

Team talk

BW Offshore held two conferences with its suppliers in 2006 in order to continue building stronger relationships.

BW Offshore's business model is based on extensive use of supplier resources. It is therefore important that it connects with dependable suppliers who know and understand the business model and success criteria.

In addition, it is important for suppliers to see the company as a priority customer which aims to build long term relationships, and for them to know that BW Offshore will honour such a commitment with a partnership approach.

ENGAGE BY TEAM PLAY

One of BW Offshore's core values is to 'Engage by team play'. In this spirit, a number of suppliers were invited to a supplier conference. The planning started in autumn 2005, and the first event took place in Oslo in late March this year, gathering a large number of main subcontractors and key equipment suppliers.

With the positive experience and feedback gained in Oslo, it was decided to conduct a similar conference in Singapore in order to bring together the local supplier market. This was held on 12 June, with the conferences attended by some 70 suppliers in total.



PROVIDE INSIGHT

At each conference, CEO Svein Moxnes Harfjeld presented the company's goals and strategy and was supported by about 20 BW Offshore staff who presented insights on market outlook, project execution, procurement, HSE, quality standards and operations.

By giving the suppliers an insight into the company's strategy, as well as project execution and operational philosophy, BW Offshore signals that its success relies on the suppliers' ability to support it. One important element of this is the company's commitment to the ISO standards and its goals with respect to environment, occupational health and safety risks.

SEEK FEEDBACK

The involvement of the BW Offshore team gave everyone a chance to meet face to face with the suppliers. This enabled a personal dialogue that can only enhance communication between all parties.



TOP AND ABOVE The suppliers' conferences in Singapore and Oslo shows how important suppliers are to the success of BW Offshore.

Positive feedback from the participants has provided the company with plenty of reasons to be satisfied with this initiative. Such conferences are rarely carried out in this industry, but with this success in mind, the company plans to make this an annual event. ●