



## Local Content Masterclass

20<sup>th</sup> – 22<sup>nd</sup> November 2019  
Henley-on-Thames, UK





## DAI Local Content Masterclass

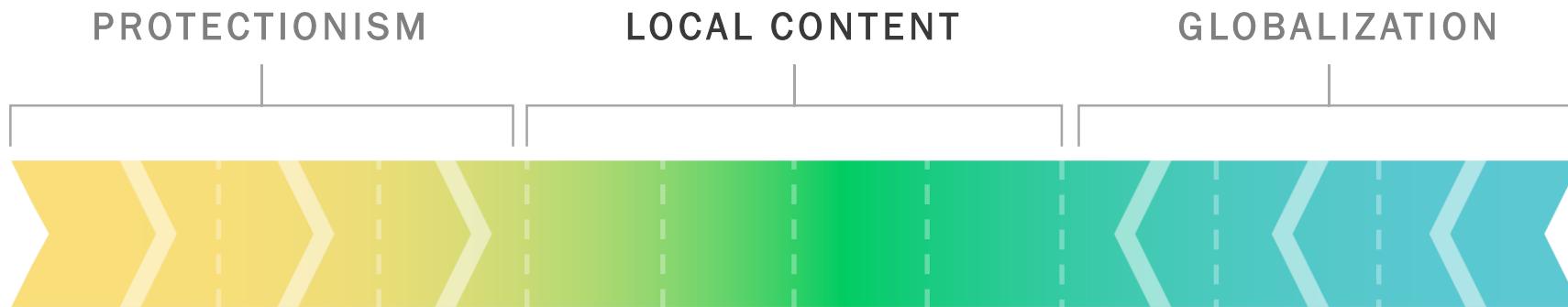
The industry-leading Masterclass enables companies, contractors and regulators to effectively design and manage Local Content in ways that maximize benefits and minimize risk.

“Thank you for hosting the Masterclass. The information was extremely valuable and I must say it was possibly the best seminar I have ever been a part of. You and your team did an outstanding job and I would highly recommend the class to anyone.”

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Project Manager, *International Subsea Facilities Contractor*





# Global Economic Context

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## **The New Political and Compliance Landscape**

Since mid 2015, the topic of Local Content has fast moved center stage across the globe, and with it the need for adaptive professionals to implement fast-developing local content compliance regimes and deliver tangible local benefits as a balance to rapid globalization.

# Why Does Local Content Matter?

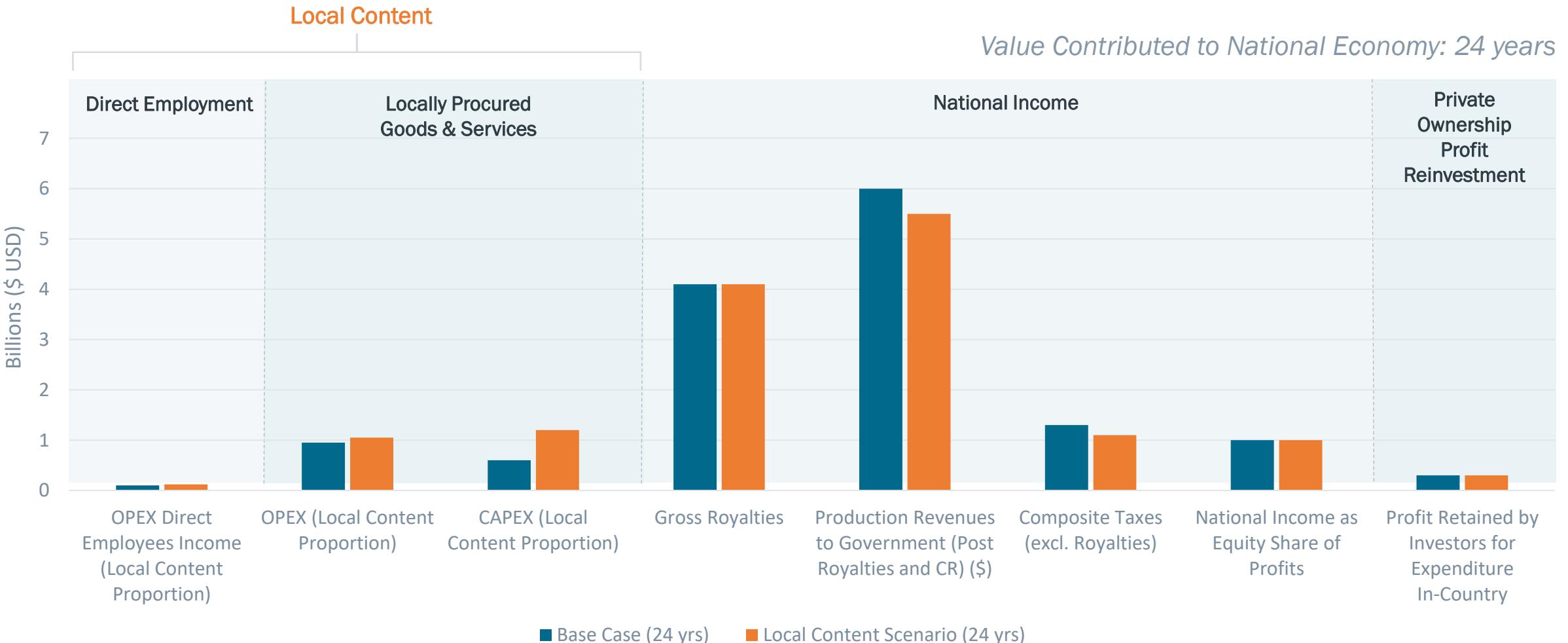
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**Local Content** is the participation and development of national capital, labor, goods, services and technology in the planning and execution of project exploration, development and production.

