

Safety First

After OPITO, the globally recognised oil and gas industry training standards organisation, commissioned an Overseas Market Introduction Service (OMIS), it found a partner to deliver its training courses in Mumbai, India



FAST FACTS

Company: OPITO

Country: UK

Industry: Oil and gas

Website: www.opito.com

OPITO is a non-profit organisation owned by the global oil and gas industry and headquartered in Aberdeen. The organisation is widely recognised as the industry's focal point for skills, learning and workforce development. It has two branches, the Oil and Gas Academy and OPITO International.

The Academy collaborates with industry employers, learning and training providers, education and academia and other partnership organisations, aiming to ensure a skilled and competent workforce within the oil and gas industry. OPITO International approves training to improve workforce safety and competency worldwide.

In order to meet the ever increasing demands of the industry, OPITO has opened international support offices in Kuala Lumpur, Malaysia and in Dubai, the United Arab Emirates. A global workforce of 53 staff helps to support and guide 59 approved training providers, who deliver the OPITO message across 29 countries.

"About two years ago, we became aware of a growing need for training programmes in India," says Ian Laing, Managing Director of OPITO International. "We wanted to establish OPITO standards there by approving an experienced, well-established and well-connected training provider, who could deliver specialist courses to the Indian oil and gas industry. We have often used UK Trade & Investment's services when establishing ourselves abroad, especially when moving to a country we're not so familiar with and we did the same with India."

Making confident decisions

UK Trade & Investment advised OPITO to send delegates on an outward mission to Mumbai and New Delhi to meet potential customers, training providers, regulatory authorities and safety councils. This mission proved to be an excellent introduction to the local oil and gas industry.

In addition to the outward mission, OPITO commissioned an Overseas Market Introduction Service (OMIS) report, through which it met potential customers and visited many of the key players in India's large private oil and gas sector. UK Trade & Investment's International Trade Adviser (ITA), the sector lead for oil and gas in western India, arranged a networking event in Mumbai and secured appointments with the large private sector companies and key contacts.

Through extensive market research and local knowledge, UK Trade & Investment was able to present OPITO with enough contacts that Ian felt confident that training delivered by OPITO approved Suraksha Marine, a Mumbai based company, would be welcomed by the oil and gas industry in India.

"UK Trade & Investment provided key contacts in the market," says Ian. "They helped us arrange meetings, and then assisted us with understanding the idiosyncrasies of the local market. They continuously guided us in the right direction. We appreciate the depth of local knowledge that the UK Trade & Investment team has. This knowledge helps us to move forward and excel in projects."

Local delivery

OPITO's business in India has already taken off. Suraksha Marine received OPITO's approval to deliver three courses, Basic Offshore Safety Induction and Emergency Training (BOSIET), Tropical BOSIET, and hydrogen sulphide safety training H₂S, at its facility in Mumbai. The courses ensure that offshore personnel attain the highest levels of competency when dealing with emergency and critical response

situations. The availability of locally delivered and OPITO-approved training in India is of significant value to employers wanting to ensure the safety and competence of their work force.

OPITO has had two additional submissions in India this year. With its recent success in the Indian market, it is likely that more Indian companies will achieve the approval to deliver OPITO training courses in the future.

"Our launch in India has been straightforward," says Ian.

"UK Trade & Investment did all the groundwork for us, presenting us with information on the industry, arranging meetings and guiding us throughout the process. We have found them very helpful, and continue to communicate with the UK Trade & Investment team in Mumbai, using their services in India."

Helping you to do business abroad

Doing business in another country can be a challenge, so it's good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you're up and running

For further information please visit www.ukti.gov.uk

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The UK and India

India is the UK's 18th largest export market and its second largest export market in the developing world after China.

India's economy is one of the fastest growing in the world, with a rapidly expanding consumer class. The UK has strong ties with India, and UK companies are well positioned to take advantage of this growing export and investment market.

Liberalisation of the economy continues with trade barriers largely removed and the privatisation programmes are gradually reducing the still-significant role of the public sector in the production and consumption of goods.

For further information about business opportunities in India, please go to www.ukti.gov.uk



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