

# 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.



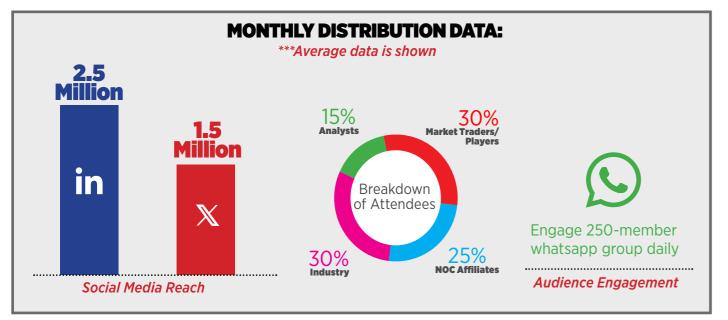
#### **PODCAST BRAND PARTNER**





## **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 whats 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.



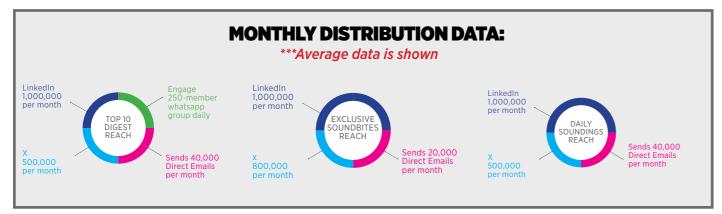


#### DAILY MARKET COMMENTARY SOUNDINGS x 3 DAILY

The Industry Soundings deliver key messages from each speaker on thedaily 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.







## "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.



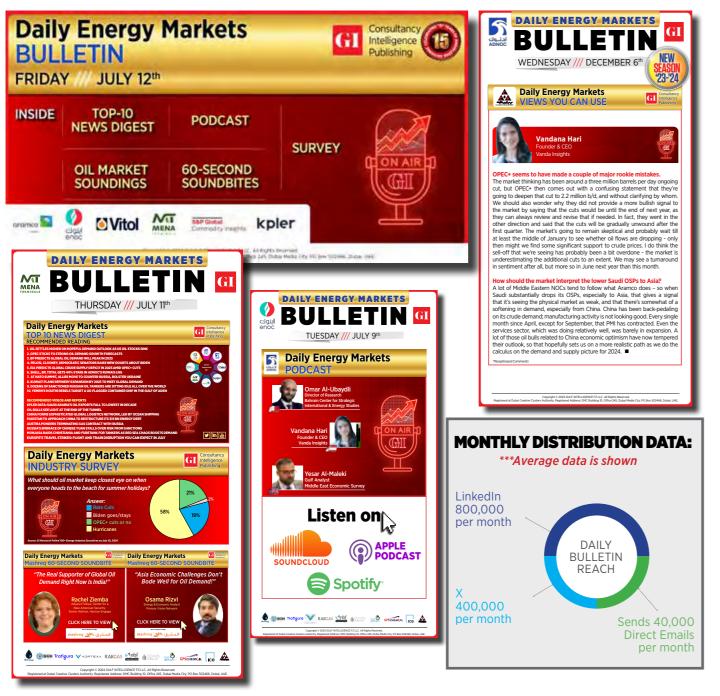
#### HALF-TIME TALK WEEKLY COLLATERALS:

- 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



#### **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 2,000+ market actors across the Middle East and beyond. It is also published on all our social media channels, reaching a wider circle of 2million+ viewers per month.



#### **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.







#### **NOC SUBSCRIPTION SERVICE**

Gulf Intelligence will provide a full profile of all the Gulf National Oil Companies and associated Energy Ministries, with a complete organizational chart of the leadership and their biographies, with monthly updates to ensure they always reflect the current state of affairs.













# The 14th 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.



### **Global Energy Outlook**

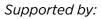
**Content Publishing** 





## **LONDON IEWEEK** THE GI MIDDLE EAST ENERGY SUMMIT









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# THE 12th 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.





#### Consultancy Intelligence Publishing

# THE ARAMCO TRADING AWARDS NEW SILK ROAD CEO OF THE YEAR 2024

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.



#### 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 MENA TERMINALS AWARDS INTERNATIONAL ENERGY JOURNALISM 2024

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.











MENA Terminals Fujairah is an independently owned and operated storage terminal located within the Fujairah Oil Industry Zone at the Port of Fujairah. Established in 2012, the terminal has been effectively catering to the storage requirements of major trading houses, multinational corporations, and medium-sized traders. The terminal comprised of 14 tanks with a total capacity of 352,000 cbm, is capable of handling Class I, Class II, and Class III products ranging from light distillates like Gasoline all the way up to Middle and Heavy distillates like Gas Oils and Fuel Oils, respectively. Equipped with the state-of-the-art technologies, the terminal can accomplish operations such as vessels and bunker barges loading and discharge, pipeline transfers with other terminals, inter-tank transfers, additive blending, cargo heating, circulation, and truck loading services. MENA Terminals Fujairah is part of the Mercantile & Maritime Group, which specializes in oil and gas marketing & trading, shipping, logistics and consultancy services. The group offers a comprehensive range of services across the oil and gas value chain. MENA Terminals Fujairah has a sizable landbank with the potential to add more than 1 million cbm of new storage capacity to its existing infrastructure. Anticipated developments within the Port of Fujairah and region are expected to create substantial storage demand going forward.













