



Consultancy
Intelligence
Publishing

Company Profile

2023



ABOUT US

Gulf Intelligence (GI) is a leading strategic communications consulting firm in the Middle East focused on advancing the thought leadership profile and posture of clients as they navigate the challenges and opportunities presented by the great energy transition and a pathway to Net Zero. The UAE-based agency uses more than 13 years of operational experience in the Gulf to offer trusted, fully compliant and strategic advice. The GI consultancy provides expert and hands-on assistance over that last mile of connectivity to international clients looking for opportunities or seeking solutions in the region, as well as supporting National stakeholders expand their global engagement and footprint.

GI Publishing

- ✓ Daily Energy Markets Online Series
- ✓ Fujairah Weekly Newsletter
- ✓ Industry Forums/Workshops
- ✓ 14th UAE Energy Forum
- ✓ 11th Energy Markets Forum
- ✓ 10th Oman Energy Forum
- ✓ The Middle East & Africa FORUM for Sustainability Leaders

GI Consultancy

- ANNUAL RETAINER**
- ✓ PR Thought Leadership
 - ✓ Content Bureau
 - ✓ Industry Forums / Webinars / Podcast
 - ✓ Stakeholder Mapping & Engagement
 - ✓ Roundtables/Workshops
 - ✓ Whitepaper - Special Reports

GI Intelligence

- BESPOKE PROJECTS**
- ✓ Whitepapers
 - ✓ Special Research Reports
 - ✓ Build Digital Tools
 - ✓ GI Media Hub
 - ✓ Case Studies
 - ✓ Awards



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.”



PUBLISHING

FUJAIRAH NEWSLETTER

The Fujairah New Silk Road Weekly Newsletter provides insights and analysis to its more than 40,000 readers on the current issues impacting the global energy markets, and their possible consequences for the Middle East midstream and downstream value-chain: Trading – Storage – Refining – Ports –Shipping.

The image displays four covers of the 'Fujairah New Silk Road WEEKLY NEWSLETTER'. Each cover includes a header with the publication name, date, and volume number. The top-left cover (Feb 24th 2022, Vol. 107) features a large image of an oil tanker at sea and the headline '“FUJAIRAH OIL FLOWS RETURNING TO TREND AFTER BUMPER TWO YEARS OF COVID PANDEMIC”'. The top-right cover (May 26th 2022, Vol. 119) features a portrait of Capt. Salem Al Hamoudi and the headline '“FUJAIRAH OIL FLOWS RETURNING TO TREND AFTER BUMPER TWO YEARS OF COVID PANDEMIC”'. The bottom-left cover (April 14th 2022, Vol. 114) features a portrait of Gulnara Zayeva and the headline '“We Need US Diplomatic Muscles & Political Back-up to Build New Global Energy Futures!”'. The bottom-right cover (March 23rd 2022, Vol. 151) features a portrait of Dave Ernsberger and the headline '“There’s Nowhere To Turn for Comfort Across Commodities Markets!”'. Each cover also includes a 'Fujairah Weekly Oil Inventory Data' table and a 'Fujairah Average Oil Tank Storage Leasing Rates' table. The newsletters are published by FOIZ (Fujairah Oil Industry Zone) and are supported by the UAE Ministry of Energy.

THE MIDDLE EAST & AFRICA FORUM FOR SUSTAINABILITY LEADERS

Gulf Intelligence, with the support of our strategic partner Microsoft, launched The Middle East & Africa (MEA) Forum for Sustainability Leaders last year as part of our stakeholder outreach ahead of the arrival of COP27 & COP28 in the Middle East.

The MEA Forum for Sustainability Leaders is a knowledge resource that delivers timely and relevant insights to key stakeholders in public and private sector organizations that are tasked with the responsibility of designing and embedding sustainability strategies.

Out Now!

The Middle East & Africa Forum for Sustainability Leaders

Weekly Bulletin

Issue 21, Thursday, May 18, 2023

Cultivating Talent: How can organizations incorporate human capital to execute environmental commitments?

Vijay Bains
CSO & Group Head of Environmental, Social and Governance (ESG), Emirates NBD



Sustainability has been around for years in some form or another. Sometimes sustainability and ESG initiatives are viewed as the realm of the young. But sustainability has been around in some form or another for many years. What's different now is that it's increasingly present in the board room, in the C-suite, and at the chairman level. It's now at the very core of how banks operate. The sustainability writing on the wall is there for many industries and we are there for them as a bank to provide sustainable finance opportunities and transition financing solutions. Banks are by nature conservative and what we seek to do is educate bankers and broader stakeholders not only on acronyms such as ESG but also on how to upskill the market broadly for a deeper incorporation of sustainability objectives.


Full podcast here

The Middle East & Africa Forum for Sustainability Leaders

News Digest - Wednesday, April 26, 2023

The future of blue hydrogen in the Middle East	Saudi ACWA Power's Egypt solar project secures \$123 million financing	Africa's energy transition requires innovation in finance models
Schneider partners with Dubai Silicon Oasis on electric mobility	African Development Bank Group, Japan's JICA sign \$350 million loan agreement to support Africa's private	UAE's Ministry of Education designs novel pathway towards greener schools

77% of asset intensive Middle East companies see technology as key to meeting sustainability goals



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Microsoft KACST Estidama Board GI Consulting Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

Views You Can Use

Riham El Gazy
Chief Executive Officer, Voluntary Carbon Markets
Public Investment Fund (PIF)

A voluntary carbon market is a visionary approach from Saudi Arabia. The Kingdom is at a pivotal moment for the country. It is changing and it is transforming. Sustainability sits at the heart of this transformation. The voluntary carbon market is one of the tools that would enable Saudi Arabia, the region, and the global south, to reduce greenhouse gas emissions. In September 2021, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, announced that Saudi Arabia had the intent to set up a voluntary carbon market. Ever since then, the Public Investment Fund (PIF) and Tadawul (Saudi Exchange) worked together on setting up that market. We have taken a great leap forward. We have anchored 15 partners who participated with us last year in the biggest auction in the history of the market, which shows that Saudi Arabia is serious about this. Most of the companies were local companies that are keen to reduce their carbon footprint.

Voluntary carbon markets may have struggled in the past, but are gaining momentum. There are mainly two challenges for voluntary carbon markets as to why they haven't made more progress in the past. The first one is the integrity and quality of the carbon credits. The second one is price discovery. A price discovery will enable scaling supply, which is very important. I suspect that most of the companies currently buy from the voluntary carbon market over the counter, which does not allow for price discovery. The reason why we are setting up an exchange in Saudi Arabia, is to allow for that price discovery. Once you know the price, then the funds start funneling into project developers. For the integrity and the quality of carbon credits, a lot of people will come and say that it's greenwashing. However, the whole idea and the beauty of the voluntary carbon market is that it is financing projects that are uneconomic without these funds. For example, why would you have a forestry project that is uneconomic? What is the financial incentive for project developers? How can they cover their costs? This is what it is all about. It is to accelerate climate action.


