

# Webinar: *Middle East Market Update & Export Program*

June 3<sup>rd</sup> 2020

# Agenda:

- Introduction & organizer
  - GCE Ocean Technology, Kai Stoltz
- Middle East
  - Covid-19 update, Innovation Norway Dubai, Espen Teksum
  - Energy Market update, Nasrollah Gharesifard, Norwep Middle East
  - Export program Middle East , Innovation Norway Agder, Ivar-Jo Theien
- Business Development in Middle East
  - Success criteria
  - Agent & In Country value strategy
- Export experience from Middle East
  - Export story in Middle East, Interwell, Managing Director Geir Olav Egge
- Summary
  - Innovation Norway Agder, Ivar-Jo Theien



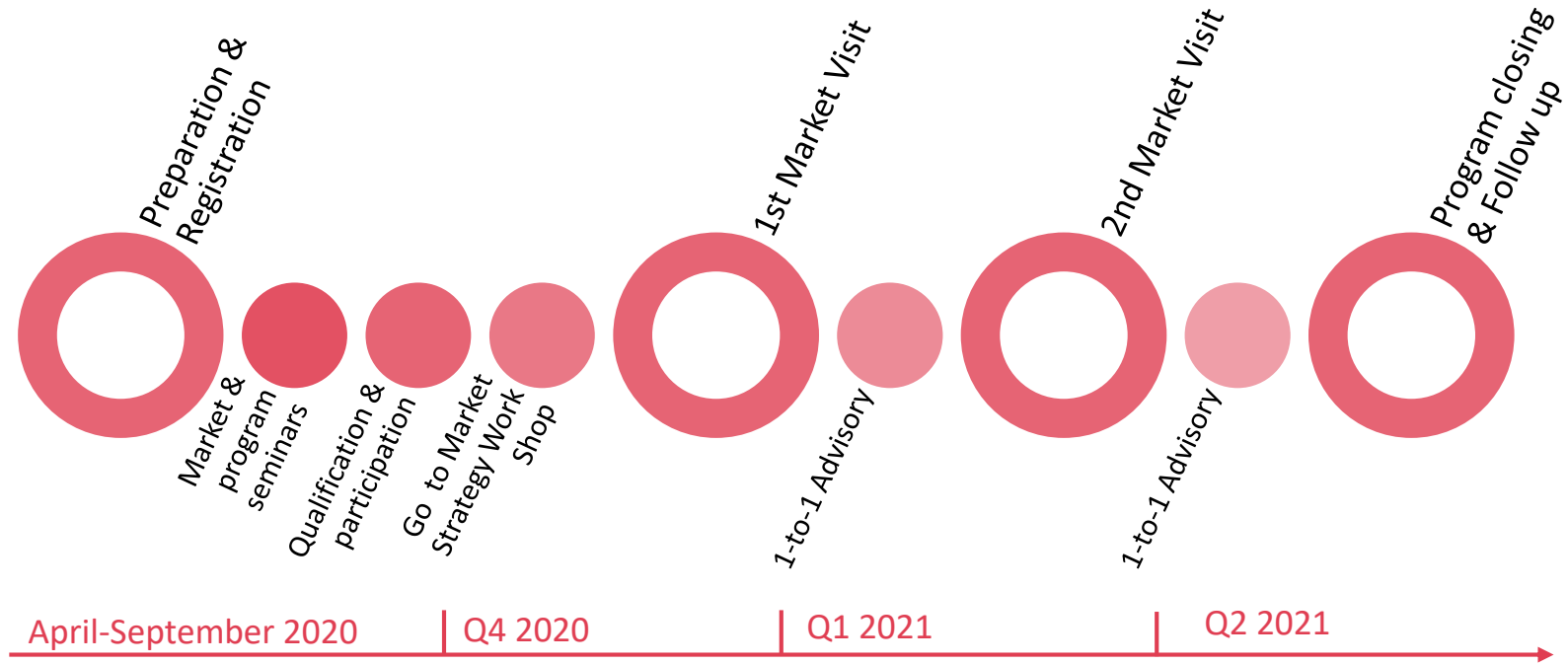
# Middle East

- Covid-19 update
- Energy Market Update
- Export programme

# Global Growth EnergyTechnology & TechTransfer Middle East

- Program ambition
- Program structure & Activities
- Participation criterias
- «What you get»

