

O&G SIG – Feedback from Attendees of First Meeting (02.12.14)

Andrew Burgess: Aims of the SIG are as follows:

1. To exchange information that is not necessarily in the general public domain to the benefit for the
 - individual members of the SIG
 - British Trade office
2. Support the BTO by identifying opportunities and competitors for UK companies
3. Identify where niche products are required that will produce added value
4. Identify long term prospects to allow the strategic planning of entries into the Saudi market for UK companies
5. With the BTO identify where there are apparent shortages in the local market that could be exploited by UK companies

SIG members will be expected to bring information to the meetings and not just absorb information

Other points

1. The BTO should circulate the details and areas of interest of the UK companies that contact them expressing interest in entering the KSA market.
2. BTO will give advance notice to the SIG of planned UK Trade events and forums. This will help SIG/BBA members to prepare who they wish to meet and the agenda for their meeting. It may also assist with helping BTO to persuade any companies who are dithering over visiting KSA for the event.
3. The SIG should decide on which areas it intends to concentrate efforts as it was generally agreed that the market in O+G is extremely diverse.
4. Long term look ahead to predict future trends and opportunity should be undertaken - downstream petrochem products – plastics and nylon was given as an example
5. The makeup of the SIG was discussed and whilst the meeting leaned towards British members and British companies, interest from an “outside” company would be assessed possibly by asking the person to make a presentation to the SIG on their company and market interests.
6. Communication with the BBA membership in the form of a news letter and a short presentation at the start of business meetings was discussed.
7. BTO will circulate the proposed attendance to the Saudi British Energy Week that is being held on 9-12 February 2015. Apart from visits to and talks by the main KSA players a mini-trade mission will be organised for the afternoon of the 10 February.
8. A renewable energy and recycling SIG is in the offing – recruitment of additional member will commence.

9. BTO is available to assist with venues but not funding.
10. Edward Rose has offered his meeting room for the next meeting.
11. Edward Rose should also be asked to make a presentation on the two items he mentioned that will impact trading in KSA
12. Monthly meetings will be held on the third Monday of every month and a report will be presented at the next BBA/AGM in April.
13. An effort to introduce new SIGs will be made at the AGM.
14. Jeff Stewart graciously accepted the unanimous vote for him to act as the O+G chair until further notice.

Geoff Fennah: Only comment I have from meeting is to reiterate the need to try and look forward to identify emerging opportunities rather than waiting for announcements e.g. Polymers conversion.

Malcolm Weaver: Sorry for delay but confirm nothing to add.

Ben Jones: Further to our 1st O&G SIG Meeting, I would agree with the points that we discussed in relation to what “we” want from our SIG and the Objectives that were discussed between the group.

As a point of reference I can confirm that on a regular monthly basis I personally receive several requests from Overseas Shipping Agents for guidance on Import Requirements into KSA on behalf of their UK / Global Customers, although very little for the Actual O&G Industry, that I actively assist in with our company to not only quote the Logistics / Shipping Requirements, but also to provide detailed feedback on how they need to meet the KSA Customs / Various Govt. Ministry Rules & Regulations.

As part of our O&G SIG Objectives to assist UK or BBA Members Company getting onto Vendor’s List I would support this as well as the other points listed on the Agenda Items that included Business Wins, Significant Assists, Service Deliveries and Organizing Seminars / Conferences to invite UK Companies.

As a company, WSS KSA have participated again recently in the SAOGE 2014 Exhibition and as a suggestion going forward and through our membership to other O&G Groups such as the GCPA, I believe we could not only invite UK Companies as Guests to some of these events, but help through our Network’s Contacts put them in touch with the right contacts as we discussed this is one of the biggest challenges for even local companies to overcome.

With reference to the Actions & Timeline Summary, I confirm my acceptance and acknowledge the following points:

How Often should the SIG Meet ? - Once Per Month seems workable and a good idea to keep up the momentum of the O&G SIG.

Should the SIG's be "open-ended" or should they have an agreed review date at which time agreed objectives, inputs and outputs can be discussed, E.G. Quarterly / Annually ? - Agree with the SIG that we will review after the next BBA AGM in March / April.

How / what / when should SIG Updates be reported back to the main BBA Committee? – BBA Monthly Meetings & Newsletter seems to be good way forward.

What are the provisional dates for SIG's Meetings (Jan 2015 – April 2015)? – 3rd Week of Jan 2015 would be suitable for me personally as I'm due on Overseas Travel to the Far East / HKG / China the week after.

I hope my feedback above is suitable for the O&G SIG Group that was a pleasure to meet for the first time and I look forward to our further joint efforts into 2015 to produce some tangible results and significant developments on behalf of UK Companies, BBA Member's Companies and of course the BTO. If any further details or feedback are required Jeff, please just let me know.

