

SEMINAR MEXICO: A CHANGING MARKET WITH NEW OPPORTUNITIES



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March 28th 2017 09:00-12:00 hrs
Dyreparken Hotell, Dyreparkveien 2, 4609

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.

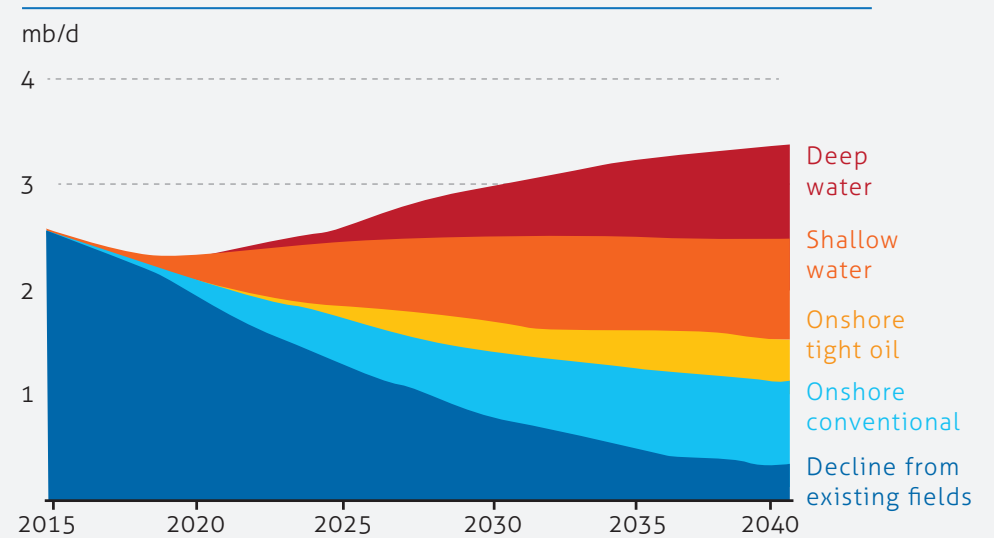
WHY PARTICIPATE

- 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

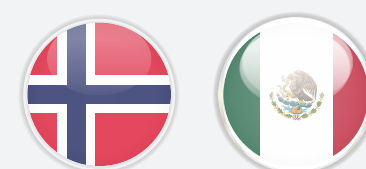


Mexico's oil output gets back on a rising path in the New Policies Scenario, but it takes time for new projects to offset declines.

Source IEA

SPEAKERS AND PROGRAM

TIME	EVENT
8:30-9:00	Registration and Coffee
9:00	Welcome and Introduction
9:10	Opening Remarks Mexico, Trade and Investment Opportunities Amb. Luis Javier Campuzano Embassy of Mexico in Norway (Via Skype)
9:30	Mexico's Energy Reform-What You Need to Know. Legal Perspective and Challenges. Enrique Garza Managing Partner, Garza Tello & Asociados
10:20	Coffee Break
10:40	Market Update and Business Opportunities in Mexico Asbjørn Flo Director, Innovation Norway Houston
11:00	Experiences from the Mexican Market Statoil [TBC]
11:25	Norsafe
11:45	IN Market Entry Services in Mexico. Asbjørn Flo Director, Innovation Norway Houston
12:15	Closing Remarks
12:30	Networking and Mexican Food



INTERESTED? Please RSVP by March 23th 2017.

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

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

