



GI Consultancy Profile **2024**

CONSULTANCY

*- Strategic Communications -
Delivering Solutions*



THOUGHT LEADERSHIP

The **GI Consultancy** service will deploy an “Intelligence Unit” to elevate the posture & profile of the client with a wider stakeholder audience through the development of Thought Leadership platforms, whether live in-person events or online content published across social media channels, which are heavily subscribed to in the MENA region. The active Dialogues will deliver a conveyor belt of knowledge through Roundtables, Webinars, Podcasts and bite-size social media content featuring critical and authoritative voices. This knowledge reservoir can be drawn upon by all stakeholders to enhance their knowledge on timely & relevant topics, and also act as a source material for talking points, speeches, presentations and briefing notes for business development engagements.

Mashreq Sustainable Finance Dialogues

Podcast



Community Building: How Can the Private Sector Empower Society to Make Sustainable Choices?



Karan Sharma
Director
Financial Planning & Analysis
BEAH Group



Anita Mendiratta
Special Adviser to the Secretary General
UN World Tourism Organization
Advisor Board Member, The Royal
Commission for AlUla



Husam Abdel Al
Senior Director
Origination & Sustainable Finance
Investment Banking
Mashreq



Zainab Alamin
Vice President, Digital Transformation
Microsoft Arabia



Cutting-edge progress lies at the core of Saudi Arabia's spirit. That is why the Kingdom is increasingly spearheading solutions to two trends that are rewriting the global dynamics of the 21st century: sustainability and digitalization.

Saudi Arabia strives to be an exemplary nation, both at home and abroad. This means setting high ambitions to inspire our population today and realizing the potential of our youth tomorrow – therein lies the soul of the country's Vision 2030. A key part of this Vision includes accelerating the energy transition, driving a new wave of green investment, and ultimately, reaching net zero by 2060. Quicken the Kingdom's digital transformation to strengthen communication, speed, and transparency is equally integral to making Vision 2030 a reality. As Bill Gates, the Co-Founder of Microsoft, said, "The internet is becoming the town square for the global village of tomorrow."

Perhaps the project that best encapsulates the Kingdom's zest for creating this new future is its NEOM mega-city. Described as an audacious dream of a new future, the \$500bn endeavor aims to accelerate human progress and embody the future of business, liveability, and sustainability – all of which is underpinned by digital tools.

This journey is complex and exciting. Why? Because the world we live in is changing so dramatically. The path ahead – for both sustainability and digitalization – is far from linear. Yes, both are interlinked, but we are entering an era of exploration, which offers equal opportunities and challenges. Every Saudi plays a part in helping the Kingdom plot a successful path, especially younger generations.

One Kingdom, two worlds

This new blend of sustainability and digitalization applies to all industries – from healthcare to education and many more. It filters into the operational day-to-day plan for companies, academia, and government, as well as their long-term planning. As the years pass, no stone in any successful company will remain unturned. The equation is very simple: embrace and adapt to green and digital growth to thrive in the 2020s and beyond.

The spirit of collaboration also matters hugely. We have invested heavily in the country and have played a major role in the development of its IT infrastructure. This means supporting governmental bodies, companies, educational institutions, non-governmental organizations (NGOs), plus home users. In a nation of 35mn people, this spans a massive economic and social range. Everyone is as important as one another, so we focus on ensuring a holistic attitude benefits everyone.

Importantly, this also applies to making a difference in society via our philanthropic initiatives and partnerships. This is deeply meaningful to all of us and have no doubt, diversity and inclusion in the sphere of sustainability and digitalization will only become a bigger and bigger topic. Think of how remote healthcare services powered by digital tools can help many more people far more efficiently, while reducing CO₂ from the transport typically needed to travel to clinics and hospitals. Together, we can unlock many more win-win outcomes.



Mashreq Sustainable Finance Dialogues

Views You Can Use



Mohamed Al Haini
Economic Advisor
National Program for Investment & Export Development, Oman

A mitigating factor for governance is a lack of standardization
Governance is perhaps the most important aspect of ESG and its subsequent frameworks. However, the key mitigating factor when it comes to adopting ESG frameworks in the Middle East and across the world is a lack of standardization. We still don't have a standardized way to measure and benchmark ESG. As long as that's the case, governance issues will continue to be an important factor. If we look at a history of governance issues, from Enron all the way to FTX, we begin to identify patterns. People often say that history doesn't repeat itself, but it does rhyme. Likewise, there are similar governance issues over time that lead to the downfall of major companies which could have been avoided with good practices. How can we mitigate these issues from happening again? By having solid benchmarks and measuring how companies can do better in certain fields.

