



March 20th 2017 – v4

Mexico Energy 2017/18 → Oil & Gas – Renewable energy – Water Treatment

Mexico Energy is Innovation Norway’s newest multi-client program for Norwegian companies within the Energy sector seeking to approach the Mexican market.

Sustainability is anchored in the Mexican Constitution and an integral part of all the 9 Reforms incl. Mexico’s COP21 targets. This program will target Mexican Energy Production offshore, onshore, and renewable as well as water treatment. The program is aimed at Mexico City as the main hub.

Objective of the Mexico Energy Program
The Global Growth Program hopes to contribute to a faster realization of a company’s international ambitions in Mexico. The project focuses on reducing risks and to shorten time to achieving commercial results. Participating companies will spend most of the time interacting with potential customers and/or partners.

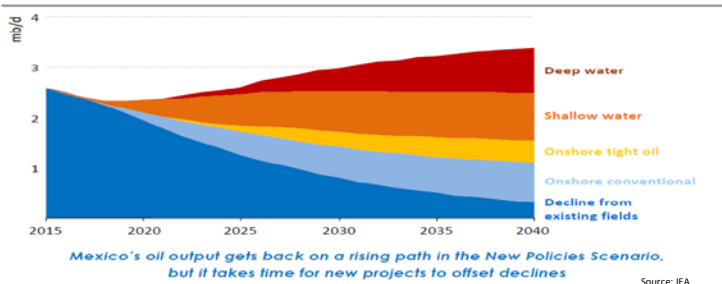
Program Focus

- Strengthen your market insight and test your products or services when meeting with potential clients and partners operating in the Mexican market.
- Prepare, develop and/or finalize elements of your Mexico Go-to-Market strategy to fit local requirements.
- Within the timeframe of the program you should work towards securing R&D contracts, field trials and/or commercial binding agreements/contracts.
- Understand how to set up and do business in Mexico; IPR, contracting, legal structures, and the specific business culture of the country.
- Find the appropriate business model to develop growth in Mexico and get advice on how to best implement it.

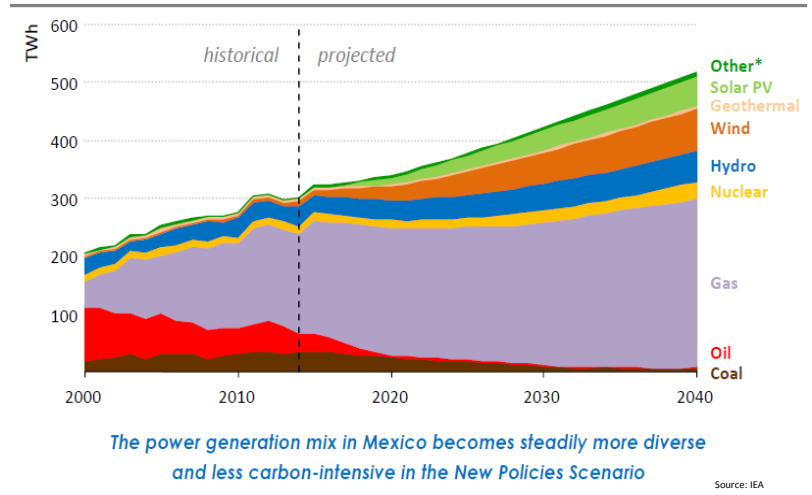
Why Participate

- You need stronger international growth.
- Position yourself as fast follower post deep-water awards.
- You have technology products or services for the business segment.
- You’re looking for Partners within the Mexican Energy industry.
- You want to capitalize on the Mexican Sustainability market.
- You wish to strengthen your international market presence.
- You’re looking for local production or potential partners/agents.
- Position yourself for when Energy/oil & gas investments returns.

