

# Dinner for the Danish Parliament's Business, Growth and Export Committee - Thursday, 7th of March – 2013

INVENTURE  
MANAGEMENT



**Rio**

## **“Overview of the Brazilian Maritime and Offshore industry 2013-2020”**

- ▶ Jan Lomholdt, Managing Director at M&O Partners Ltda.

## **“How to do business in Brazil”**

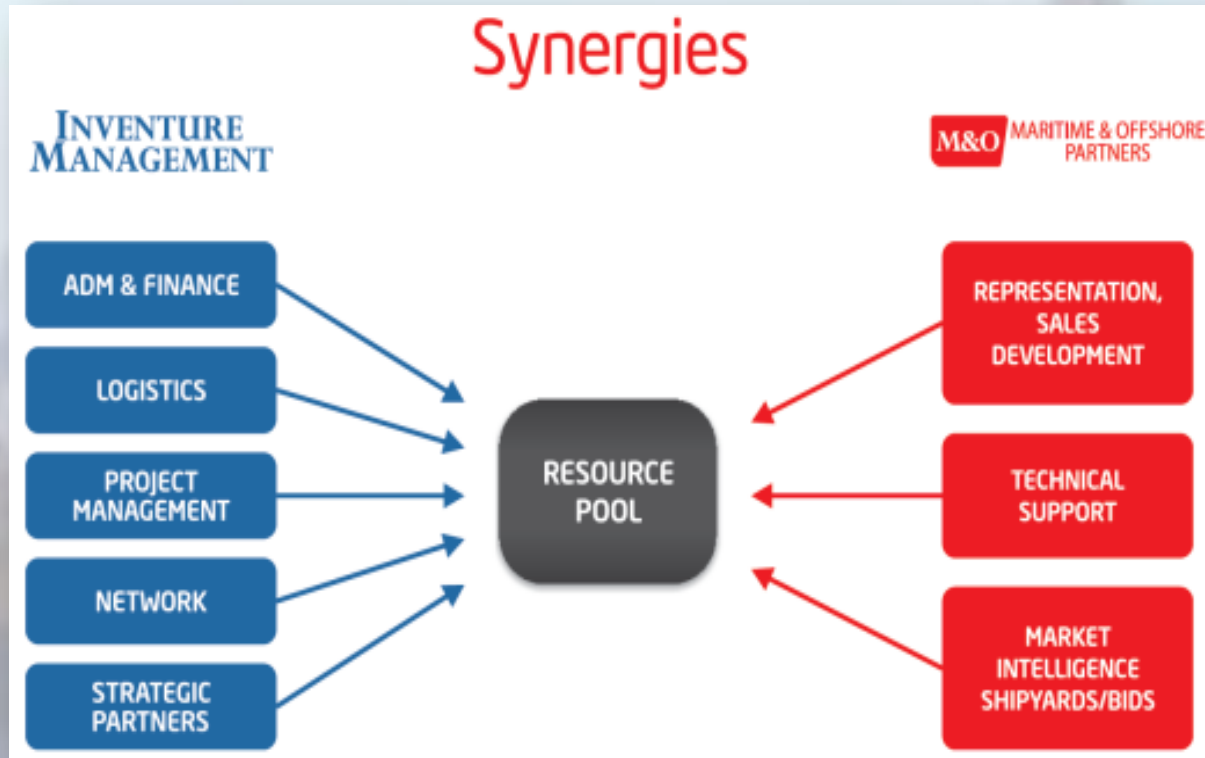
- ▶ Rasmus Saltofte, Genral Manager, Norden Tankers & Bulkers do Brazil Ltda.

