

# € TRAINING

International Petroleum Marketing



19 - 23 August 2024  
Lisbon (Portugal)



# International Petroleum Marketing

REF: R1563 DATE: 19 - 23 August 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

International Petroleum Marketing is an in-depth training program tailored to professionals seeking to navigate the complexities of the global petroleum market. Throughout the program, participants will explore key facets of petroleum marketing, including market analysis, distribution channels, and strategic pricing models. Emphasis is placed on understanding international trade dynamics, regulatory frameworks, and emerging trends shaping the industry. By the program's conclusion, participants will possess the knowledge and insights necessary to develop effective marketing strategies and capitalize on opportunities in the international petroleum sector.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the global petroleum market landscape, including key players, trends, and challenges.
- Learn effective strategies for petroleum marketing, including pricing, distribution, and branding.
- Gain insights into international trade regulations, geopolitical factors, and environmental considerations impacting petroleum marketing decisions.
- Explore emerging technologies and innovations shaping the future of petroleum marketing.
- Develop skills to analyze market data and make informed decisions to optimize marketing strategies.

## Targeted Audience:

- Oil industry professionals seeking to enhance their understanding of global petroleum marketing.
- Petroleum marketers looking to expand their knowledge and skills in international markets.
- Energy sector executives interested in exploring new opportunities and strategies in petroleum marketing.
- Government officials and policymakers involved in regulating international petroleum trade.
- International trade professionals aiming to specialize in petroleum marketing.
- Consultants providing expertise in petroleum market analysis and strategy development.

## Program Outlines:

### Unit 1.

#### Introduction to international petroleum marketing:

- Understanding the global petroleum market landscape.
- Exploring key players and market dynamics.
- Identifying challenges and opportunities in international petroleum marketing.
- Setting objectives and expectations for the training program.
- Establishing foundational knowledge in petroleum marketing.
- Familiarizing with terminology and concepts in international petroleum trade.

## Unit 2.

### Market analysis and research:

- Conducting comprehensive market research on global petroleum trends.
- Analyzing supply and demand dynamics across international markets.
- Evaluating competitor strategies and market positioning.
- Identifying emerging trends and market opportunities.
- Utilizing data analytics tools for market analysis.
- Generating insights to inform strategic decision-making.

## Unit 3.

### Strategic pricing and distribution:

- Developing pricing strategies to remain competitive in international markets.
- Understanding factors influencing petroleum pricing, including supply and demand, geopolitical factors, and market trends.
- Exploring distribution channels and logistics in the global petroleum trade.
- Optimizing distribution networks for efficiency and cost-effectiveness.
- Implementing pricing and distribution strategies to maximize profitability.
- Monitoring pricing and distribution trends for adjustments as needed.

## Unit 4.

### Branding and market positioning:

- Creating and enhancing brand identity in the international petroleum market.
- Developing branding strategies to differentiate from competitors.
- Establishing market positioning based on unique value propositions.
- Communicating brand values and benefits to target audiences.
- Building brand equity and loyalty in global markets.
- Evaluating brand performance and adjusting strategies for optimization.

## Unit 5.

### Regulatory compliance and risk management:

- Understanding international trade regulations and compliance requirements.
- Managing risks associated with geopolitical instability, regulatory changes, and market fluctuations.
- Developing strategies to mitigate risks and ensure compliance with legal and ethical standards.
- Implementing risk management frameworks to safeguard business operations.
- Monitoring regulatory developments and adapting strategies accordingly.
- Training personnel on regulatory compliance and risk management protocols.