Partner companies can influence each other's good governance practices
My career has led me to work for government. What I've seen is that governance ebbs and flows with time, giving it the ability to match an organization's structure and needs. When I worked in investment management for the government, I encountered several holding companies and ministries that struggled with governance practices. Over time, however, there have been policy shifts which have ingrained good governance into the minds of corporate entities. Nevertheless, governance implementation doesn't just need to come from the top. I've also seen situations where entities pick up good governance practices from partner companies. Partner companies being to expect better governance practices from associated entities, and it begins to trickle in. That's an indication of a well-functioning, response, and internationally connected economy.

There's also a role for bottom-up influence
While pressure to strengthen good governance practices can come from the top, from the government, or from partner companies, there's also a place for it to get a bottom-up impact. Employees and analogous stakeholders also have a real role to play when it comes to helping an organization craft good governance or coining out a company when it doesn't have that in place. A relatively recent example is the Activision Blizzard scandal, where they were found to have major rampant sexual harassment issues within the company. Once uncovered from the bottom up, it led to negative consumer backlash, negative employee backlash, and led to some serious structural reforms to address to severe lack of governance that caused the scandal in the first place.

Source: Mashreq Sustainable Finance Dialogues – podcast series

Microsoft The Sustainability Dialogues in Saudi Arabia Podcast

How green technology will advance future water resilience in Saudi Arabia?

Dr. Abdulaziz Alshalbani
Deputy Minister for Water Affairs
Ministry of Environment, Water and Agriculture of Saudi Arabia

Dr. Mohammed Mahmoud
Senior Fellow and Director of the Climate and Water Program
Middle East Institute

Tariq Nada
Chief Technical Officer, Saudi Arabia
Vice President of Water
ACWA Power

Eng. Zainab Alamin
Vice President, Digital Transformation
Microsoft Arabia

Microsoft

"Sustainability matters to you. It is everywhere; from the food you eat, the way you travel, to what your house is made of – and everything in-between! It will become a bigger and bigger part of all our lives as Saudi Arabia pushes for a net zero target by 2060"

Thamer Alharbi
President
Microsoft Arabia

Microsoft The Sustainability Dialogues in Saudi Arabia Daily News Digest–Tuesday, July 5, 2022

1. Regenerative and sustainable tourism: Red Sea Project signs first joint venture
2. Saudi leaders driving diversity strategies to achieve sustainable development
3. New operating model for a decarbonized future for national oil companies
4. Countries to join carbon markets as the world demands a green transition
5. These developing countries are leading the way on renewable energy
6. Sustainable agriculture could be key in addressing global food security
7. A more realistic approach to the energy transition
8. Protecting the environment can protect us from pandemics
9. Wind energy could be the new coal while hydrogen will be the new oil
10. Energy transition: green hydrogen energy viable and clean?

*Links may direct to third-party websites

Mashreq Sustainability Dialogues Soundbites

"It's important to acknowledge the distinction between green and ESG"

Tanja Ferri
Head of Risk and Products, ESG Specialist
Azumat Middle East

Mashreq Sustainability Dialogues Soundbites

"What excites me is the next steps, which is creating a strategy that starts to define where you want to play in hydrogen. It doesn't stop there though"

Dr. Steve Griffiths
Senior Vice President, Research and Development
Khalifa University

Microsoft **KACST** **Ministry of Environment, Water and Agriculture** **Estidama Board**

Special Report
Estidama Roundtable
Q2 2023

Mashreq Sustainable Finance Dialogues Soundbites

"Today, a bigger issue than not having any ESG policies is having policies in place but not actually implementing them – a term we call greenwashing."

