



BRAZIL PRE-SALT:

OPPORTUNITIES AND CHALLENGES

Special supplement to *World Oil* September 2010

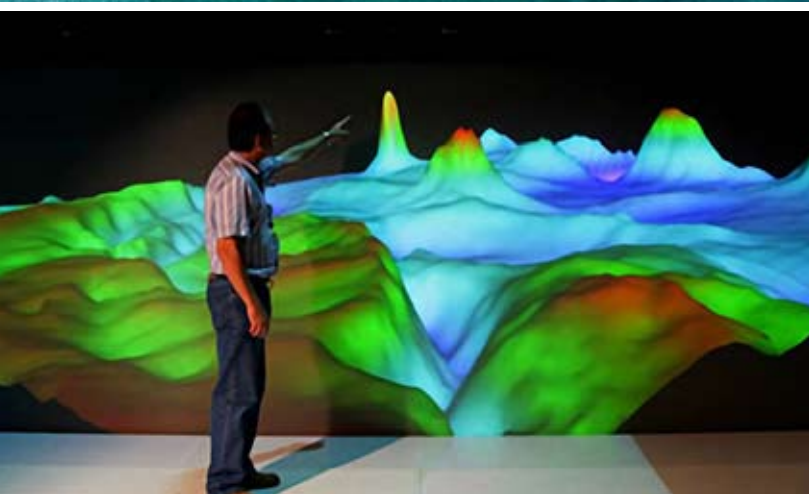


The discovery of Tupi and other pre-salt reservoirs have the potential to transform Brazil into one of the world's leading oil and gas producers. The Brazilian government has legislated a new regulatory framework to develop these ultra-deepwater resources through Petrobras, private operator OGX and many of the IOCs. *World Oil* is publishing a special supplement on Brazil pre-salt opportunities and challenges.

- **Plansal master plan for pre-salt reservoir development.** Petrobras authors will present Plansal, a master plan the operator has developed for the integrated development of the pre-salt reservoirs.
- **CENPES Prosal R&D program.** *World Oil's* Latin America correspondents will provide an update on Prosal, the technological program that CENPES, the research and development arm of Petrobras, has undertaken to overcome the challenges of pre-salt exploration and production.
- **Pre-salt regulatory framework.** An analysis of the regulatory framework the Brazilian government has legislated recently to govern the roles of Petrobras, Petrosal and the other IOCs and local operators.
- **Stricter safety standards.** A discussion of the renewed emphasis on safety in Brazil's ultra-deepwater development in the aftermath of the Gulf oil spill.

Advertising space available.

For additional information, please contact your *World Oil* representative or Ron Higgins, Publisher, at +1 (713) 520-4406 or Ron.Higgins@WorldOil.com.



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Rates: 2010 rates apply. Rates are commissionable at 15% of gross billing.

Issuance & closing: Published with the September 2010 issue of *World Oil*. Closing date for advertising space reservations and advertising materials is **August 20, 2010**.

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Advertisements are the same size as ads in *World Oil*. Specifications are available at www.WorldOil.com/advertising.aspx

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