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

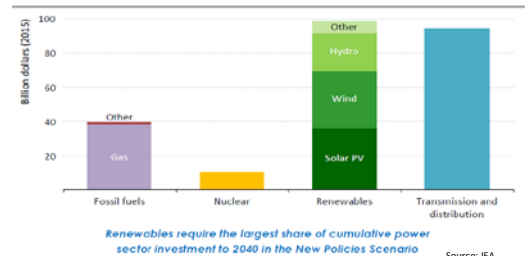


Electricity generation by source in the New Policies Scenario, 2000-2040



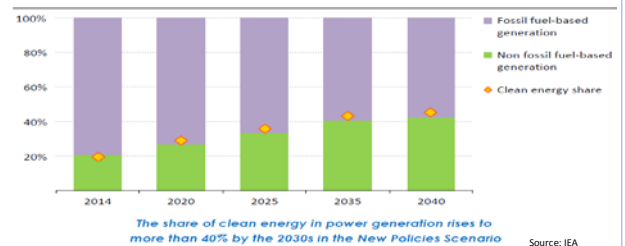
*Other renewables include bioenergy and concentrating solar power.

Cumulative investment to 2040 in power sector in Mexico in the New Policies Scenario



Note: Other in fossil fuels includes oil and coal; other in renewables includes bioenergy, geothermal and concentrating solar power.

Share of clean energy in power generation in Mexico in the New Policies Scenario, 2014-2040



Note: Clean energy includes nuclear, hydropower, other renewables and efficient cogeneration, as defined by Mexico’s Electricity Law.

What you get

- A Mexico Energy market report prepared by an external market research firm.
- Up to ~60* individual hours of advisory services thru certified Innovation Norway Advisors in Norway and/or Abroad.
- A dedicated network with Norwegian case-companies that offer products and services in the sector.
- A 1,5-day seminar in Norway to prepare for upcoming visits to Mexico and to share experiences.
- Three** 1-week visits to Mexico attending several tailor-made business meetings and networking sessions.
- Meet with Mexico based energy producers, operators, service companies as well as government representatives.
- Attend various subject matter expert presentations.
- Exchange of experience and cross company learning throughout the course of the program
- Up to ~40* hours of support from IN/Houston and/or external market advisors to help facilitate business meetings.
- Attend lunch, dinner and business meetings to build a personal network and to agree follow-up activities.

*) Based on individual assessment of each companies needs and the total program hours available. Some will be Bi-lateral agreements and subject to separate payment

**) Visit 3 will be a combination of "company own time" and IN/Houston formal program. Details to be agreed with participants.

Mexico Energy Visits Overview

All visits will include facilitated meetings with a selected group of businesses, operators and service companies that are potential partners for development projects, technical guidance and/or commercial contracts. Normally our Mexican counterparts bring technology personnel, operational personnel and/or management personnel to these meetings to maximize the value for the Global Growth program companies and themselves.

- Visit 1: All companies arrive late August 2017 and attend several seminars covering topics relevant to the program. There will be several tailor-made sessions with potential clients and partners. In addition there will also be a seminar where Norwegian entrepreneurs that successfully have built a Mexican Energy related business share their experiences. Companies may also be linked to a local mentor to help update their business plan and value offering.
- Visit 2: All companies arrive mid-November 2017 to meet, individually or in designated subgroups, with potential clients and partners. This results in meetings with highly relevant players for each company/subgroup in order to make the sessions as effective as possible.
- Visit 3: All companies arrive mid-March 2018 to meet, individually or in designated subgroups, with potential clients and partners. Will be a combination of "company own time" and IN/Houston formal program. Details to be agreed with participants and subject to acceptable funding model.

The below overview illustrates some of the companies that will be included, several of which are already committed and excited to be a partner of the program.



Funding

This program is partly funded by Innovation Norway (IN) to secure the engagement of highly competent specialists and advisors. The IN funding only applies to Norwegian small and medium sized enterprises (SME's). Non SME's/larger companies are welcome to join, but will not be subject to IN funding and hence a fully loaded participation fee will be agreed separately.

Participation Fee (all 3 visits)

Participating SME companies pay 60.000,- NOK, plus accommodation, travel expenses and any exhibition fees.

Interested?

Please contact us for more details.

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The project will be undertaken in close cooperation with Export Credit Norway, The Norwegian Embassy and the local NorwEP representative in Mexico
www.innovationnorway.no