William Reichert
Partner, Head of Corporate Practice, Middle East
Charles Russell Speechlys

Mashreq Sustainability Case Study
Empowering SMEs in Egypt through Financial Solutions

June 2023

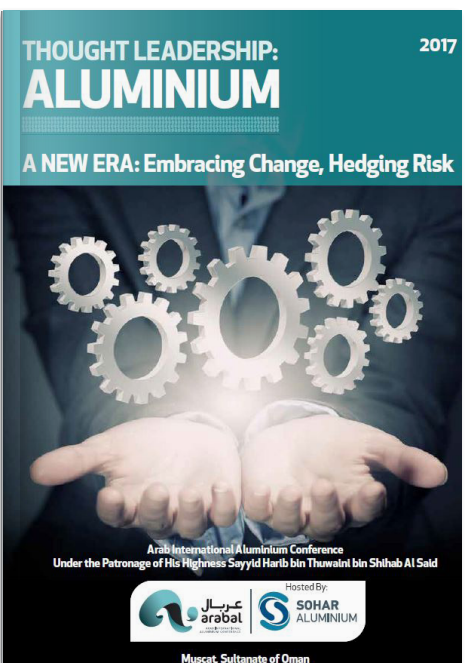
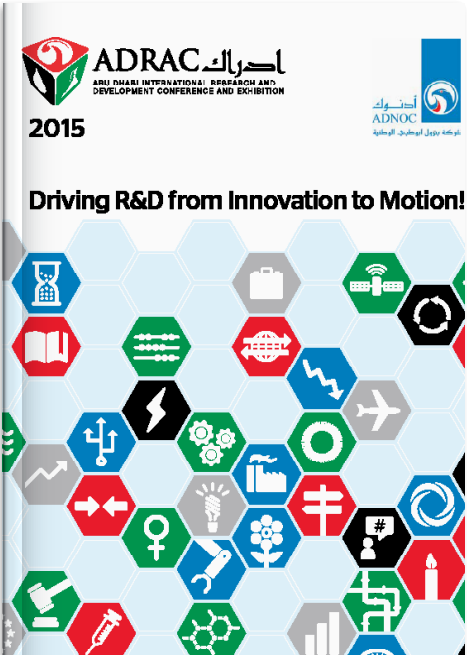
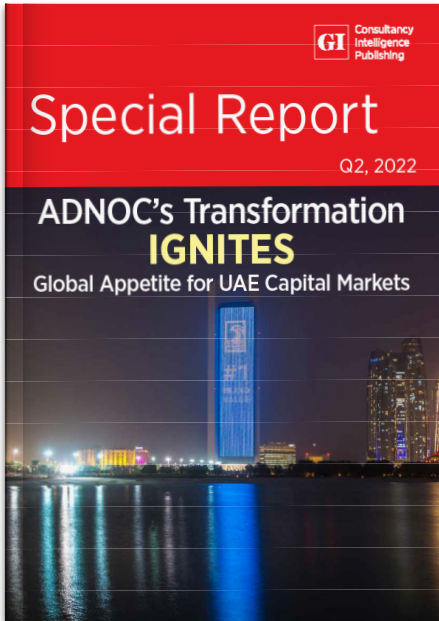
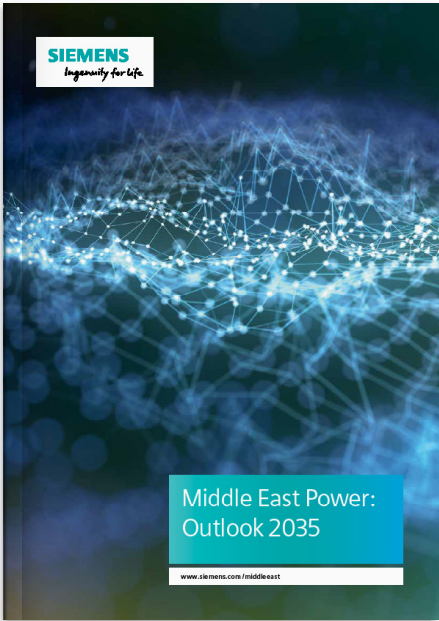
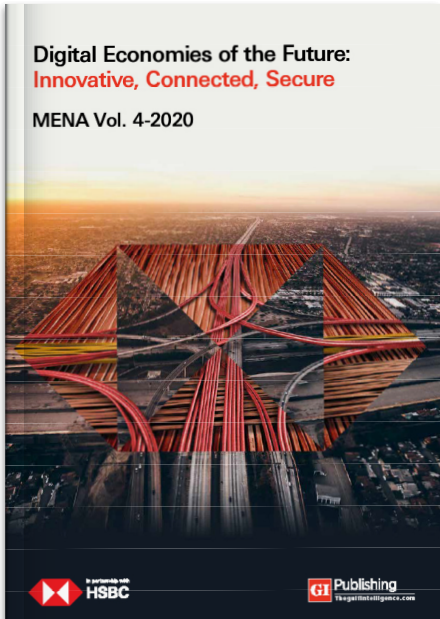
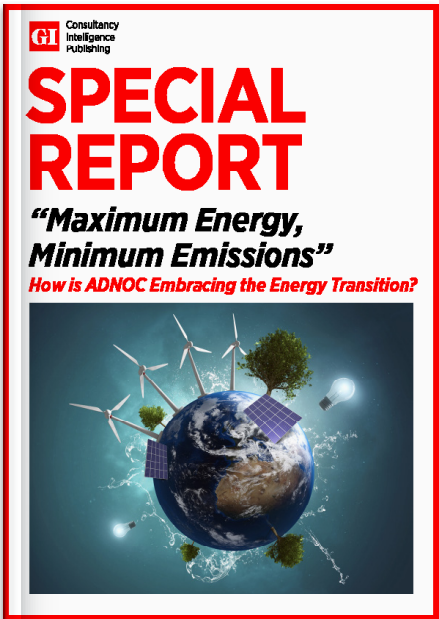
Snapshot

