



Consultancy  
Intelligence  
Publishing

# **GI Publishing**

## **Energy Markets Series**

### **PROFILE 2024**





## DAILY ENERGY MARKETS PODCAST

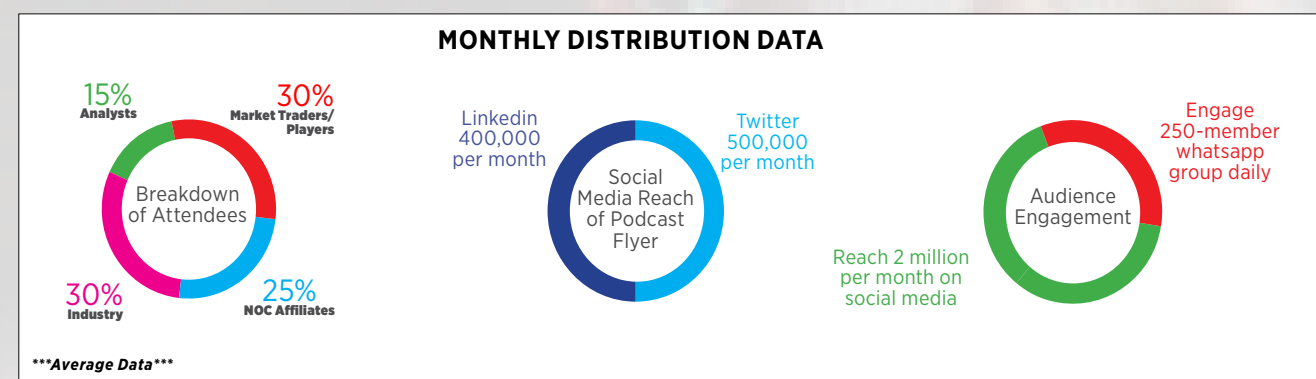
LIVE ON X, LINKEDIN & YOUTUBE



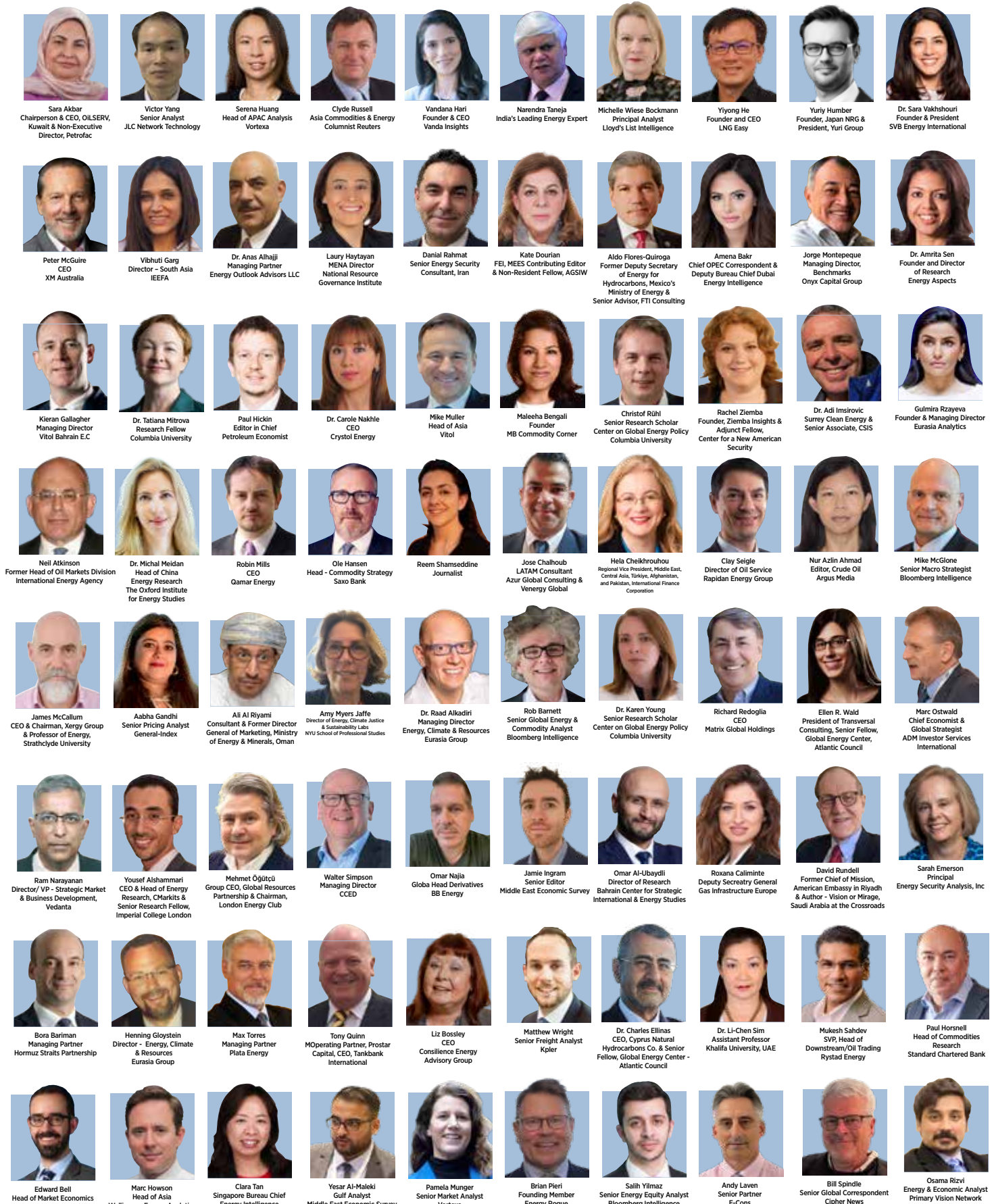
The DAILY ENERGY MARKETS Live Video Podcast is an opportunity every morning for market actors to garner insights on the pressing issues impacting the energy markets each day, with particular focus on the supply-demand dynamics on the trading routes connecting the Middle East to Asia. The live-event hosts three expert speakers from around the world and has an audience capacity of 100.