**Local Content** has the potential to provide a significant political and monetary contribution to the host economy from capital, social, and technical investments.



# Illustration of Local Content Role Within Oil Field Development



# Market Context for the Masterclass

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Uncertain global demand for oil and gas and mining products due to falling commodity prices since 2015



Increasing need to find a balance between the unintended consequences of globalization and the risks of protectionism



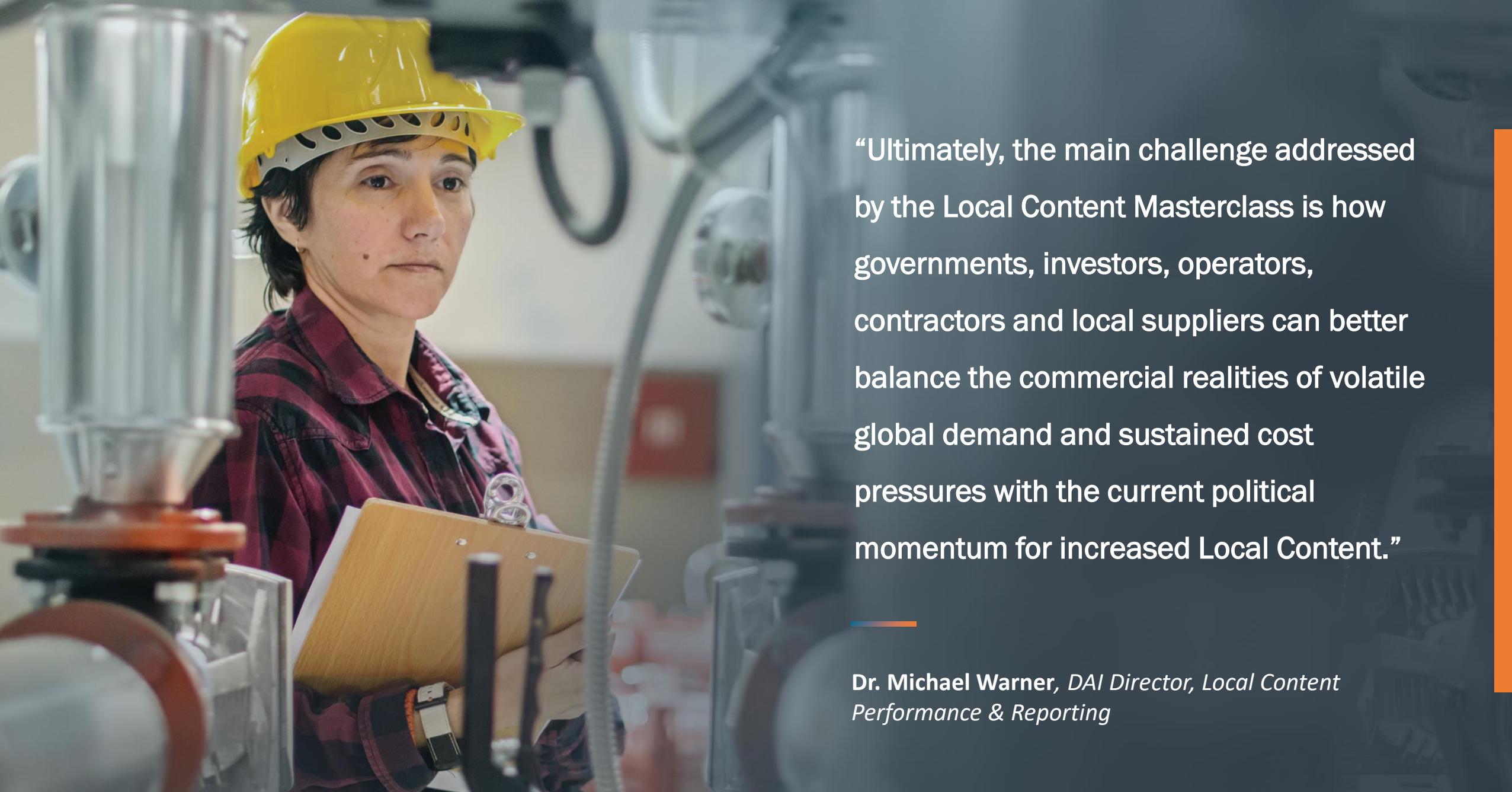
Lack of implementation resources for government and regulatory bodies