- Small and medium enterprises (SMEs) are critical for the economic and social development of emerging markets.
- The Central Bank of Egypt (CBE) has encouraged all banks to increase focus on the SME sector and expand the proportion of their total lending that goes to SMEs to reach at least 25% by end of 2023.
- SMEs are more likely to generate jobs, and at a faster pace, when they have access to finance.
- To support the SME segment in Egypt, Mashreq Egypt has taken active steps through provision of various facilities like Equipment Finance, Revolving Facilities, Receivables Finance & Supply Chain Finance.

GI THOUGHT LEADERSHIP

SPECIAL REPORT SERIES

GI Consultancy Research team identifies timely and relevant issues that are likely to impact industries and economies across the Middle East, and conducts a deep-dive study that provides insights and analysis presented in a Special Report.



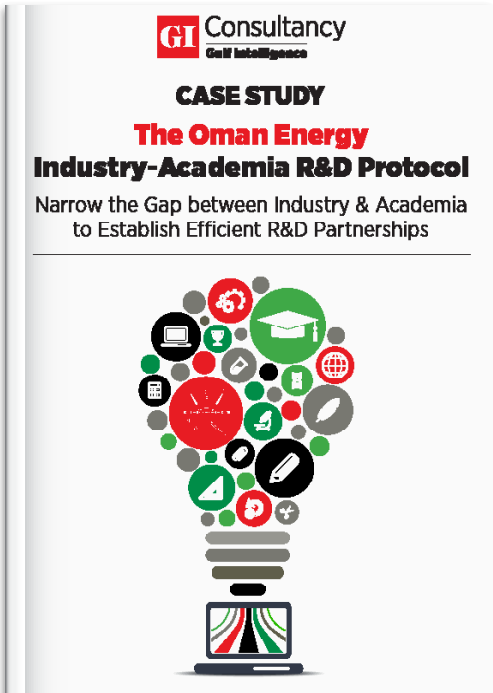
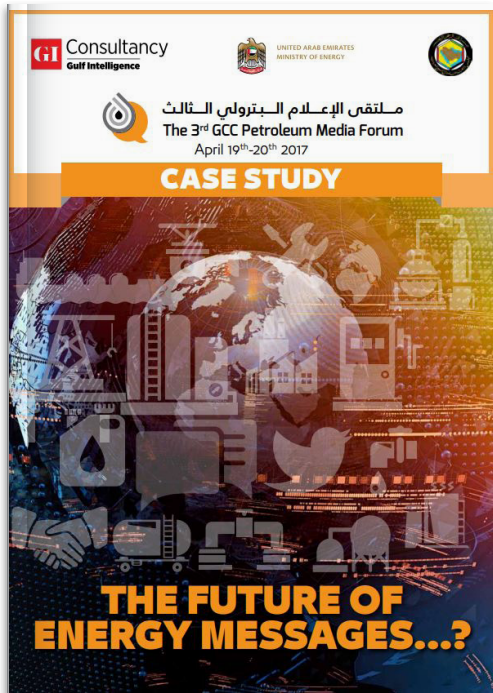
ROUNDTABLES & WHITEPAPERS

GI Consultancy will help clients identify timely & relevant questions which are of keen interest to them and to their critical stakeholders, and we will curate a process that delivers useful answers to ensure the advancement of their collective business development goals -- producing brainstorming Roundtables/ Workshops and harvesting Whitepaper reports that provide action plans on the pathways forward.

