

*Introduction to SI
- the Federation
of Icelandic Industries*



Welcome to
ICELAND

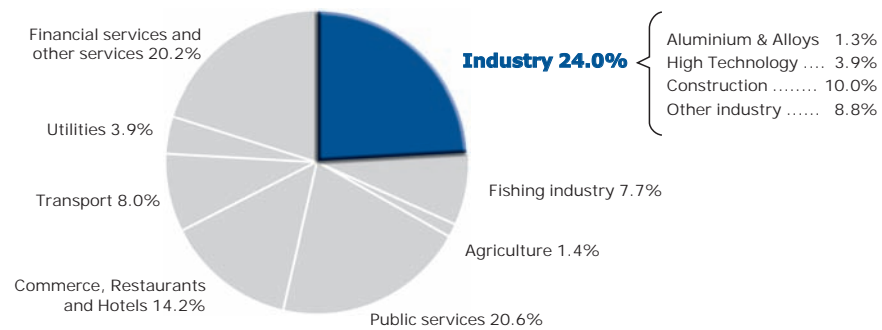
SI

*A pillar of strength in
a changing environment*

Important player

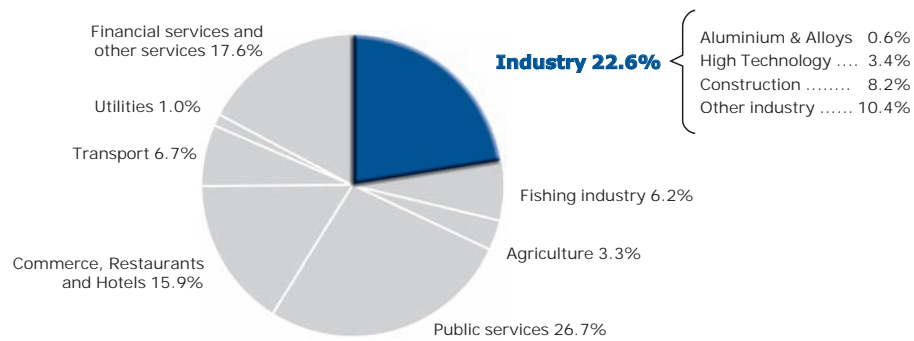
Industry plays an important part in Iceland's economy and indications are that it will be the foundation of our welfare in future.

Production / value creation



Source: Statistics Iceland

Jobs in Iceland

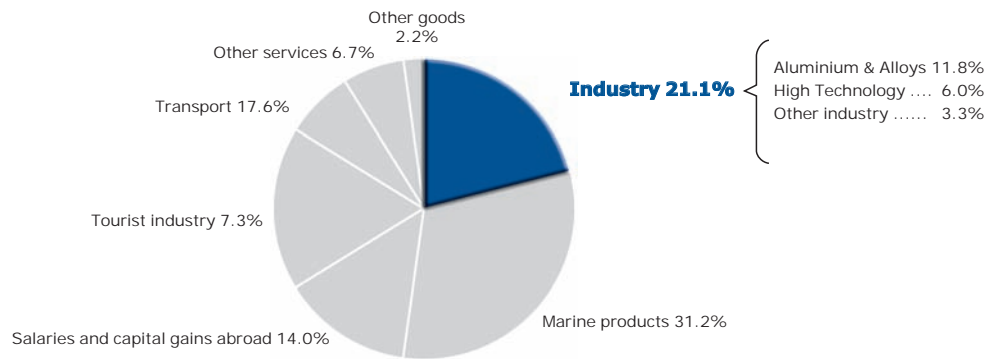


Source: Statistics Iceland

"A stable economy and stable working conditions are prerequisites for dynamic business"



Export revenue



Source: Statistics Iceland

Icelandic companies have never before faced comparable changes in their working environment. The main catalyst for change continues to be ever increasing globalisation and European integration. Iceland is part of the European single market through the EEA Agreement which has brought new opportunities and free trade, but also increased competition and the need for more efficient and better management.

The need for a strong backup is therefore vital. Companies within service and industry can turn to the SI which recognizes their needs, offers qualified service and does its utmost to ensure that working conditions are always favourable.

"Regular meetings with the minister of industry have proved that an honest dialogue between business and government is hugely beneficial"

A powerful network



One can compare SI - the Federation of Icelandic Industries to a closely-knit network of contacts solving the complex and different interests of its members. The federation is an all-in-one a service network, a communication network, an information network and a safety network.