GI Consulting Intelligence Publishing

The Middle East & Africa Forum of Sustainability Leaders

Exclusive Sounding

"The UAE took a strategic decision to target Net Zero by the year 2050 – a more difficult and diverse target. Before, the focus was only on the electricity side. This new holistic goal covers many different sectors."

H.E. Eng Yousif Al Ali
Chief Executive Officer
Etihad Water & Electricity (EWE)



GI Consulting Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

60-Second Soundbite

"The case of solar and wind power is an example to lower the costs of carbon management technologies"

Adam Sieminski
Former President and Senior Advisor to the Board
King Abdullah Petroleum Studies and Research Center (KAPSARC)



Industry Forums, Workshops & Awards

The GI Publishing Series of Industry Forums, Workshops & Awards have been convening the leadership of the Middle East industrial sector in a succession of live events across the region every year for more than a decade.



GI Publishing

THE ARAMCO TRADING NEW SILK ROAD

CEO

- OF THE YEAR -

AWARDS 2022

FUJAIRAH

aramco

INTERNATIONAL

ENERGY JOURNALISM AWARDS 2022

FUJAIRAH

GI Consulting Intelligence Publishing

#EMFWEEK23

11th ENERGY MARKETS FORUM

October 10th-11th, 2023
Novotel, Fujairah

Part of Fujairah



THE ARAMCO TRADING NEW SILK ROAD CEO - OF THE YEAR AWARDS 2023 FUJAIRAH

INTERNATIONAL ENERGY JOURNALISM AWARDS 2022 FUJAIRAH

BENCHMARKS

GI Consulting Intelligence Publishing

The 14th Global UAE Virtual Energy Forum

MARKET FORECASTS
JUNE 13 2023 - JUNE 14 2023
ALL IN ONE DAY ONLINE

INTO THE CRYSTAL BALL

ASIA
YEAR AHEAD

MIDDLE EAST
ENERGY OUTLOOK

EUROPE
2024

AMERICAS

YHEBICYE

GI Consulting Intelligence Publishing

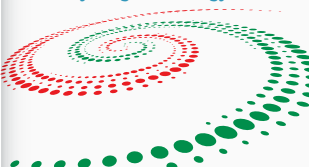
GI Consulting Intelligence Publishing

OMAN INDUSTRY Artificial Intelligence FORUM 2023

Wednesday, November 1st
Grand Millenium Hotel - Muscat

ANNIVERSARY

"How will 'AI' Enable Oman's Industry to Successfully Navigate the Energy Transition?"



GI Consulting Intelligence Publishing


#MEASustainabilityForum

The Middle East & Africa FORUM for Sustainability Leaders

November 15th, 2023
Armani Hotel, Burj Khalifa - Dubai

COP28 CURTAIN RAISER

How to Make Every Employee a Chief Sustainability Officer?





CONSULTANCY

- Annual Retainer -

The **GI Content Bureau** 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 longform feature-length 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:

- Opinion Editorials
- Company Editorial “Toolboxes”
- Newsletters
- Special Reports
- White Papers
- Feature Articles
- Q&A Interviews
- Podcast/Webinars

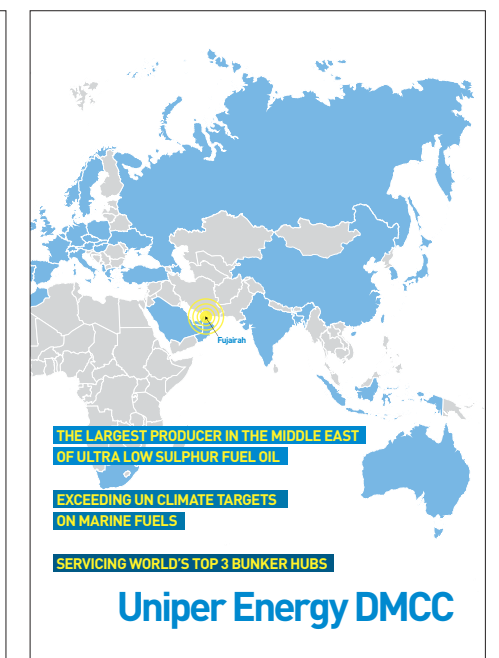


Company Profile Toolbox – *Tell a compelling human story*

Anecdotal Company Profiles & Leadership Biographies

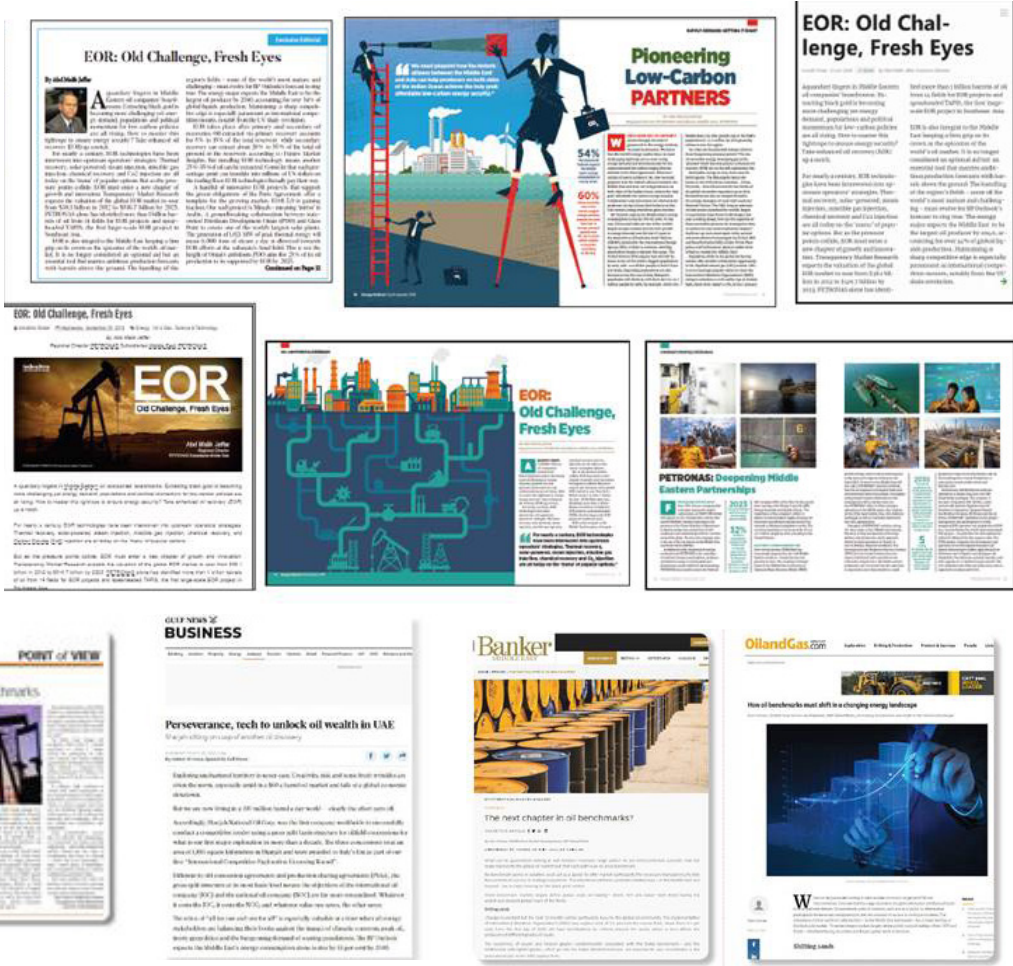
Gulf Intelligence will work closely with the company's corporate communications team to create a Company Profile Toolbox by drafting:

- ✓ 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.