Growing trend for governments to pass and/or strengthen **Local Content legislation, regulations, and policy**



Uneven global recovery following the 2008 shock, which has driven governments to privatize public operations and investments in order to reduce government expenditure



“Ultimately, the main challenge addressed by the Local Content Masterclass is how governments, investors, operators, contractors and local suppliers can better balance the commercial realities of volatile global demand and sustained cost pressures with the current political momentum for increased Local Content.”

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**Dr. Michael Warner, DAI Director, Local Content Performance & Reporting**

# What is the Masterclass?



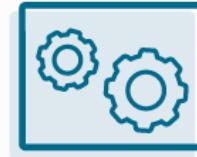
Three-day training program covering the full landscape of Local Content



Framed by the international and regional context of Local Content regulation and sector development



Comprised of lectures, hands-on group exercises, computer modelling, and video case studies



Examines strategic alignment of Local Content regulations, smart procurement, and Local Content mechanics/metrics

# Key Topics Covered



Formulating **contracting strategies** that complement local capabilities

Local Content **forecasting** through expenditure projection and local supplier market analysis

Analyzing local **supplier market capabilities** and competitiveness

Local supplier **registration and pre-qualification**

State-of-play on Local Content **regulations** around the world

Hands-on economic **optimization modelling** to forecast Local Content trade-offs

Stimulating **stakeholder dialogue** to align Local Content public policy with corporate Local Content strategy



Photo taken in Ghana

# Key Topics Covered

Tender evaluation of Local Content in a bid submission

Metrics for **measuring** and **reporting** Local Content performance

Adapting **Invitations to Tender**, Tender Evaluation Plans, and Contract Provisions to incentivize Local Content

**Ethical issues** with Local Content in procurement

Local **supplier development** and designing Enterprise Development Centers (EDCs)

**'Who should pay'** for managing Local Content and supplier development



Photo taken in USA

# Course Map and DAI Analytical Tools

**Day 1  
Policy, Regulation And  
Strategy For Local  
Content**



*Photo taken in USA*



*Photo taken in Ghana*

**Day 3  
Local Supplier  
Assessment And  
Development**



*Photo taken in Guyana*

**Day 2  
Local Content  
Forecasts, Plans And  
Procurement**

# Course Map and DAI Analytical Tools

## Day 1

- 1. Policy Development
- 2. Regulation Formulation
- 3. Trade Considerations
- 4. Policy Trade-Offs •
- 5. Implementation Instruments
- 6. Definitions and Metrics •

## Day 2

- 1. Demand/Supply Forecasting •
- 2. Local Content Plans •
- 3. Contracting Strategy
- 4. Procurement Procedures •
- 5. Contract Tendering •
- 6. Regulatory Compliance
- 7. Practitioner Clinics and Action Plans

## Day 3

- 1. Local Supplier Registration •
- 2. Local Supplier Pre-Qualification Assessment •
- 3. Local Supplier Program Design and EDCs
- 4. Ethical Issues
- 5. Reporting and Performance •

### DAI Tools Legend

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- Local Content Trade-Off Model
  - Local Content Optimization Model
  - Supplier Registration and Pre-Qualification Portal
  - Local Content Plan and Report Platform

# DAI Analytical Tools Utilized in the Masterclass

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- Local Content Trade-Off Model  
Sensitivity analysis of public policy trade-offs between Local Content and other economic and social policy objectives.
- Local Content Optimization Model  
Demand/Supply assessment of capabilities of local suppliers and labor to win work in projects and major contracts. Generates forecast of what Can, Could and Cannot be provided by local supply chains. Informs targets, plans, contracting strategy and tender evaluation.
- Supplier Registration and Pre-Qualification Portal  
Web-based portal to match local suppliers with international partners, and a critical management tool for supplier development programs.
- Local Content Plan and Reporting Platform  
Online platform to assure compliance with regulations for Local Content plans and targets for reporting. Generates dashboards and scorecards, evaluates major contract tenders, and calculates impact on the economy.

