



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

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

### **GI** Consultancy

#### RETAINER CLIENTS

- ✓ PR Thought Leadership
- ✓ Content Bureau
- ✓ Stakeholder Management
- ✓ Special Reports
- ✓ Media Briefings
- ✓ Workshops
- ✓ Industry Roundtables

### **GI** Intelligence

#### BESPOKE PROJECT CLIENTS

- ✓ Strategic Consultancy Campaigns
- ✓ Surface Industry Data Points
- ✓ Bespoke Sustainability Strategies
- ✓ Establish Think Tanks & Foundations
- ✓ Whitepaper Studies
- ✓ Research Reports
- ✓ Market Entry Strategies
- ✓ Stakeholder engagement Strategies



### **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



## DAILY ENERGY MARKETS ONLINE SERIES

The **DAILY ENERGY MARKETS** online portfolio provides realtime updates and why it matters analysis on the issues moving markets every day - *reaches 2 million viewers per month.*

**Daily Energy Markets ONLINE SERIES PROFILE**

**Daily Energy Markets PODCAST**  
WEDNESDAY /// MARCH 15<sup>th</sup> /// 10:30AM (UAE)  
Richard Redoglia, Chief Executive Officer, Matrix Global Holdings  
Laury Haytayan, MENA Director, Natural Resource Governance Institute  
Ali Al Riyami, Consultant & Former Director General of Marketing, Ministry of Energy & Minerals, Oman

**Daily Energy Markets INDUSTRY SURVEY**  
The IEA says OPEC+ cuts policy is inflationary and a risk to global economic health. OPEC says rising interest rates and lack of energy investment are more serious threats. Who is right?  
Answer: 26% IEA, 74% OPEC

**Daily Energy Markets Mashreq 60-SECOND SOUNDBITE**  
“OPEC Aren’t Going to Play Monopoly with their Biggest Source of Revenue!”  
Kate Dourian, FEI, MEES Contributing Editor & Non-Resident Fellow, The Arab Gulf States Institute in Washington

**Daily Energy Markets SOUNDINGS**  
RUSSIAN PRODUCTION  
“Even though today we don’t see a significant decline, this is going to become more notable. It’s a simple equation. No investment or less investment will translate to lower supply. Lots of Western capital has left the country. And any long-term loss of Russian market share would be captured by other countries, including OPEC+ countries.”  
Dr. Carole Nakhle, Chief Executive Officer, Crystol Energy

**Daily Energy Markets VIEWS YOU CAN USE**  
Victor Yang, Senior Editor, JLC Network Technology  
Outlook for China GDP in 2023?  
Will we see a strong resumption in crude oil imports this quarter?  
How is the government planning to tackle the real estate crisis?  
How will China handle its relations with the US and Russia going forward?

## 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.

**Fujairah New Silk Road WEEKLY NEWSLETTER**  
FEB 24<sup>th</sup> 2022 VOL. 107  
EXCLUSIVE INSIGHTS /// ACTIONABLE INTELLIGENCE /// DATA TRENDS /// LATEST NEWS  
“FUJAIRAH OIL FLOWS RETURNING TO TREND AFTER BUMPER TWO YEARS OF COVID PANDEMIC”  
Capt. Salem Al Hamoudi, Director – Fujairah Oil Industry Zone  
Fujairah Average Oil Tank Storage Leasing Rates  
Black Oil Products Average Range \$3.54 - 4.38/m³  
Highest: \$4.50/m³  
Lowest: \$3.20/m³

**Fujairah New Silk Road WEEKLY NEWSLETTER**  
APRIL 14<sup>th</sup> 2022 VOL. 114  
EXCLUSIVE INSIGHTS /// ACTIONABLE INTELLIGENCE /// DATA TRENDS /// LATEST NEWS  
“We Need US Diplomatic Muscles & Political Back-up to Build New Global Energy Flows!”  
Gulmira Razyeva, Former Energy Advisor to President of Azerbaijan  
Fujairah Weekly Oil Inventory Data  
Fujairah Average Oil Tank Storage Leasing Rates  
Black Oil Products Average Range \$3.54 - 4.38/m³  
Highest: \$4.50/m³  
Lowest: \$3.40/m³