## **“The Maritime Opportunity”**

- ▶ Kjeld Aabo, Man Diesel

## **“The daily challenges in a growing marketplace”**

- ▶ Michael Bak, General Manager at Hempel & Danish Honorary Consul

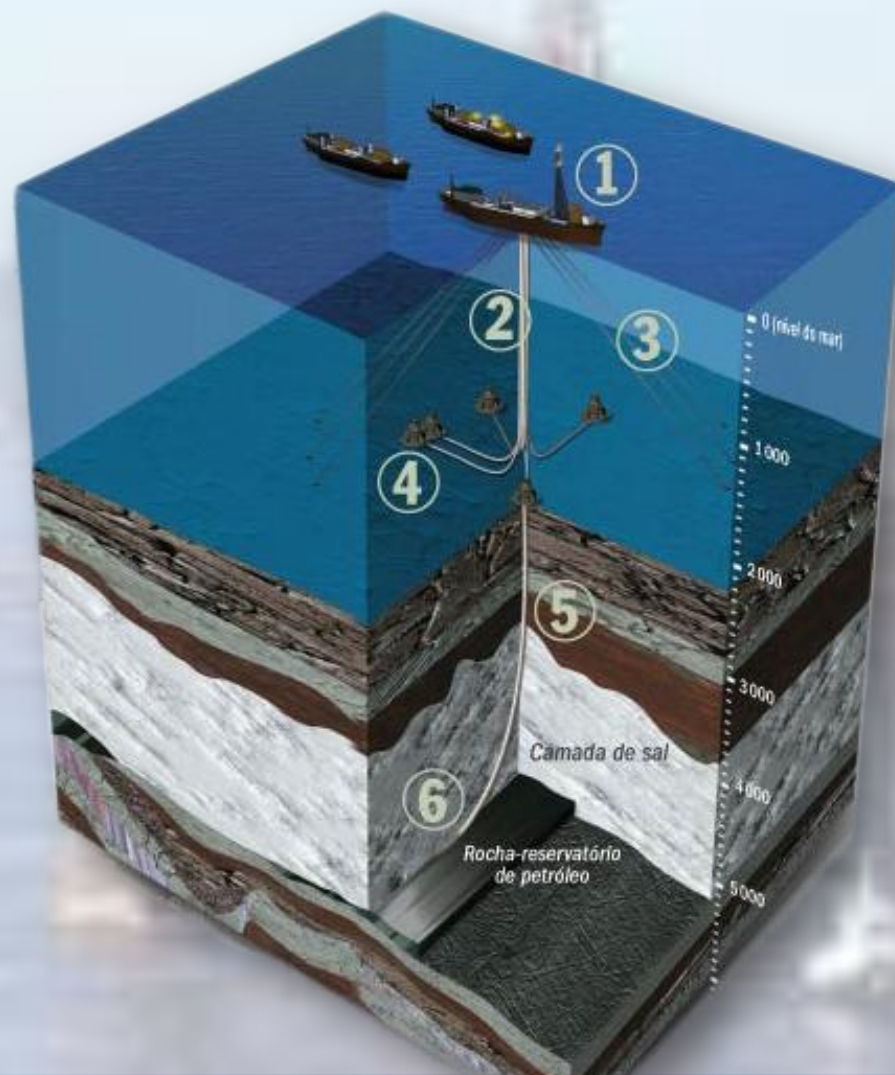




# Opportunities in the Brazilian Oil, Offshore and Maritime Sectors

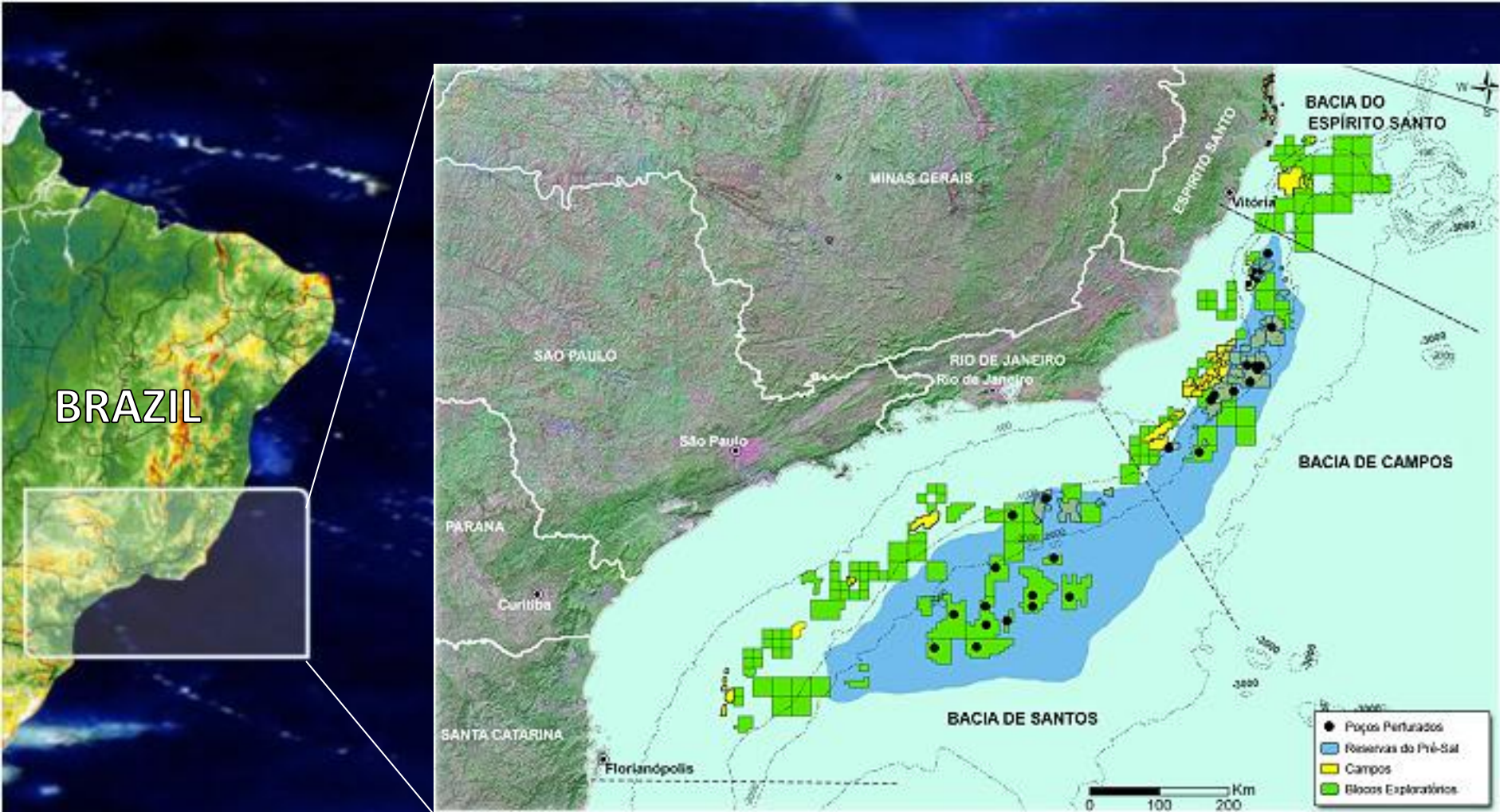
# Pre-Salt Area

Big opportunities for oil  
services sector!



