

Webinar: *Middle East Market Update & Export Program*

June 3rd 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



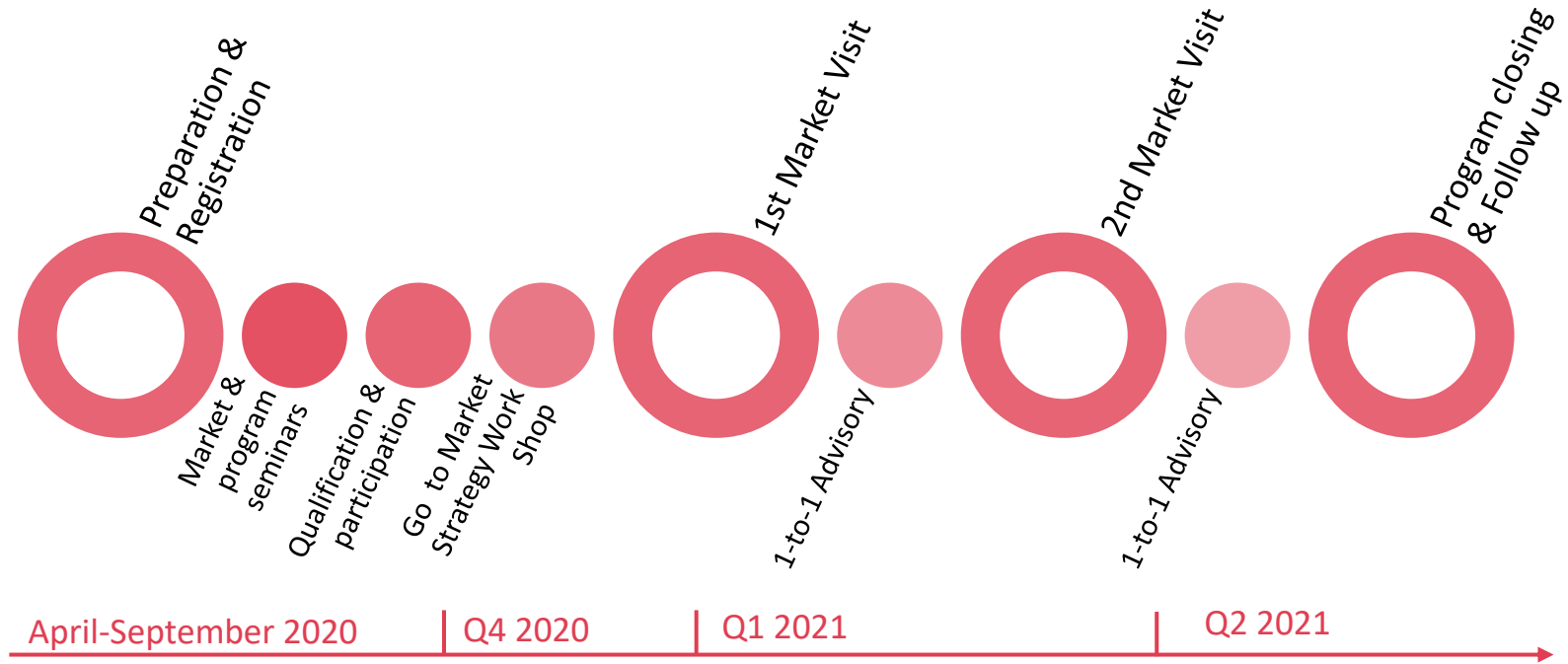
Middle East

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

Global Growth Energy Technology & Tech Transfer Middle East

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

Program structure

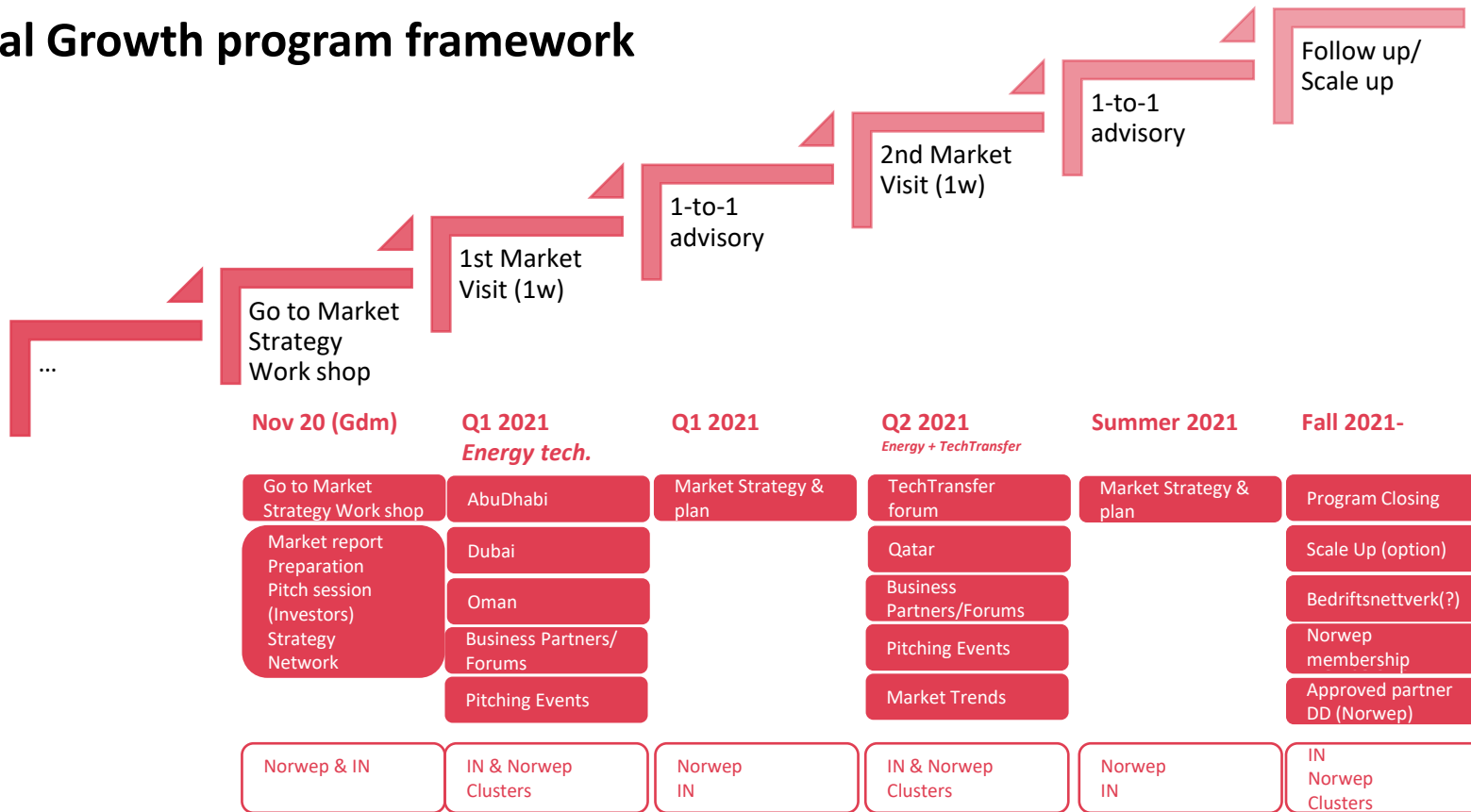


Program Ambition

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

Experiences from the Middle East

- Summary of Interwell's experience operating in the middle east

Middle East experiences (1/2)

- Vast range of opportunities in the region upstream/downstream – and the outlook is positive despite vs. market
- Your product offering need to meet client's value proposition
- It requires adaptive mind set – understand your risk aspect of your business model
- You have to invest in local business culture understanding, its not like being in Norway, not even close!
- Understand how you can contribute towards the different In-Country-Value programs – local drivers
- Start up or expanding on what you have started, you have to invest in the right resource on the ground over time
- And don't fall into the 'trap' of doing entire region at the same time – pick your battles
- Another element to consider, don't do KSA simultaneously with Brazil, Mexico and to include Middle East
- Any effort successes locally requires open and transparent dialog with your stakeholders (HQ and board)

Middle East experiences (2/2)

