

considering opportunities in the region.

"We are actively considering opportunities in Indonesia, the Philippines as well as in Vietnam and among the few remaining countries with low numbers of phone subscribers," says Arve. However according to Arve, it is not easy to emerge these markets.

"It's not like setting up an ordinary groceries store you can just set it up and start selling. There are specific rules to join a company in each country so to get the position in the market is not an easy task," he continues.

New HQ in Bangkok

One year ago Telenor has moved its Regional Head Quarter from Singapore to Bangkok. About five employees and their families were transfer to Bangkok as a new centre for Telenor in Asia.

"It was an expansion of the company's presence in Asia. The first reason for moving up here is that Bangkok is more of a natural centre comparing footprints to other countries in Asia. It's also the best possible connection in traveling and according to the analysis Bangkok is the best hub for the market we've surveyed."

"Reason number two is that it's a good idea to have the head quarter in a country where we have a substantial operation. We found that Bangkok is very competitive compared to other markets in the region," he says.

Ultimate goal

According to Arve, in general term Telenor is now in a steady track and expects to continue the growth until the end of the year.

"My personal goal is to become the biggest in these three regions which are Mobile Nordic, Mobile in Central and Eastern Europe and Mobile in Asia. We are very optimistic about approaching number one position," says Arve. He continues

"I'm proud of where we are today. We started out in Norway, now expanding to Asia and things are prospering, we get a



lot of recognitions for what we have done for 10 to 15 years. The rewarding part of the job is that this is a long term perspective. We planted a seed and now we're harvesting, it takes a very long time to see a result of all this."

A man of many roles

Arve is living in Bangkok with his wife and his children are back in Norway. When he has free time he likes to go to travel, take his times of from work and just relax. But most of the time he is a busy man, yet he humbles to explain how he has contributed to the company. Beside Telenor he also takes roles in other telecommunication companies and there's no doubt

he is a very busy man. But the most important part is that he's happy with his job.

"What I like most about this job is that we have really transformed the Telenor group to make it more international and now we are the tenth biggest mobile group in the world," he proudly says.