

Fagdag eksport 21. Mars 2023

Hvordan orienterer man seg internasjonalt

Håkon Skretting, Direktør
Canada, USA, Mexico
Guyana og Suriname





Norwegian Energy Partners (NORWEP)

NORWEP is a foundation founded and funded by the Norwegian Government and the Norwegian Energy Industries with the mission to support the internationalization of the Norwegian industries.

Founders are:

- Ministry of Petroleum and Energy
- Ministry of Foreign Affairs
- Ministry of Trade, Industry and Fisheries
- Offshore Norway
- The Norwegian Shipowners Association
- The Federation of Norwegian Industries
- Energy Norway
- Equinor
- Statkraft
- The Norwegian Confederation of Trade Unions



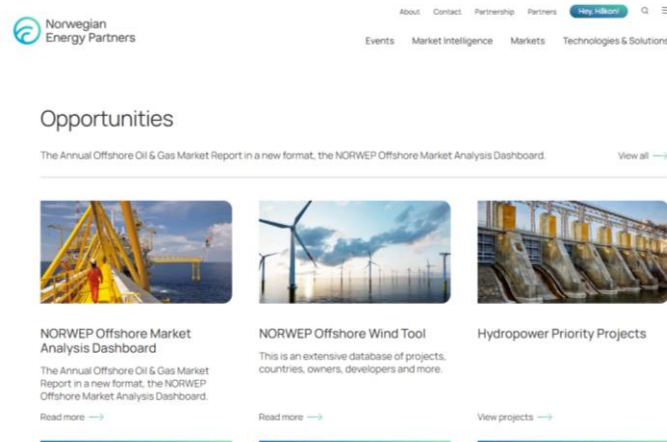
Combining Norwegian competence with international energy needs





What do we offer:

- Market intelligence
- Advisory services
- Workshops with clients
- Network arenas
- Market webinars
- Promotion of technologies and solutions
- Project for Lower emission oil and gas production



Lower emissions

Technologies and solutions that contribute to the global decarbonisation of the oil and gas sector

[Find technology and solutions →](#)





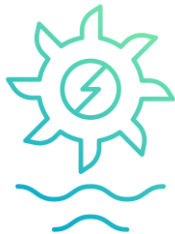
Technologies & Solutions

Making Norwegian competence, experience and technology available. Search and find world class innovative Norwegian technology and solutions for our future energy needs. Find your perfect energy match from more than 1000 unique value propositions.

[Technologies & Solutions - Norwep](#)