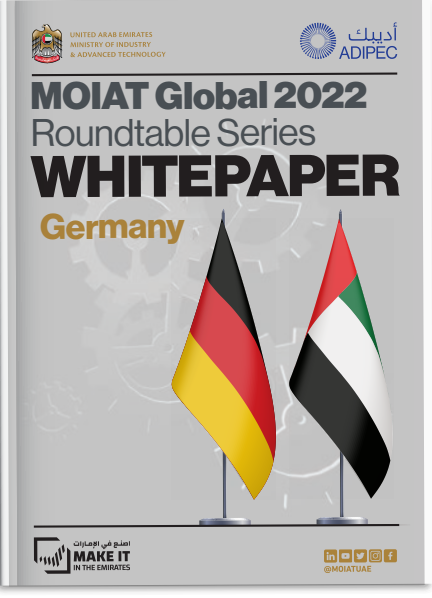
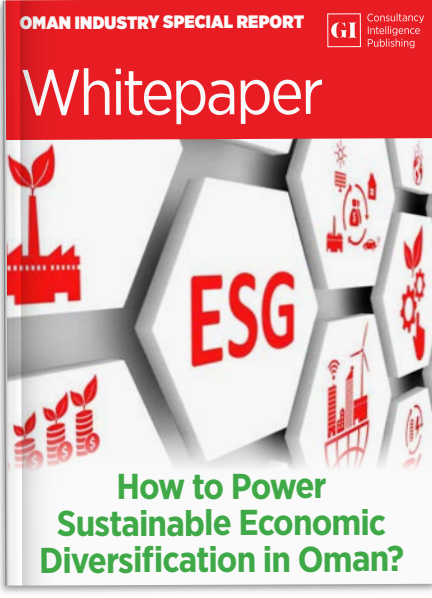
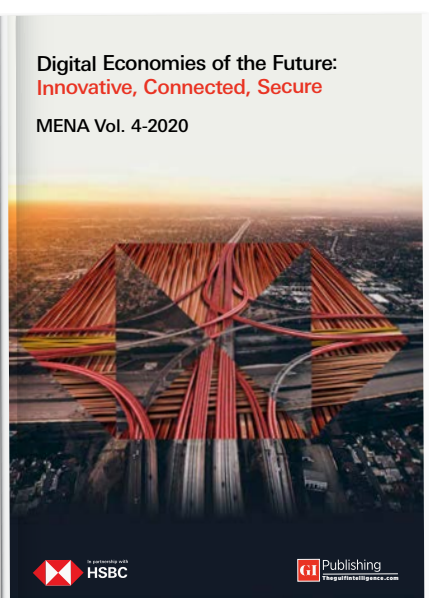
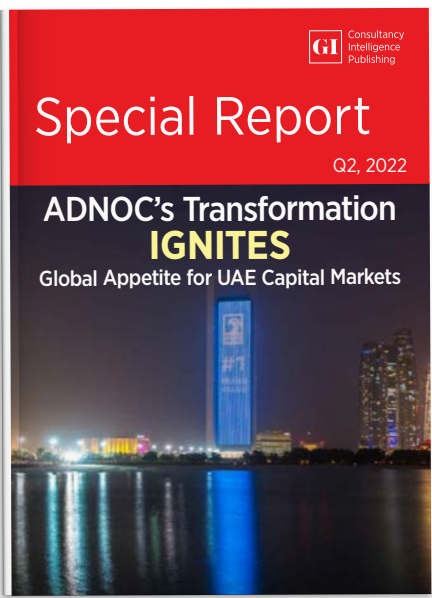


Feature Articles & Opinion Editorials

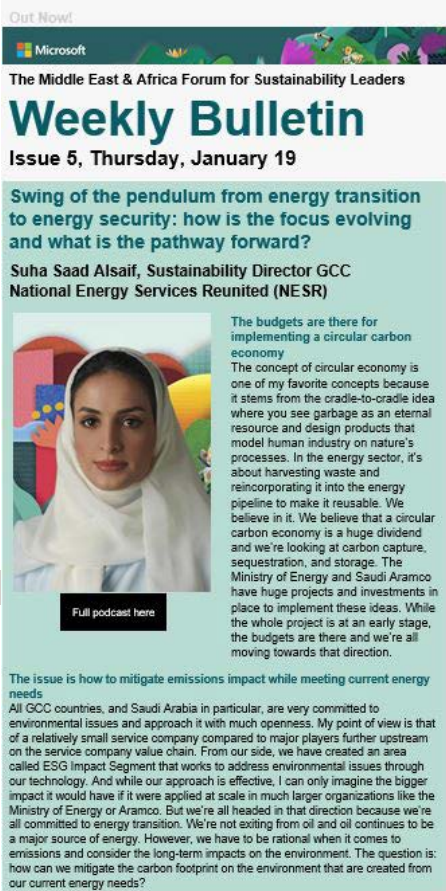
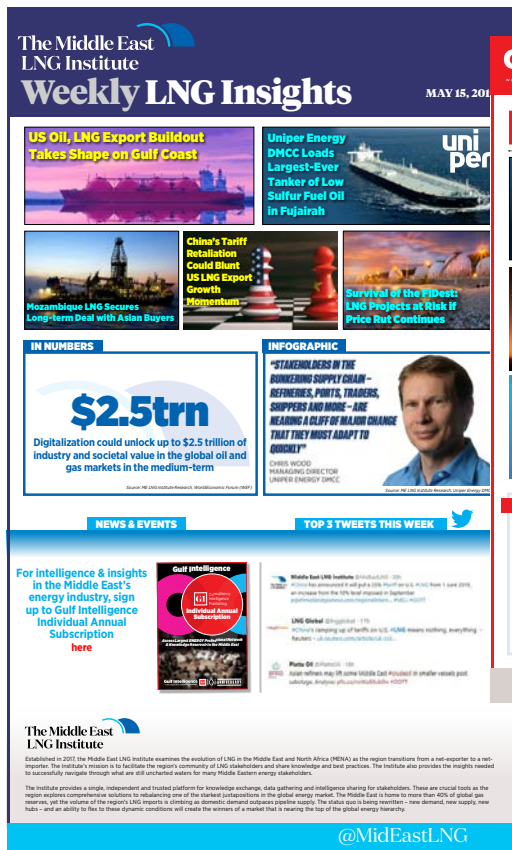
GI will write and edit Opinion Editorials to a world-class standard in the name of clients' leadership team that will help elevate their posture and profile in front of B-to-B and B-to-C stakeholders in all relevant markets. The feature-length articles will be written in English and can be translated 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.



