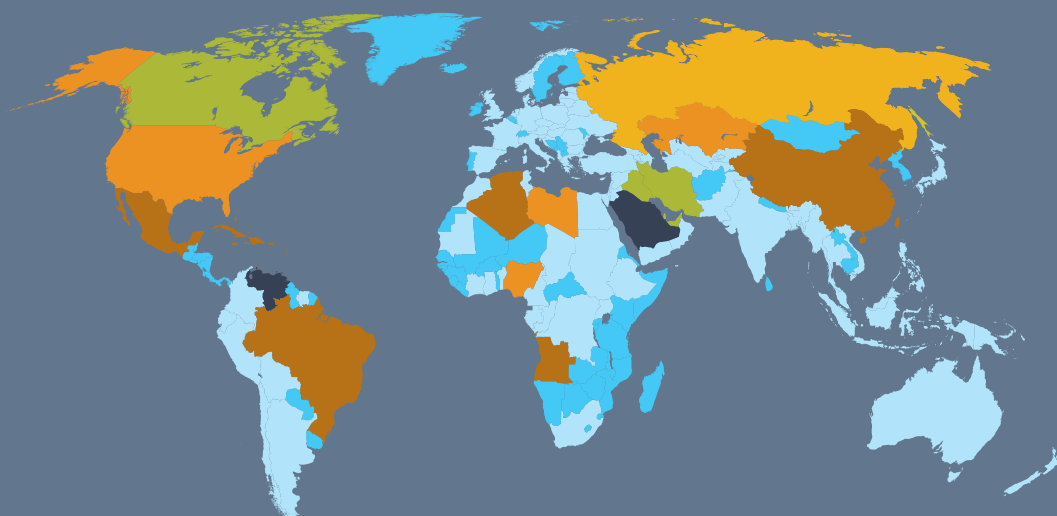


**local content**  
[ˈləʊk(ə)l kənˈtɛnt]

The requirement that a defined percentage of the manpower and matériel employed in a capital project is sourced indigenously, fostering the development of the local skills base.

"WHEN PROPERLY DESIGNED, LOCAL CONTENT POLICIES CAN GENERATE OPPORTUNITIES FOR REGIONAL INTEGRATION, INTERNATIONAL TRADE AND CAN REDUCE A COUNTRY'S DEPENDENCE ON EXTERNAL AID"

Source: World Bank, 2013



GLOBAL PROVEN RESERVES WORLD MAP

- >200 Venezuela (297.6) Saudi Arabia (267.9)
- 100-200 Canada (173.1) Iran (154.6) Iraq (141.4) Kuwait (104.0)
- 50-100 United Arab Emirates (97.8) Russia (80.0)
- 25-50 Libya (48.0) Nigeria (37.2) United States (33.4) Kazakhstan (30.0) Qatar (25.4)
- 10-25 China (23.7) Brazil (13.2) Algeria (12.2) Angola (10.5) Mexico (10.3)
- >10 80 countries
- 0 117 countries
- NA No Value reported

Source: US Energy Information Agency (2013)

With as much as **170 billion barrels** of proven oil reserves located in developing countries, the importance of a successful local content framework for the prosperity of emerging nations is undoubted.

### BUT IS IT WORKING?

We asked our database of local content professionals just that.

#### WHAT DO YOU THINK IS AN APPROPRIATE PERCENTAGE OF A PROJECT TO BE RESOURCED LOCALLY?



#### WHERE DO YOU FEEL YOUR GREATEST COMPETENCY GAP IS?

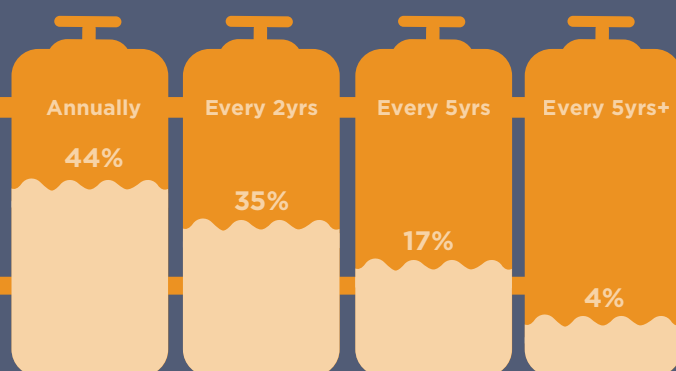
- Local service/ solution provider support
- Supplier development programmes
- Technology transfer
- Educational/ academic programmes in the context of oil and gas/ mining



#### WHAT DO YOU SEE AS THE GREATEST CHALLENGE IN DEVISING A LOCAL CONTENT POLICY/STRATEGY?

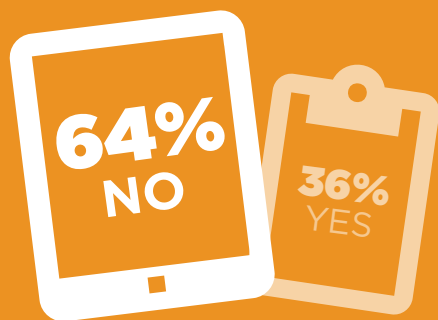
- The research and initial industry survey involved in the drafting of a policy **15%**
- Finding a happy medium between attracting investment and ensuring that you're protecting your country/ organisations best interests **34%**
- Measuring the success/ metrics of a given programme **26%**
- Revision and setting realistic, tangible targets **25%**

#### HOW OFTEN DO YOU REVISE YOUR STRATEGY/ POLICY?

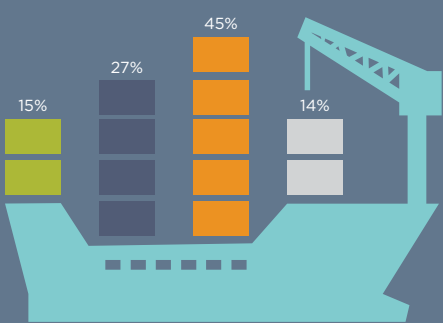


POLICY FORMATION

HAVE YOU EMPLOYED THE USE OF CONSULTANTS IN DRAFTING YOUR POLICY OR PROGRAMME?



#### DO YOU FEEL YOUR POLICY IS EFFECTIVE?



SELF ASSESSMENT

#### DOES YOUR POLICY OFFER BALANCE BETWEEN ATTRACTING INVESTMENT AND DOMESTIC BENEFIT?



#### ARE LOCAL CONTENT POLICIES REALLY EFFECTIVE ENOUGH AT RETURNING TANGIBLE BENEFITS TO THE ECONOMIES OF OIL AND GAS HOLDING NATIONS?



#### WHO DOES IT BEST? >>>

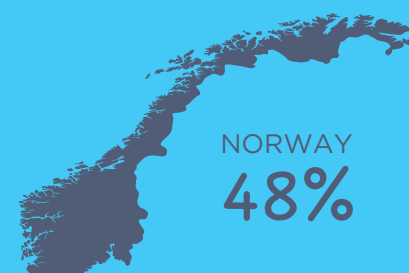
GHANA  
8%



NIGERIA  
14%



BRAZIL  
30%



NORWAY  
48%