## COLLATERALS:

- Daily Podcast - Cast Promo Flyer
- Daily Video Podcast - Livestream
- Daily Podcast Survey - Infograph Flyer
- Daily Audio Recorded Podcast: Apple, SoundCloud & Spotify



## 80+ PODCAST COMMENTATORS





# SOCIAL MEDIA PUBLISHING

## DAILY NEWS DIGEST

The GI Top 10 Daily News Digest is delivered to our stakeholders early each morning to provide insights and context on what's at stake and where energy markets may move through the trading day. Gulf Intelligence distributes the Daily Digest in an email to our network of 1,000 energy market actors across the Middle East and beyond. It is also posted on all our relevant social media channels, reaching a wider circle of 200,000+ viewers.



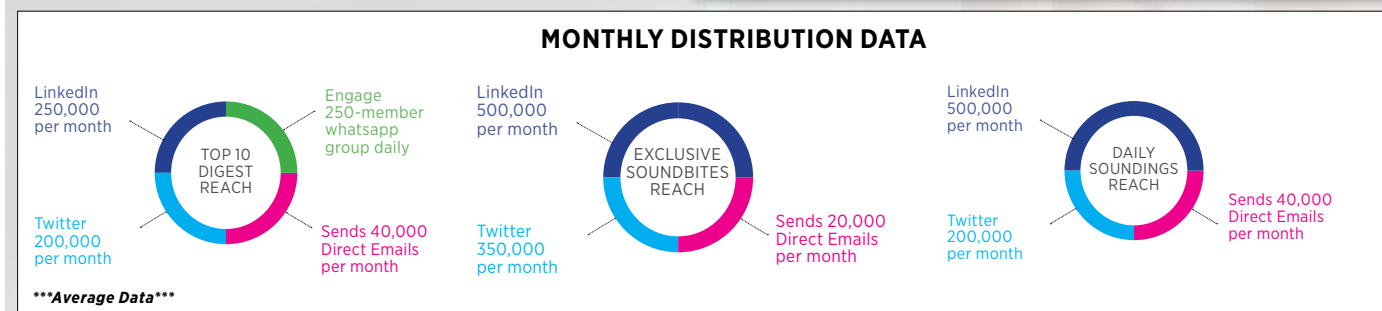
## 60-SECOND VIDEO SOUNDBITES x 3 DAILY



The 60-Second Soundbite series captures some of the most salient market-relevant comments captured in the 30 minute interview. The essence of what's at stake and why we should care is articulated by some of the most authoritative oil market watchers in a series of twenty Soundbites published each week on Twitter and LinkedIn.