# What is the Masterclass 'Value Add'?



Provides a comprehensive understanding of the different pillars of effective Local Content participation and Local Content development



Builds capacity of the industry to better understand and assure compliance with regulatory requirements in cost-effective ways, and extract greater social value



Builds capacity of the authorities to execute their regulatory functions in accordance with industry good practice



Breaks down the challenges of Local Content from different viewpoints



Offers a range of practical, concrete solutions that have been tested in the field



DAI is recognized by the British Accreditation Council for Independent Further and Higher Education (BAC) as an accredited Short Course Provider

# Diverse Participants

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To stimulate engagement and cross-learning between participants during the Masterclass, every effort is made to invite individuals from a range of organizations involved in Local Content strategy, management, and delivery.



# Who Should Participate?

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-  National and International Oil, Gas and Mining Companies
-  National and International Companies Involved In Other Capital Intensive Infrastructure, Transportation, Renewable Energy, Utilities and Water Management etc.
-  Government Policy-Making Authorities
-  Host Country Regulatory Agencies
-  International and Larger-Scale Domestic Contractors And Suppliers
-  Local Supplier Business and Trade Associations
-  Official Development Agencies And Development Finance Institutions



# Upcoming Class

## LOCATION

Henley Business School  
Henley-on-Thames  
UK

## DATE

20 – 22 November  
2019

## PRICE

\$4,150

*\*Price includes training, course materials, three nights' accommodation, lunch and refreshments, and one evening meal*

**“Certainly the prime Local Content course in the market. Highly recommended.”**

Local Content Manager  
*Schlumberger Nigeria & Gulf of Guinea Countries*

**“Well organized, good content, excellent materials... created an atmosphere of openness, teamwork and discussion”**

Project Director  
*TCO Kazakhstan, DHL Global Forwarding*

**“Excellent information, a real eye-opener. Good syndicate work and interactive approach.”**

In-Country Value Manager  
*PDO/Shell, Oman*



*Photo taken in Mozambique*



“Very good. New, innovative and needed in the industry.”

Operations Manager  
*Taleveras Group Nigeria*

“Very dynamic and interactive. Well balanced between theory and real life examples.”

Local Content and Technology Manager  
*Shell Brazil Petroleo Ltd*

“The Masterclass has really opened up our minds and shown us a clear way of how to develop local content legal and regulatory frameworks, strategies and the importance of having monitoring and reporting tools. It was also nice to network with our colleagues from Kenya and Uganda and share experiences”

Director of Local Content  
*National Economic Empowerment Council, Government of Tanzania*

# Meet Your Trainers

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**Dr. Michael Warner**

*Director, Local Content  
Performance & Reporting*



**Dorival Bettencourt**

*Senior Manager, Oil & Gas*



## Dr. Michael Warner

*Director, Local Content Performance & Reporting*

One of the world's leading authorities on local content in the context of the oil and gas, mining, and infrastructure sectors

Founder and lead trainer of the DAI Local Content Masterclass, where he has trained more than 400 professionals in local content

Former Managing Director of Local Content Solutions Ltd., a local content advisory and training company acquired by DAI in 2017

Radio appearances to discuss business and international development on BBC Newsnight, BBC Radio 4, BBC World Service and CNBC, and has authored articles in Newsweek Magazine and The Guardian Newspaper

Author of multiple books and papers on local content business and development, including "Local Content in Procurement" published by Greenleaf Publishing in 2012



## Dorival Bettencourt

*Senior Manager, Oil & Gas*

Over nine years' experience in oil and gas investment, focusing on local content policy and implementation

Leads and oversees industrial baseline assessments for major oil and gas investments in countries including Senegal, Suriname, Mozambique and Oman

Designs and implements local content stakeholder engagement strategies in countries including Senegal, Mauritania, Mozambique, Mexico, Suriname, Tanzania and Kenya

Extractive Industry Lead for USAID-funded private sector development and competitiveness program in Mozambique

Lead trainer for DAI capacity building programs: Oil & Gas 101; Introduction to Local Content; Fiscal Regimes for Oil & Gas

Guest panelist and keynote speaker at events such as Africa Oil Week (Cape Town), *Extractives for Human Development Regional Roundtable* (Zanzibar), and the *World Bank Kenya Local Content Exchanges* (Nairobi)

# DAI Sustainable Business Group



DAI Sustainable Business Group (SBG) supports private companies to be smarter corporate citizens in their local business operations and assists public authorities to develop policy, regulation, and incentives that grow sustainable industries.

# Contact Us

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If you require additional information, wish to register to attend an upcoming Regional Masterclass, and/or arrange a demonstration to view our Suite of Local Content Tools, please email [masterclass@dai.com](mailto:masterclass@dai.com)

Alternatively, visit our Masterclass webpage  
[https://www.dai.com/our-work/local-content-  
master-class](https://www.dai.com/our-work/local-content-master-class)