

Sektor EiendomsPartner AS:

# Totality and added value

It makes good sense to elevate a project to a new and better status. As property developers, Sektor must think long-term. Totality is the key.

Long-term project development requires working closely with authorities, property owners and partners who can give the project new possibilities and added value. Partnering is one of the cornerstones of our business concept. Experience shows that collaboration with strategic partner companies drives projects faster toward completion.

When we choose projects, the location, environment and quality are most important. The more possibilities the area offers, the more certain we are of succeeding. Small projects often require just as much resources and attention as big projects. Consequently, we choose fewer and bigger projects rather than smaller ones.

Building the way we do has a positive impact on the area. A good example is the mountain village, Voss Fjellandsby, in Western Norway, with its fantastic location and ideal topography. The difference between a cottage estate with a ski tow and a tourist destination is enormous. To be counted as one of the major players in tourism, snowy Myrkdalen at Voss will need dimensions that are significant for the tourist industry. However, it takes time to develop a destination, and there are many considerations to take, both locally and regionally. At the start of the project in 2002, the village was in a shutdown mode. Today, people in the valley have new possibilities to remain there, and the valley's unique features will be maintained. In a few years, Voss Fjellandsby will have more ski tows and dwelling units, shops and restaurants. The aim is that Voss Fjellandsby will be Western Norway's answer to Trysil. More summer activities will make the mountain village an attractive and lively destination year-round.

In the same manner, Lundekroken at Billingstad is a successful amalgamation of homes and industry, with a positive benefit. Nordre Jarlsberg Brygge in Sande is becoming an exciting and ideal seaside area, with a good synergy between dwellings and harbour. In a few years our office complex at Helsefyrtårnet will become Oslo's new landmark in a brand new neighbourhood. It will also be an architectural attraction in glass and metal. At Vilnius there is still a major potential for property development.

Our strength is seeing new opportunities for synergy, teamwork and totality in projects, and finding new, optimum solutions. We like operating the way we do today, and our portfolio is good. New projects requiring long-term site development will always be attractive for us, but our chief aim is to succeed with what we already have.

Egil Svoren  
Chief Executive Officer  
Sektor EiendomsPartner

