



# Local Content Masterclass 2024 Course Prospectus

SEPTEMBER 17 - 19, HOUSTON, TEXAS

HOUSTON CITYPLACE MARRIOTT AT SPRINGWOODS VILLAGE



**REGISTER NOW**



## Experience the Gold Standard in Local Content Training

**DAI's three-day Local Content Masterclass trains participants from the private and public sectors to balance the commercial realities of volatile global demand and sustained cost pressures with the current political momentum for increased local impact.**

**DAI draws on more than 2,000 long-term projects and development assignments completed across 150 countries to advance participants' skills.**



Participants are trained to drive local sustainable development when sourcing or making new investments, navigate and enforce regulations, and reposition local content as a core element in sourcing goods and services competitively using the latest local content tools and techniques across multiple disciplines.

Over the last decade, local content has become increasingly important. Changing energy security demands, the transition to renewable energy, the advent of new technologies, and post-COVID policies favoring localization for increased resilience

and local impact all require companies to develop and implement new strategies to determine which products and services they can source locally. Consequently, demand has increased for adaptive professionals that can implement rapidly evolving local content compliance regimes and deliver tangible local benefits as a balance to globalization.

**For more than a decade we have trained hundreds of practitioners from around the world.**

DAI is a British Accreditation Council-accredited short-course provider.

Now, more than ever, countries and companies are trying to identify effective measures to drive local sustainable development when sourcing or making new investments. This challenge is particularly hard when seeking to find the right balance between promoting the use of local enterprises and workforces without compromising other critical factors such as cost competitiveness, quality, safety, and schedule.



**Join the ranks of our distinguished graduates from:**

- National and international oil and gas, renewables, and mining companies
- National and international companies involved in other capital-intensive sectors such as infrastructure, transportation, utilities, and water management
- Government policy-making authorities
- Host-country regulatory agencies
- International and large-scale domestic contractors/suppliers
- Local supplier business and trade associations
- Specialists from international development agencies and development finance institutions

*Certainly the prime local content course in the market. Highly recommended.*

Local Content Manager,  
international oil field services company

# Local Content Policy, Regulation and Forecasting

The course explores the latest trends in local content policy and programming and provides a global perspective with insights from our ongoing advisory projects and participants' rich experiences.

## Core topics covered

- Local/national content origins, economic theory, and definitions
- Global political economy of local content
- Experiences with local/national content—what has worked and what has not
- Principles and methodology for determining a fit-for-purpose local content strategy and/or policy development approach
- Core elements of a robust local content strategy and/or policy
- International trade implications
- Methodology for developing a local content strategy and policy
- Case studies with analysis of local content laws, regulations, and policies
- Understanding of supply and demand for local content
- Local content forecasting methodologies and mapping the local industrial base (enterprises and workforce)

## Development Context

This course takes practitioners through the theory, definition, and implementation of appropriate and well-balanced local and national content policies, at the government, corporate, or project level. It trains participants on alternative private sector approaches to developing successful local and national content development policies and plans. Additionally, participants learn the latest practices in determining how to measure local supply chain capacity as well as skill levels and qualifications in the local workforce to inform their local engagement strategies. They also learn how to translate the results of such forecasts and scenario analyses into local content plans that reflect how local economic impact can be achieved most effectively.

### Assess the local supplier “competitiveness/readiness” gap



### Three general groupings of policies

Encouraging	Supportive	Assertive
OBJECTIVES/PRIORITIES		
<ul style="list-style-type: none"> <li>• Drive inward investment into oil &amp; gas industry</li> <li>• National revenues</li> <li>• Local jobs</li> <li>• Local private sector development</li> </ul>	<ul style="list-style-type: none"> <li>• Drive inward investment into private sector</li> <li>• Business tax revenues</li> <li>• High skilled local jobs</li> <li>• Strategic alliances (e.g. JVs, licensing agreements)</li> </ul>	<ul style="list-style-type: none"> <li>• Extract/retain greater value from investments</li> <li>• Greater national control (e. g. NOC or Govt.)</li> <li>• Promote local capital formation (e. g. ownership-based metrics)</li> <li>• Technology transfer <b>on industry-sector level</b></li> <li>• Diversification and revitalization</li> </ul>
POLICY FEATURES		
<ul style="list-style-type: none"> <li>• No/Limited local preference</li> <li>• No targets</li> <li>• Full and Fair</li> <li>• First Consideration</li> <li>• Regulatory stability</li> <li>• Emphasis on process (e. g. local content plans, reporting)</li> </ul>	<ul style="list-style-type: none"> <li>• Fiscal incentives</li> <li>• Government support (e. g. land concession, fast-track approvals)</li> <li>• Policy “push” (e. g. guidelines)</li> <li>• Limited ring-fencing</li> <li>• Mandatory reporting</li> <li>• Non-binding targets</li> <li>• Flexibility in metrics (e. g. scorecard)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Comprehensive regulatory frameworks</b></li> <li>• Mandated targets with sanctions</li> <li>• Mandated local ownership</li> <li>• Mandated JVs</li> <li>• Significant ring-fencing</li> <li>• Multiple regulatory approvals (e. g. bid lists, adverts, local content plans)</li> <li>• Requirements frequently misaligned with actual capacity</li> </ul>

# Local Content Plans, Procurement and Reporting

The course guides participants through the necessary steps and components required to both strategize and develop a local content plan.