SI has about 1,100 members, both companies and organizations of individual branches. They are quite different from each other in terms of size, products and markets. This variety makes our job challenging and necessary at the same time. We take care to emphasize what the companies have in common while also looking after individual needs. The successful implementation of this strategy has made SI the largest and most influential employer organization in the country.



SI's tasks:

- *Improve the general working environment by influencing government policy*
 - *Monitor international trends in management*
- *Monitor and influence Iceland's international position, particularly in a European context*
 - *Increase efficiency by introducing new and improved management methods*
 - *Make sure rules are followed in the market place*
 - *Encourage co-operation between companies*
 - *Provide service and advice to members*

A powerful team



The board of SI has eight members and is elected annually. SI has a staff of 22, each experienced and educated in their respective fields. Together they form a good team, working diligently to promote the interests of individual branches, member organizations and companies within SI.

SI's board 2006:



*Helgi
Magnússon
President*



*Hörður
Arnarson
Vice
president*



*Aðalheiður
Héðinsdóttir
Secretary*



*Anna María
Jónsdóttir*



*Ingvar
Kristinsson*



*Loftur
Árnason*



*Sigurður
Bragi
Guðmundsson*



*Þorsteinn
Vígundsson*

SI's staff:



"SI's strong position, and the positive attitude of our members towards our service, indicates that our work is having a positive influence"

Spreading the word

SI extends itself in various directions and interacts with many kinds of organizations and institutes. It is evident that the tasks and services of SI are very varied as the members have almost as manifold interests as they are many.

International co-operation

The Icelandic people are highly dependent on foreign trade and close interaction with other countries. The EEA membership and Iceland's relationship with the European Union are most important. We take part in international co-operation to monitor and influence international development which increasingly dictates the workings environment of Icelandic enterprises.

The working environment of industry

SI promotes the interests of industry in every way. Emphasis is placed on improving the working and competitive conditions of Icelandic industries. We work towards the progress of industry wherever its working conditions are being formed, in co-operation with the Icelandic government as well as foreign bodies.

Member organizations and branches

Being a member of SI means that companies take an active part in shaping their own future and working environment and influence the prioritization of SI's tasks in line with their own interests.

Information and publishing issues

News, information and education, related to the interests of industry, is communicated to members, the public and government agencies. We plan our work carefully and use the media we find best suited each time.

Marketing and public relations

The SI markets Icelandic industry and its importance to the public, politicians and schools, for instance through advertising campaigns, projects, exhibitions and conferences.

Legal advice

We advise and assist in most legal matters concerning the operation of industrial enterprises. In-time evaluation, of the legal position can prevent expenses and other inconveniences at a later stage.

Quality control and management

Targeted management leads to a better operational result. Therefore we consider it important that as many people as possible study the ideas and practices of quality management and we also assist our members in taking the first steps towards building their own quality systems.



Education and information

SI takes part in planning vocational and technical education along with educational authorities and various organizations. SI has a representative on the board of the educational organizations of industry which have for a number of years organized continuing education for tradesmen and managers.

Innovation and development

Innovation and development is necessary for industrial progress. We work with a wide range of domestic and foreign parties, take active part in strategic planning and promote the co-operation of industrial companies, their customers and institutions in the fields of research, product development and problem solving.

Public Procurement

SI monitors the purchasing of the government and county councils. We have fought hard for the state and counties to tender all their purchasing of goods and services and to make the rules clear and transparent.

Energy and environmental matters

The SI energy policy aims to increase the competitiveness of Icelandic industry. It is our opinion that a better energy structure and lower prices will increase foreign investment in the country and increase the use of domestic energy.

Standards and CE-markings

The importance of European standards has increased with the growing number of member states, and well over ten thousand have been confirmed as Icelandic standards. SI has always recognized the importance of being involved with work regarding standards issues and have representatives in sector committees within the Icelandic Standards Institute.

Export and globalization

Increased export and internationalization are important to the growth and development of Icelandic businesses. With increased globalization the importance of these factors has increased rapidly within SI.

The labour market

SI lead the reorganization of the employers' organizations in Iceland. Our purpose was to rationalize business, increase collaboration between employers and clarify the role of each member. SI - the Federation of Icelandic Industries is by far the largest member organization of The Confederation of Icelandic Employers (SA).