Energy systems



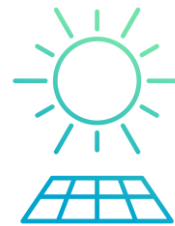
Hydropower



Hydrogen



Oil & gas



Solar power



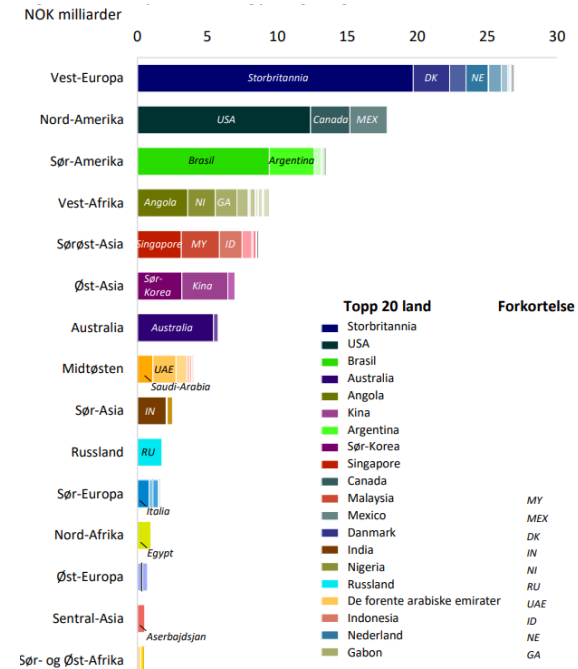
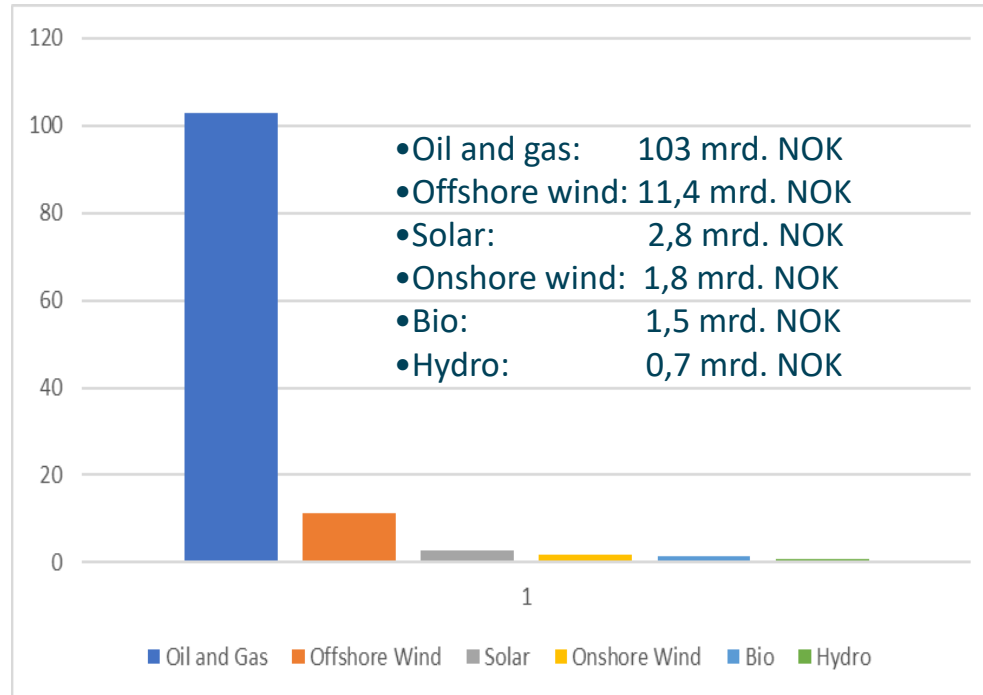
Windpower



CCS



Export of energy related technology and services



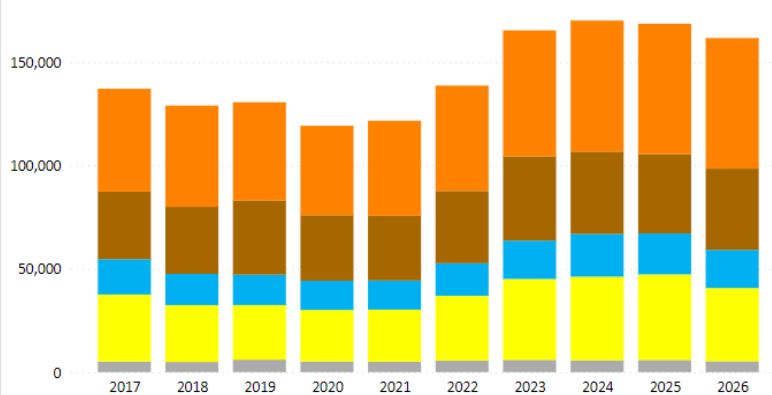


NORWEP focused offshore market

Offshore market by category

USD million

● Reservoir and Seismic ● EPC and Topsides Equipment ● Subsea ● Well ● Operations



