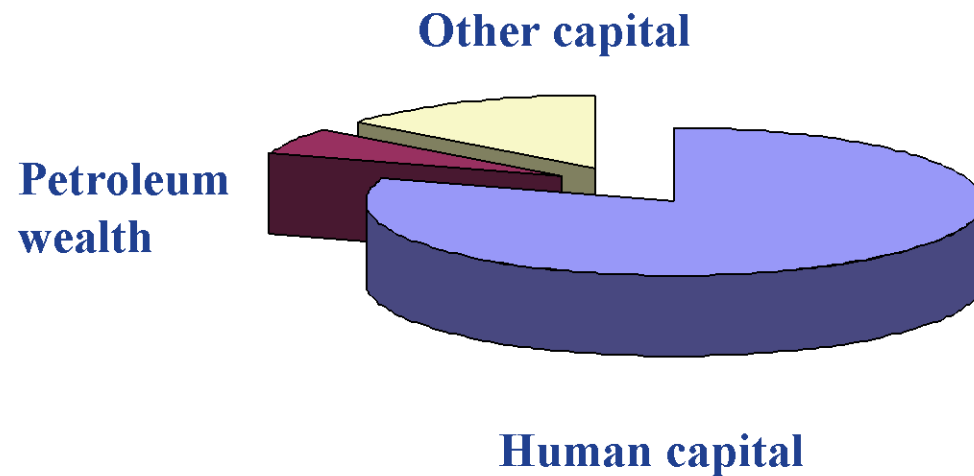






# Petroleum wealth is not enough

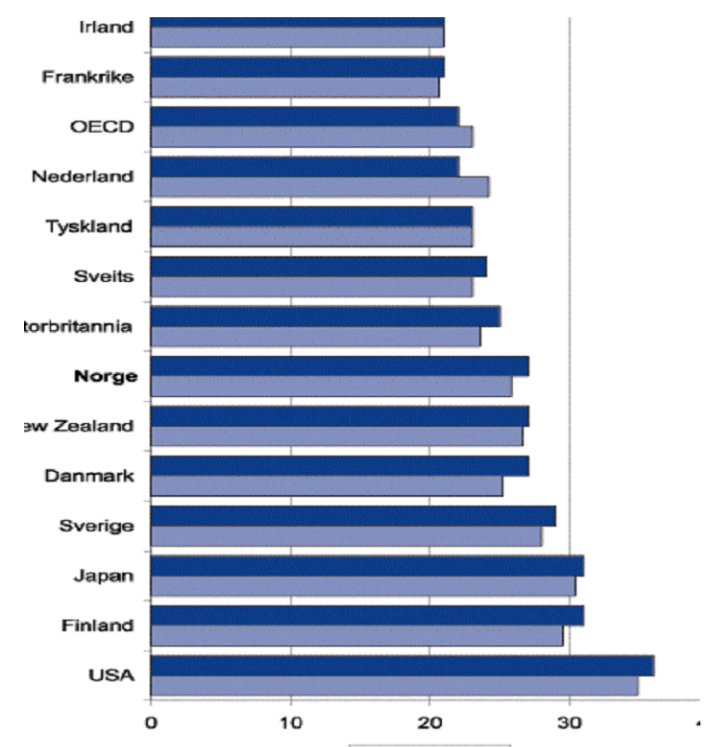
**Our future National wealth is based on brain power !**



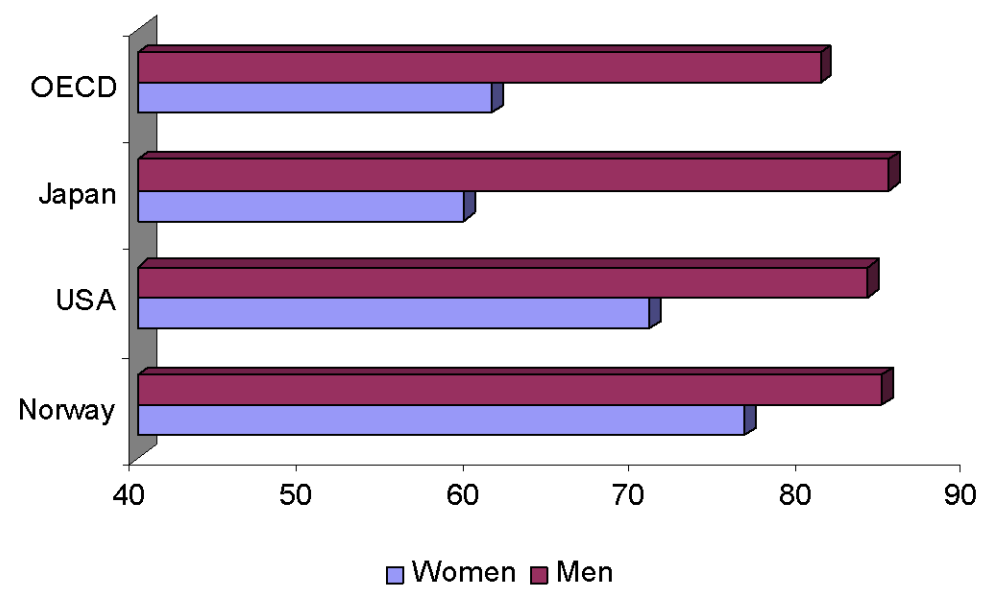


# Workforce, education and age

### The quota of the population between 25 and 64 years old with higher education



### Workforce in percent of the population in working age





## Innovation in enterprises

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- Innovation is necessary to maintain and strengthen competitiveness in business and industry
- New knowledge and technology contribute to innovation. R & D is therefore important
- Education- and research policy is also important in relation to business policy
- R & D activity in private enterprises in Norway is too low