A powerful organization

SI, which is the largest and most powerful employer organization in Iceland, has approximately 1,100 members. These are the member organizations and the contact person at SI's office:

Chemical Industry

Contact BS: Bryndis Skúladóttir, Chemical Engineer
Direct (354) 591 0113, mobile (354) 824 6113, Email bryndis@si.is

Construction Industry

- Company-Group in the Construction Industry (EB)
- Association of Certificated Master Craftsmen in Hafnarfjordur (EB)
- Association of Certificated Master Craftsmen in Masonry (EB)
- Association of Certificated Master Craftsmen in Northern Iceland (EB)
- Association of Certificated Master Craftsmen in Painting (EB)
- Association of Certificated Master Craftsmen in Southern Iceland (EB)
- Association of Earth Moving Contractors (ÁJ)
- Association of Icelandic Landscape Contractors (EB)
- Association of Major Contractors (EB)
- Company-Group in Plumbing Industry (EB)
- Federation of Manufacturers of Pre-manufactured Houses (ÁJ)

Contact EB: Eyjólfur Bjarnason, Civil Engineer
Direct (354) 591 0118, mobile (354) 824 6118, Email eyjolfur@si.is
Contact ÁJ: Árni Jóhannsson, Economist
Direct (354) 591 0119, mobile (354) 824 6119, Email arni@si.is

Energy Intensive Industry

Contact BG: Bjarni Már Gylfason, Economist
Direct (354) 591 0120, mobile (354) 824 6120, Email bjarni@si.is

Food Industry

- Company-Group in the Food Industry
- Federation of Icelandic Bakeries

Contact RH: Ragnheiður Héðinsdóttir, M.Sc. Food Scientist
Direct (354) 591 0117, mobile (354) 824 6117, Email ragnheidur@si.is



Furnishing Industry

- Association of Certificated Master Craftsmen in Upholstery
- The Association of Icelandic Furniture Producers

Contact AJ: Arni Jóhannsson, Economist

Direct (354) 591 0119, mobile (354) 824 6119, Email arni@si.is

Health Technology Industry

- Company-Group in the Health Technology Industry (DL)
- Pharmaceuticals Industry (JSV)

Contact DL: Davíð Lúðvíksson, Director - Sectorgroups, service and development

Direct (354) 591 0114, mobile (354) 824 6114, Email david@si.is

Contact JSV: Jón Steindór Valdimarsson, Deputy Managing Director

Direct (354) 591 0122, mobile (354) 824 6122, Email jon@si.is

Information Technology Industry

- Federation of IT Companies

Contact GÁ: Guðmundur Ásmundsson, Industrial and System Engineer

Direct (354) 591 0115, mobile (354) 824 6115, Email gudmundur@si.is

Metal Industry

- Company-Group in the Metal Industry
- Association of Sheet Metal Companies
- Federation of Companies in the Metal and Shipbuilding Industry

Contact ISV: Ingólfur Sverrisson, Manager

Direct (354) 591 0112, mobile (354) 824 6112, Email ingolfur@si.is

***"Representing Icelandic industry
to government, media and the public"***

A powerful organization

Plastic Industry

Contact FH: Ferdinand Hansen, Project Manager
Direct (354) 591 0127, mobile (354) 824 6127, Email ferdinand@si.is

Printing Industry

■ Company-Group in the Printing Industry
Contact HDN: Haraldur Dean Nelson, Director of Information
Direct (354) 591 0116, mobile (354) 824 6116, Email nelson@si.is

Service Industry

- Company-Group in the Service Industry
- Association of Icelandic Hairdressers
- Association of Professional Photographers in Iceland
- Association of Tailors and Dressmakers
- Association of Hairdressers in Eastern Iceland
- Association of Hairdressers in Northern Iceland
- Dental Technicians' Association Iceland
- The Icelandic Estheticians' Association
- The Icelandic Goldsmiths' Association
- The Icelandic Watchmakers' Association

Contact SBH: Sigurður B. Halldórsson, lawyer
Direct (354) 591 0125, mobile (354) 824 6125, Email sigurdur@si.is

Various Industry

- Association of Seed Companies (DL)
- Company-Group in the Feed Industry (RH)
- Company-Group in the Recycling Industry (BS)
- Company-Group in the Rubber Industry (BS)
- Icelandic Bio-industries Association (JSV, BS)

See initials to find contacts that are listed in previous sectors.

A few good reasons



... for joining the Federation of Icelandic Industries

Unified we are strong. The voice of industry is heard when we speak with one voice.

We represent industry in Iceland. We are listened to.

A strong organization influences the business environment of your company.

We recognize your needs and you have easy access to specialized services in a number of areas.

We give information and advice to our members.

With us you have access to collaboration with other industrial companies in order to enhance your own business.

We look after your interests in case you are unfairly treated.



Federation of
Icelandic Industries

A pillar of strength in a changing environment

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