

# First Russia, then the world

In just three years, bunkering firm **Rosneft**'s success in the Russian marine fuel market has enabled it to expand its activities in the global field with the establishment of an international office in the UK. The firm also plans to enhance the reputation of Russia's bunkering services

**I**n October 2010, Rosneft Marine established an international trading office in the UK. Rosneft Marine UK has been tasked with expanding the company's marine fuel business and is in line with its commitment to providing access and support to its customers throughout the world.

Rosneft Marine UK will focus on international trading, sales and marketing, and will be looking to engage in more direct marketing, develop its risk management services and explore opportunities to form strategic alliances with global partners.

The establishment of Rosneft Marine UK is part of Rosneft's long-term growth plan to expand its marine fuel business beyond Russia. Rosneft has laid out its growth strategy for the next ten years and is well on its way to increasing its volumes and meeting sales targets for 2011. The UK office will bring the company closer to its global customers and put it in a better position to understand their needs and facilitate transactions. It will also enable Rosneft to capitalise on opportunities for strategic alliances with other market players.

“Since 2008 Rosneft has grown to become a leading player in the Russian domestic bunkering market. It has experienced steady growth in sales volumes and plans to sell in excess of two million tonnes during 2011.”

## Bunkering growth

Rosneft began developing its bunkering business in 2008 and has grown to become a leading player in the Russian domestic market. Since its formation, it has experienced steady growth in sales volumes and the firm plans to sell in excess of two million tonnes during 2011.

Rosneft Marine has a presence as a physical bunker supplier in the Baltic, Black Sea, Russian Far North and Russian Far East. The sharp increase in sales were achieved due to high-quality management standards in addition to the implementation of cost savings and the optimisation of logistical costs, which allows the company to offer fuel at competitive prices in any region where it provides supplies.

Rosneft Marine intends to set new quality standards in the Russian marine fuel market. The company offers almost all types of fuel that are of exceptional quality and that



Rosneft Marine's experience in the Russia fuel market stands it in good stead for its aim to become a dynamic company of international standing.

exceed international standards, including MARPOL, in regions where it has a physical presence. The company also intends to raise procedural standards in its bunker fuel delivery. It will achieve this by implementing its strategy of controlling the movement of oil products at all stages of bunker delivery, from its refineries to delivery vessels.

## International focus

Rosneft Marine has the expertise and experience required to expand the marine fuel market in Russia and is looking to create a modern, dynamic, flexible and efficient company of international standing, which will focus on establishing long-term beneficial relations with its customers.

Rosneft Marine is also keen to play a key role in the development of Russia's maritime sector and it has recently placed orders for several bunker tankers from the country's shipyards, a testament of its confidence in the market's potential for growth. By focusing on providing a reliable service and high-quality fuels that meet international standards at competitive prices, Rosneft hopes to establish the reputation of Russian ports for bunkering services.

The launch of its UK office underscores Rosneft's commitment to its customers and will be the cornerstone of the firm's plans to expand its bunkering division. It is also the first step towards the establishment of Rosneft Marine as a major global bunker supplier. ■

## Further information

Rosneft Marine  
www.rosneft.com



