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COURSE BROCHURE

Petroleum Export Market and Buyer Portfolio Planning Training Course

12 – 16 July 2027
Vienna

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Registered in the United Kingdom and Saudi Arabia

Petroleum Export Market and Buyer Portfolio Planning Training Course

Ref: 2522_95748 **Date:** 12 – 16 July 2027 **Location:** Vienna **Fees:** 6600 GBP

Petroleum Export Market and Buyer Portfolio Planning is a 1-week training course for crude and refined product marketers, export sales managers and commercial analysts who decide where barrels go and to whom, and who leave with an Export Market and Buyer Portfolio Plan. New refining capacity, freight lanes and buyer types are redrawing which outlets pay most for each grade. The course is delivered by Jupiter Prime Training.

Why Petroleum Export Market and Buyer Portfolio Planning Matters Now

Three forces shape export marketing today: new refining capacity moving demand centres, trading houses and state buyers competing for the same cargoes, and decarbonisation pressure changing which fuel grades each destination will absorb. Exporters that read these forces well place each grade where it earns a premium and spread exposure across reliable buyers; those that read them badly discount to clear surplus and carry unplanned counterparty concentration. The course rests on netback comparison, buyer segmentation and credit-weighted allocation, described in plain commercial terms.

Who Gains Most from Petroleum Export Market and Buyer Portfolio Planning

- Export marketers who allocate monthly crude and product cargoes between destinations
- Sales managers who own term contract renewals with refiners and distributors
- Commercial analysts who build destination netback and demand outlook models
- Credit and counterparty officers who set buyer limits and payment security
- Product planners who match refinery output slates to outlet requirements

Export departments gain most when a marketer, an analyst and a credit officer attend together.

Petroleum Export Market and Buyer Portfolio Planning Capabilities

Participants learn to rank outlets and balance a buyer book so each cargo rests on netback, quality fit and counterparty strength.

- Assess destination demand, refining configuration and import parity for each grade — export allocation committee
- Calculate comparative netbacks across freight lanes and outlet types — monthly cargo placement
- Design buyer segments by volume, reliability and payment record — sales managers
- Weigh term volume against spot exposure for each product — commercial leadership
- Specify credit limits and payment security per buyer tier — finance and credit officers
- Build a destination and buyer allocation scorecard — export planning team

Key Petroleum Export Market and Buyer Portfolio Planning Terms

- Netback — delivered price minus freight, insurance, losses and discharge costs, measured at the loading point.
- Import parity — a destination's cost of importing a grade from its alternative source, setting an exporter's price ceiling.
- Outlet — a destination or buyer channel for a cargo, such as a refiner, distributor or trading house.
- Buyer portfolio — an exporter's customers balanced by volume share, reliability, payment risk and contract type.
- Term allocation — export volume committed to contract buyers, set against volume held back for spot sale.
- Grade quality fit — how well a crude assay or product specification suits a buyer's refinery configuration or local fuel rules.

Petroleum Export Market and Buyer Portfolio Planning Day by Day

Day 1: Reading Destination Demand

- Regional Refining Configuration Maps — Which Crude Grades Each Region Absorbs
- Product Import Balance Sheets — Where Gasoline, Diesel And Jet Deficits Sit
- Import Parity Build-Ups — Ceiling Prices In Each Destination
- Freight Lane And Vessel Class Economics — Reachable Outlets From Each Loadport
- Fuel Specification Shifts — Grades Losing Or Gaining Outlets

Day 2: Ranking Outlets by Netback

- Destination Netback Worksheets — Comparing Outlets On A Loadport Basis
- Quality Premium And Penalty Schedules — Grade Fit Versus Buyer Configuration
- Outlet Capacity And Seasonal Swing Profiles — Volume Each Market Can Take
- Competitor Supply Mapping — Rival Barrels Chasing The Same Outlet
- Outlet Ranking Matrix — Priority Order For Monthly Cargo Placement

Day 3: Segmenting the Buyer Book

- Buyer Segmentation Grid — End Users, Distributors, Traders And State Buyers
- Counterparty Credit Tiering — Limits And Payment Security Per Segment
- Buyer Concentration Indicators — Exposure To Any Single Customer
- Customer Lifetime Volume Records — Reliability Of Liftings And Nominations
- Channel Choice Between Direct And Intermediary Sales — Margin Versus Reach

Day 4: Balancing Term and Spot Exposure

- Term Contract Volume Bands — Flexibility Clauses And Lifting Tolerances
- Spot Tender Design — Timing, Lot Size And Bidder Shortlists
- Formula Price Linkage Choices — Matching Pricing Basis To Outlet
- Surplus And Shortfall Scenarios — Rebalancing When Output Changes
- Destination Restriction And Resale Terms — Protecting Outlet Value

Day 5: Practising the Export Market and Buyer Portfolio Plan

- Twelve-Month Destination Outlook — Applying Demand And Parity Readings
- Monthly Cargo Allocation Simulation — Applying Netback Ranking Under Constraints
- Buyer Book Rebalancing Case — Applying Segmentation And Credit Tiers
- Term And Spot Mix Proposal — Testing Against Output Scenarios
- Export Market And Buyer Portfolio Plan — Final Allocation And Sign-Off

Applying Petroleum Export Market and Buyer Portfolio Planning After the Course

- Run a destination netback comparison for the next month's cargoes and present the outlet ranking to the allocation meeting.
- Score the current buyer book against concentration and credit tiers and propose two segments to grow or reduce.

Petroleum Export Market and Buyer Portfolio Planning Questions FAQ

What is Petroleum Export Market and Buyer Portfolio Planning and why does it matter now?

It is the discipline of deciding which destinations and buyers receive each crude or product cargo. It matters now because shifting refining capacity and fuel specifications change which outlets value your grades most.

Which roles gain most from Petroleum Export Market and Buyer Portfolio Planning?

Export marketers, term sales managers and commercial analysts gain most. Credit officers and product planners also benefit when they attend with marketing colleagues.

How does Petroleum Export Market and Buyer Portfolio Planning differ from a petroleum trading course?

It focuses on where and to whom an exporter sells, not on taking price positions. It covers outlet ranking, buyer segmentation and term and spot balance rather than hedging.

What will you bring back from Petroleum Export Market and Buyer Portfolio Planning?

You bring back a destination outlook, an outlet ranking matrix and a segmented buyer book with credit tiers. Together they guide your next monthly cargo meeting.

Petroleum Export Market and Buyer Portfolio Planning: The Way Forward

The Export Market and Buyer Portfolio Plan first informs the next monthly cargo allocation: which outlets receive which grades and which buyers hold term volume. Export marketers and sales managers use it with credit officers to agree limits. After its first cycle, revisit the outlet ranking against realised netbacks and adjust weak buyer segments.