



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
- ✓ 14th UAE Energy Forum
- ✓ 11th Energy Markets Forum
- ✓ 10th 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 15th /// 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:

- IEA
- OPEC

26%
74%

Source: GI Research Poll

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?
We’ve started to see some recovery already in the first quarter. COVID infections peaked in December and people have resumed their normal life. The 40-day Spring Festival travel rush is expected to generate about 4 billion passenger trips, 99% up on last year, according to the Ministry of Transport.

Will we see a strong resumption in crude oil imports this quarter?
In January, we have seen about 11 million barrels per day of oil imports because China issued larger quotas in the last quarter of 2022 encouraging independent refiners to boost imports. It has boosted product export quotas in the first quarter of 2023 very sharply, by 46% on a year-on-year comparison, to give the economy a bigger boost. It might also slow down its industrial upgrades this year if necessary, so that will also boost the country’s crude oil demand to some degree.

How is the government planning to tackle the real estate crisis?
Official data shows that investment in the real estate industry jumped by 10% last year but it is still struggling. People still need to resume their confidence in the sector. Prices are still too high. So, the government is now trying to cut its dependence on real estate for economic growth, though there will still be some measures to stimulate people to buy houses.

How will China handle its relations with the US and Russia going forward?
Most people expect the US-China relationship to improve a little bit in 2023 after the meeting between its leaders in December, but the confrontation will continue. What matters most for China overall is economic growth and so it will trade with any partner and any country that is willing, and therefore China will try and stay neutral.

**unpublished comments*

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

Fujairah
New Silk Road
WEEKLY NEWSLETTER

FEB 24th 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

After a bumper two years of Covid pandemic disruption and despite all the turbulence, Fujairah is in fact coming off a record year in terms of liquid bulk throughput. We saw many new developments in 2021, starting with Brooge Energy announcing it was moving forward with construction of its proposed Phase 3 refinery and storage expansion at its existing terminal operations. And we also saw ICE Futures Abu Dhabi (IFAD), in partnership with ADNOC, launch the Murban oil futures contract, and they selected Fujairah as the energy hub for the physical settlement for this. ADNOC has also expressed that it sees Fujairah now at a tipping point between producers, exporters and traders, where basically supply meets demand. And 2022 has kicked off with no shortage of new surprises regionally and globally, and of course, most notably this week with the Ukraine crisis, and oil prices soaring to well below 5-year averages, the lack of spare oil production capacity and also limited investment in the sector in recent years, is also helping keep crude at 8-year highs. This elevated oil price of course will bring both challenges and opportunities, which in some ways perfectly sums up the outlook for the year ahead.

Continued on P.3

Fujairah Weekly Oil Inventory Data

Category	Inventory (bbl)
Light Distillates	6,087,000
Middle Distillates	2,579,000
Heavy Distillates & Residues	10,452,000

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 14th 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 Ruzayeva, Former Energy Advisor to President of Azerbaijan

We need these Diplomatic Muscles. The US once showed it this muscle in my region, in Azerbaijan. We managed to put in place two multi-billion-dollar projects, oil and gas projects – the Baku-Tbilisi-Cephan oil pipeline and the Southern Gas Corridor – and that was thanks to the US economic political backing and support in the face of Russian opposition. We need to see the same US diplomatic muscle and political back-up again with these new projects in order to play to redirect new international energy flows to Europe. But there is another major obstacle for Europe, which is the EU hydrogen over the energy transition. The EU position is that it wants to move gas from alternative sources, but that it does not want to finance fossil fuel projects. It wants gas as a bridge as possible, but it must be clean gas, as possible. So, there are lots of EU terms and conditions which are not going to help with the diversification of supply sources.