Whitepapers - Special Reports



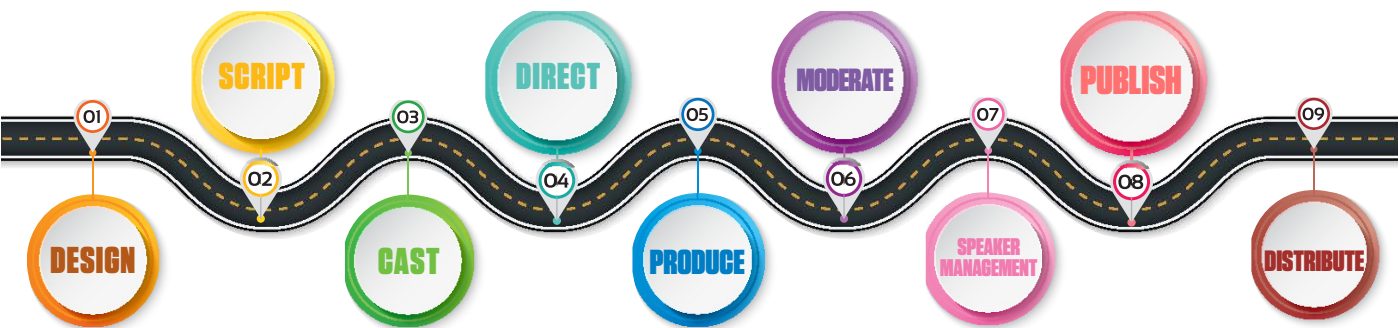
Newsletters / Bulletins



Industry Forums / Webinars / Podcasts

WHAT IS IT?... KNOWLEDGE PARTNER CONSULTANCY

Gulf Intelligence will script & produce Industry Forums/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.

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 Forum.

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 forum and publish it in a post-event Whitepaper/Report.

Webinar Audience Outreach

WHAT IS IT?

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.

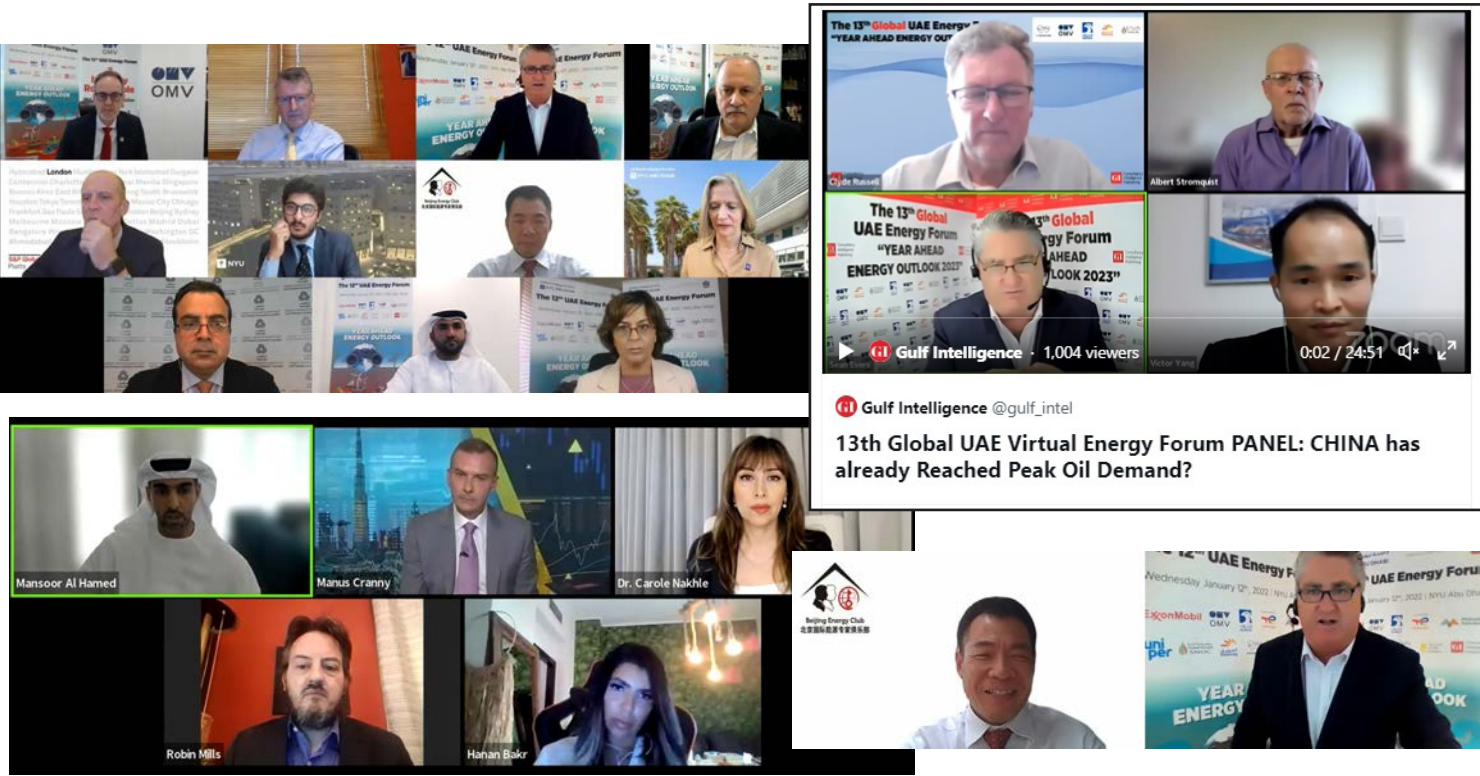
Research & Identify Gulf Intelligence will research and identify the appropriate person/s in the relevant institutions and stakeholders in the sector.

Database Management: Once Gulf Intelligence has identified the relevant persons from the relevant institutions, GI will ensure to execute a successful Audience Outreach Campaign and managing the database by:

- ✓ Building
- ✓ Reviewing
- ✓ Cleaning
- ✓ Refreshing

Audience RSVP: As the Audience Outreach process generally splits in a 10-1 ratio of general audience vs VIPs, and both require a separate RSVP strategy, GI will create a template communications approach and a robust RSVP process.

Audience Management: Once GI has RSVP'd the target Audience, we will maintain a continuous engagement with the official or executive attending the Forum.



STAKEHOLDER MAPPING & ENGAGEMENT

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.