**Fujairah New Silk Road WEEKLY NEWSLETTER**  
MAY 26<sup>th</sup> 2022 VOL. 119  
EXCLUSIVE INSIGHTS /// ACTIONABLE INTELLIGENCE /// DATA TRENDS /// LATEST NEWS  
“Shipping Insurance Ban may have a Bigger Impact on Russian Oil Exports than a Disjointed EU Embargo!”  
Amrita Sen, Founder & Director of Research, Energy Aspects  
Fujairah Weekly Oil Inventory Data  
Fujairah Average Oil Tank Storage Leasing Rates  
Black Oil Products Average Range \$3.54 - 4.38/m³  
Highest: \$4.50/m³  
Lowest: \$3.40/m³

**Fujairah New Silk Road WEEKLY NEWSLETTER**  
APRIL 14<sup>th</sup> 2022 VOL. 154  
EXCLUSIVE INSIGHTS /// ACTIONABLE INTELLIGENCE /// DATA TRENDS /// LATEST NEWS  
“Voluntary OPEC+ Output Cut Was to Shock Short Speculators!”  
Amena Bakr, Deputy Bureau Chief, Energy Intelligence  
Fujairah Weekly Oil Inventory Data  
Fujairah Average Oil Tank Storage Leasing Rates  
Black Oil Products Average Range \$3.54 - 4.38/m³  
Highest: \$4.50/m³  
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**Fujairah New Silk Road WEEKLY NEWSLETTER**  
MARCH 23<sup>rd</sup> 2023 VOL. 151  
EXCLUSIVE INSIGHTS /// ACTIONABLE INTELLIGENCE /// DATA TRENDS /// LATEST NEWS  
“The US Needs a Reliable Partner and Supplier in the Region!”  
Max Torres, Managing Partner, Plata Energy  
Fujairah Weekly Oil Inventory Data  
Fujairah Average Oil Tank Storage Leasing Rates  
Black Oil Products Average Range \$3.54 - 4.38/m³  
Highest: \$4.50/m³  
Lowest: \$3.40/m³

**“There’s Nowhere To Turn for Comfort Across Commodities Markets!”**  
Dave Ernsberger, Global Head of Commodities Pricing, S&P Global Commodity Insights

**“Markets are in a Risk Off Mindset!”**  
Mike Muller, Head, Vitol Asia



# 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 will be 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.



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#MEASustainabilityForum

The Middle East & Africa  
**FORUM**  
for Sustainability Leaders  
November 15<sup>th</sup>, 2023  
Armani Hotel, Burj Khalifa – Dubai  
**COP28 CURTAIN RAISER**

How to Make Every Employee  
a Chief Sustainability Officer?





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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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The Middle East & Africa Forum for 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 Youssef Al Ali  
Chief Executive Officer  
Etihad Water & Electricity (EWE)





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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 Chief Executive Officer of the Board  
Eng. Abdullah Petroleum Studies and Research Center (APARC)





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The Middle East & Africa Forum for Sustainability Leaders  
Views You Can Use

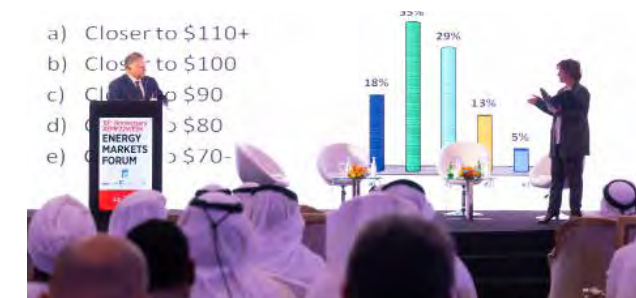
The Kingdom is at a pivotal moment for the country. It is changing and it is transforming. Sustainability sits at the heart of this transformation. The voluntary carbon market is one of the tools that would enable Saudi Arabia, the region, and the global south, to reduce greenhouse gas emissions. In 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 is 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.



## INDUSTRY FORUMS & WORKSHOPS

**The Gulf Intelligence Industry Forums & Workshops** series have been convening the leadership of the Middle East energy sector in a succession of live events across the region every year for more than a decade.



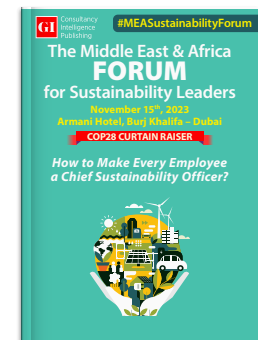
# CALENDAR



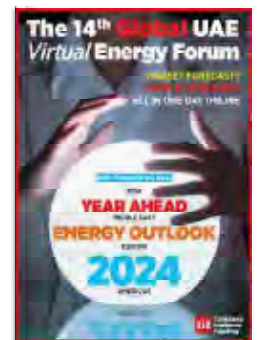
**The 11<sup>th</sup> Energy Markets Forum 2023**  
*October 10<sup>th</sup> - 11<sup>th</sup>, 2023*



**The 10<sup>th</sup> Oman Energy Forum 2022**  
*November 1<sup>st</sup>, 2023*



**The Middle East & Africa FORUM for  
Sustainability Leaders**  
*November 15<sup>th</sup>, 2023*



**“GLOBAL” UAE Energy Forum 2024**  
*January 2024*



CONSULTANCY



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.