Continued on P.3

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Fujairah
New Silk Road
WEEKLY NEWSLETTER

MAY 26th 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

Reports of a ban on EU shipping insurance for Russian oil exports is not, from a purely financial perspective, the end game – a shipping insurance ban will not be phased out and will likely hit from Russia. That is a reality that Russia must face. The impact of the ban will be felt by the Russian oil exporters, who will have to find alternative ways to finance their oil exports. The ban will also have a significant impact on the Russian oil market, which is already under pressure from the EU embargo. The ban will also have a significant impact on the Russian oil market, which is already under pressure from the EU embargo.

Continued on P.3

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Fujairah
New Silk Road
WEEKLY NEWSLETTER

APRIL 14th 2023
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

There were quite a few headlines in the past few days when it came to OPEC+ output cuts. The headlines were that OPEC+ had agreed to a voluntary output cut of 2 million barrels per day. This was seen as a significant move by the market, as it was the first time in over a year that OPEC+ had agreed to a voluntary output cut. The market was expecting a significant move from OPEC+, and this was seen as a positive sign. The market was expecting a significant move from OPEC+, and this was seen as a positive sign.

Continued on P.3

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Fujairah
New Silk Road
WEEKLY NEWSLETTER

MARCH 23rd 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

The US can not rely on shale oil alone. Shale is a very important part of the US oil supply, but it is not a reliable source of oil for the US. The US needs a reliable partner and supplier in the region. The US needs a reliable partner and supplier in the region. The US needs a reliable partner and supplier in the region.

Continued on P.3

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“There’s Nowhere To Turn for Comfort Across Commodities Markets!”

Dave Ernsberger
Global Head of Commodities Pricing
S&P Global Commodities 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.

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

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

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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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

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.



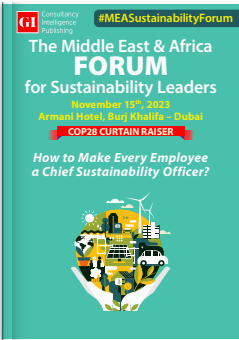
CALENDAR



The 11th Energy Markets Forum 2023
October 10th - 11th, 2023



The 10th Oman Energy Forum 2022
November 1st, 2023



The Middle East & Africa FORUM for Sustainability Leaders
November 15th, 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.



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 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.

PROFILE | SHARJAH NATIONAL OIL CORPORATION

Spearheading the UAE's new gas chapter

The Sharjah National Oil Corporation is leveraging existing infrastructure and natural resources to ensure greater gas security for the UAE as it explores gas storage in the region

November 1976, a team of engineers uncovering 600,000 acres of Sharjah's desert proved there was a secret just beneath the surface. Their efforts paid dividends. When the Saeed-1 well was drilled in May 1979, it yielded 14,000 barrels per day, enough to power the world's tallest building, the Burj Khalifa – it was one of the largest gas discoveries in the UAE at the time. The engineering team worked without taking technological shortcuts – no mobile phones or satellites – and navigated their way to success by sending dispatches via the desert on the hot borders of their four-wheel drive vehicles. This pioneering spirit headed the beginning of Sharjah's energy industry.

Fast forward three decades and Sharjah National Oil Corporation (SNOC) was established in 2007 as the first division of Sharjah's Ruler His Highness Dr. Sheikh Sultan Bin Mohammed Al Qasbi. Tasked with exploration, production, engineering, construction, operation and maintenance, SNOC was also handed the golden keys to operating and managing the Saeed-1 assets.

SNOC had access to the other legacy infrastructure pre-2010. Sharjah's lush area after the discovery of the Saeed-1 well continued with the discovery of the nearby Moudiyah field in October 1981. Just one year later, the first step of 500,000 barrels of production was exported from the Saeed-1 plant on the island 'Ar-Ras-Saeed' – the birth of Sharjah's gas exporting business. Gas sales started in 1981 to Sharjah Electricity and Water Authority (SEWA) and later to Dubai and the Northern Emirates in a new pipeline network.