ROUNDTABLES/WORKSHOPS

Gulf Intelligence produce Roundtables & Workshops on behalf of clients for the purpose of facilitating networking and critical knowledge exchange on timely issues and topics of critical relevance to its key stakeholder groups.

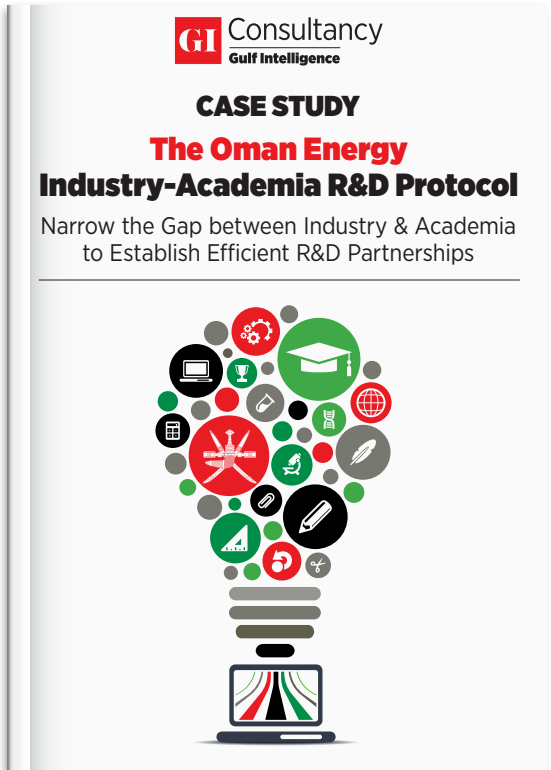


INTELLIGENCE

- *Bespoke Projects* -

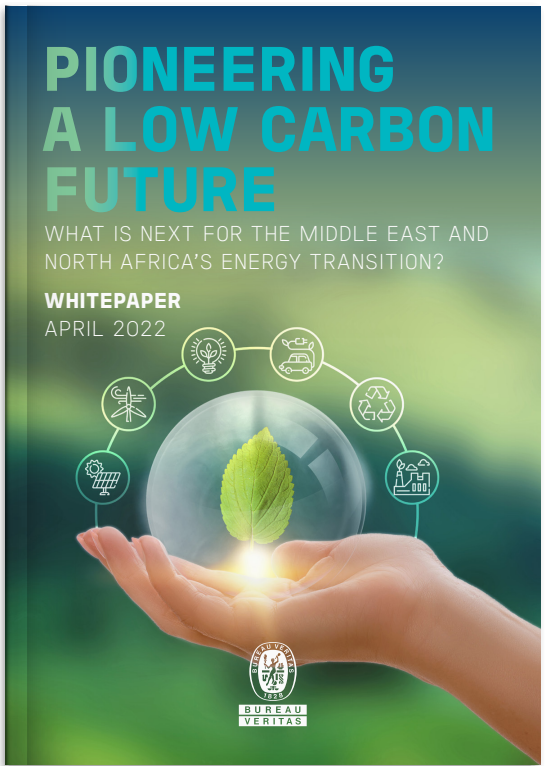
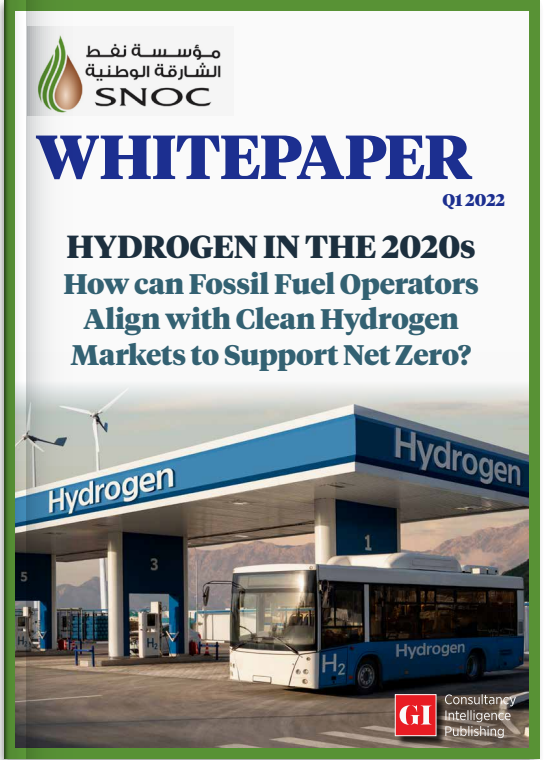
BESPOKE PROJECTS

GI Intelligence 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.



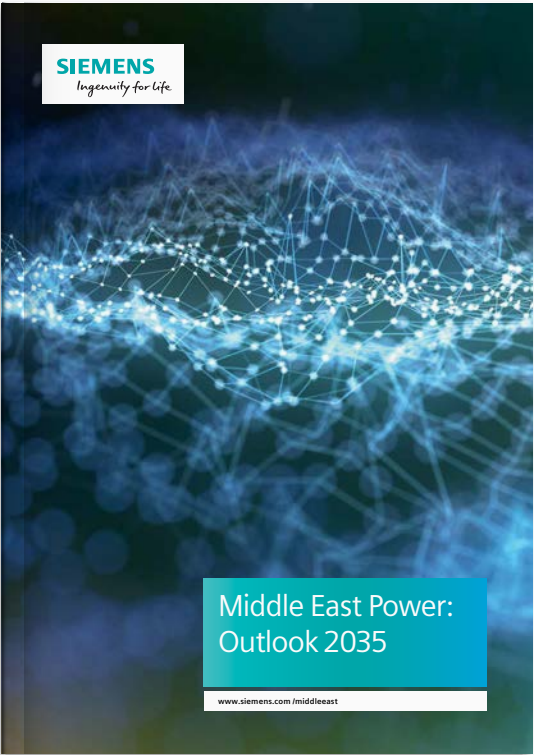
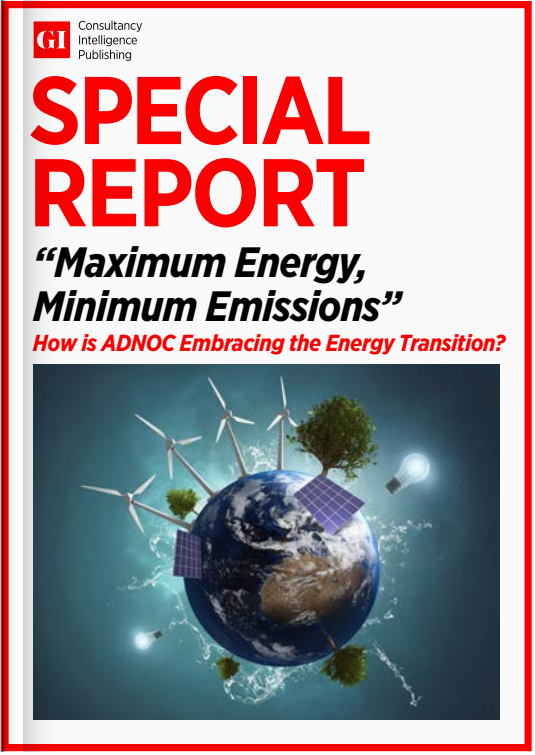
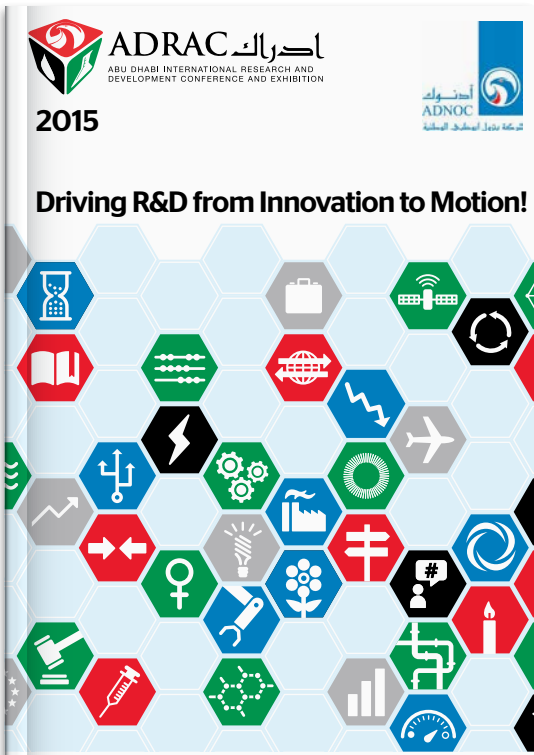
WHITEPAPERS

