

Making it easier for foreign exhibitors

UMAMI Arena has entered into a collaboration with Trade and Distribution – specialists in logistics and market access. The goal is clear: to make it significantly easier for international players to introduce their goods and services to the Norwegian market.

An easier way into Norway

The Norwegian food market is characterized by high quality standards, strict import requirements, customs duties, and complex distribution structures. For many international players, this represents a significant barrier to entering the Norwegian and Nordic markets. Through the collaboration with Trade and Distribution, foreign exhibitors at UMAMI Arena will now gain access to a complete support system for import, distribution, and market positioning in Norway.

– “Trade and Distribution will make it more seamless for foreign exhibitors to introduce their products to the Norwegian market,” says Torill Engelberg from UMAMI Arena.

From exhibition to market

For many international producers, participation at UMAMI Arena is the first step toward export and growth in the Nordic region. With Trade and Distribution as a partner, exhibitors can now take the next step in exploring opportunities in the Norwegian market, while also gaining easier access to temporary import of the products to be presented and launched at UMAMI Arena.

– “We offer tailor-made partner solutions for food and beverage producers who want to establish themselves in Norway,” says Jon Bugge, Managing Director of Trade and Distribution. “Through our network and expertise, we help ensure that good products find their way to store shelves, restaurants, and consumers.”

UMAMI Arena as a door opener

The collaboration with Trade and Distribution is a strategic effort to strengthen UMAMI Arena’s role as Norway’s leading meeting place for the food and beverage industry:

– “We aim to be a door opener to the Norwegian professional market,” says UMAMI Arena Director Torill Engelberg. “The collaboration with Trade and Distribution will provide our foreign exhibitors with advice and practical assistance with everything from logistics, customs clearance, and product handling, as well as guidance on Norwegian regulations and consumer preferences.”

Strengthening the arena’s international profile

UMAMI Arena has established itself as a central arena in Norway for both Norwegian and international players, producers, and suppliers to the food and meal industry. The collaboration with Trade and Distribution is part of the arena’s international strategy and will make the event more attractive to producers from Europe and the rest of the world, concludes Torill Engelberg.

PRESS RELEASE

The next UMAMI Arena is 16 – 18 February 2027

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Jon Bugge, TAD:

– We offer tailor-made solutions for food and beverage producers who want to establish themselves in Norway, says Jon Bugge, Managing Director of Trade and Distribution. – This also means that we can assist with easier import of products to be presented at an arena such as UMAMI.

Torill Engelberg:

– We are committed to making it easier for suppliers from all over the world to showcase themselves at the largest arena in Norway for the industry. That is why the collaboration with Trade and Distribution is important to us, says Torill Engelberg, Director of UMAMI Arena.

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More about UMAMI Arena 2027: <https://umamiarena.no/>