Agreement to build a liquefied petroleum gas (LPG) terminal and export facilities to a new harbor at Hamriyah was signed in 1984, laying the foundation for a new port facility in Sharjah, with the report of the first load of LPG taking place in 1988. Two world records followed in 2000. One was for the highest efficiency of LPG bunkering and bunkers built and another for worldleading cold loading under-balance drilling (COLD) campaign, which was managed by SNOC and the Sharjah government.

LEVERAGING EXISTING ASSETS
In an interview with Gulf Strategic Magazine, Sheikh Sultan Bin Ahmed Al Qasbi, deputy chairman of Sharjah Petroleum Council (GPC) and

that one billion standard cubic feet per day (Bscfd) efficiently into the market. All pipelines in the Northern Emirates converge at Saeed, giving it the ability to transfer this gas to anywhere in the UAE – a valuable convergence of infrastructure in a region that lacks an intra-CCG gas pipeline network. These pipelines are owned and operated by SNOC, SEWA, Emirat, Chas Gas, Qudus and Doha.

"We recognise the urgent need of the Northern Emirates for a reliable supply of natural gas that can be used to support large and small consumers, from the big power generators to small businesses. SNOC is already able to provide that level of multi-modal flexibility," says Hisham Al Mousa, CEO of SNOC and secretary general of GPC. "The Saeed complex has traditionally been the source of the gas supply business in the Northern Emirates and it is well placed to continue supporting the region."

SNOC's growth is well timed to help meet the demands of the UAE's growing population, with an 11% rise by 2020 as today's 5.8 million increases to 11.8 million. SNOC also provides services to Arabtec, the rapidly growing business at Sharjah International Airport. The airport has handled 4.6 million passengers and more than 30,000 aircraft movements this year alone.

SNOC's deal in May 2017 with SEWA for a long-term gas sales

PROFILE | SHARJAH NATIONAL OIL CORPORATION

This is a major milestone in SNOC's growth and indeed, Sharjah and the UAE

agreement targeting the supply of natural gas for Sharjah Electricity and Water Authority (SEWA) power generation in Sharjah. Following the company's first venture with Uniper in October last year to import liquefied natural gas (LNG) into the emirate's Port of Hamriyah.

The new venture between SNOC and Uniper will supply natural gas to the three power stations operated by SEWA. First gas deliveries to SEWA from the venture agreement will start in early 2018 and some of the gas will flow from the Hamriyah port area directly into the SEWA "Hamriyah" power station. Additional gas will flow to SNOC's Saeed gas field complex and will supply the other SEWA power stations. The import project will have a capacity of three to four million tonnes of LNG per annum (import) and a send-out capacity range up to 1,000 million standard cubic feet per day (export).

The Emirate has had to rely on an expensive, unreliable imported oil to meet its demand for fuel, which is used in the gas complex. The LNG import project will provide the required volume to meet this, which allows Sharjah to diversify its gas supply to the production in summer to satisfy the summer peak demand.

It also provides a timely strategic response to respond to unexpected operational or market problems. Requiring significant capital investment for the project, SNOC is supporting a phased project with the first tranches partially starting in 2021. This enables to test existing infrastructure being carried out to optimise the final project design.

As the UAE's gas demand continues to swell, SNOC's leadership will ensure that the company is a collaborative and flexible partner. The days of concerning desert tracks may have been replaced by modern technology, but the entrepreneurial and determined spirit that shaped Sharjah's energy industry is still alive and well.

FURTHER FOUNDATION
Gas storage is the next stage in SNOC's evolution. SNOC owns the Saeed-1 well, which is a major asset in the region. It is located close to the gas complex. The LNG import project will provide the required volume to meet this, which allows Sharjah to diversify its gas supply to the production in summer to satisfy the summer peak demand.

