

## Marketing, Trading and Commercial Services to the Australian and International Liquefied Petroleum Gas Industry

### services

#### **LPG Marketing – Australian Domestic**

- Propane, butane, automotive LPG
- Pressurized and refrigerated
- LPG supply chain - sourcing and distribution
- Road / sea freight procurement
- Marketing strategy and development
- Customer relationship management

#### **LPG Marketing - International**

- Export and import
- Propane, butane, mixed LPG
- Asian customer network and relationship management
- Product supply sourcing
- Niche market – search and appraisal
- Identification of new market opportunities

#### **Business Development**

- Contract development and negotiation
- Supply relationship management
- Business development - strategy and implementation
- Value adding solutions
- New oil/gas field development, offtake procedures, storage economics
- Joint venture/alliance representation

#### **Analysis and Research**

- LPG Supply/demand studies and analysis
- Market segmentation and sector analysis
- Competitor analysis
- Monitoring market activity

#### **Sales**

- Contract preparation, negotiation and management – Australia and international markets
- Spot, term and basis contract strategy

#### **LPG Pricing & Risk Management**

- International/Australian price formula development
- Pricing strategy and basis evaluation
- Netback pricing and analysis
- Hedging strategies

#### **Operations & Logistics**

- Procurement of freight services
- Logistics and transport optimisation
- Operations management



## providing services to entities involved in

- Importing, exporting or trading of pressurized or refrigerated
  - Propane
  - Butane
  - Mixed Propane/butane
  - Automobile LPG
- Upstream and midstream LPG production, storage, supply and distribution
- LPG land transport and freight procurement
- LPG refrigerated/pressurized shipping
- Petroleum and gas exploration and production
- Industry associations
- LPG industry development
- LPG/energy analysis and research
- Government policy and regulation
- (Overseas corporations) LPG production, transportation or marketing, requiring representation or agency in Australia
- LPG conversions
- Joint venture arrangements

# Liquefied Petroleum Gas Industry

## about michael cochran

### Background

- A career in the resource industry including 22 years with Santos Ltd in senior management positions in liquids marketing and gas commercialization.
- Prior to joining Santos, gained marketing and commercial experience with Rio Tinto in:
  - uranium with Mary Kathleen Uranium;
  - copper, gold, and silver with Bougainville Copper;
  - financial analysis/project evaluation and consulting with CRA;and with BHP in steel marketing.

### Experience in

- Marketing of crude oils, natural gas and petroleum products into Australian and international markets (especially Japan, Korea, Singapore and China).
- Management of sales of LPG into Australian and international markets including:
  - market analysis and strategy development
  - supply and customer relationship management
  - wholesale and retail sectors
  - pricing and price formula construction
  - contract negotiations -sales and freight procurement
  - operations and operations processes
- Commercial and operational studies relating to (new) petroleum field developments, including (FSO/FPSO's) storage facilities and midstream processing and splitting.
- Corporate, customer, government and industry association representation in Australia (ALPGA, AIP, AIE) and overseas; trade promotions; national and international presentations.
- LPG industry development
- Commercial operations processes relating to oil and gas liquids production, marketing, downstream product wholesaling and retailing.