

Entering Other Oil and Gas Services Markets: Readiness Training I



Day One Schedule

Wednesday, December 13th, 2017

Kahanoff Centre, Room 201, 105 –12 Avenue SE, Calgary

8:30 to 9:00 AM	Check-ins , coffee, informal introductions	
9:00 to 9:50 AM	Session 1 (includes Panel 1) <i>Examining Earlier Export Realities, and Facing Our New Ones</i> Mark Salkeld, President, PSAC (Session M-C)	This panel looks at the question, “Can new O&G service providers learn from long-timers in the sector, or has yesterday’s playbook for exporters been too drastically reworked?” Gain a sense of what export of services involved traditionally, then consider how this has changed a great deal recently, particularly in the past three or four years. In group discussion, we will consider what this newer series of changes likely means for businesses who are new to exporting.
10:00 to 10:45 AM	Session 2 (includes Panel 2) <i>Trade Missions---Where Do They Fit?</i> Tim Hazlett, Director, Oil and Gas Services, Oil and Value Chains Unit (Session M-C)	The aim of this session will be to highlight why outbound trade missions are alive and well, numerically even thriving. You will hear how purpose-fit they are for SMEs, but also learn where their limitations lie. Discussion will spell out essential differences between a trade mission and a sales mission, and consider why both need to fit inside a larger company strategy and export capacity plan.
11:00 to 11:50 AM	Session 3 (includes Panel 3) <i>Looking for Help Inside other markets---Agents, Brokers, Intermediaries or Partners?</i> Curtis Evert, President, Canada Global Explorations Forum (Session M-C)	Macro-level market intelligence can be a ground clearer for businesses who are trying to identify one market among many. But, this first step taken, how do you then move to other, on-the-ground sources of local knowledge and access? This session will consider a range of available resources for SMEs, and examine pros and cons for using them. In group discussion, we’ll look how things have changed with regard to IT, supply chain advances, regional trade pacts, etc. We’ll also consider whether, through change, traditional sources for help have been augmented or diminished.
12:00 to 1:30 PM	Lunch <i>Presentation from 12:10 to 1:10 pm</i> <i>Lunchtime moderator: Tim Hazlett</i>	Get introduced, at this working lunch, to newer Government of Alberta export support and de-risking programs. Discussion will highlight how, increasingly, government facilitators are expecting business applicants for funding to adopt due diligence processes, particularly in how they arrive at a target market for export.

		<p>Note: before and after lunch in the adjacent foyer, you can access short video overviews of government and industry resources available to small business exporters. These clips are from “Enter Other Markets” trainings held earlier this year.</p>
<p>1:30 to 2:30 PM</p>	<p>Session 4 <i>Developing an International Strategy Path</i></p> <p>Edy Wong, Associate Dean, International, Alberta School of Business</p>	<p>To review the essentials, Edy Wong (Director, Centre for International Business Studies) will lead participants through two composite case studies, derived from recent interviews with twenty O&G services exporters. He’ll then summarize results of a survey of SMEs export efforts, and present his observations from recent Export Expansion CEO training.</p> <p>Discussion will focus on key takeaways from this morning’s sessions, and on how these should shape next day’s interactive sessions.</p>
<p>2:45 to 4:00 PM</p>	<p>Session 5 <i>A framework for working through the essentials</i></p>	<p>In this final, springboard session, you will answer a preliminary set of questions, to prepare for tomorrow and to enable facilitators to final shape next day’s focus of discussion. By the conclusion of Day 2, you should have the framework for a business entry plan for your own business.</p>

Entering Other Oil and Gas Services Markets: Readiness Training II



Day Two Schedule

Thursday, December 14th, 2017

Kahanoff Centre, Room 201, 105-12 Avenue SE, Calgary

8:30 to 9:00AM	Check-ins , coffee/light breakfast snacks, informal introductions	
9:00 to 10:00 AM	<p>Session 5 <i>The Internationalization Process</i></p> <p>Edy Wong, Director, Centre for International Business Studies</p>	<p>Using the framework provided in advance of this session, work through the “how to’s” together, with the aim of developing a viable market positioning outside of Alberta.</p> <p>Participants ask questions they need to be asking in assessing new markets (e.g. What are the substitutes for your product? Where is your value propositions?). They critically review their own organizational capabilities, and consider <i>how</i> to evaluate them.</p> <p>This first session will also consider leading practices for market selection, assessment and competitive analysis. Participants will learn how to look for evidence, and consider what data they should be accessing</p>
10:20 to 11:55 AM	<p>Session 6 <i>The Internationalization Process, con’d</i></p>	<p>Participants work in smaller working groups, to complete a linked series of cultural, legal, operational, risk and supply chain situated scenarios. By considering entry strategies and tactics systematically and from an internal-to-your-company perspective, you will develop awareness of where pitfalls lie, and are the likeliest steps to take to de-risk a project.</p>
Noon to 1:15 PM	<p>Lunch <i>Presentations go from 12:10 to 1:10 pm</i></p>	<p>Lunchtime speakers will be small business leaders who have used different types of resources or intermediaries, within government or industry. Discussion will focus on how they found out about them, why they approached them, and what was the outcome.</p>
1:30 to 3:00 PM	<p>Session 7 (includes Panel 4) <i>Success Abroad: Keeping the Moving Parts Moving</i></p>	<p>This session will enable participants to review leading practices. Participants’ working groups present their findings to a review panel of sector leaders, with export backgrounds to use as a “reality check” on the responses that get presented.</p>
3:00 to 3:15 PM	Coffee/Health Break	
3:15 to 3:45 PM	<p>Some concluding thoughts: <i>What’s Next?</i></p>	<p>Tell this program’s organizers (PSAC, EDT, and UofA Business) what to do next, to help augment Alberta oil and gas services and technology companies’ international readiness.</p>

3:45 to
5:00 PM

Network Connector

Potential entrants, new exporters, and veterans of international oil and gas plays are all welcomed to this informal mixer! In getting into other markets, you aren't alone, or you don't have to be. Representatives from legal, financial, and management advisory sectors also will be invited, to enable SME owners or leads to find out what further, specialized assistance is available, from professional service firms with out of Province reach.