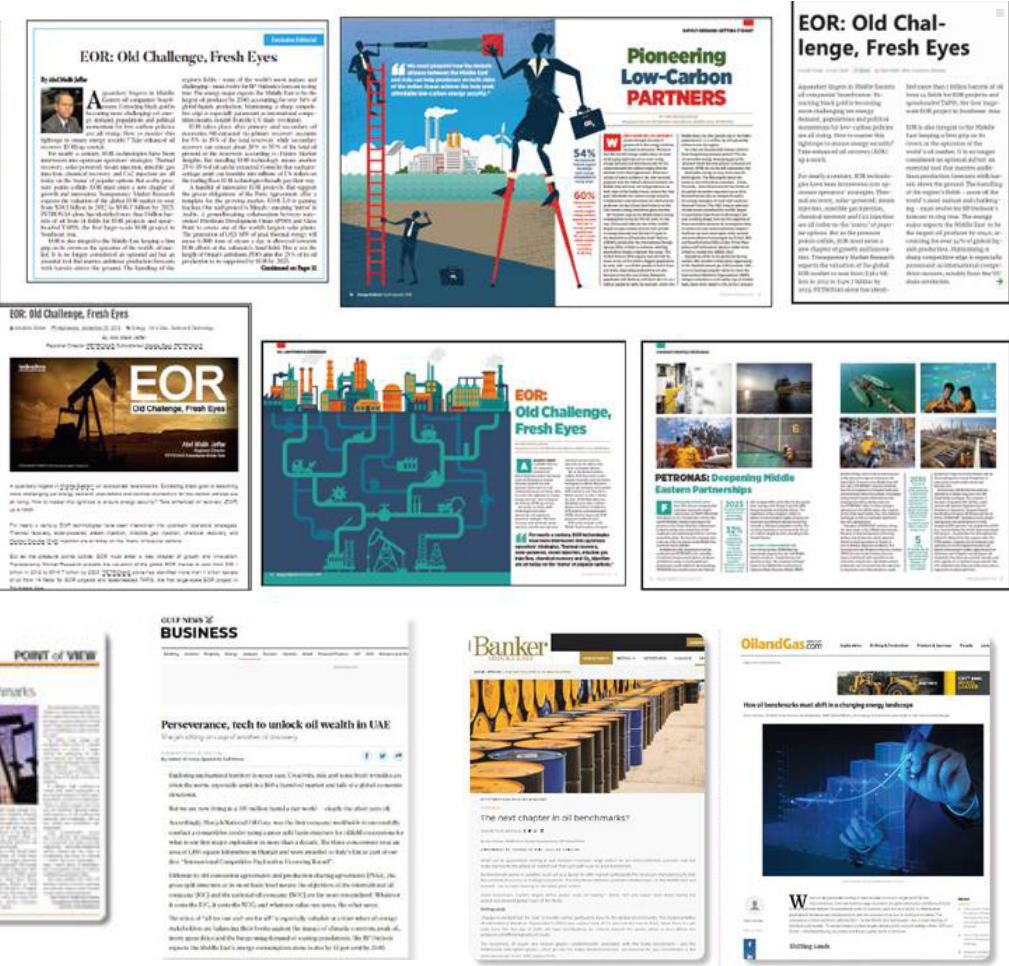
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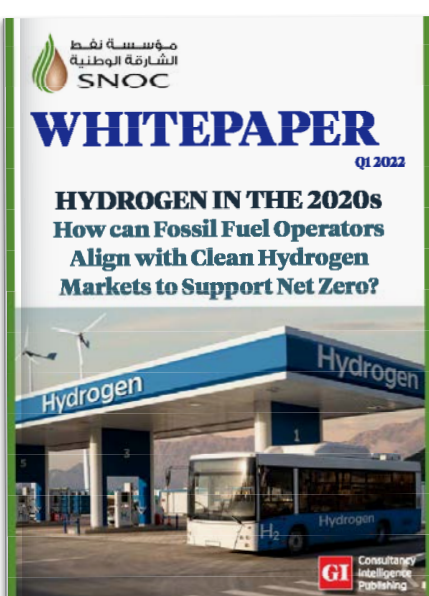
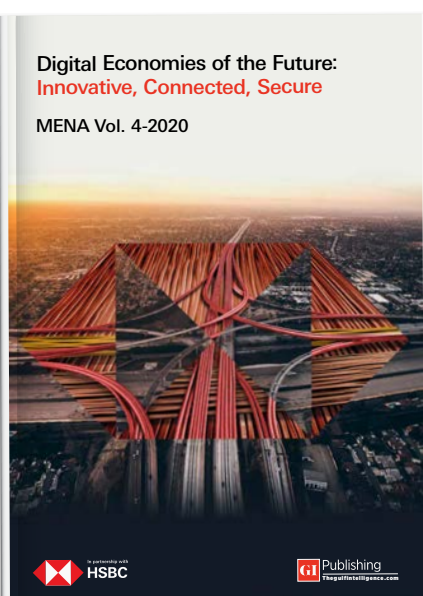
Uniper Energy DMCC