GI The Gulf Intelligence  
CONTENT BUREAU

Executive Summary

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 the global energy industry for leading international media companies including Bloomberg, Reuters, Platts, The Financial Times and the the Wall Street Journal. This rare and exclusive expertise can be retained on an annual basis to deliver a continuous supply of Feature Articles, Opinion Editorials, Newsletters, Whitepapers & Special Reports etc., or can be secured under a call-off arrangement to deliver special project assignments.



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



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.





# GI The Gulf Intelligence MEDIA HUB

## Executive Summary

A GI Media Hub is a special bespoke service offered to Newsmakers to connect with Journalists, Media and Publishing Houses during one-off news, events and media 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

## Media One-on-Ones



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



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



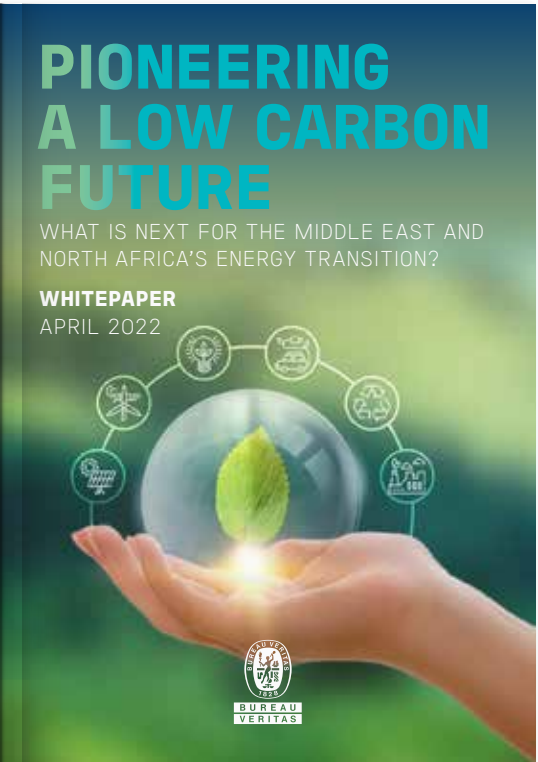
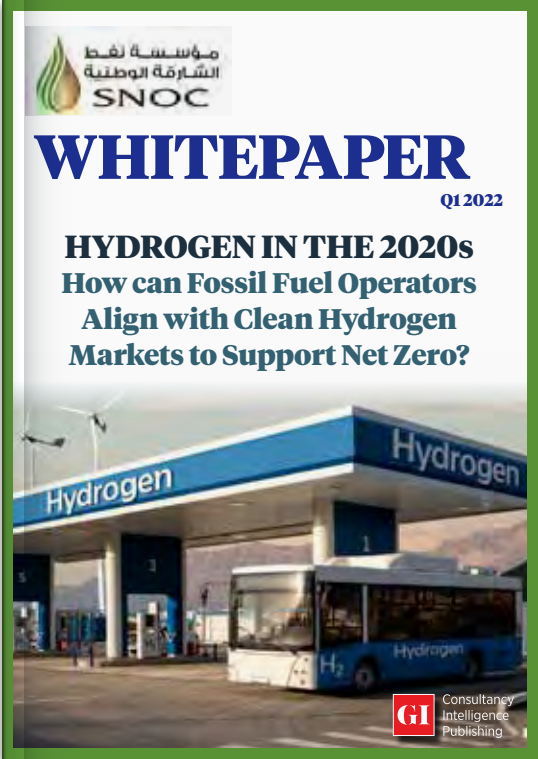