# Program structure

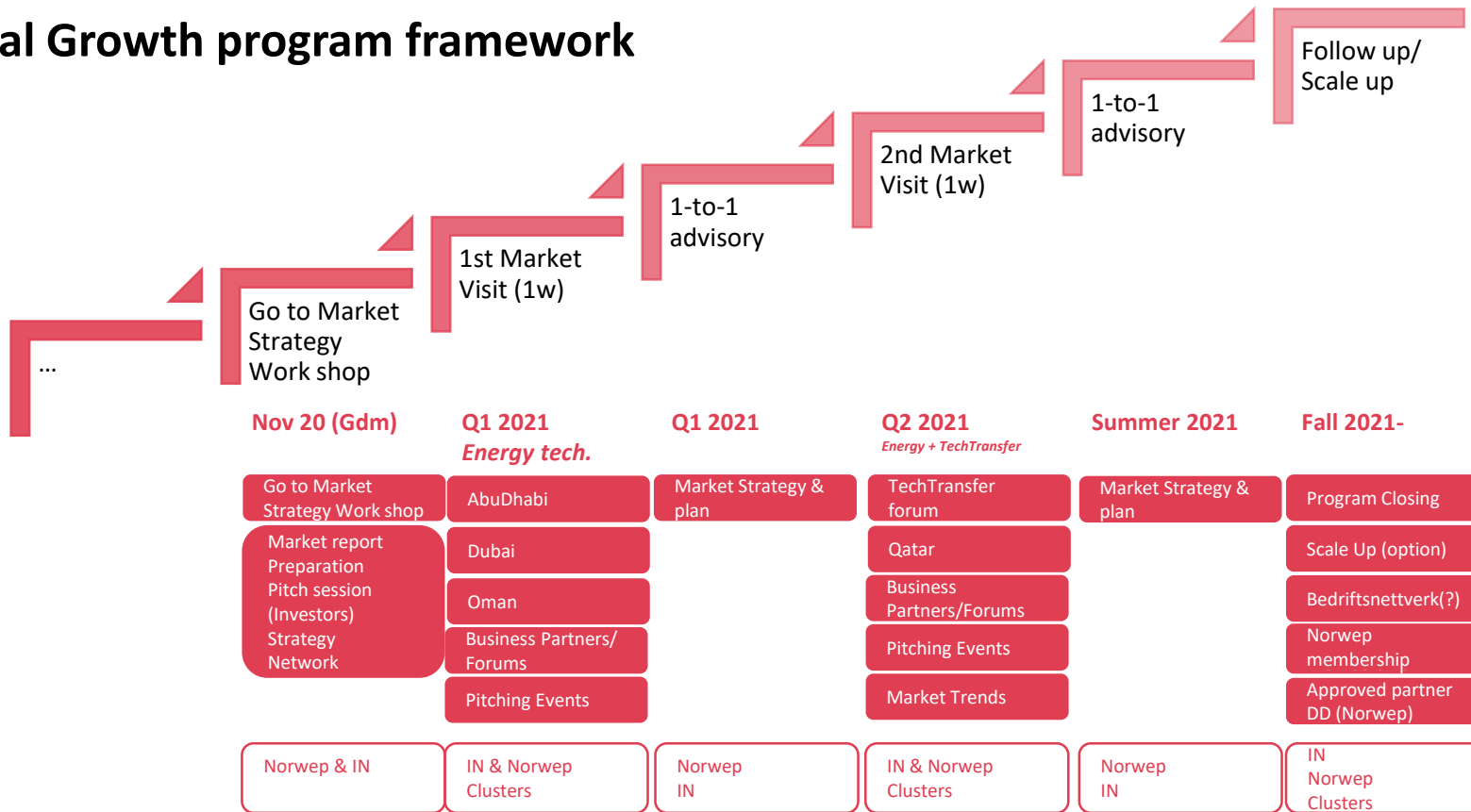


## Program Ambition

Take advantage of the position Norwegian energy technology providers have in 2020 to:

- *Engage in business opportunities in the growing Oil&Gas industry in Middle East (short term)*
- &
- *Position promising Norwegian expertise for emerging tech transfer business opportunities (long term)*

# Global Growth program framework



## Attendance criteria's – participating companies

- International strategy & presence
- Niche providers of Energy technology/ solution
  - Offshore
  - Onshore
- Market fit
- IPR
- Scalability & resources
- Business or ambition within Tech transfer options





## «What do you get»

- B2B meetings organized in 4 countries
- Presentations/pitching sessions
- Engage with relevant network(s), expertise & know how
- Be part of a structured program to grow export
- “flying” start on business process & options
- Program participation fee: 30 000 NOK (plus travel & accommodation)



# Business development in Middle East

- Success criterias
- Agent & Incountry value strategy

# Summary

- Questions
- Next steps

# Summary & Next Steps

## Interested in program?

- Questions?
- Register your interest for the program through this link:
  - [global-growth-energy-technology-and-techtransfer--middle-east](#)
- You will receive:
  - Program updates
  - Invitation to seminars
  - Invitation to qualification process

## Activities

- 1-to-1 meetings: Jun-Sept
- Tentative F2F Market & Program seminar in September (w37)
  - Arendal Sept 8<sup>th</sup>
  - Kristiansand Sept 8<sup>th</sup>
  - Oslo Sept 9<sup>th</sup>
  - Bergen Sept 10<sup>th</sup>
  - Stavanger Sept 11<sup>th</sup>
- Registration deadline – Sept 30<sup>th</sup>
- Program start: November 2020

# *Thank you for your participation!*



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