# Pre-Salt Area

Huge discoveries 300 km off the coast of Rio de Janeiro

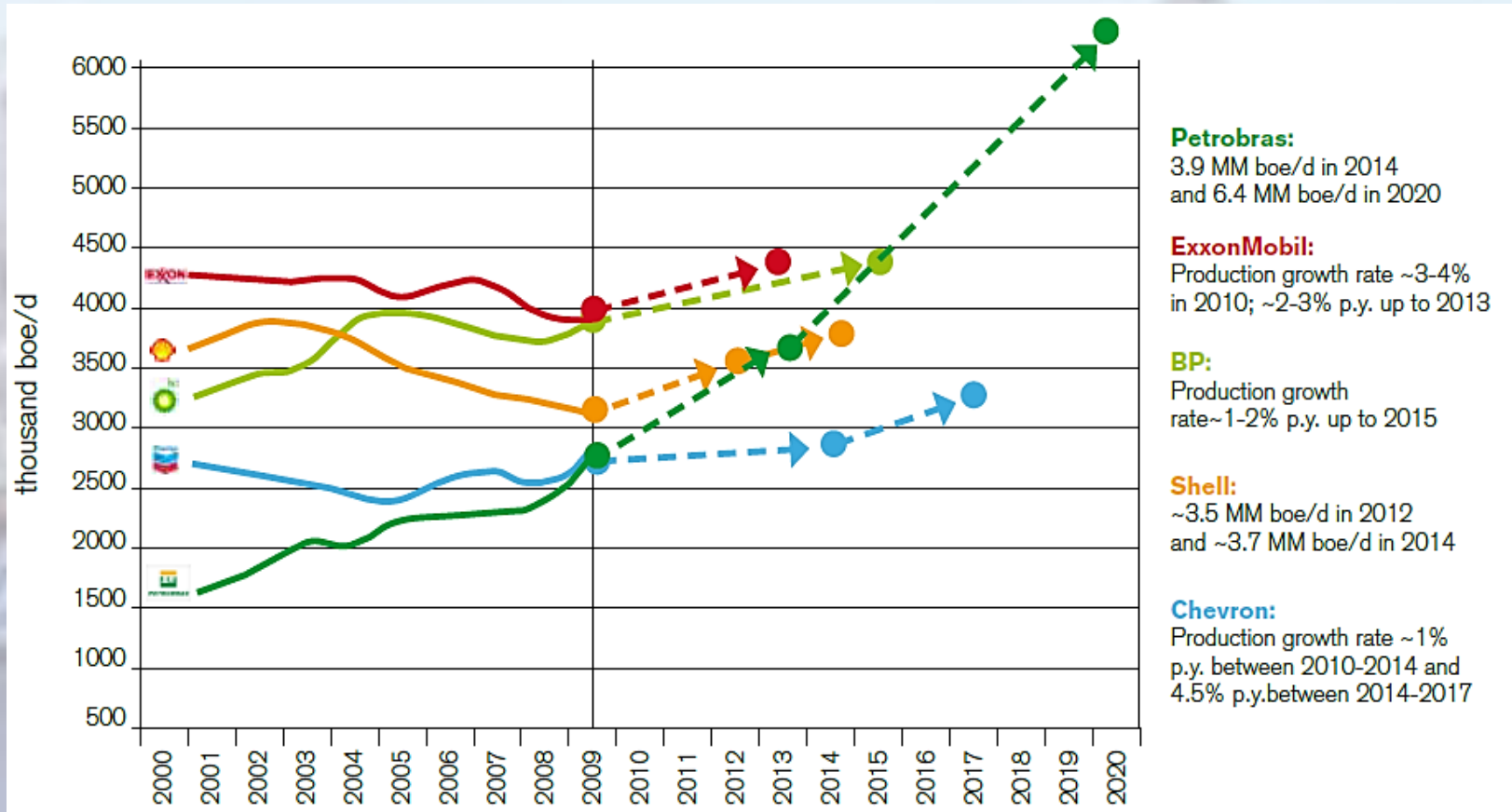




**\$236.5  
bn**

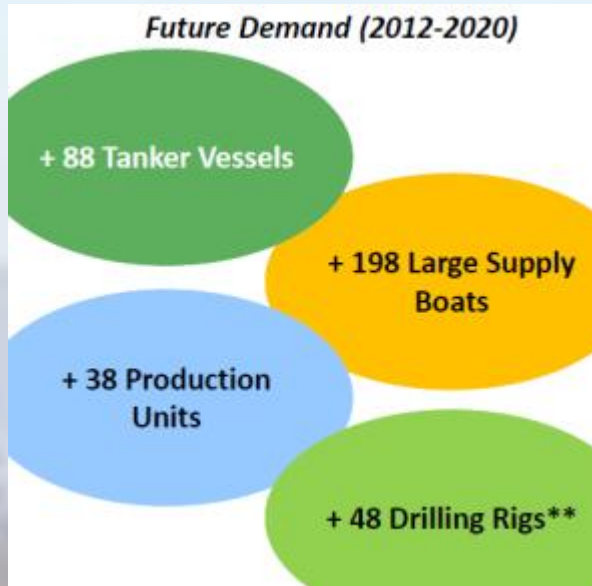
**INVESTMENT PLAN  
2012-2020**

# Petrobras - the World's Fastest Growing Oil Producer





# Petrobras Construction Needs 2013 - 2020



\* AHTS, ORSV, PSV

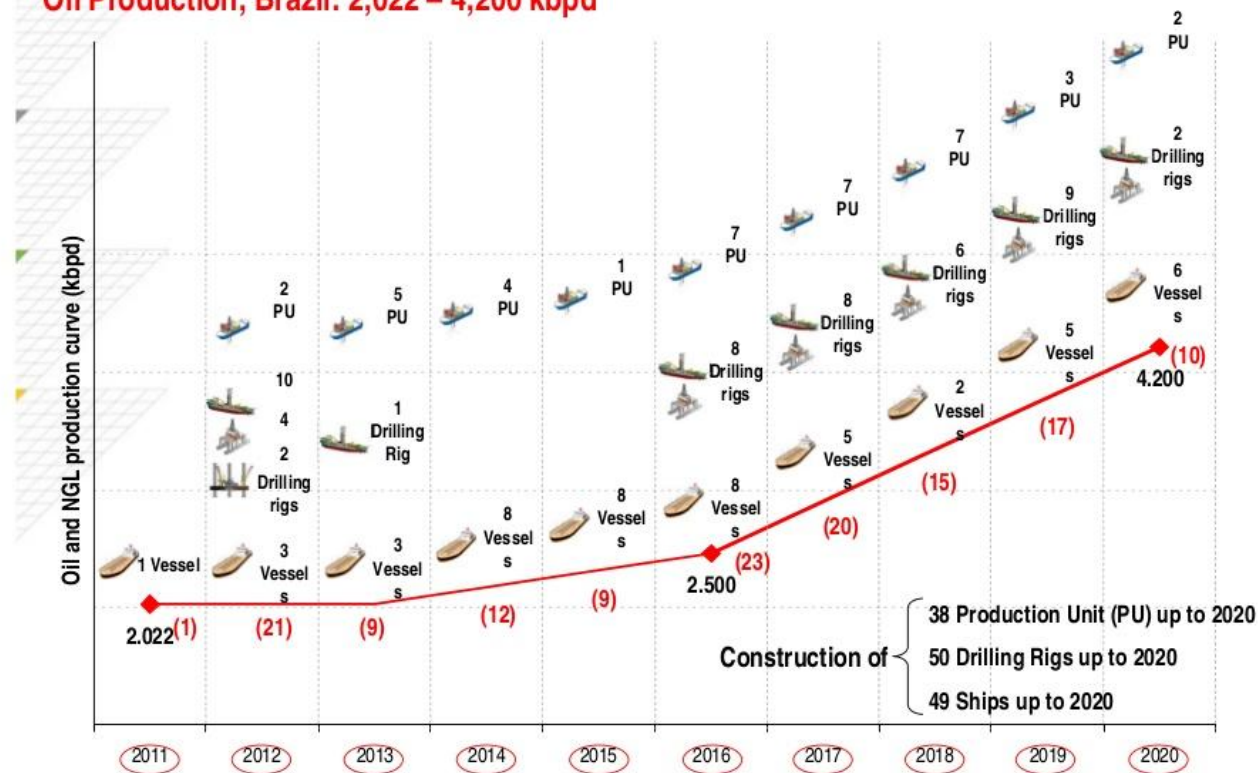
\*\* 33 will be constructed in Brazil





## Construction of 137 Units: Drilling, Production and Vessels

Oil Production, Brazil: 2,022 – 4,200 kbpd








# Brazil 2nd place

## Builder Country

	Development															Production Support		Total or Mobile Offshore	
	Survey	Mobile Offs. Drilling	Construction Vessel/Barge	Lift Boat/ Installation	Accommodation	MSV/DSV/ ROV Support	Dredgers	Mobile Offs. Production	Logistics	AHTS >8,000 bhp		PSV/Supply >3,000 dwt	PSV/Supply <3,000 dwt	Rescue & Salvage	Utility Support	Total all Types	% of Total		
China P.R.	1	41	23	12	8	16	2	7	2	16	87	77	21	7	21	341	29%		
Brazil		29	1			1		11	7	4	2	30	20			105	9%		
South Korea		50	6	1				16	22	3		6				104	9%		
Singapore	2	47	6	1	3	3		8	3	15	4	2		1	2	97	8%		
India	4	5	5			8				14	15	15	14			80	7%		
Norway	3		2			16				11		36	1	2		71	6%		
United States	3	2		1	2	1		1	1	1		43	9		2	66	6%		