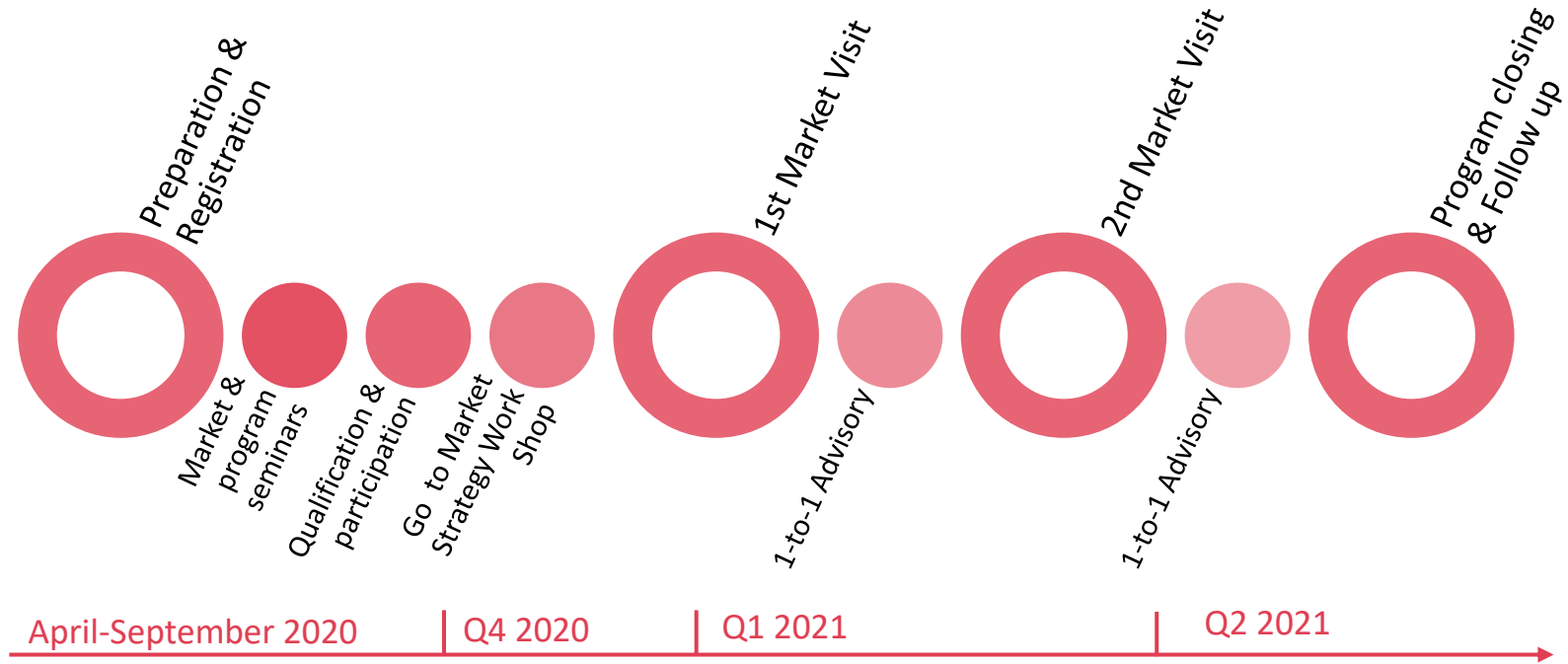
Superior Innovation & Application Success criteria entering MENA

- From experience, limited success trying to build a Middle East market from Norway – out of 1400 2017-2018
- MENA market opportunities tuned to local demand (supporting growing social cost) vs other markets
- Tax regime in constant change (and for the better) – drives transparency and more direct contracts
- Its requires financial "strength" and acceptance by stakeholders to take on MENA – its expensive in first 4-5 years
- Convince your clients that you are HERE TO STAY, otherwise limited investment in "standardize" on your solution
- People & Business Culture – you need to understand the local culture and how the different operators work
- Identify your decision maker and technical ambassador – otherwise you will waist time and money for nothing
- In most countries you have to work from technical to contract & management to contract to tie in the continuity
- Understand your competitive landscape

Summary

- Questions
- Next steps

Program structure



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 8th
 - Kristiansand Sept 8th
 - Oslo Sept 9th
 - Bergen Sept 10th
 - Stavanger Sept 11th
- Registration deadline – End September
- Program start: November 2020

Thank you for your participation!



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