*Kilde: Nås (2000)*

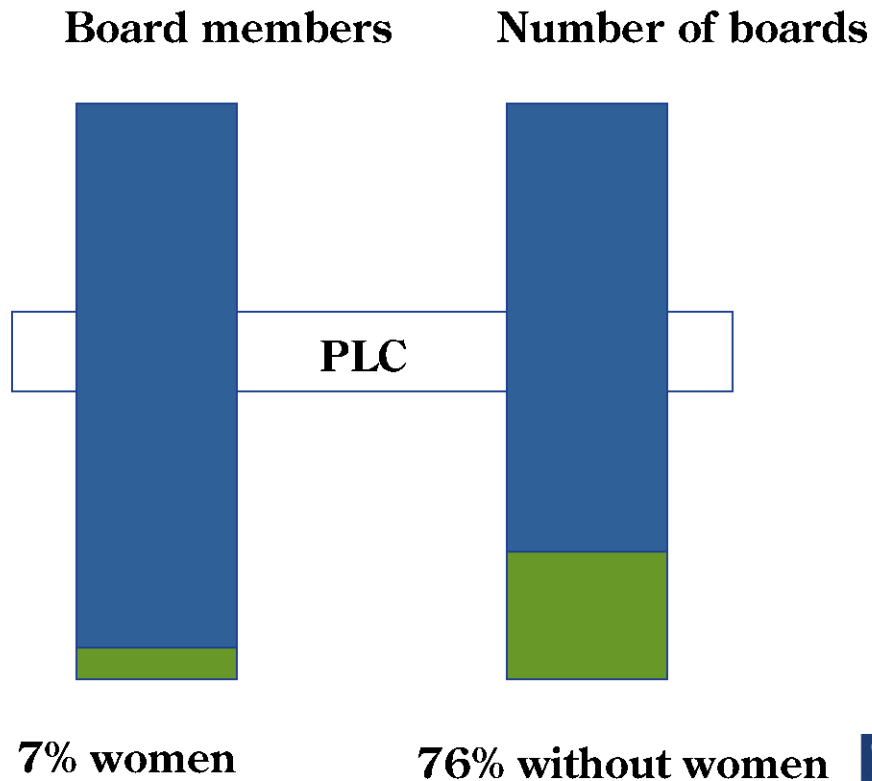


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# Diversity contribute to added value

Public limited companies:



The Government has proposed:

- To submit a proposal for legal allocation of quotas within the end of 2002
- To carry out measures to increase the share of women in boards
- To consider, if necessary, implementation of a law from 2005. The goal is at least **40%** women in boards in PLC's.

# What does the Ministry of Trade and Industry do to increase diversity

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- Monitor the development of diversity by doing investigations in industry and promote the best enterprises
- Co-operation between the Government, employers and labour organisations has resulted in 15 suggested measures for how to increase the percentage of women in boards. These ideas have been sent to all the 600 public limited companies in Norway
- Continued public debate



# Woman projects in The Norwegian Industrial and Regional Development Fund (SND)

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- Lighthouse programme/ "SNDs Fyrtårnprogram":  
Promotes successful projects owned and managed by women
- "SNDs Styrekompetanseprogram":  
Course for qualification of potential board members
- "SNDs Styredatabase":  
Data base of qualified candidates to boards
- Mentoring programme/ "SNDs Mentorprogram":  
Management guidance for women. The goal is training, transfer of knowledge, mutual learning and personal development



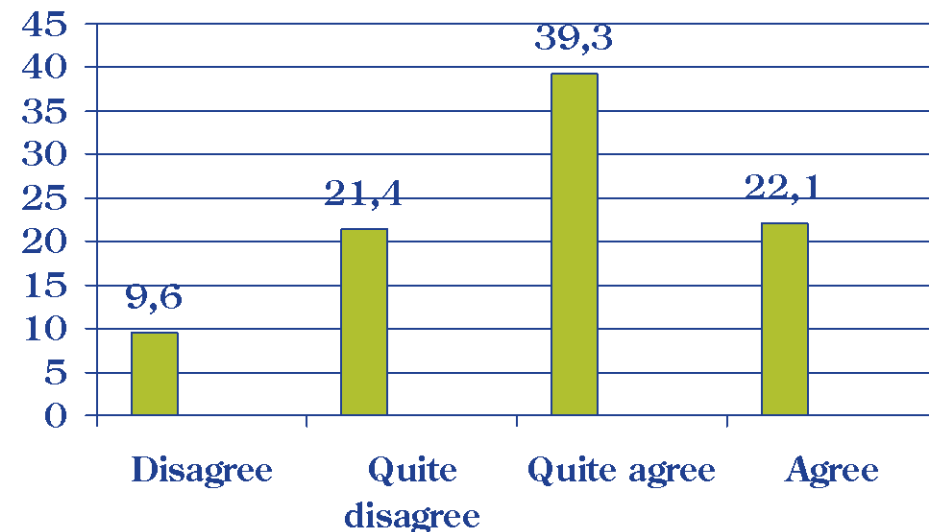
# Diversity is profitable



An investigation carried out by The Confederation of Norwegian Business and industry (NHO), indicates that Norwegian managers:

- See advantages from diversity, also economically
- Experience lack of female candidates

## Women will contribute to improved efficiency and quality (%)



# More diversity increases competitiveness in business and industry in Norway



- A prudent fiscal policy
- Improved market access internationally
- Lower taxes
- Increased research and innovation
- Reduced red tape for business and industry
- An active competition policy
- Strong and well functioning infrastructure
- Diversity for value creation