Feature Articles & Opinion Editorials

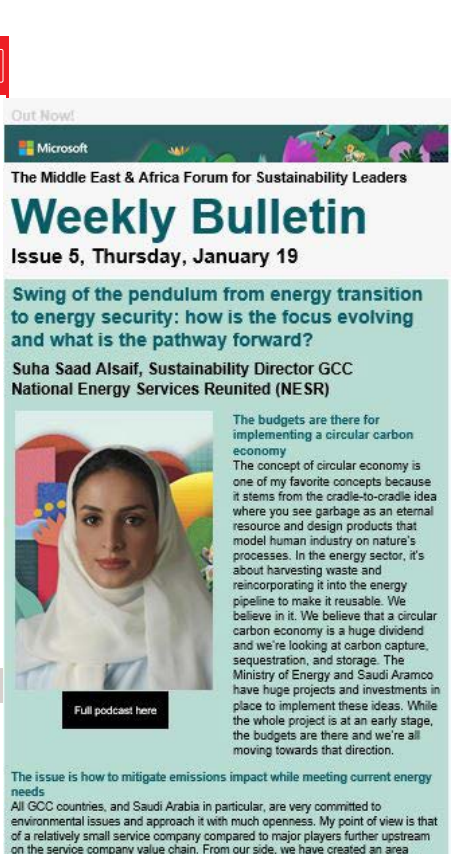
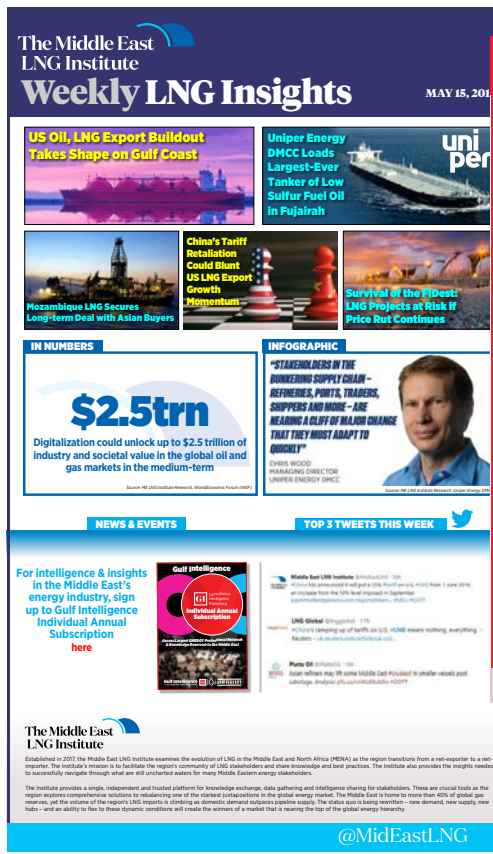
GI will write and edit Opinion Editorials to a world-class standard in the name of clients' leadership team that will help elevate their posture and profile in front of B-to-B and B-to-C stakeholders in all relevant markets. The feature-length articles will be written in English and can be translated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



