

The Embassy of Hungary together with the
Hungarian-Norwegian Chamber of Commerce is
organising a webinar for Hungarian enterprises on

How to import alcoholic beverages* into Norway?

The event will take place on Tuesday, 8 June 2021, 10.00-11.30.

→REGISTRATION←



An export promotion event dedicated to alcohol export enterprises in Hungary to introduce the process of import into Norway. The Norwegian market is special with only one retailer company, namely Vinmonopolet, which is allowed to sell beverages containing above 4.75% alcohol*. Experts of the market will provide a detailed explanation on how to successfully apply to tenders and work together with Norwegian importers.

Program

- Welcome words by Beatrix Kosztyi, Commercial Attaché of Embassy of Hungary
- Presentation of Alexander Michaelsen, Product Manager at Vinmonopolet.
- Presentation of Svein Bognar, House of Hungary, Norwegian importer of Hungarian vines
- Presentation of xy, a norwegian importer sharing detailed information about tenders and working together with importers
- Q&A
- Closing remarks
- B2B discussion on request



Vinmonopolet has the exclusive right to sell spirits, wine and strong beer to consumers, and is a wholly state-owned joint stock company under the Ministry of Health and Care Services. Vinmonopolet is a government-owned alcoholic beverage retailer and the only company allowed to sell beverages containing an alcohol content higher than 4.75% in Norway. Below this alcohol percentage beverages are sold in grocery shops with time restriction.

Alexander Michaelsen, Product Manager for France, South America and Eastern Europe for Oslo-based Vinmonopolet. Alexander is responsible for writing tenders for France, South America and Eastern Europe. It is also his responsibility to ensure that the Vinmonopolet assortment is balanced with a fair share of products that are certified as ethical, sustainable, organic and biodynamic, and products that are bottled in environmentally friendly packaging. He enjoys meeting wine importers, wine producers and travelling to vineyards in the countries he is responsible for.





Svein Bognar is the owner of House of Hungary in Norway. House of Hungary is a new addition to the Norwegian culinary heaven and wants to make Hungarian culinary products available to the Norwegian market including good quality Hungarian wines. Svein will talk about his experiences, the do's and don'ts when importing product to Norway.

[You can find more information for suppliers here](#)

We kindly ask your cooperation in forwarding this invitation to relevant parties, who might be interested in this webinar!

Please do not hesitate to contact us in case of any further questions at
bkosztysi@mfa.gov.hu
See you at the event!