Malaysia		1			4	5	2	2		2	6	12	7		8	49	4%		
U.A.E		10		3				1	3		8		5	3	17	50	4%		
Indonesia		2	8			2				6	2	6	2			29	2%		
<i>Total Top 10</i>	13	187	51	18	17	52	4	46	38	72	124	227	79	13	51	992	84%		
Netherlands	1		3				1	1	9		1			2		18	2%		
Japan	2									1	4	12				20	2%		
Spain	2		1			1	1				2	4	2	4		17	1%		
Russia	5	1	3									3		2	1	15	1%		
Vietnam		2	1							1	2	4		1		11	1%		
Germany	3		2	2	2		1									10	1%		
Hong Kong		2									5		2			9	1%		
Poland				1								7				8	1%		
Finland								3				2		1	2	8	1%		
Italy									2	1	1	4				8	1%		
<i>Total 11-20</i>	13	5	10	3		1	3	4	11	3	15	36	4	8	5	124	11%		
Others (16)	4	3	10		7	5	2	1	4	3	4	15			2	60	5%		
<b>Global Total</b>	30	195	71	21	27	58	9	51	53	78	143	278	83	21	58	1,176	100%		

Fonte: Clarksons Research – Offshore Market Presentation – outubro de 2012  
Assinalado em vermelho os líderes por segmento.

A long, curved bridge spanning a large body of water, with mountains visible in the distance. The bridge is a long, straight structure that curves gently across the water. It has two tall, thin towers in the middle, and the water is a deep blue. The sky is also a deep blue, and there are mountains in the background.

Local Content - Challenge or Opportunity?

