

# **CGEF: INTERNATIONAL BUSINESS DEVELOPMENT STRATEGY**

## **EXECUTIVE SUMMARY**

The Canadian Global Exploration Forum (CGEF) is the only registered organization that serves and promotes Canadian Junior and 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 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 Canadian equipment and service companies who have an office abroad. This will encompass the complete value chain in the Resource Database, currently being developed.

This is part of CGEF's new international business development activities being undertaken in a strategic sector, for the benefit of the entire oil and gas industry. These initiatives will increase capacity building of the Canadian industry by identifying opportunities, challenges and introducing available resources such as EDC, TCS and Provincial Government.

Based on areas of CGEF Membership's current areas of interest, focus will be on Brazil, Eastern Europe, Mexico, Argentina, Africa and the USA 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 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 a one day conference and three days of Country Markets, now re-named Global Markets, presentations at the Global Petroleum Show (GPS). During the second and third years, CGEF plans to host international guests to speak at CGEF's annual conference and at GPS in Calgary. 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 CGEF members with operations in focus countries, an increase in CGEF membership, and Memorandum's of Understanding (MOUs) with other associations as well as increased attendance by foreign delegates and speakers at CGEF conferences. Success will also be determined by an increased number of qualified leads and increased number of Canadian firms introduced to targeted foreign markets which ultimately benefits the Canadian economy.

This IBD strategy was reviewed by the CGEF Board of Directors at a meeting held on December 11, 2018. Revisions were made and the IBD strategy was approved by the CGEF Board of Directors by E-ballot on January 2, 2019.