GI Intelligence will help clients identify the important questions and find the right answers to ensure the sustainability and advancement of their business - drafting Whitepaper reports that provide solutions and pathways forward.



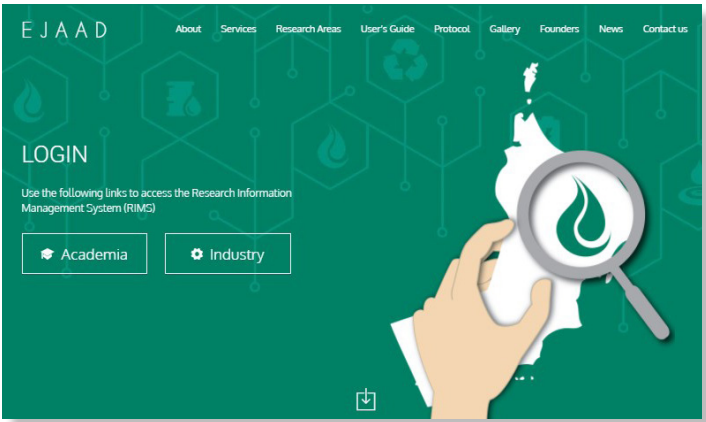
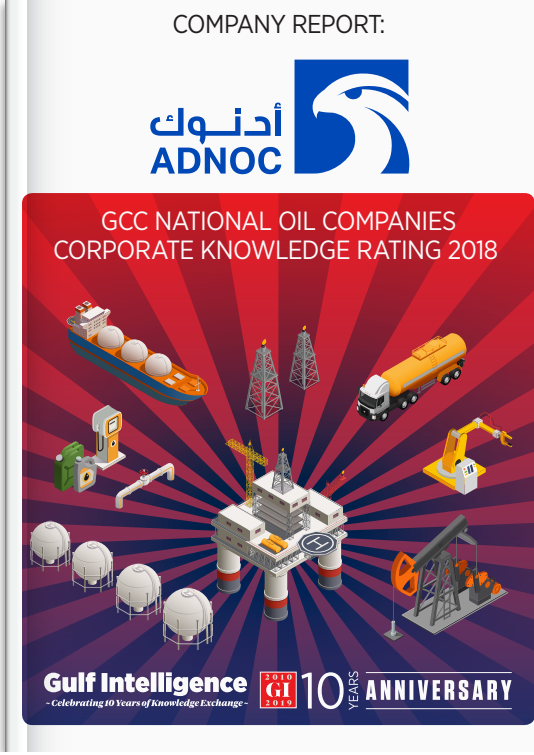
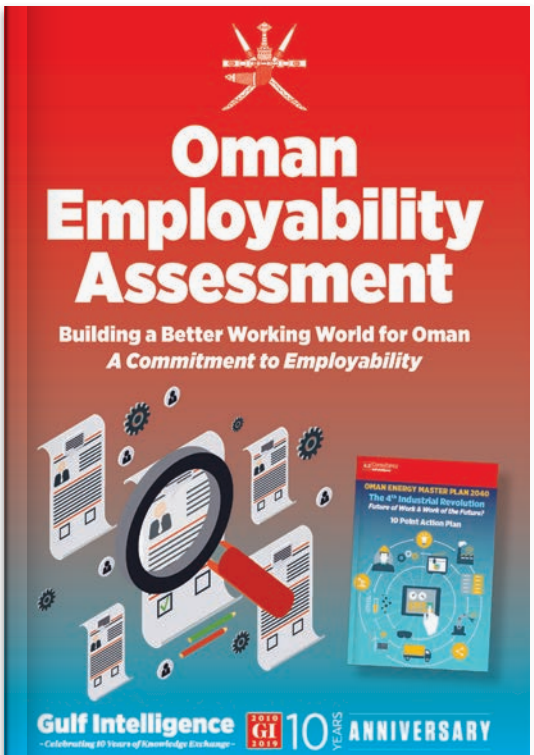
SPECIAL RESEARCH REPORTS

GI Intelligence 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.