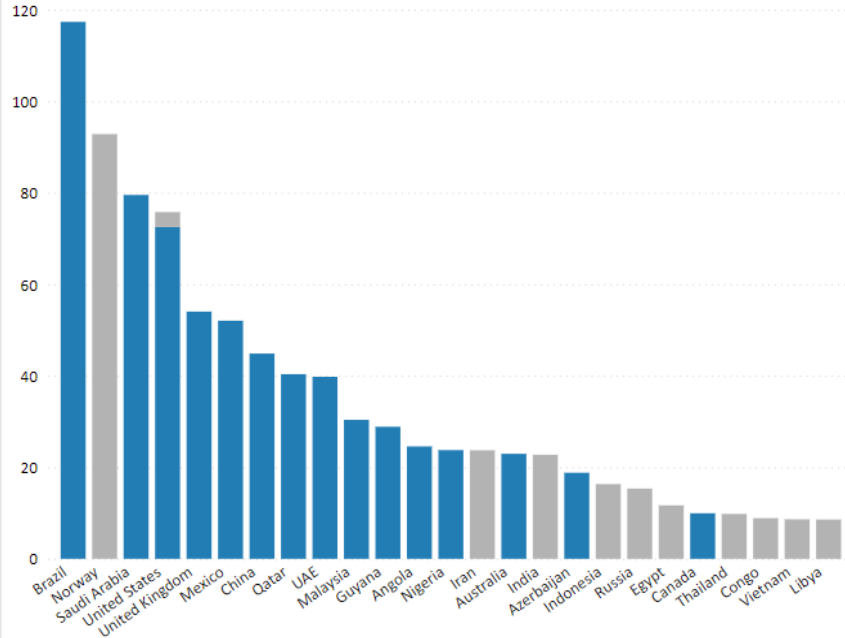
* Excluding internal expenditure. For the US, only Gulf of Mexico are included.

Category	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
R&S	5,101	4,897	6,023	5,165	5,014	5,562	5,926	5,732	5,870	5,260
EPC & Topsides Eq.	32,471	27,566	26,463	24,920	25,236	31,408	39,186	40,504	41,455	35,459
Subsea	17,091	15,096	14,664	14,117	14,060	15,751	18,576	20,662	19,834	18,457
Well	32,759	32,490	35,940	31,767	31,361	34,997	40,780	39,881	38,376	39,346
Operations	49,772	48,981	47,560	43,314	46,047	51,012	60,972	63,420	63,127	63,211
Total	137,194	129,030	130,650	119,282	121,718	138,729	165,439	170,198	168,662	161,733

Offshore E&P expenditure 2023-2026 by NORWEP market prioritization

USD billion (Top 25 offshore markets)

● NORWEP Markets ● Other Markets

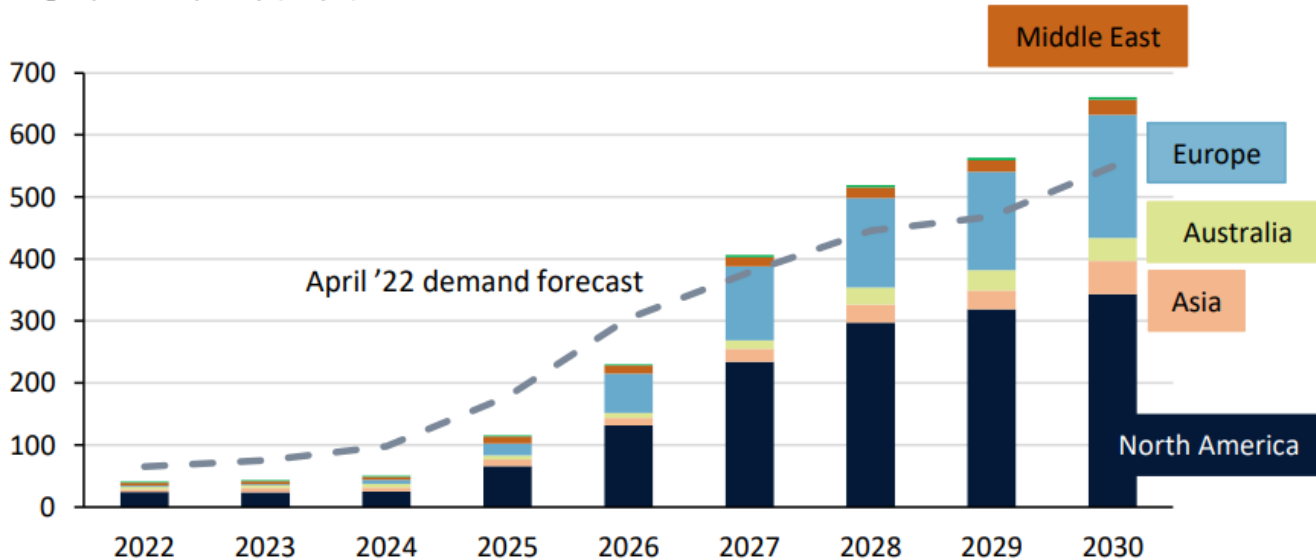




CCUS – a lot of wells to be drilled

Capture demand outlook*

CO₂ capture capacity (Mtpa)



