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GI Publishing

Energy Markets Series

PROFILE 2024



DAILY ENERGY MARKETS PODCAST

LIVE ON X, LINKEDIN & YOUTUBE

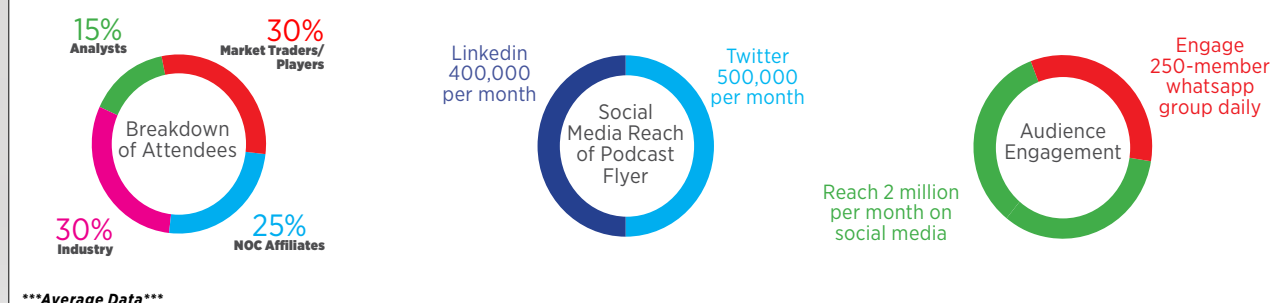


The DAILY ENERGY MARKETS Live Video Podcast is an opportunity every morning for market actors to garner insights on the pressing issues impacting the energy markets each day, with particular focus on the supply-demand dynamics on the trading routes connecting the Middle East to Asia. The live-event hosts 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

MONTHLY DISTRIBUTION DATA



70+ 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.



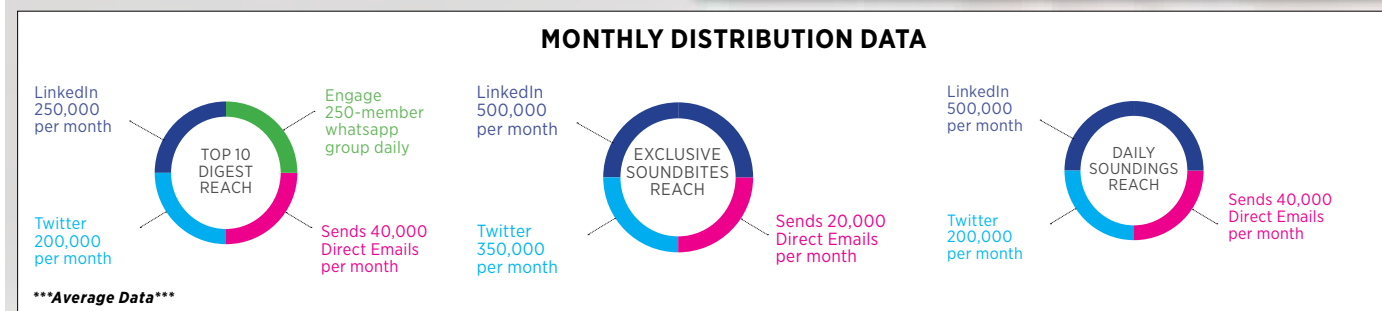
60-SECOND VIDEO SOUNDBITES x 3 DAILY



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

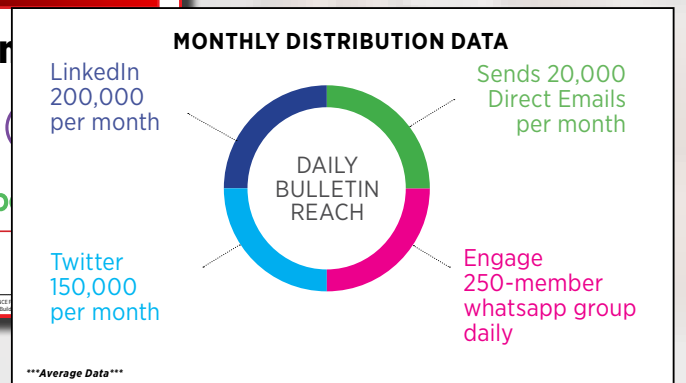
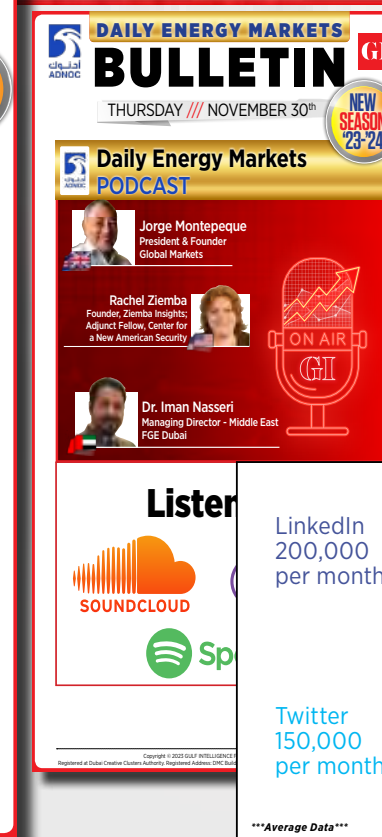
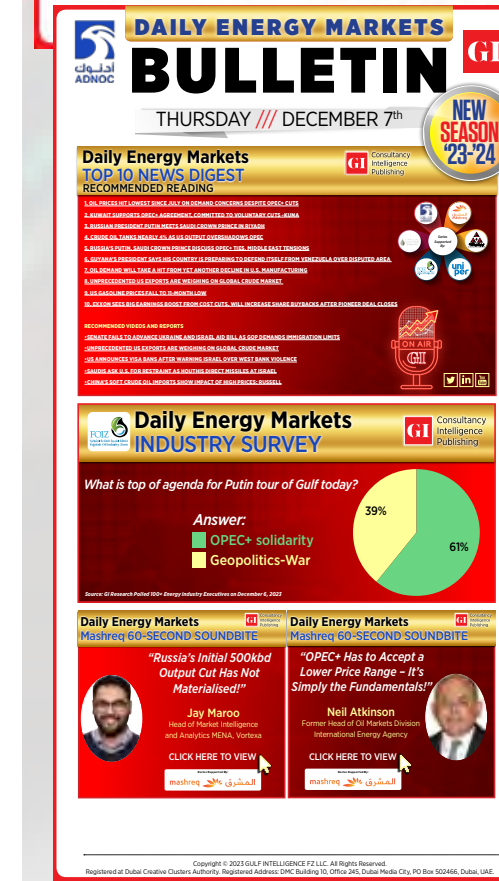
The Industry Soundings deliver key messages from each speaker on the daily podcast -- with a limited number of words that deliver concise and understandable insights. Gulf Intelligence publishes these short-form opinion editorials on LinkedIn and Twitter, where they reach over 500,000 viewers per month.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