## Core topics covered

- Developing a local content plan
- Contracting and tendering strategies
- How to integrate local content into procurement procedures
- Data governance and collection systems, processes, and methods
- Selecting the right metrics, KPIs, and impact measures
- Understanding and interpreting data
- Communicating results and engaging key stakeholders
- Identifying the right digital solutions to streamline reporting

## Development Context

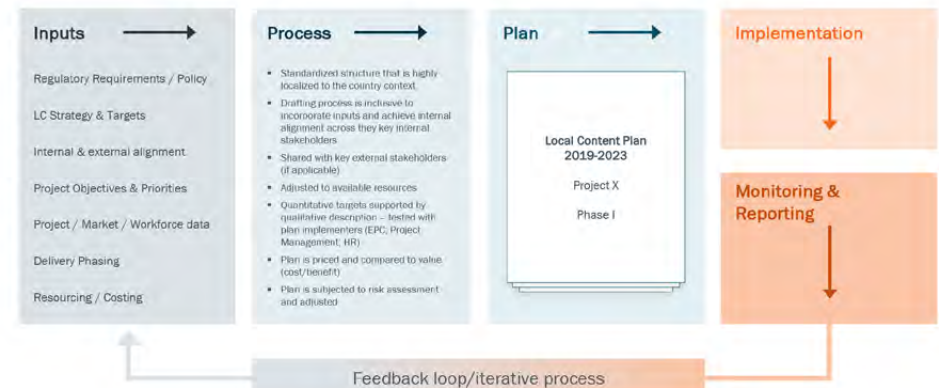
This module prepares participants to forecast local content scenarios linked to the procurement of goods and services and the employment of workforces for large projects. Participants will gain exposure to new procurement, contract tendering, and evaluation techniques that reposition local content as a core element in sourcing goods and services competitively. We cover the methods for selecting the right metrics and key performance indicators (KPI); establishing the right data collection and analysis processes and standards; and “telling the story.”

Participants will learn how to evaluate impact correctly and use the results to improve local content reporting and performance. Participants gain an understanding of the expectations and interests of various stakeholder groups and how to create engagement and communication strategies that use empirical evidence to spur collaboration and drive improvements in stakeholder relations and local content performance.

### Local Content by Value



### Approach to Local Content Plan Development



# Local Supplier Development

The course brings theory to life. We delve into the very practical aspects of investing in and developing local content and unpack real-world learning through ongoing case studies focused on supplier and workforce development.

## Core topics covered

- Supplier evaluation and gap assessment methodology
- Using online registration and pre-qualification portals and tools
- Assessing local workforce skills and qualifications
- Evaluating supplier financing needs and mechanisms to support
- Using different drivers to develop entrepreneurship and innovation programs
- Measuring local training capacity of technical, vocational, and higher education institutions
- Designing and implementing local content—supplier and workforce—development programs
- Review how local content is being achieved in the renewables sector

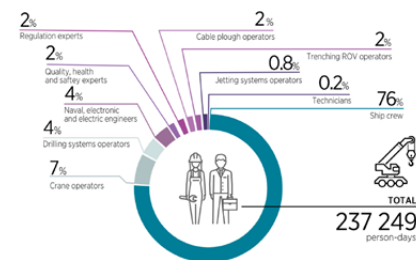
## Development Context

The past 15 years have seen major advances in the ways companies and governments invest in building the capacity of local SMEs and workers in a sustainable way. This module trains participants to use data and analytics to structure capacity-building and local content programs that are commercially effective and economically beneficial. Participants learn how to diagnose gaps in the local supply chain—from enterprises to individual workers—and design and implement programs to address these gaps. Key to this approach is stakeholder engagement and sustainability planning. This module also covers local content policies and development programs that have been implemented for the renewables sector, primarily wind, hydrogen, and utility-scale solar. The module helps participants to understand global energy trends driving renewables transitions.

### Typical Offshore Wind Project Workforce

#### INSTALLATION

Distribution of human resources required to install and connect a 500 MW offshore wind farm, by occupation.



Source: International Renewable Energy Agency

### Three Key Areas for Local Content Development



#### Supplier Development

- Supply Chain Linkages
- Finance Linkages
- Supplier Portals
- Measuring and Reporting
- Business Partnerships
- Entrepreneurship and Innovation



#### Workforce Development

- Specific Training Provision and Support
- Mentoring and Advisory
- Job Portals
- Institutional Upgrading
- Skills Testing and Certification



#### Technology Transfer

- Foundational Economic Development
- Sectoral Linkages

## Contact our experts



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# SHAPING A MORE LIVABLE WORLD.

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