## DAILY MARKET COMMENTARY SOUNDINGS x 3 DAILY

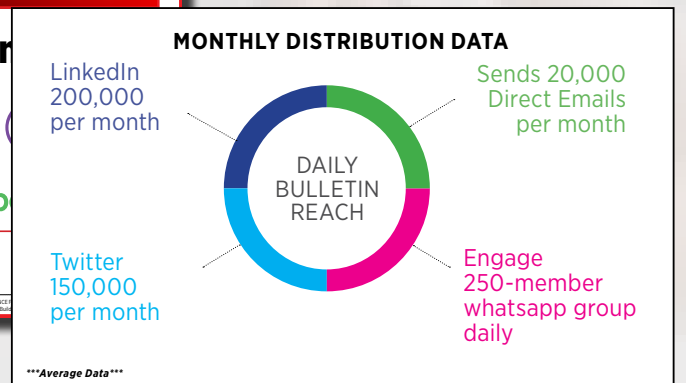
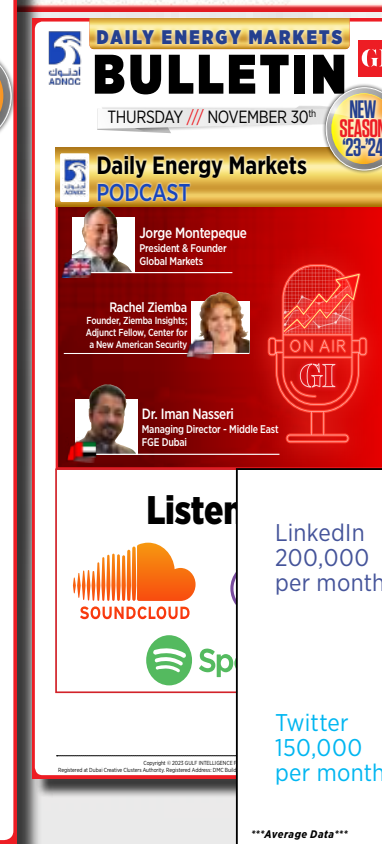
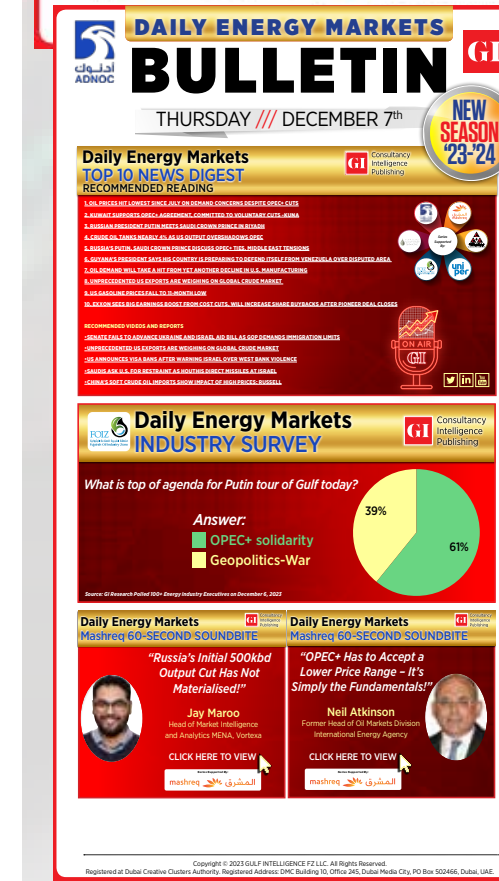
The Industry Soundings deliver key messages from each speaker on the daily podcast -- with a limited number of words that deliver concise and understandable insights. Gulf Intelligence publishes these short-form opinion editorials on LinkedIn and Twitter, where they reach over 500,000 viewers per month. The best in the series are published each week in the Fujairah Newsletter that reaches over 100,000 readers per month.



# E-MAIL DISTRIBUTION

## DAILY ENERGY MARKETS BULLETIN

The DAILY ENERGY MARKETS BULLETIN provides a wrap-up of the Asia and Middle East trading day as markets prepare for the opening hours in Europe. The daily newsletter includes specialist oil market commentary, a Daily News Digest and a PODCAST of 'why it matters' insights and 'what's at stake' analysis from international experts located all over the world. Gulf Intelligence distributes the Bulletin in direct email to its network of 1,000 market actors across the Middle East and beyond. It is also published on all our social media channels, reaching a wider circle of 1 million+ viewers per month.





## “HALF-TIME TALK” PODCAST WEEKLY FEATURE INTERVIEW SERIES

This HALF TIME TALK feature interview series is conducted weekly with energy market stakeholders from across the world, with the objective of securing a deeper understanding of specific trends affecting the international oil and gas markets. Gulf Intelligence distributes the weekly interview across multiple media platforms, including a video podcast posted on social media that reaches 100,000+ followers, and it is also published as the lead article in the weekly Fujairah New Silk Road Newsletter, which reaches 40,000 readers worldwide per week.

The image displays three promotional materials for the 'Half-Time Talk' series. At the top is a 'Daily Energy Markets INTERVIEW SERIES' banner for 'NEW SEASON 23-24' featuring Saugata Saha, President of S&P Global Commodity Insights. Below this is a 'HALF-TIME TALK' flyer with a quote: "Globally we are 50% Short of \$1.7 Trillion Financing Needed to Tackle Climate Change". At the bottom is a 'HALF-TIME TALK TOP 3 TAKEAWAYS' flyer featuring Dr. Sara Vakhshouri, Founder & President of SVB Energy International. The takeaways are: 1. US turning a blind eye to extra Iranian oil exports because volumes mostly going to China, and US is either incapable or has no desire to stop that. 2. Covid, Russia and Mideast crises have emphasised the importance of energy security – we should add an extra 'S' to 'ESG'. 3. COP28 should seek practical and realistic results, including giving more attention to demand management measures.

## HALF-TIME TALK WEEKLY COLLATERALS:

- Half-Time Talk Promo Flyer Infograph
- Half-Time Talk Video Podcast
- Feature Interview Top 3 Takeaways Flyer Infograph
- Daily Energy Markets Bulletin - Direct Mail Distribution
- Fujairah Weekly Newsletter Front Page Interview

## FUJAIRAH NEW SILK ROAD WEEKLY NEWSLETTER

The Fujairah New Silk Road Weekly Newsletter emerged from the annual Gulf Intelligence Energy Markets Forum, now in its 11th year, and the commercial ecosystem that delivered the New Silk Road CEO of the Year Awards. The Newsletter, which now reaches some 40,000 readers per week, was created to keep Fujairah's international stakeholders across the downstream value-chain (Trading – Storage – Refining – Ports – Shipping) abreast of timely & relevant developments taking place in the emirate each week and across the world. The intelligence, data, and insights captured in the newsletter are shared to help businesses make better decisions as they seek to bolster connections across the New Silk Road energy trading corridor between the Middle East and Asia.

The image shows the layout of the Fujairah New Silk Road Weekly Newsletter. It includes sections for 'Exclusive Insights', 'Actionable Intelligence', 'Data Trends', and 'Latest News'. Key features include:
 

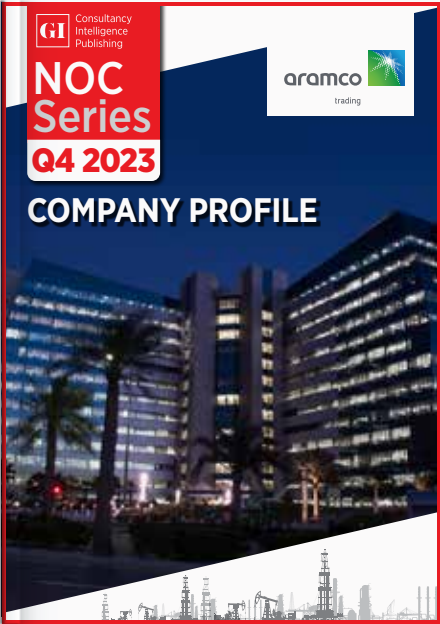
- Vol. 182** (Feb 15th 2024)
- Global Energy Security Risk is at an All-time High!** by Joseph McMonigle, Secretary General, International Energy Forum.
- Oil Tank Storage Leasing Rates** (Average Range: \$3.57 - 4.09/m³, Highest: \$4.50/m³, Lowest: \$3.30/m³).
- FUJAIRAH WEEKLY OIL INVENTORY DATA** (Light Distillates: 6,932,000 bbl, Middle Distillates: 2,868,000 bbl, Heavy Distillates & Residues: 9,352,000 bbl).
- BLACK OIL PRODUCTS** (Average Range: \$3.57 - 4.09/m³, Highest: \$4.50/m³, Lowest: \$3.30/m³).
- World Faces Energy Chaos and Economic Chaos Without More Oil Investment!** by H.E. Haitham Al Ghais, OPEC Secretary General.
- ACCELERATING TOWARDS NET ZERO** (Making a new chapter in ADNOC's transition journey to a lower carbon future).
- Weekly Surveys** (e.g., 51% Disagree, 49% Agree on Weak OECD and China demand expectations).
- MONTHLY DISTRIBUTION DATA** (LinkedIn: 200,000 per month, Twitter: 200,000 per month, Sends 20,000 Direct Emails/Subscribers per month, Engage 250-member whatsapp group daily).



# GI STAKEHOLDER ENGAGEMENT

## STAKEHOLDER MAPPING & PROFILES

Gulf Intelligence will map-out and facilitate a client’s engagement with critical stakeholders key for its business development across the Middle East. This last mile of connectivity is exceptionally important in a region that still builds its commercial relationships on top of personal trust.



# GI GULF NATIONAL ENERGY COMPANIES PROFILE SERIES - SUBSCRIPTION

Gulf Intelligence is a Strategic Communications Consultancy & Publisher engaged across the full value-chain of the Middle East Energy Sector, with an unparalleled last mile of connectivity in the region. We facilitate critical knowledge exchange and networking between National and International energy stakeholders tasked with leading the development of the physical energy markets East of Suez.



### PROFILES UPDATED QUARTERLY - INCLUDE:

- ADNOC
- ARAMCO
- QATAR ENERGY
- KPC
- PDO
- BAPCO
- OQ
- MUBADALA ENERGY
- ARAMCO TRADING
- ENOC
- DUQM
- MINISTRY OF ENERGY & INFRASTRUCTURE, UAE
- MINISTRY OF ENVIRONMENT, WATER & AGRICULTURE, UAE
- MINISTRY OF OIL & ENVIRONMENT, BAHRAIN
- MINISTRY OF ENERGY, KSA
- MINISTRY OF ENVIRONMENT, WATER & AGRICULTURE, KSA
- MINISTRY OF ELECTRICITY, WATER & RENEWABLE ENERGY, KUWAIT
- MINISTRY OF OIL STATE OF KUWAIT
- MINISTRY OF ENERGY AND MINERALS, OMAN
- DUBAI SUPREME COUNCIL OF ENERGY

### SUBSCRIPTION DELIVERABLES INCLUDE:

- Gulf National Energy Profiles include leadership organizational charts, leaders bios and all the latest news updated monthly.
- Quarterly Special Report on Timely & Relevant Industry Topics (*see list on the left*)
- Quarterly Bespoke Stakeholder Report on Request
- Quarterly Stakeholder Database Assignment on Request
- Quarterly NOC Profile Briefing on Request



# The 14<sup>th</sup> GLOBAL ENERGY OUTLOOK FORUM

The Global Energy Outlook Forum was founded 14 years ago in the UAE for the purpose of convening the country’s leading energy stakeholders in Abu Dhabi at the start of each year to look into the crystal ball for an Outlook on the opportunities & challenges likely to face the oil and gas industry over the Year ahead. On the occasion of the 14th edition of the Forum, we are navigating the unique lessons learnt during the Covid-19 pandemic on how to produce a truly global event without leaving home. In the past, we would ask thought leaders from around the world to travel to the UAE to share their insights on site at NYU Abu Dhabi. But now, on Jan. 10th, we will leverage technology to travel virtually around the globe for an on-the-ground perspective of the critical issues shaping the Energy Outlook in 2024 and beyond.

