



Garza Tello & Asociados

ABOGADOS • ATTORNEYS

SEMINAR MEXICO: A CHANGING MARKET WITH NEW OPPORTUNITIES

March 29th 2017 Oslo, 09:00-12:00 hrs
Mexican Embassy in Oslo, Frøyas gate 9. 0244

March 30th 2017 Stavanger, 09:00-12:00 hrs
"Hos Ingrid", Måltidets Hus, Richard Johnsens gate 4, 4021

Mexico has diversified its commercial and industrial policies. Greater emphasis has been placed on liberalization, openness, and increasing the role of the private sector in the economy.

Between 2012 and 2014, an extraordinary set of structural reforms were approved by the Mexican Congress. These reforms were founded on a strong political consensus regarding the need for change and thus generating new opportunities.

This seminar will focus on the Energy Reform and seizing the opportunities in the Mexican Energy Business -offshore and onshore. The seminar is aimed to increase awareness and obtain a legal understanding of how to do business in Mexico.

OBJECTIVE OF THE SEMINAR

The initiative hopes to contribute to a faster realization of Norwegian company's ambitions in Mexico. The seminar focuses on understanding the potential risks and to shorten time towards achieving commercial results. Participating companies will spend time listening to brief & high value key topic presentations and related Q&A.

Key topics will be around the 4P's of understanding the local Mexican market.

SEMINAR FOCUS AND THE 4P'S OF UNDERSTANDING THE LOCAL MARKET

- P-PEMEX and the newly privatized company and for years to come the most important player in the Energy market.
- P-PRESENCE and why Fly-in Marketing would not work for most companies.
- P-PARTNER and ways and areas of importance to be successful doing business in Mexico.
- P-PATIENCE and in depth understanding of how Mexican business culture is different from ex. Norway, U.S. & Brazil.

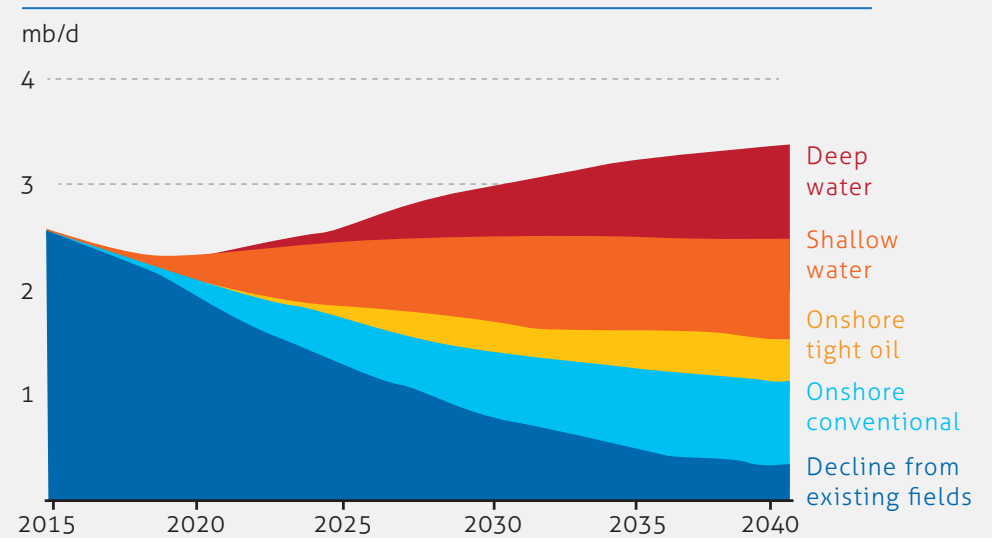
WHY PARTICIPATE

- Position yourself as fast follower post Mexican deep-water awards.
- You have technology products or services for this Business segment.
- You're looking for Partners within the Mexican Energy industry.
- You want to capitalize on opportunities in the Mexican Energy market.
- You're looking for sourcing/local production, and/or searching for potential partners/agents in Mexico.

Enjoy great networking & Mexican food.

PARTICIPATION FEE; Complimentary.

Figure 2.13 Oil production in Mexico in the New Policies Scenario, 2015-2040



Mexico's oil output gets back on a rising path in the New Policies Scenario, but it takes time for new projects to offset declines.

Source IEA

SPEAKERS AND PROGRAM

TIME	EVENT
8:30-9:00	Registration and Coffee
9:00	Welcome and Introduction Enrique Garza Managing Partner GT&A
9:05	Opening Remarks "Mexico, trade and investment opportunities" Amb: Luis Javier Campuzano Embassy of Mexico in Norway
9:25	Mexico's Energy Reform-What you need to Know Amada Bracho Senior Associate, GT&A
9:50	Legal Perspective and Challenges in the Energy Business Enrique Garza Managing Partner, GT&A
10:20	Market update and Business Opportunities in Mexico Håkon Skretting Director, Norwegian Energy Partners Sergio Rivas Country Manager, Norwegian Energy Partners, Mexico
10:50	Coffee Break
11:05	IN Market Entry Services in Mexico. Asbjørn Flo, Director, Innovation Norway Houston
11:20	Panel: Experiences from the Mexican Market Statoil BW Offshore [TBC] Oiltech Solutions Moderator: Amada Bracho Senior Associate GT&A
11:50	Closing Remarks Enrique Garza Garza Tello & Asociados
12:00	Networking and Mexican Food



INTERESTED? Please RSVP by March 15th 2017.

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Contact: Tel: +47 911 644 65

Register: <https://garzatello.typeform.com/to/wHXetK>

This Seminar will be undertaken in close cooperation with and participation of:

