

Business in Rogaland in five minutes



Skilled workers, diversity and high quality

Industry and commerce in the region are more varied than many expect. The oil industry, including operators, gas distributors and the service industry surely play an important role in local business, but that's not the whole picture. Rogaland has many businesses with active ownership and privately held small and medium sized companies dominate the commerce in the county.

The food district of Norway

Rogaland produces more food than any other county in Norway. The region also has the largest number of businesses in the value chain of food production. Agricultural companies like Nortura, Tine, Felleskjøpet Rogaland Agder, Prima Jæren and Fatland keep most of their production capacity here. Leading seafood companies like Marine Harvest, Skretting and Grieg Seafood also have large salmon facilities in Rogaland.

A long tradition of mechanical engineering

Rogaland is home to outstanding mechanical enterprises. The biggest is Kverneland Group, a supplier of agricultural technology with activities in 80 countries. Even so, a large part of the key production takes place in Øksnevad, a village in Rogaland.

In addition, there is a wide range of mechanical workshops, which primarily manufacture advanced equipment for the oil industry. Companies like Gjesdal Mechanical, Årdal Mechanical, Malm-Orstad and Aarbakke, to name but a few. The companies have extensive export and excel within advanced equipment, skilled operators and high levels of precision, efficiency and regularity.

Oil technology

The mechanical cluster has been crucial to the emergence of regional technology companies developing and supplying technology at a very high level. Local enterprises are in the forefront of well services and solutions for enhanced oil recovery, in particular. Companies from Rogaland also get recognition for operations, maintenance and efficient subsea operations. Several have a considerable amount of international activities and thus contribute to the Norwegian trade surplus. In 2014, Norway exported oil technology for NOK 200 billion (source: EY), which equals the combined value of all other land-based exports.

The crowd of local technology companies successfully adds Norwegian branch offices to the many international service companies in Rogaland. These are generally large employers crucial to efficient development of the Norwegian continental shelf. Combined this makes Norway:

1. The world's most eco-efficient oil producer
2. The country with the highest recovery rate
3. The world champion in oil and gas exploration

Innovation, venture and financial institutions

Rogaland is a good place for developing and marketing new oil and gas technologies, thanks to the good environment for cooperation between small innovators, large international service companies and operators. An important side effect is that big service companies acquire many regional technology companies. Thereby, the local entrepreneurs can access the world market with their technologies.

Such acquisitions contribute financing and expertise to start-ups and innovation communities. Ipark, an innovation park at Ullandhaug, Stavanger, is a good environment for start-ups. In recent years, Innovation Dock and Mess & Order have become important and necessary supplements.

Start-up environments are important for creating new industry. Research communities like IRIS at Ullandhaug and Polytec in Haugesund are good academic catalysts for taking new technologies to the market. The University of Stavanger (UiS) also plays an important role together with Stord/Haugesund University College (HSH).

Moreover, Rogaland has fostered several competent companies that develop and sell businesses. (- PE House.) HitecVision is the foremost representative, holding an impressive track record, which is noted internationally. Another company, Energy Ventures manages substantial capital within a highly competitive environment, cooperating with several smaller investment environments.

The interaction with the financial sector, major banks and active private investors is an important success criterion for businesses in Rogaland. Both major national and international banks alongside with experienced regional banks contribute to this.

Statoil

Statoil is Rogaland's biggest and most important employer. Statoil is the operator for 60 % of all production on the Norwegian continental shelf. In addition, the company is a major international player ranked as one of the world's largest and most important energy companies. Statoil holds leading expertise in oil and gas exploration and recovery, and has repeatedly been voted the world's best exploration company.

A large renewable region

In addition to oil and gas production, Statoil is about to become an international player in renewable energy. Through its leading expertise in advanced offshore management, Statoil is particularly able to develop offshore wind power.

As Statoil becomes a producer and distributor of renewable electricity, the company adheres to an important tradition in the region. High-capacity offshore cables for exporting power will be installed, making Rogaland a bigger supplier of clean power to continental Europe and the UK.

Similarly, Rogaland plays an important role in the European gas market. Gassco on Karmøy operates the large gas pipelines from the Norwegian continental shelf to Europe. The Norwegian gas exports equal the energy produced by 152,000 wind turbines (source: Norwegian Oil and Gas), making Norway and Rogaland the main gas supplier to the European energy market.

Additionally, Norwegian Wind's ventures on Jæren have turned Rogaland into an important region for wind power.

Rogaland County is a main region for hydropower in Norway. Power companies like Haugaland Kraft and Lyse also have taken power distribution one step further by developing related services, primarily through fibre optics; TV, telephony and alarm services. Through the platform Altibox, Lyse has become the nation's second largest telecom supplier. Currently, the service is further developed to offer international distribution and so-called telehealth services.

IT industry - more important than people think

In addition to Lyse's leading IT initiatives, Rogaland is home to IT development within several international companies. This is particularly related to IT technology in the oil and gas industry but also in other areas. Currently, an internationally acclaimed mountain facility for data storage called Green Mountain, has been established in Rennesøy.

Metallurgy and processing

Hydro Aluminium Karmøy is a major Norwegian aluminum producer through many years. The factory now enters a new phase with support from ENOVA, as it takes a quantum leap in energy efficiency with a new production line.

Access to clean hydropower has been crucial to the long industrial tradition in Karmøy. In its wake, Hydro has developed environments for machining aluminum, such as Marine Aluminium and Hydal. Eramet in Sauda is a modern and eco-efficient smelting plant continually seen at the forefront of technological development.

Able entrepreneurs

Construction in Rogaland has a great international potential through a well-developed construction industry for infrastructure, commercial buildings and residential buildings. Jadarhus and Baltic House Group are national suppliers. Block Berge is the market-leading supplier of concrete for buildings. Additionally, NorDan in Moi is a market leader within quality windows, maintaining an international focus.

Travel and tourism

Rogaland has one of Northern Europe's most famous rock formations. The Pulpit Rock is an established tourist attraction internationally. Along with the amusement park Kongeparken and beautiful natural scenery, Rogaland has a solid foundation for proactive travel industry. Tourism and a busy professional segment have contributed to a professional and high-quality accommodation and restaurant business. Rogaland is rigged for growth in tourism.

The maritime sector

Rogaland has a significant maritime sector. Østensjø, Solstad and Møkster have invested heavily in offshore vessels, whileas Deep Ocean and Ocean Installer have invested in subsea construction. Shipowner Tide's investment in innovative battery ferries is worth noticing along with environmentally friendly RORO vessels for coastal shipping.

Efficient service industry

A dynamic residential and working environment is supported by efficient retail and public services. Everything from major brands with national position, to skilled hairdressers, car dealers and craftsmen is represented. This includes a professional service industry originated in Rogaland, which manages canteens and buildings across the country.

Summary

Rogaland county is an important industrial region which creates value. The county represents a surprising commercial diversity, good owners and people adaptive to change and willing to work extra hard when required. Please contact us at NHO Rogaland if you want more information on the business in our region.

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