# QUARTERLY REPORTS



# GLOBAL Energy Outlook FORUM 2024

**JANUARY 10<sup>th</sup>**

MARKET FORECASTS FROM 12 TIME ZONES ALL IN ONE DAY

A MESSAGE IN A BOTTLE FROM AROUND THE WORLD

- ASIA
- MIDDLE EAST
- EUROPE
- AMERICAS

GI Consultancy Intelligence Publishing

VIRTUAL FORUM SAVES 50 TONS OF CARBON EMISSIONS

Supported by: mashreq OMV SNOC

## SPECIAL REPORT Top 50 Energy Market Analysts

A Message in a Bottle From Around the World

# YEAR AHEAD ENERGY OUTLOOK 2024

GI Consultancy Intelligence Publishing

REACH DATA \*Average

LinkedIn 2,000,000 viewers

Twitter 1,000,000 viewers

Sends 20,000 Direct Emails per month

Engage 250-member whatsapp group daily

The Global Energy Outlook Forum



LONDON IEWEEK  
THE GI MIDDLE EAST ENERGY SUMMIT

LONDON  
IEWEEK 2024  
The GI Middle East Energy Summit

THE 7<sup>th</sup> FUJAIRAH OIL MARKETS  
WORKSHOP BREAKFAST

ENERGY MARKETS ANALYSTS  
& MEDIA ROUNDTABLE LUNCH

THE 7<sup>th</sup> IEWEEK MIDDLE EAST  
ENERGY LEADERSHIP ROUNDTABLE DINNER

WORKSHOP  
MEDIA HUB  
ROUNDTABLES  
BREAKFAST  
BRIEFING

THANK YOU FOR ATTENDING

IEWEEK 2024  
Middle East Energy Summit  
LEADERSHIP ROUNDTABLE DINNER

Supported by:





THE 12<sup>th</sup> FUJAIRAH #EMFWEEK  
ENERGY MARKETS FORUM 2024

The Annual gathering in Fujairah convenes the senior executives, regulators and policy makers tasked with leading the Middle East’s Trading, Storage, Marketing and Shipping of oil and gas across the East of Suez markets, to exchange knowledge and insights on relevant and timely trends impacting their industry.

#EMFWEEK24

12<sup>th</sup> ENERGY MARKETS FORUM

GI Consultancy Intelligence Publishing

Port of Fujairah

October 1<sup>st</sup> - 2<sup>nd</sup>, 2024 | Novotel, Fujairah

“Navigate the Changing Winds of the Global South, Geopolitics & Energy Chokepoints through 2025 and Beyond?”