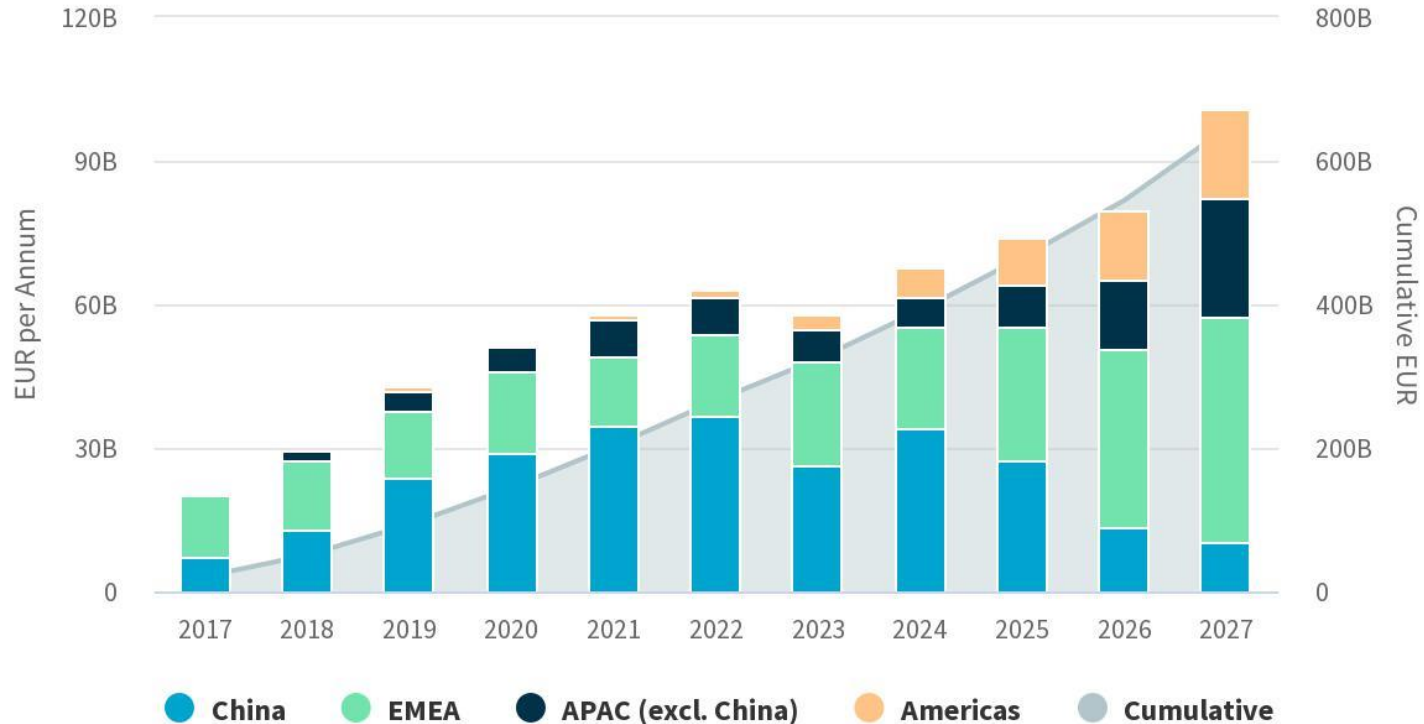
*Based on announced commercial projects

Source: Rystad Energy research and analysis, CCUS Market dashboard



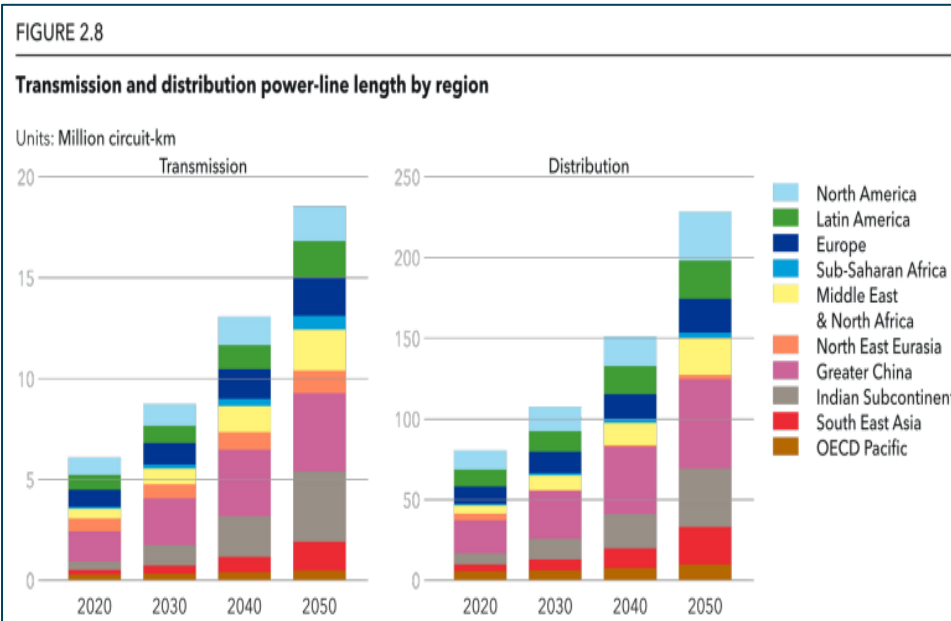
Global Market Forecast (TotEx)

Chart showing cumulative and annual total expenditure, in euros, over the filtered forecast period, broken down into region (EMEA, China, APAC (excl. China), Americas).





Global transmission and distribution line growth



Comments:

- World transmission lines will increase from just over 6 million circuit-kilometres in 2020 to almost 18.5 million by 2050
- The fastest progress will occur in regions with relatively weaker infrastructure:
 - the Indian Subcontinent,
 - Sub-Saharan Africa, and
 - South-East Asia
- In terms of volume, the Indian Subcontinent and Greater China will be the regions with the longest new lines, with 40% of all new transmission lines installed in these two regions



Important to think through

Who are you?

- Engineering company
- Main contactor
- Packages supplier
- Product supplier
- Consultant

Who is your client?

- Operator /end user?
- Engineering companies
- Main contactors/shipyards etc
- Packages suppliers

Some questions:

- Do you want to climb the ladder? - If yes, how?
- Following you Norwegian clients international /vs. sell international
- Are you delivering to projects / vs. build up services in different countries



Always remember

