

# **Canadian Global Exploration Forum (CGEF)**

## **INTERNATIONAL BUSINESS DEVELOPMENT STRATEGY**

**2018 – 2021**

**Approved by CGEF Board of Directors**

**January 11<sup>th</sup>, 2018**



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## EXECUTIVE SUMMARY

The Canadian Global Exploration Forum (CGEF) is the only registered organization that serves and promotes Canadian SME, Junior & Major oil and gas companies internationally. CGEF facilitates cooperation between Canadian international petroleum exploration and production (E&P) companies, and associated services, through the sharing of expertise, technology and international opportunities. CGEF supports its members and grows the oil and gas industry by hosting and participating in events that fuel business development and networking opportunities while promoting best practices. Despite low oil prices and declining domestic capital spending, Canadian oil and gas companies, and their related services, are looking to expand into international markets.

CGEF is driven to develop and maintain relationships that attract key people in foreign National Oil Companies (NOCs) and regulatory agencies to become interested in, and to support, Canadian based E&P companies' ability to compete for opportunities in their host countries. At a recent strategy session, CGEF has decided to broaden the scope of their membership to include equipment and services companies who have an office abroad. This will encompass the complete value chain into the Resource Database, currently being developed.

This is one part of CGEF's new international business development activities being undertaken in a strategic sector, for the benefit of Canadian SMEs in the entire oil and gas sector. New initiatives including attending international trade shows to promote Canadian expertise, and bringing international delegations to Canada to provide market intelligence to Canadian SMEs, Junior & Major companies, will provide increased capacity building of the Canadian industry by identifying opportunities, challenges and introducing available resources such as EDC, TCS and Provincial Government.

CGEF wants to promote Canadian companies in countries identified by the Canadian government TCS as priority markets. Based on areas of CGEF Membership's current areas of interest, focus will be on Brazil, Eastern Europe, Mexico, Argentina, Columbia and Africa for the next three years. In order to accomplish a higher level of recognition, CGEF plans to exhibit in a minimum of three pertinent trade shows during year 1, including those offered in Brazil, Eastern Europe, Mexico and Africa. Professional branding and marketing materials will be developed to promote CGEF and its member companies and the Canadian oil and gas industry when exhibiting at these conferences internationally. Also, CGEF will host the Country Markets presentations and the Clean Tech Pavilion at the Global Petroleum Show (GPS). CGEF plans to host international guests to speak at CGEF's mini conference in Calgary which will focus on 1 country, specifically Brazil during Year 1. During year 3 of the IBD, outgoing missions of member companies to these regions would be supported by CGEF.

Success will be measured by an increase in the number of qualified trade leads, and more visibility of Canadian SMEs for the industry at large. Success will also be determined by an increased number of Canadian firms introduced to targeted foreign markets which ultimately benefits the Canadian economy. A Canadian E&P company taking part in a project in a foreign market could provide contracts to 35 Canadian equipment and services SMEs and lead to revenues of \$100 Million of business in the Canadian supply chain over the life of the project.

This IBD strategy was reviewed and approved by the CGEF Board of Directors at a meeting held on January 11<sup>th</sup>, 2018.