MARK YOUR CALENDAR

Oct. 1-2, 2024 Fujairah, UAE

THE ARAMCO TRADING NEW SILK ROAD CEO - OF THE YEAR - AWARDS 2024 FUJAIRAH

12<sup>th</sup> ENERGY MARKETS FORUM #EMFWEEK24

International ENERGY JOURNALISM AWARDS 2024 FUJAIRAH

12<sup>th</sup> #EMF24WEEK

ENERGY MARKETS FORUM Oct. 1<sup>st</sup>-2<sup>nd</sup>

DAY 1

1x Welcome Lunch

3x Feature Interviews

4x Oil & Geo Pols Briefings

1x Onshore Industry Tour

1x Oil Markets Workshop

1x Gala Awards Dinner

1x Networking Social Reception

DAY 2

7x Industry Roundtables

4x Energy Markets Briefings

1x Markets Forum Survey

1x Feature Interview

2x Industry Leadership Panels

1x Energy Journalism Awards

1x Offshore Port Boat Tour

1x Closing Lunch

14

15



THE ARAMCO TRADING  
NEW SILK ROAD CEO OF THE YEAR AWARDS

The New Silk Road CEO of the Year Awards were conceived to celebrate the pioneering industry leaders who are spearheading the transformation of energy markets across this ancient trading route connecting Asia with the Middle East & Africa, which is literally changing the direction of international energy flows. Given that Fujairah has been an active participant across these oceans for 500 years, it is only fitting for this celebration of industry leaders to take place outside the Straits of Hormuz in one of the world's top 3 energy hubs. China's Belt Road Initiative is set to be the world's largest platform for economic cooperation, trade and financing collaboration. Reaching more than 60 countries across Asia to the Middle East, and 4.4 billion people with a combined GDP of \$21 trillion, the BRI is redrawing the global energy map through investment in new infrastructure that underpins the reemergence of ancient trading routes. The rise of the Arab world, China and India are part of the same story, once historic partners along the Old Silk Road. It isn't a coincidence that Arab traders have returned to Asia at the same time that China is leading an Asian wave of nations that are fast regaining their share of the global economy. Much of this economic reintegration from the Arabian Peninsula to the massive populations of Asia is built on a foundation of physical energy: Trading – Refining – Ports – Storage - Shipping.

Gulf Intelligence  
Presents

THE ARAMCO TRADING  
NEW SILK ROAD

CEO  
- OF THE YEAR -  
AWARDS 2024

FUJAIRAH

aramco trading

Trading

Storage

Refining

Ports & Shipping

Vision

Celebrate  
Excellence & Impact  
of Current Leaders

Mission

Motivate & Inspire  
Next Generation  
of Industry Leaders



Aramco Trading was established as Saudi Aramco's trading arm in 2011 under the approval of Saudi Aramco's Board of Directors. It established its headquarters in Al-Midra Tower in Dhahran, Saudi Arabia. The wholly owned subsidiary began operations in January 2012, focusing on the trading of refined products, blending components, bulk petrochemicals, and polyolefins. The company subsequently developed chartering operations, to expand the business and satisfy its customer needs by selling products delivered to its clients. In order to reach out to a wider customer base and capture trading opportunities, Aramco Trading leased storage and blending facilities in major trading hubs, customizing product specs to meet customer demand. The company continued to grow the business, adding Crude and LNG to the product portfolio, thereby increasing market outreach and trading volumes. It expanded its role from balancing Saudi Aramco's local system to the supply and trading integrator of Saudi Aramco's global downstream assets. Aramco Trading established global offices in Fujairah, London, and Singapore to support this integration model. With four offices currently operating worldwide, Aramco Trading has broader access to markets, a wider client base, a more talented and diversified workforce, and a more sophisticated and integrated global business model. Today, the company is recognized globally as a critical trading partner for refiners, shipping companies, financial institutions, end-users, and other product-trading companies.





THE *MERCANTILE & MARITIME*  
INTERNATIONAL ENERGY JOURNALISM AWARDS

The International Energy Journalism Awards (IEJA) were founded to celebrate excellence in reporting on the most important industry in the Middle East, if not the world. The IEJA recognize and honor professional journalists who are either based in the Middle East or cover the regional energy sector from afar, and who produced outstanding work covering the industry over the previous year – whether focused on OPEC or National and International Oil Companies (NOCs/ IOCs), the water, power and renewables sector, and new low-carbon energy fuels.



Established in 2014 by the owner and the CEO, Mr Murtaza Lakhani, a veteran oil trader with more than 35 years of experience, the Mercantile & Maritime Group has grown rapidly over the past decade and now has a substantive presence across the Middle East, Europe and Asia. Headquartered in the United Arab Emirates, Mercantile & Maritime Group is primarily focused on the MENA region. Mercantile & Maritime Group specialises in the physical trading of oil and gas, shipping and logistics and high-end consultancy services including capital raising. The Mercantile & Maritime Group team manages the entire chain, from front office (marketing and trading) to back-office services related to deal execution, with trading capabilities supported by a global base of physical infrastructure assets including storage terminals and shipping assets.







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