# What is Local Content and why is it important?

*“Brazil has a determination to maximize value for their own country and population, using the same approach as Norway did in the 70s”*

- Petrobras presentation May '11

# Local Content rules – Derived from imported value

## Example:

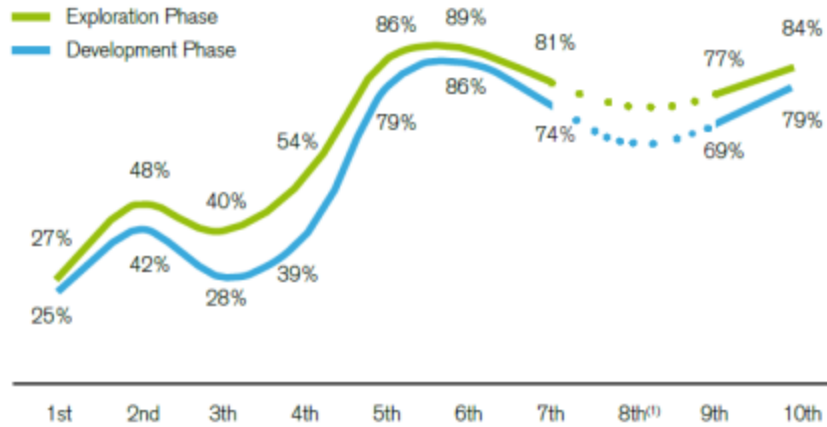
Sales price is R\$ 1 million, value of imported goods is R\$ 200 thousand:

Local content

$$= 1 - \left( \frac{R\$ 200.000}{R\$ 1000.000} \right) * 100 = 80 \%$$



# Local Content - How the System Works



Source: ANP

Note (1): 8th ANP bidding round auction is still under discussion

*Local content development from 1<sup>st</sup> concession round (1999) until today.*

THANK YOU FOR THE ATTENTION!

INVENTURE  
MANAGEMENT



# INVENTURE MANAGEMENT

A Strategic Development Partner  
for Oil, Offshore and Maritime  
Ventures in Brazil

# Thank You for the Attention!

- ▶ **Online guide -  
How to Do Business in Brazil:**  
[www.howtodobusinessinbrazil.com](http://www.howtodobusinessinbrazil.com)
- ▶ **Locations:**  
Rio de Janeiro, Brazil  
Macaé, Brasil  
Bergen, Norway
- ▶ **Contact:**  
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+55 (21) 3239 4850

[www.inventuremanagement.com](http://www.inventuremanagement.com)

▶ Bridging the Gap