

Participation in Middle East Petrotech 2012 in Bahrain

The 8th Middle East Refining and Petrochemicals Conference & Exhibition 2012 was held over a four-day period from May 20 to 23, 2012 in an international exhibition center in Bahrain.

1. Overview

Petrotech is a large-scale international convention that is held every two years in Bahrain to promote the development and exchange of technologies in the oil-refining and petrochemical industries. The organizing committee and sponsors of the event include state-run oil companies and petrochemical companies in the Middle East region (Saudi Aramco, BAPCO, ADNOC, QP, KPC, etc.) and Western oil and petrochemical companies (ExxonMobil, Dow Chemical, Foster Wheeler, etc.). Under this year's theme of "Creating Value: Technology, Investment & People," the conference part of the event featured four keynote presentations, eleven guest-of-honor speeches and a large number of presentations, and the exhibition part featured showcases by more than 80 companies in the oil industry. JCCP participated in the Petrotech exhibition for the fifth time this year, and sent Tetsuji Kubota, Senior Counselor, Training Dept.; Hisayoshi Tanda, General Manager, Planning & Coordination, Administration Dept.; and Masumi Kitahara, Manager, Public Relations, to staff the JCCP booth.



Opening ceremony for the Petrotech exhibition

2. Background and Objectives

JCCP participated in the past four Petrotech exhibitions to introduce JCCP activities to visitors from the oil industry in Middle East oil-producing countries. This time, in addition to introducing JCCP activities, the JCCP booth aimed to also introduce JCCP's 30-year history of technical cooperation in oil-producing countries, and to take advantage of the occasion to once again meet and exchange information with JCCP graduates and key figures in JCCP counterpart organizations.



JCCP's booth



*Ms. Huda Al-Ghpson, Executive Director,
Employee Relations & Training, Saudi Aramco (center)*



JCCP graduates (Saudi Aramco)

3. Exhibition

The design concept of the JCCP booth, with some added improvements, was based on the idea used in the 20th World Petroleum Congress held last December, which met with great success.

Although JCCP graduates who were informed of JCCP's participation in the event took the time to visit the JCCP booth last year, we had only limited meeting space to enjoy conversation. With this in mind, this time around we prepared a space for meetings inside the booth.

This being JCCP's fifth participation, many JCCP graduates who knew that JCCP participates in the event every year paid a visit to the JCCP booth from Bahrain, Saudi Arabia, and other neighboring countries. Although an email notice was sent to all graduates in advance, many knew of JCCP's participation even without the notice, which was a clear indication that JCCP has become a fixture of sorts at the Petrotech event.

The visitors included people related to JCCP activities in diverse ways: JCCP counterpart coordinators, past participants, people scheduled to participate in a JCCP course the following week, university professors who attended a workshop sponsored by the Technical Cooperation Department, etc.

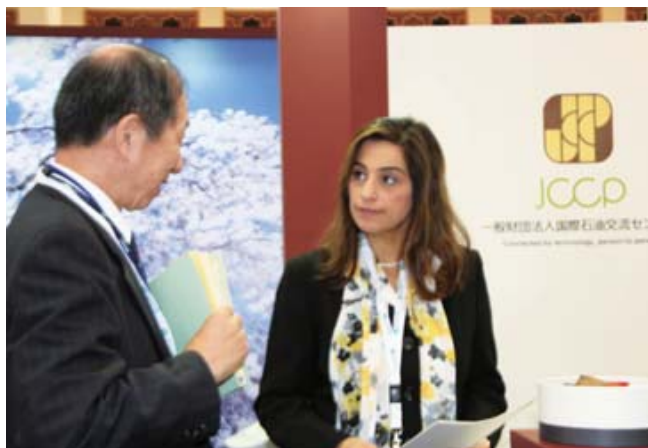
The event also provided an opportunity to get in touch once again with Mr. Bakheet Al Rashidi, Deputy Managing Director, KNPC, who was a guest speaker in a past JCCP international symposium and was acting as an executive member of the Petrotech organization committee; and with Ms. Huda Al-Ghpson, Executive Director, Employee Relations & Training, Saudi Aramco, and Ms. Salma Al Hajjaj, Director, Leadership

Development, KPC, who were present at Petrotech as guest speakers.

4. Keynote Presentations

The conference featured four keynote presentations under the theme, "Creating Value: Technology, Investment and People," and was chaired by Mr. Abdulaziz M. Al-Judaimi, Vice President, Chemicals, Saudi Aramco.

- (1) H.E. Dr. Abdul Hussain bin Ali Mirza, Minister of Energy, shared his view that the Middle East countries are globally important oil-producing countries, and in addition to their role as oil producers, they are also becoming oil consumers at a rapid pace. For this reason, oil-producing countries must also break away from their dependence on oil and introduce non-petroleum energies.
- (2) Mr. Mohamed H. Al-Mady, CEO, SABIC, spoke on a variety of issues. He said that the development of talented personnel is a priority issue, which should be addressed by creating a program that could systematically train the necessary human resources. In regard to business, he said it is necessary to take the standpoint of "asking customers to buy," and not of "supplying products to the market." In regard to technology, Mr. Al-Mady noted that shale gas being developed in the United States has dropped in cost to the level of natural gas in Saudi Arabia, and is posing a large threat to petrochemical companies in oil-producing countries. As a countermeasure, he



Ms. Salma Al Hajjaj, Director, Leadership Development, KPC



Mr. Al-Shirawi, General Manager (right),
Mr. Larry Jaeger, Advisor (left),
Oil and Gas Affairs, National Oil and Gas Authority, Bahrain

said Middle East countries must hereafter consider utilizing not only ethane but also a variety of other feedstock to develop the petrochemical industry.

- (3) Mr. Farouk AL-Zanki, CEO, KPC, spoke about Kuwait Refinery Vision 2030 and defined a number of major issues, including the integrated operation of three refineries, improvement of domestic consumption of heavy crude oil, and human resource development. He said that in the future, easy oil will need to be appropriated to exports, and heavy oil that is not suited for export will need to be domestically processed into oil products. He therefore emphasized the need to develop human resources with the necessary capacity to treat heavy oil.
- (4) Dr. Graeme Codrington, Futurist, Author, Keynote Presenter and Expert on the New World of Work, TomorrowToday, gave a presentation. He issued a warning, saying that “to stay competitive, we must

tackle the problems instead of solving today’s problem with yesterday’s technology.”

The presentations were peppered with phrases such as “cultural innovation,” “integrated wisdom,” and “developing creative culture” and shed light on the realization that even state-run companies must work hard to seek such values, and thus the development of human resources is a critical issue in conjunction with the advancement of technologies.

5. Summary

JCCP has participated in the Petrotech exhibition five times over the past 10 years, and has successfully introduced JCCP activities to a wide audience through repeated participation with a small booth measuring a mere 18m² in area. The event also provided an ideal opportunity to reunite with past JCCP participants, deepen mutual friendships, and update the roster of JCCP graduates, who are JCCP’s most precious asset.

As the theme indicated, the development of both technologies and human resources has come to be recognized as a major issue also in oil-producing countries. Meanwhile, JCCP has worked diligently to promote stable supplies of oil and cooperation with oil-producing countries through technical cooperation and personnel development activities for more than 30 years since its establishment. That JCCP’s efforts have come to match the needs of oil-producing countries today was clearly felt through JCCP’s participation in this year’s Petrotech event.



JCCP graduate (BAPCO)

<by Masumi Kitahara, Planning & Public Relations,
Administration Dept.>