THOUGHT LEADERSHIP

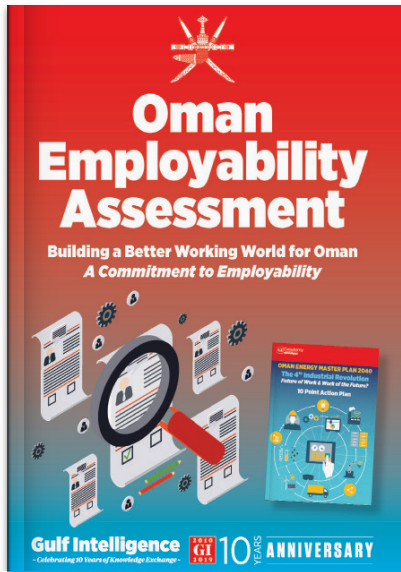
BESPOKE PROJECTS ACCELERATING TRANSFORMATION

GI Consultancy works with clients to identify important activities within their commercial ecosystem that are not advancing sufficiently on their own momentum, and GI will develop and implement a strategic plan to accelerate their transformation.



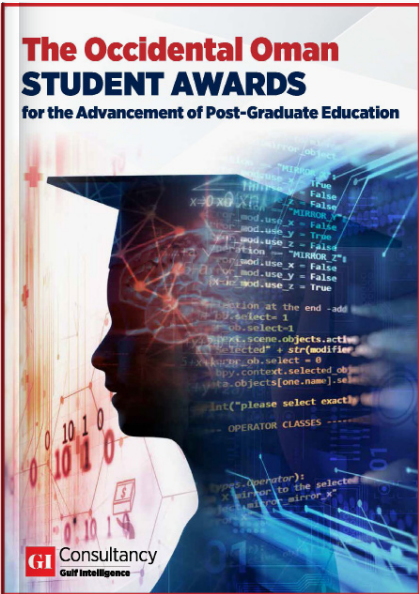
BUILD DIGITAL COMMUNICATIONS TOOLS

GI Consultancy builds digital communication tools that help clients to better measure the implementation performance of new policies; and we develop social platforms that facilitate realtime connectivity and cooperation between a diverse group of external stakeholders.



AWARDS

GI Consultancy will design, build and produce an Awards campaign on behalf of clients who want to elevate their thought leadership brand credentials by celebrating excellence in their industry, and/or they want to put a spotlight on a critical area of activity that needs to be nurtured in order to advance business development goals.





Executive Summary

The **GI PR Media** service is designed to provide our clients with a team of world-class writers and editors that have a collective experience of over 100 years producing content on a wide range of industries and economies for leading international media companies including Bloomberg, Reuters, Platts, The Financial Times, CNBC and the the Wall Street Journal.



Produce & Manage:

- ✓ GI will prepare suitable editorial content formats to convey the client's message to its target audience. All relevant content needs to move beyond *what's-just-happened* and address *what's-at-stake* and *why-we-should-care*.

Formats:

- Podcast/Webinars
- Company "Toolbox" & 911 PR
- Newsletters
- Special Reports
- Speech Writing
- Feature Articles
- Q&A Interviews
- Opinion Editorials



