Norwegian SWOT

By
Ernst H. Kristiansen
Vice President Research
SINTEF ICT
# Health

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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| • Public administration cover overall systems  
  • Short communication lines between the different markets within the Nordic countries.  
  • “Early adapters”  
  • Scandinavia as market opens for development of advanced medical equipment  
  • No separate medical ICT business sector.  
  • Individual freedom to act and willingness/ability to act on their own  
  • “MHS-bevissthet” | • To little health related ICT-enterprises  
  • Limited flexibility/ ability for thinking new  
  • Health authorities only focusing on cost, not on possibilities for new business/products  
  • Unstable external conditions and public position  
  • Too small home market/resources to develop advanced medical equipment |

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| • Possible deliveries due to public systems with a overall view  
  • Societies with a homogeneous attitude to take new services/products into use. Possibilities for establishing new business.  
  • Dependent of the public authorities ability to focus on both low price and new products  
  • Norway and the Nordic countries have good reputation – products from these countries are often preferred. Danger for getting sued is lower in the Nordic countries  
  • “Early adopters” within several technology/market segments. Global actors put effort in development in the Nordic. | • Limited flexibility/ willingness to think in new ways. i.e. fight between professionals  
  • The society as a customer will not take the risk related to new technology  
  • The public sector is selling and buying at the same time, unstable position  
  • Rate of development may be slowed down due to liability of damages  
  • Expensive to develop medical equipment for small nations  
  • Governmental regulations (security)  
  • The Nordic countries are very interesting for the global actors |
### Experience Economy

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<td>Difficult to develop niche products in a small country</td>
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<td>International test bed</td>
<td>Are Norwegians international oriented after all</td>
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<td>People like to have advanced technology</td>
<td>Innovation system</td>
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<td>Wealth, purchase new devices</td>
<td>Culture for developing technology, not business</td>
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<td>Early adaptation of new services</td>
<td>Not utilizing possibilities for patenting</td>
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<td>High coverage</td>
<td>Less competence</td>
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<td>Successful readjustment of national institutions</td>
<td>Small enterprises, fragmented clusters</td>
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<td>User driven development</td>
<td>Lack of consumer understanding</td>
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<td>Framework condition acceptable</td>
<td>“bad” regulations</td>
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<td>New standards, both de facto and official</td>
<td>Global actors</td>
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<td>Globalization</td>
<td>Lack of interoperability</td>
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<td>Application driven services</td>
<td>Creation of monopolies that slow down development</td>
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<td>New terminals</td>
<td>DAB discussions</td>
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<td>Growth in consumption</td>
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**Weaknesses**

Difficult to develop niche products in a small country

Are Norwegians international oriented after all

Innovation system

Culture for developing technology, not business

Not utilizing possibilities for patenting

Less competence

Small enterprises, fragmented clusters

**Opportunities**

IPR

User driven development

Framework condition acceptable

New standards, both de facto and official

Globalization

Application driven services

New terminals

Growth in consumption

**Threats**

IPR, DRM

Lack of consumer understanding

“bad” regulations

Global actors

Lack of interoperability

Creation of monopolies that slow down development

DAB discussions
# ICT production

**Strengths**

- Manpower cost competitive for development
- Stable manpower
- High degree of automation
- Willingness to early adapt new methods
- State-of-the-art products
- Well developed clusters in the ICT production
- Niche products based on products for Norwegian specialities
- Short distance and good knowledge of home market
- Well positioned for the coming development of the Artic/Barents Sea

**Weaknesses**

- Uncertain supply of ICs and other components
- ICs etc, have higher cost than low-cost countries
- Few people, difficulties to handle large changes
- Small geographic mobility
- Little public focus on goods producing industry

**Opportunities**

- More complex products with higher value
- Application specified products will be more important
- Outsourcing of non-critical parts
- Production must satisfy environment requirements
- Use of ICT in the Barents sea
- ICT products specialized for the oil and gas market
- Use the national expertise global
- Close links to the politicians
- The Norwegian position as a wealthy country

**Threats**

- Increased competence, R&D and production in Asia
- Difficulties to be state-of-the-art at all necessary fields
- Not enough information about the near future
- Heavy metals and brominated flame retardants
- Lack of qualified people
- Lack of focus for production education
- Less political attention on manufacturing
- Limited effort to maximize teh use of state aid rules
## Security

### Strengths
- High competence in Nordic countries
- Well developed network in research
- Common language in Scandinavia (except Finland) and English is 2nd language
- Fundamental trust to authorities and easy to test new items.
- Norway is "defined" as low risk and has international trust
- Large well-reputed RTO (both Norway and Finland)

### Weaknesses
- Norway is not member of EU. Makes it sometimes difficult to take part in collaboration in EU
- There are only welfare, no crisis in the Norwegian Society.
- Norway has little expertise

### Opportunities
- Increased terror, criminality and other misery
- The North Sea and the Barents Sea, i.e. everything related to gas and oil industry
- Increased penetration of ICT in all areas
- Little of the shelf products
- Strong collaboration between NGOs and authorities – export of security solutions
- Global markets
- Defense
- Common administration of wild life in the Nordic countries.
- Education of how to behave on the Internet
- Sensor systems for surveillance/security
- Control systems for critical infra structure

### Threats
- Global competence
- New innovative solutions from EU and US
- Unfaithful people and mafia – unrealistic to believe that ICT can solve all opportunities related to safety and security
- Lack of standards
- Shortcomings in laws, both old laws and lack of regulations in new
- Changes in common attitude to personal protection
- Limited stimulation from public administration – both projects and funding
- Pulverizing of competence due to political decisions on what to do where.