



Subsea Expo Wednesday 6th
February 2019



Agenda

- Roemex, Brief Overview.
- Roemex in Norway, Overview.
- Norway Challenges & Opportunities
- Scottish Enterprise
- Scottish Development International.
- Get the best out of the SDI relationship.
- Q&A



Roemex

- Roemex supply specialty oilfield chemicals and support services to the global oil, gas and renewables sector.
- Independent privately owned SME with a 36 year track record in oilfield chemical supply globally from head office in UK.
- Roemex has a global footprint headquartered in Aberdeen, Scotland with regional offices in Malaysia and UAE.
- Singular manufacturing facility & R&D center in Aberdeen. Investment of £350k in 2018.
- Circa 40 employees with a T/O of circa £10M per annum.



Roemex – Norway

- Long term association with Distributor in country (25 years)
 - Good network with older customers. (However, many now retiring or were a victim of the downturn)
 - Sales presence, ability to deal with a Norwegian and invoice in NOK etc.
 - No yard, lab or product handling ability.
 - Ageing team – succession planning key to consistency of the business in the NCS
- Appoint additional distributor in 2018. Drives of which were:
 - Increase local infrastructure. Lab / handling / storage / sales force
 - Leverage existing frame agreements and contracts with NCS operators.
 - Ensure provision for succession planning long term
 - Complimentary business, mutual support
- Hydrotest range is well established.
- Opportunity for growth as NCS market recovers from 2019-2023
- Projected skills shortage



Cultural Similarities.....



Norway Challenges & Opportunities

- Significant opportunity in the next 3 years. Projected shortfall of people, equipment & infrastructure locally will drive the supply chain to look to the UK
- Technology Driven Market, generally more receptive to embracing new technology, especially when commercial, operational or environmental benefits can be realized.
- Relationships are critical. Invest time, build trust, demonstrate integrity.
- Barriers to Entry
 - Local Presence (Entity, Agent, Alliance Partner, Distributor)
 - Network / Relationships
 - Cost
 - Market information / lack of information to make a business case
- SDI can provide support to help overcome barriers above.



Scottish Enterprise

- Involved with Scottish Enterprise since 2008. 2 account managed SME companies.
- Business Gateway available to all. Account Management aligns with high growth / new start SME's
- Support Leveraged:
 - Overseas market support (OMIS)
 - Strategy workshops
 - Manager for hire scheme
 - New market entry (geography and sector)
 - Marketing / Rebranding support
 - Internationalization
 - SDI
 - Trade Missions
 - Exhibitions & Events
 - Local network
 - Global Scots



SDI Norway

- Offshore Northern Seas
 - Scottish Pavilion
 - Networking
 - Platform to launch news stories & products
- Market Information and projections
- Establishing Norwegian Entity
- Cultural, relationships, trust.

Support

- Bruce Tocher,
International Trade & Investment Senior Executive, Norway.
- Phil Stirling
Trade & Investment - Scotland



Working With SDI

- Maximize the relationship by engaging with the team.
- Spend the time to help SDI team to understand the nature and complexities of your business.
- Don't just expect cash. Although financial assistance may be available it's the skill set and breadth of support that is of value.
- Ensure you can commit long term to the market, not on a whim because support is accessible.
- Maximize the opportunities to bring prosperity and commerce to Scotland





Q&A

Thank you.

