Approaching the Brazilian Subsea Market

Fjell Subsea Products AS

GCE Subsea – Breakfast Seminar
CEO Kristian Karlsen, Bergen 6th June 2017
Purpose of the presentation

Share experiences from approaching the Brazilian market
Fjell Subsea Products AS

Relatively new company (2013) with competitive technology but limited track record

Cost efficiency through modular design and standardization
Our Stepwise Approach

1. Identify opportunities
2. Investments in partners and technology qualification
3. Win and execute projects
Market opportunities in Brazil

Great business opportunities ...

**Growth:**
According to the IEA, by 2021, Brazil will be responsible for the 2\textsuperscript{nd} biggest increase in oil production outside OPEC.

**Local content regulations**
Brazilian companies have access to the market, but lack the experience in applied technology.
Investing in Partners

Engaging the right partners are essential.

Made possible by meeting with a broad range (hundreds) of company representatives globally, over several years.

With support from Innovasjon Norge and GCE Subsea
Our Main Brazilian Partner

With MFX we are bringing together the best from two continents...

• Hoses and Umbilicals
• Long history in the Brazilian market
• Excellent facilities
• High capacity
• Strong finances

Subsea Technology for the Future

- High pressures – Deep water
- Cost efficient
- Reliable

• Broad range of Couplers, Plates and Ball Valves
• Qualified to meet the highest standards (NCS)
• Excellent engineering and design capabilities
MFX

Strong personal relations developed with key personnel in MFX

• Together we deliver complete systems – combining our core technologies
• Increased local content - Engineering, Machining, Assembly and Testing - to over 70%
• Fit for purpose facilities (in Salvador) and a long track record in the Brazilian market

Production Facilities in Brazil
The Cathalyzator

Brasca has played an important role as facilitator ...

Márcio R. De Alencar, M.Sci., M.B.A.
Shell Brazil - R&D Agreement

Shell has become a significant player in Brazil

"Brazil will be one of the top 3 countries for Shell and, from a E&P point of view, it will probably be the most valuable country in our portfolio"

Ben Van Beurden, CEO
Qualification Project - Technical Scope

Steel HFL to be qualified for the Brazilian (and global) market
Project Execution

Key Success Factors...

• Be present
• Use a professional logistics partner with local partners
• Communicate, communicate, communicate
Thank you for your attention!