"911" PR MEDIA SERVICES

- ✓ PRESS RELEASES
- ✓ MEDIA BRIEFINGS
- ✓ PRESS CONFERENCES

Company *Toolbox* – Tell a compelling human story

Anecdotal Company Profiles & Leadership Biographies

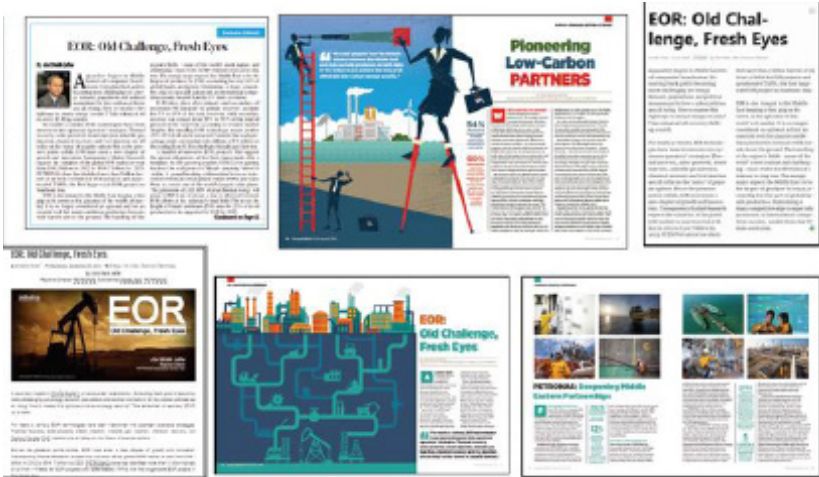
Gulf Intelligence will work closely with the company's corporate communications team to create a Company Toolbox by drafting:

- ✓ An anecdotal long-form company profile that will attract the editorial eye of print media for a potential feature
- ✓ Anecdotal-led Profiles of the senior executives adding a more 'human' element to the story.

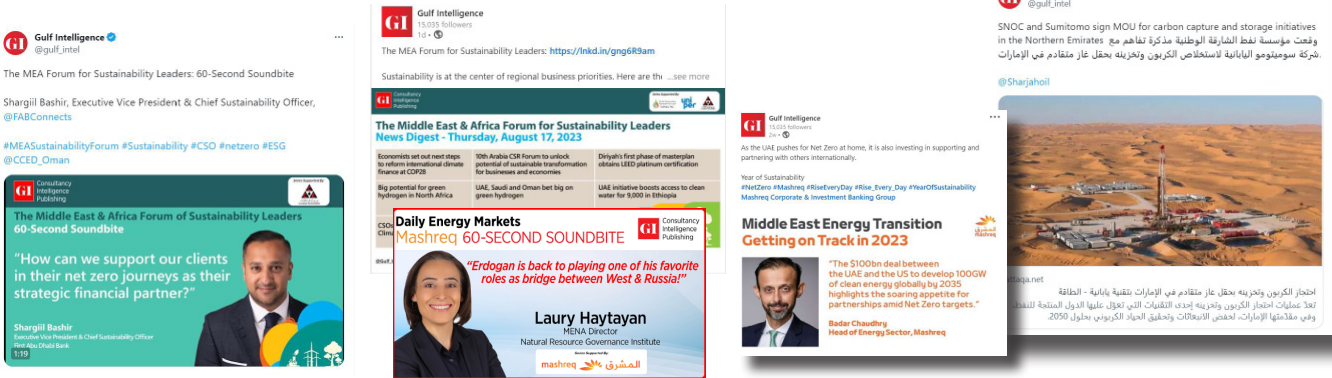
GI PR MEDIA

Feature Articles & Opinion Editorials

GI will write and edit Opinion Editorials to a world-class standard in the name of clients' leadership team that will help elevate their posture and profile in front of B-to-B and B-to-C stakeholders in all relevant markets. The feature-length articles will be written in English and can be translated into multiple languages for key markets both locally and across the globe. The why-we-care content can also be cut up into bite-size formats to support social media campaigns.



Social Media



Newsletters / Bulletins



Industry Webinars / Podcasts

WHAT IS IT?... KNOWLEDGE PARTNER CONSULTANCY

Gulf Intelligence will script & produce Industry Webinars/Podcasts on behalf of clients with the purpose of facilitating critical knowledge exchange on timely and relevant issues for its stakeholders across the Middle East: *see below a profile of the GI Knowledge Partner Consultancy Service.*

DESIGN

GI will design a robust and results driven architecture for each event. GI will engage with the Client to design an event structure, agenda and format to maximize the engagement & opportunity.

AUDIENCE OUTREACH

Gulf Intelligence will create, maintain and execute a audience outreach strategy that includes building relationship with the identified stakeholders through a process that can last many months and require engaging multiples of up to 4 times the amount of people you are actually seeking to attend the event.