- Most of your potential international clients don't care if you are based in Stavanger or Bergen orand not even the history of your company
- Always focus on value for the client – What makes you different?
 - Think client as a company, but also as a person
- Some references – but don't always expect that your potential client knows the difference between Ekofisk and Heidrun
- How to deliver and how to service your client where he/she is?
- Don't underestimate the value of building relationships



Strategic choices – based on who you are

- Do you need to be local or can you just deliver from you home office/workshop
- Do you need a local partner
 - Agent
 - Workshop
- Do you need to establish yourself in each market
- Can you get
 - financial support?
 - market support?



Local Energy Advisors



Angola
Sergio Ferreira



Argentina
Sven Engevik



Australia &
Indonesia
Tore Moe



Brazil
Adhemar Freire



Brazil
Orlando Ribeiro



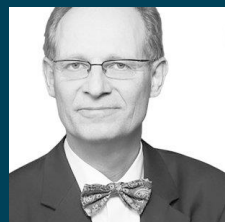
China
Jian Guo



France
Charles Smadja



Germany
Cornelius Drücker



Germany
Ulrich Büniger



India
Azam Ali Khan



South Korea
Jae Keun Ha



Malaysia
Joe Koh



Mexico
Sven Feldhaus



Local Energy Advisors



Middle East minus
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Nasrollah Gharesifard



Saudi-Arabia
Mohamed Daoudi



Singapore
Eirik Ellingsen



The Netherlands
Jos Leo



Poland
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