INTELLIGENCE



WHITEPAPERS

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



SPECIAL PROJECTS - TRANSFORMATION

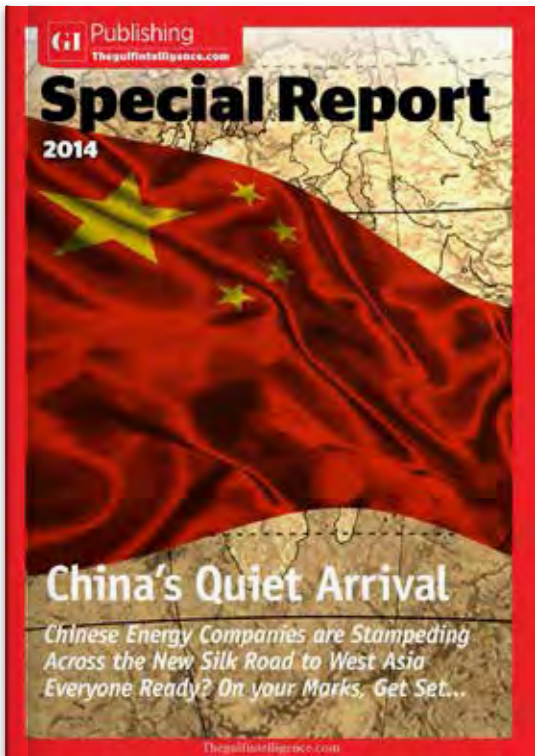
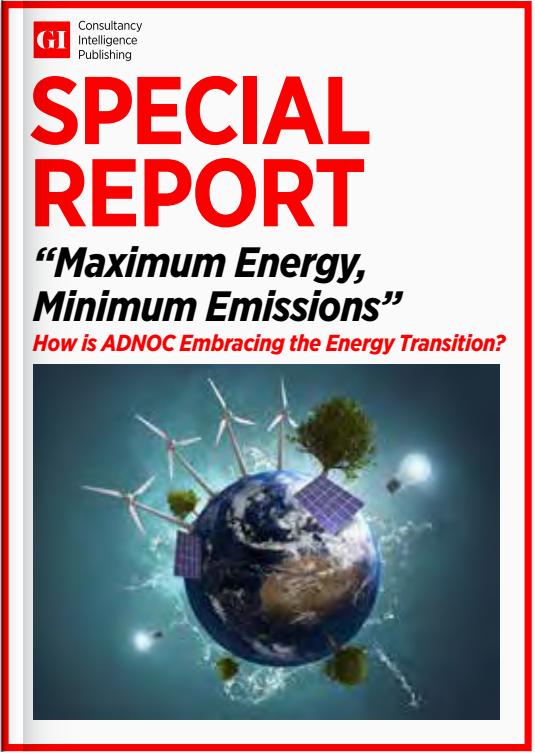
Gulf Intelligence works with clients to identify important activities within the energy ecosystem that are not advancing sufficiently on their own momentum, and we develop and implement a strategic plan to accelerate their transformation.





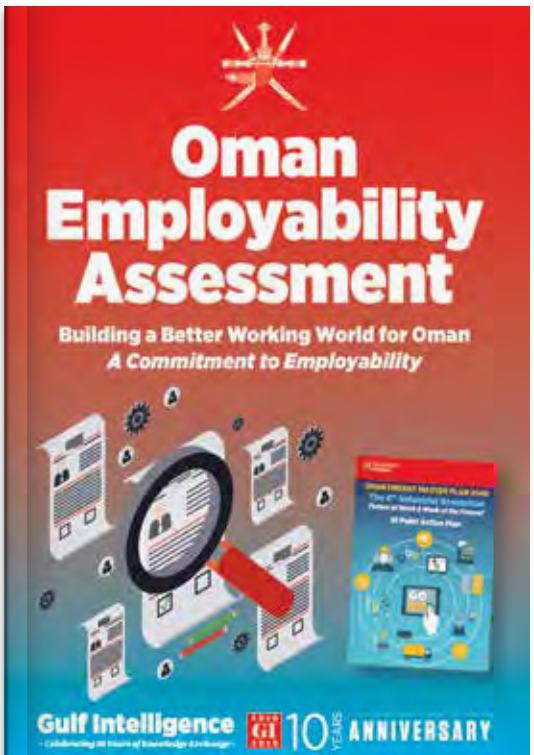
SPECIAL RESEARCH REPORTS

GI Intelligence Research team identifies timely and relevant issues that are likely to impact the Middle East energy sector over the horizon, and conducts a deep-dive study that is captured 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.





## AWARDS

GI Intelligence identifies areas of critical importance to the international energy industry, such as the advancement of post-graduate education in resource-rich countries, and develops an Awards campaign that celebrates excellence and establishes thought leaders to advance the sector.