BUILD DIGITAL TOOLS

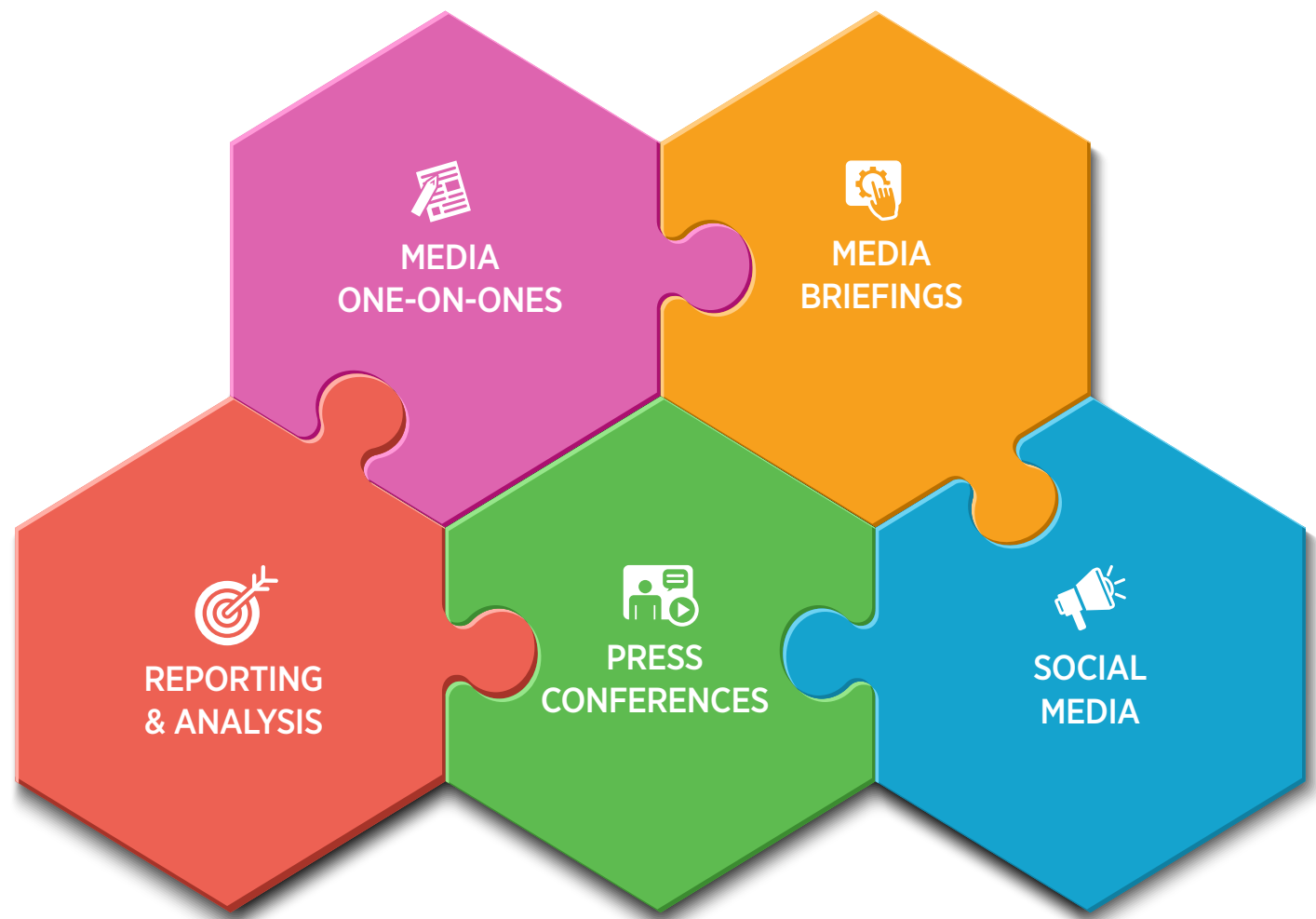
GI Intelligence builds digital tools that help clients to better measure the implementation performance of new policies; and we develop social platforms that facilitate realtime connectivity and cooperation between a diverse group of external stakeholders.



The Gulf Intelligence MEDIA HUB

Executive Summary

The **GI Media Hub** is a special bespoke service offered to clients so that they can connect with Journalists and Publishers during special projects and campaigns.



Structure and Process:

- ✓ Design PR/Thought Leadership campaign for clients.
- ✓ Script Editorial: Theme, Talking Points, Press Material.
- ✓ Pitch campaign to media.



Produce & Manage:

- ✓ Prepare Newsmaker for engagement with Media across an array of platforms: print, broadcast and online etc.
- ✓ GI to accompany Newsmaker to Media Engagement.

Formats:

- Media One-on-Ones
- Media Briefings
- Press Conferences
- Social Media



Ali Khedery, CEO & Founder, Dragoman Partners, interviewed by CNN

Media One-on-Ones



Alasdair Buchanan, Energy Director, Lloyd's Register, speaks to Pipeline Magazine



Chris Midgley, Head of Analytics, S&P Global Platts, is interviewed by CNBC International

Media Briefings



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



Hatem Al-Mosa, CEO, Sharjah National Oil Corporation, hosts a media roundtable briefing with key media in Abu Dhabi, UAE

Press Conferences



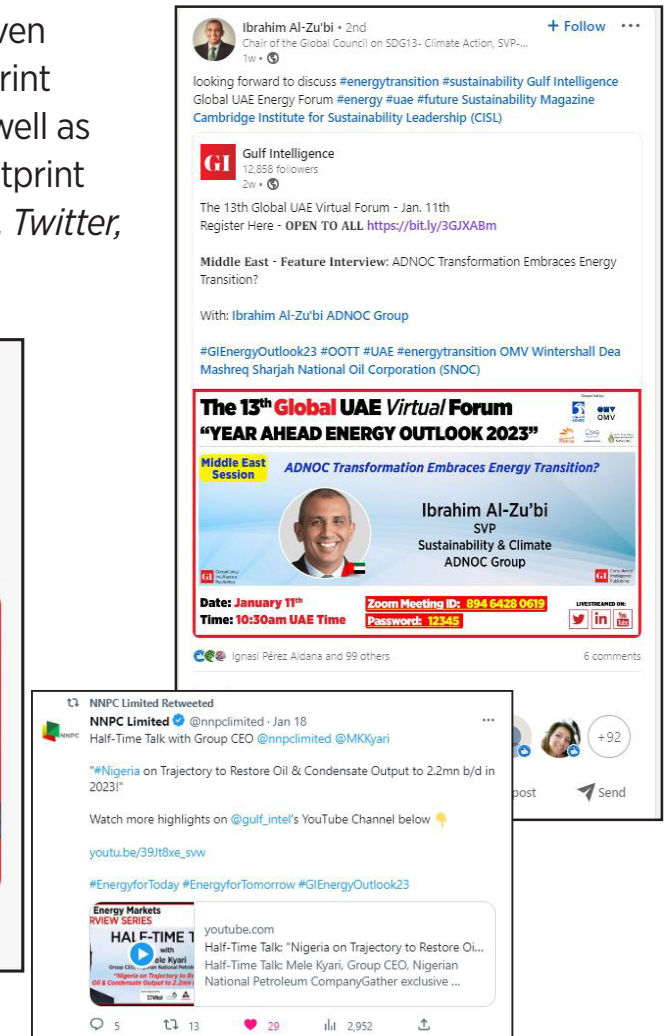
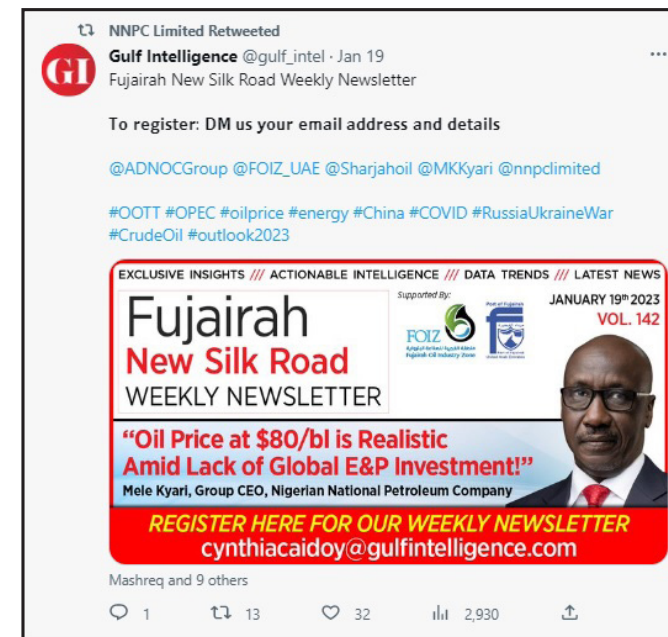
H.E. Emmanuel Ibe Kachikwu, Minister of State, Petroleum Resources, Nigeria, gives a Press Conference to Int'l Energy Reporters