Since the SIG meeting I've been thinking about the additional expectations you asked us to provide feedback on. I think you have covered the pertinent objectives of the Group but would like to see how we utilize the BBA membership to fit around the various project lists out there.

Bob Lee: I feel the Business Opportunities mentioned within the SIG objectives will make or break the success of Group concept and hope we can expand further on we achieve this during the next meeting.

Ideally I would like to see a controlled "Project data base" created, even if it meant a "member's fee" to access it, which would provide BBA member contact details. This would obviously ease and hopefully encourage communication within the membership.

Edward Rose: Further to last week's meeting, you requested some feedback and I hope the points below will prove helpful.

1. **Objectives of the SIG :** We only have limited time each meeting, so my feeling is that we concentrate on two core areas:

- exchanging news and market intelligence so that all attendees can keep on top of what is going on locally; and
- tracking the larger Saudi O&G projects, since these will be the ones where (specialist niche) opportunities are most likely to lie for new UK companies as well as existing members.

2. **Admin :** I think the format / content is just right. A few ideas for future occasions:

- If a UK company looking at Saudi for the first time has made good progress towards entering the local O&G market, perhaps they could give a short presentation to the SIG about their

product/services, so we can feedback ideas about how the company can best position itself.

- Could we ask one or two of the larger local trading houses to host us from time to time? We could then learn first-hand about their range of O&G business activities, plus it would give us some variety in terms of venue.
- I'd be glad to host one/more future meetings at our offices at Al Hugayet Tower.

3. **Legal** For the record, I mentioned three developments in the legal sector:

- KJO suffered a suspension in Oct for breach of air emission environmental standards enforced by the Saudi Presidency of Meteorology and Environment
- A new law is being considered by the Council of Ministers relating to the pricing, sale, transport and marketing of petroleum products
- A Council of Ministers decision was issued in Sept which will allow some international contractors to bid for work in Saudi without being fully registered in the country with SAGIA, MOCI etc.

Danial Sheikh: I don't have much more to add other than what was raised at the meeting. The only thing I'd stress on is having shorter term objectives that we think the SIG can realistically achieve – e.g. six months and then expand it from there as necessary.

Zane Thirlwall: Been busy out of town, sorry for the late response. We did as you said got off to a good start, the meeting was informative and productive. Since you are asking what we want from the SIG's, I will express a little.

When I joined the BBA, I actually thought that perhaps I can make better business here in Saudi Arabia, perhaps have better chances and or opportunities to meet Brits in other companies where they can either offer their products and services and I too could return the same favour. The same time surely be invited to the BTO trade missions where perhaps I could find possible UK companies seeking to venture in to the Saudi Arabia market and perhaps support them in doing so by either a JV or even obtaining equipment's, parts, services etc... from them. In short I thought that it's a means to improve business for Brits and British Companies and myself and my company.

The BBA socials do help and support the group members in knowing who is who.

Our objectives in the Constitution has the four points as stated below, membership is more detailed than our objectives. We are not in Bahrain so we need to be specific who is a member in order to avoid perhaps questions. I say no more in that area.

BBA Constitution Objectives;

To provide the opportunity for British Businessmen and Businesswomen in the Eastern Province to meet on a regular basis to get to know one another.

1. To liaise closely with the British Trade Office in Al Khobar in order to promote the interest of the British community in general and British business in particular, and furthering of Saudi-British relations.
2. To facilitate the arrangement of meetings with VIP's visiting the area and meeting with prominent businessmen and officials.
3. To provide social evenings to which members and their partners may be invited.

Perhaps we could consider extending the objectives or making them more detailed, of course by due process.

The SIG can offer chances and perhaps if it works well, can open doors to meet and know our BBA members better. In Jeddah and Riyadh they publish a yearly book, magazine where their members can if they want advertise their company and services, products etc... each member if he or she wants can easily see who does what and pass business to a British member and or his or her company. It's all about doing better business, that's my opinion. I would like to give business to a Brit member if I can, more than I would others, and at the same time perhaps have chances to provide members with services, products etc... that I deal with. At the same time the BBA and its members can pass details to the BTO on services, products needed that are not available, they have better means to know UK companies that are also looking to do business here.

Of course when the BTO have its events, we all should be there to support them in all aspects be it business or events that are truly British. The first meeting of the SIG on Oil and Gas was indeed a good start, you did a good job, appreciate by all I am sure.

David Appleby: Didn't make the meeting so at this stage would be interested in seeing the minutes and in terms of SIG focus would see it as; providing or receiving advice, guidance, support to/from SIG members and other British Trade office 'supported/introduced' British Companies, where it is possible and practical to do so.