SCRIPT

GI will coordinate with the Client to finalize a Theme & Topics that are aligned with it's thought Leadership posture & of relevance to targeted stakeholder groups. GI will research, script & format topics for discussion.

CAST

GI will identify and secure featured speakers – competent thought leaders on the topics being tackled in the webinar.

DIRECT - SPEAKER MANAGEMENT

GI will provide LIVE briefings and talking points to all featured speakers and leaders participating in the event.

PRODUCE

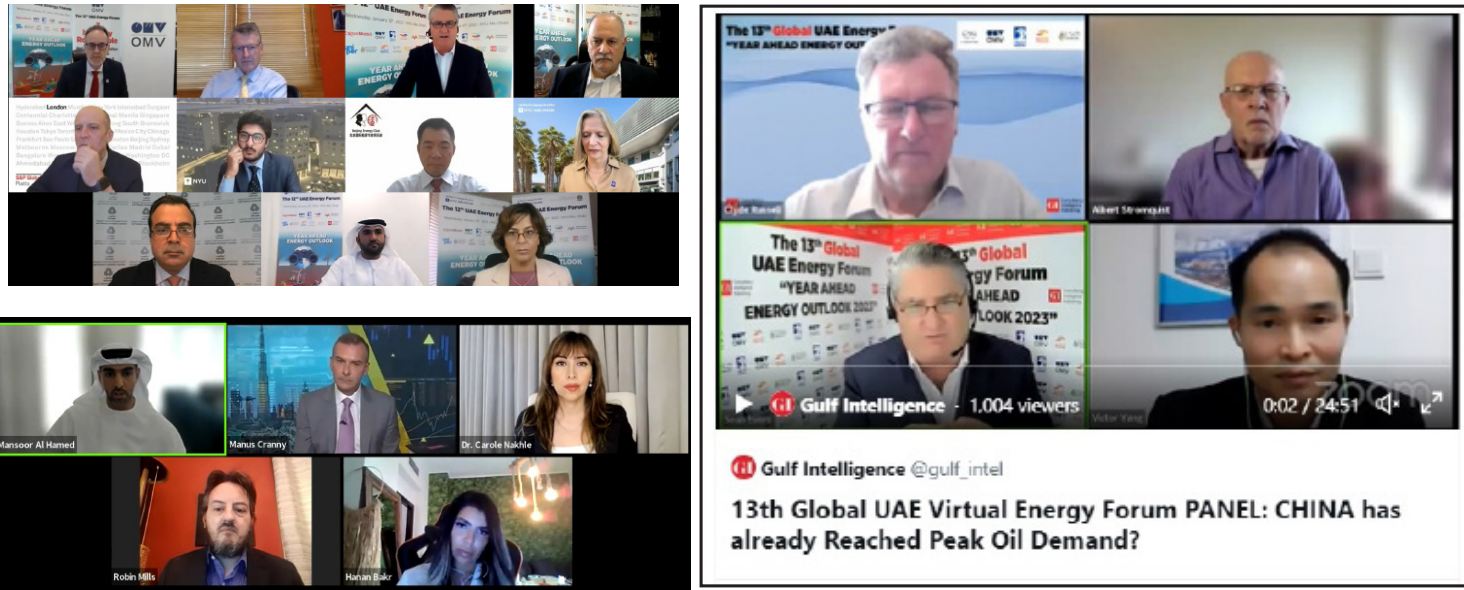
GI will manage all production aspects related to speaker management on the day of the LIVE event.

MODERATE/MC

GI can moderate & manage guest moderators to ensure the program is presented in a dynamic and interactive format, & achieves its target objectives.

PUBLISH

GI will harvest all the most timely and relevant knowledge shared during the thought leadership webinar/podcast and publish it in a post-event Whitepaper/Report.



GI MEDIA HUB

Media Briefings & Press Conferences



Mouayed Makhoulf, Regional Director, MENA, IFC, hosts a media briefing.