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 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 FORUM 2024

JANUARY 10th

MARKET FORECASTS FROM 12 TIME ZONES ALL IN ONE DAY

A MESSAGE IN A BOTTLE FROM AROUND THE WORLD

- ASIA
- MIDDLE EAST
- EUROPE
- AMERICAS

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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

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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

QUARTERLY REPORTS

YEAR AHEAD - ENERGY OUTLOOK Whitepaper Q1 - 2022

How can the Oil & Gas Industry Earn its Seat at the Climate Solution Table while Sustaining its Market Share in Net Zero Era?

OMAN INDUSTRY SPECIAL REPORT Whitepaper

How to Power Sustainable Economic Diversification in Oman?

SPECIAL REPORT ENERGY MARKETS OUTLOOK

"Let's Hope PEACE is Next Black Swan!" Will Growing Geopolitical Tensions Cause Energy Security to Derail Energy Transition?

Gulf Intelligence Special Report 2019

The Year Ahead: The Good, the Bad, the Unpredictable!

Energy Outlook Special Report 2020

Didn't See Covid-19 Coming Outlook for 2020 & Beyond

Global Energy Outlook 2021 ASIA // MIDDLE EAST // EUROPE // US SPECIAL REPORT Q1, 2021

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LONDON IEWEEK
THE GI MIDDLE EAST ENERGY SUMMIT

LONDON
IEWEEK 2024
The GI Middle East Energy Summit

THE 7th FUJAIRAH OIL MARKETS
WORKSHOP BREAKFAST

ENERGY MARKETS ANALYSTS
& MEDIA ROUNDTABLE LUNCH

THE 7th 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 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.

#EMFWEEK24

12th ENERGY MARKETS FORUM

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Port of Fujairah

October 1st - 2nd, 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

12th ENERGY MARKETS FORUM #EMFWEEK24

International ENERGY JOURNALISM AWARDS 2024 FUJAIRAH

12th #EMF24WEEK

ENERGY MARKETS FORUM Oct. 1st-2nd

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

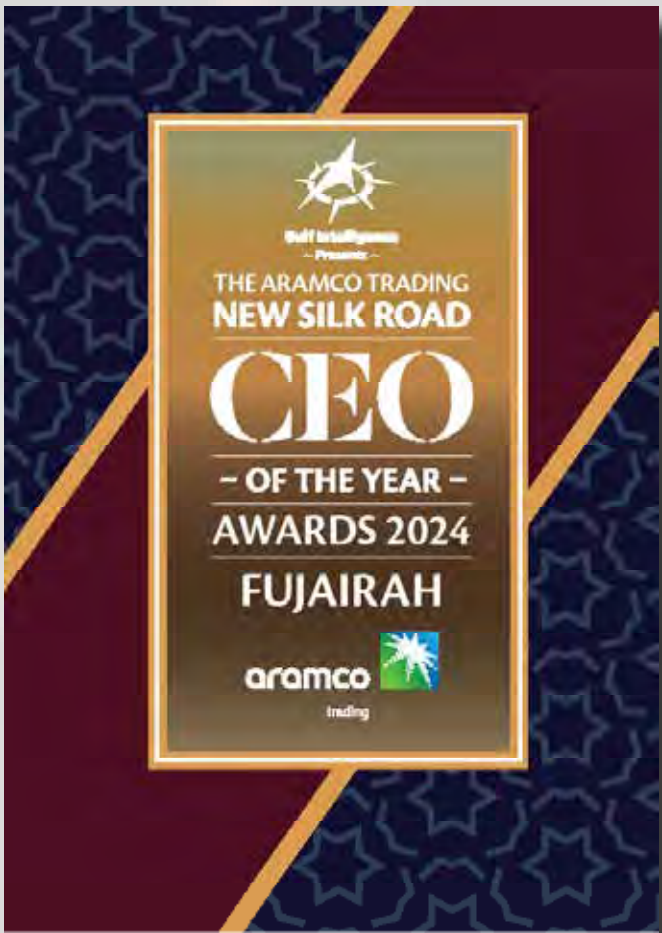
1x Closing Lunch

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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.



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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