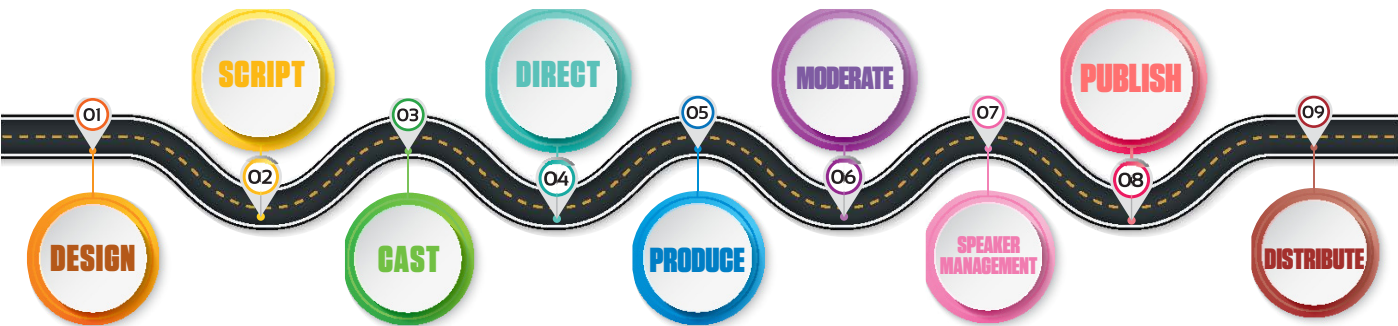
Newsletters / Bulletins



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.

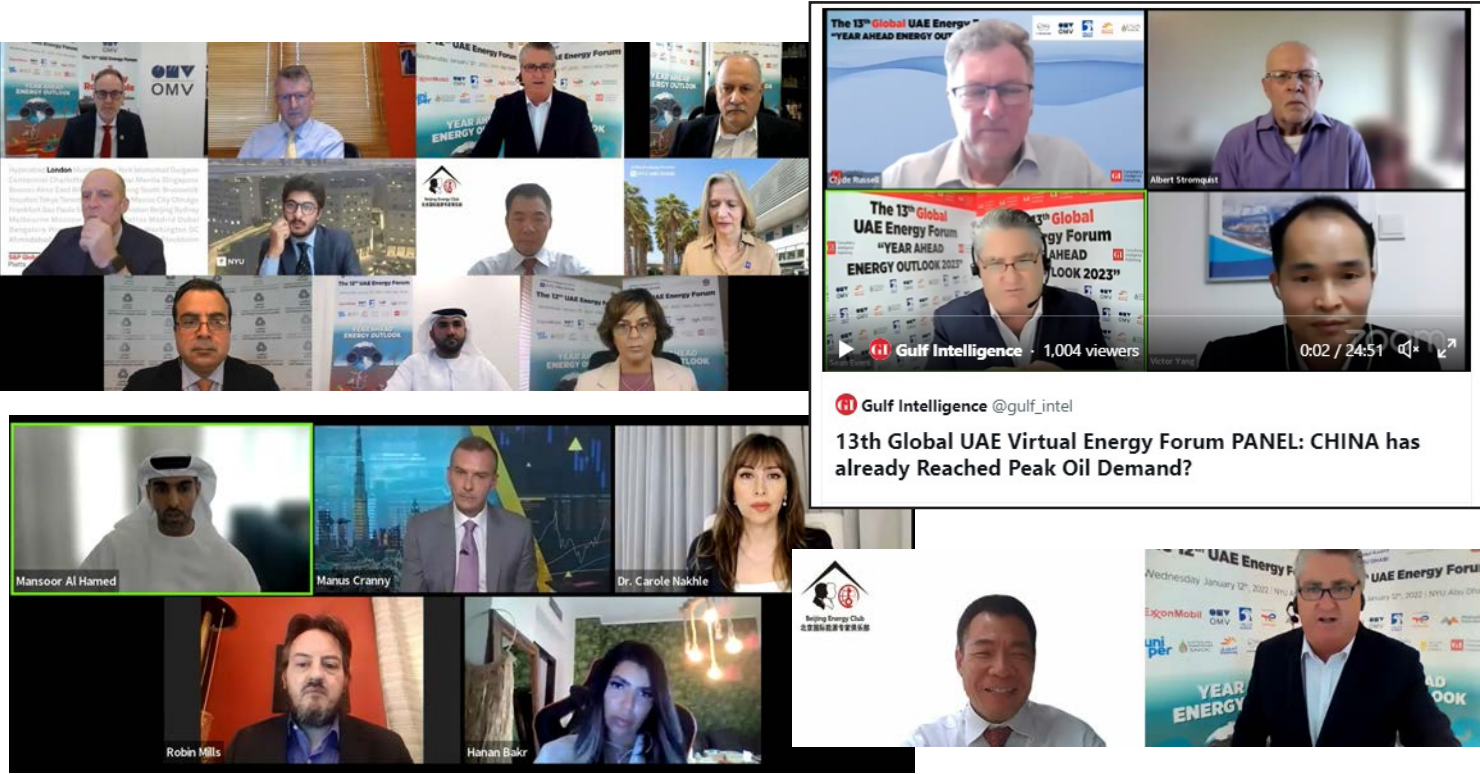
Research & Identify Gulf Intelligence will research and identify the appropriate person/s in the relevant institutions and stakeholders in the sector.

