

Determining the global market potential for a production processing equipment company

Situation



A production processing equipment company sought to understand the relative value and growth of national markets for production processing equipment globally, to form the basis for corporate marketing strategy.

Action



Upstream Oil & Gas Consultants:

- Identified greenfield and brownfield (phased) developments using IHS Markit worldwide data bases and our GEPS scouting service
- Applied a minimum field size cut-off for onshore and offshore developments
- Selected six countries for detailed costing analysis using QUESTOR™ to determine process component costs, categorised by function and throughput
- Estimated other countries' potential based on a generalized assessment of target countries' field assessments
- Produced over 160 field development plans and cost estimates for a wide range of field sizes, situations and regions / countries

Result



IHS Markit provided a five year forecast of process equipment capex for 33 countries worldwide (excluding onshore North America), and assigned total spend into five categories of equipment identified by (predominantly) oil or gas fields and location (onshore, offshore continental and deep water).

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