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

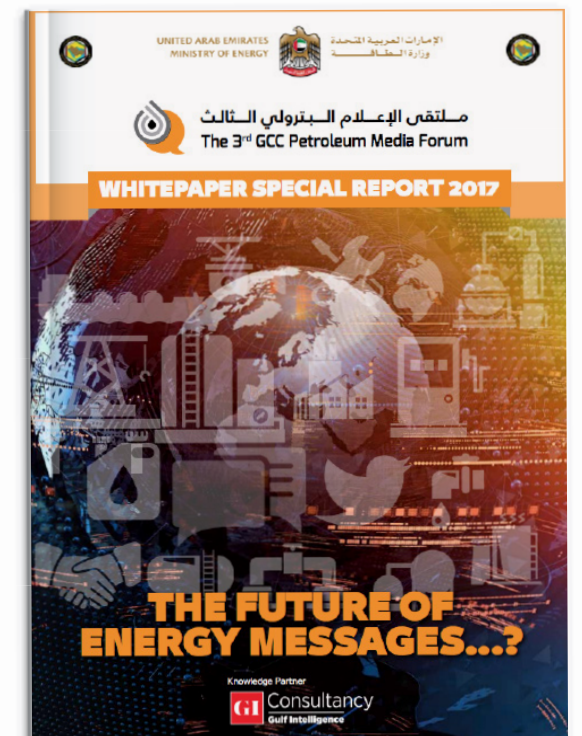
Social Media

The **Gulf Intelligence Media Hub** 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



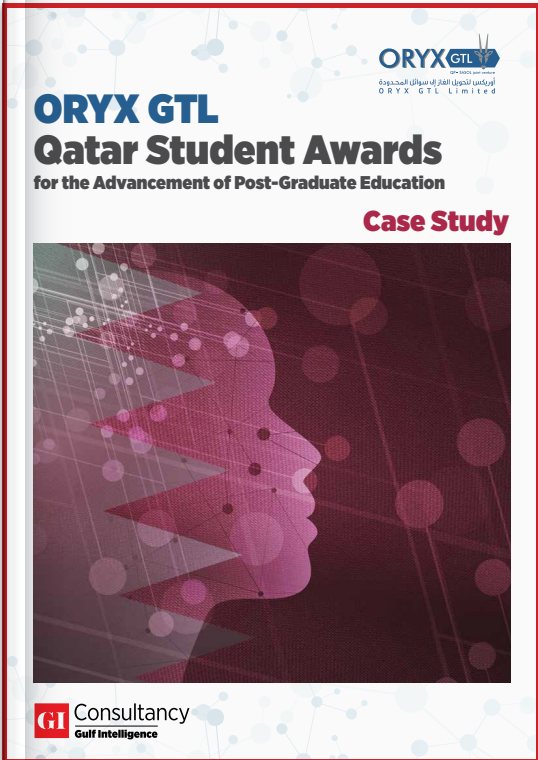
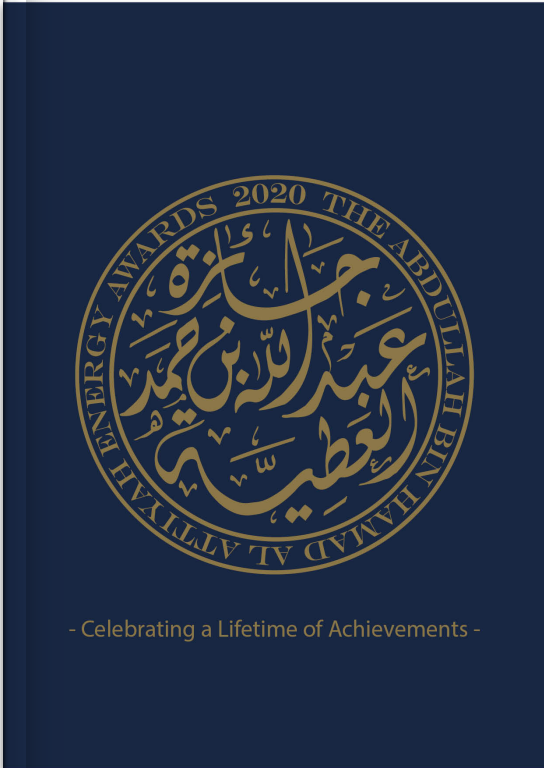
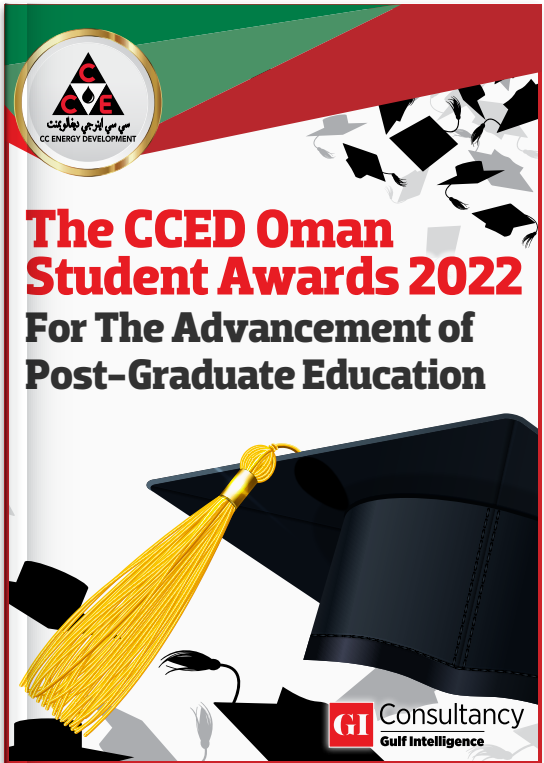
Briefing at S&P Global Platts' headquarters



Feature interview with CNBC International's OPEC presenter Steve Sedgwick

AWARDS

GI Intelligence 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.





S&P Global

Commodity Insights



MERCURIA

ExxonMobil



AVEVA



مركز الإحصاء
STATISTICS CENTRE



Honeywell

REFINITIV



TotalEnergies



Consultancy
Intelligence
Publishing