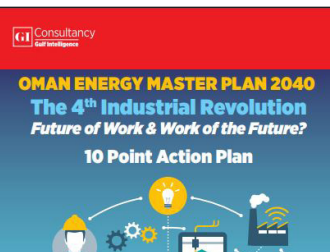
H.E. Abdullah bin Hamad Al Attiyah, Chairman, The Abdullah Bin Hamad Al-Attiyah International Foundation for Energy & Sustainable Development, hosts a Press Conference with Middle East media on global gas markets



H.E. Suhail Mohamed Al Mazrouei, UAE Minister of Energy and Industry, hosts a press conference with international and local media

Social Media

The **Gulf Intelligence Social Media** has a proven track record of establishing an online footprint from ground zero for Industry Leaders, as well as the ability to further establish an online footprint through key publishing platforms: *LinkedIn, Twitter, YouTube, Facebook etc.*



Media Engagement Audit



- ✓ Provide detailed/audit of media campaign.
- ✓ Harvest and collate media coverage.
- ✓ Assess media coverage into an Analysis Report to ascertain overall tone of the coverage to help gauge breadth, depth and tone of coverage.
- ✓ In special instances, harvest intelligence into a White Paper or Special Report.

Case Study:

GI produced a Media Hub campaign for the UAE Minister of Energy & Infrastructure H.E. Suhail Mohamed Al-Mazrouei through the year that he was the President of the OPEC CONFERENCE in 2018.



Pre-IP Week Activity: Media Briefing in Abu Dhabi for background briefing to key journalists (Arabic & English)



Broadcast interview with Skynews Arabia



Interview with Thomson Reuters at IP Week 2018



Briefing at S&P Global Platts' headquarters

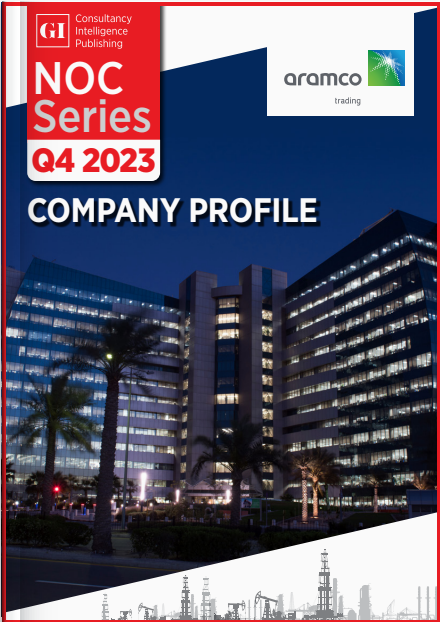


Feature interview with CNBC International's OPEC presenter Steve Sedgwick

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.



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

STAKEHOLDER ENGAGEMENT

Gulf Intelligence is trusted by the Gulf’s National Energy Industry Leaders to facilitate timely & relevant knowledge exchange and pragmatic useful networking with international stakeholders.



H.E. Dr Mohammed bin Hamad Al Rumhy
Oman’s Minister of Energy & Minerals (1997-2022)
comments on the Oman Energy Master Plan 2040 delivered by Gulf Intelligence

“This is a fantastic exercise...it’s a very good piece of work, especially considering the stakeholders involved. It touches on all of the important issues that Oman is facing. We are talking about challenges and solutions. The recommendations are extremely important and it will at least start a discussion in the community which is not often taking place.”



Dr. Sultan Al Jaber, COP28 President, UAE Special Envoy for Climate Change, and Minister of Industry & Advanced Technology, giving a welcome note speech at the Energy Markets Forum 2019



H.E. Suhail Al Mazrouei, UAE Minister of Energy & Infrastructure, speaking at the GI Leadership Roundtable Breakfast with the OPEC Secretary General and the Chancellor of NYU Abu Dhabi.



GI Introduces the CEO of Singapore’s Rotary Engineering to the Ruler of Fujairah



Sean Evers, Managing Partner, Gulf Intelligence, briefs all six GCC Energy Ministers on The 3rd GCC Petroleum Media Forum White Paper on the sidelines of the OPEC meeting in Vienna



GI introduces the CEO of VITOL to the CEO of Petronas Downstream and the UAE Energy Minister



GI Introduces the Lebanese Energy Minister to the President of Cyprus



GI curates the New Silk Road CEO of the YEAR Awards Alumni Association comprising of the leadership of all the Gulf National Oil Companies Trading Firms and their international peers.



GI Introduces the South African Energy Minister to the Ruler of Fujairah



Consultancy
Intelligence
Publishing