



Building an Isagenix Business in
NORWAY



Norway OVERVIEW

- Norway is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Norwegian purchasing power stands at 747,943 kr (NOK) (\$76,684) per capita. Norway has one of the highest costs of living in the world.
- The capital Oslo is the economic and governmental centre of Norway. The city is a hub of Norwegian trade, banking, industry and shipping. It is an important centre for maritime industries and maritime trade in Europe.
- Norway currently has a population of just over 5.4 million with approximately 65% between the ages of 15 and 64 years old.
- Norway is a modern, highly developed nation that has a very good transport system in large urban areas, however due to the country's complicated topography the northern regions are accessible only by ship, road or air.
- The country is currently the 15th-largest oil producer in the world, with a production rate of 1,647,975 billion barrels per day.

Norway is located in Northern Europe and shares its borders with three other Countries.



Norway

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Greetings are casual - just a handshake with eye contact and a smile.
- Punctuality is very important to Norwegians.
- Norwegians will introduce themselves with their first name only, no titles are used.
- Norwegians are rather direct, they're not afraid to disagree, however in a polite and constructive way.



LOCAL MENTALITY

- Norwegians consider everyone as equal so do not compare anyone, and most importantly, do not think of anyone as worse.
- Do not criticise Norwegian government, culture, traditions or lifestyle.
- In Norway touching in public is kept to a minimum. Demonstrative expressions and body language is not very welcome.

Norway CONSUMER CONCERNS

Climate Change

49%

Health Care

45%

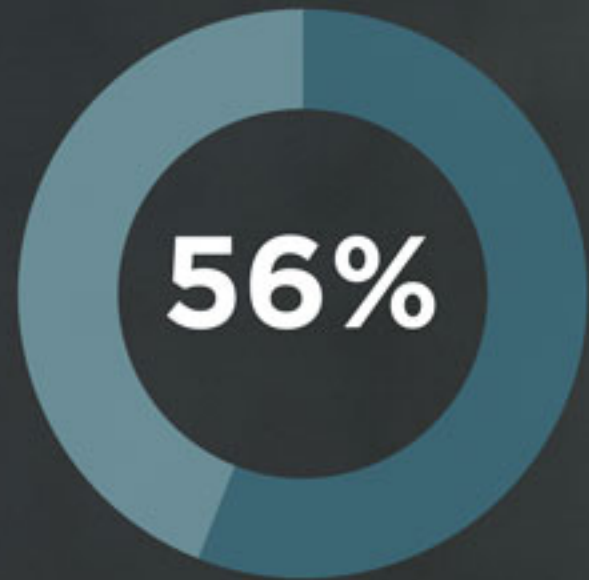
Immigration

35%

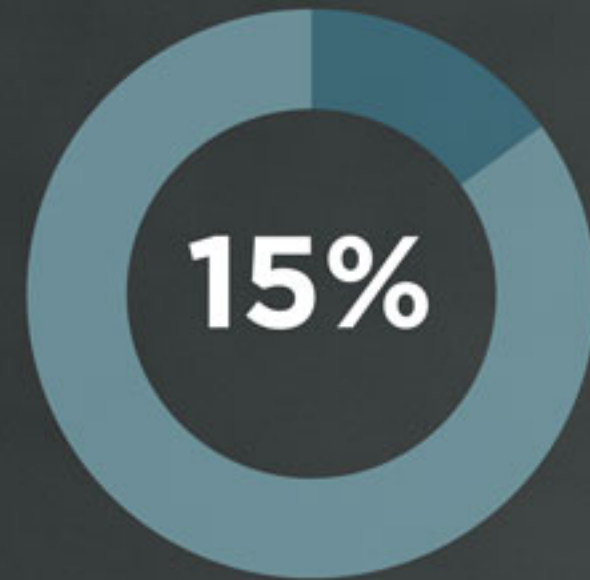
Norway COMMUNICATION

CONSUMER SOCIAL MEDIA

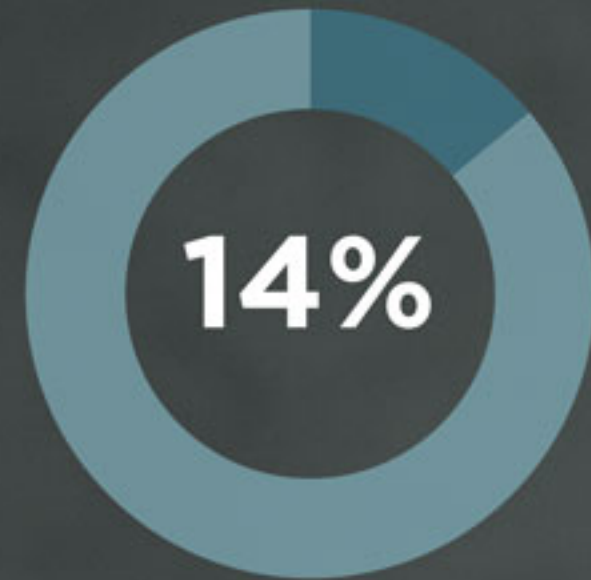
FACEBOOK 



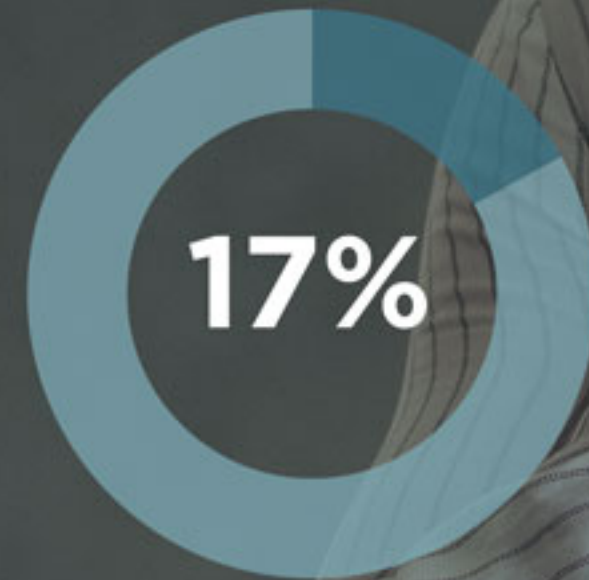
TWITTER 



PINTEREST 



INSTAGRAM 



YOUTUBE 



LANGUAGE BASICS

Ja | Yes

Nei | No

Hallo | Hello

Hadet bra | Goodbye

God morgon | Good morning

God kveld | Good evening

God natt | Good night

Takk | Thank you

Unnskyld | Excuse Me

Jeg forstår ikke | Excuse Me