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.



GI 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



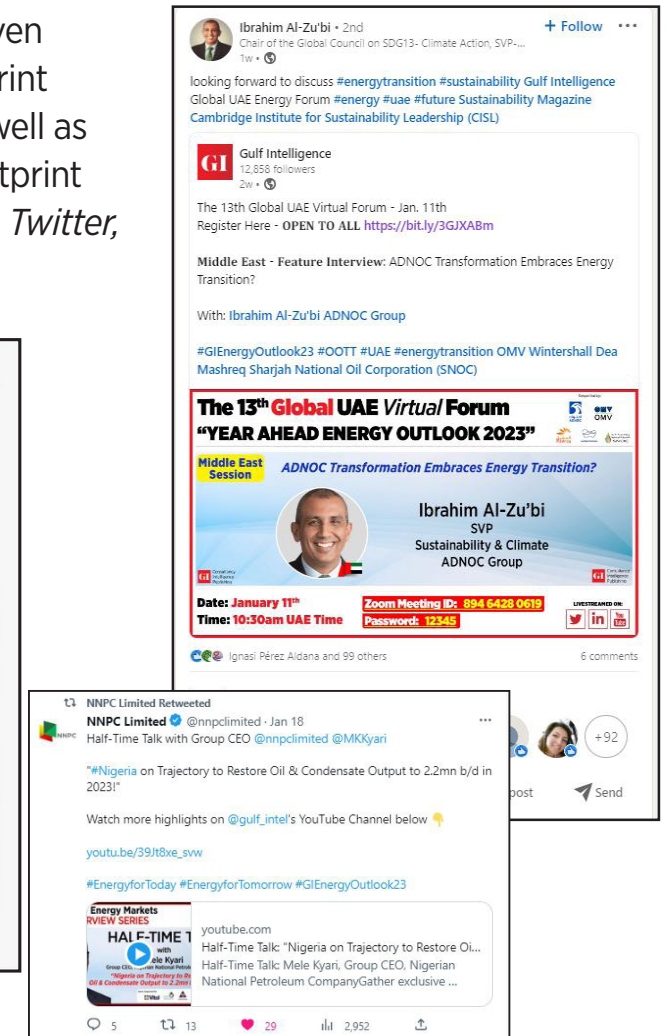
H.E. Emmanuel Ibe Kachikwu, Minister of State, Petroleum Resources, Nigeria, gives a Press Conference to Int'l Energy Reporters



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

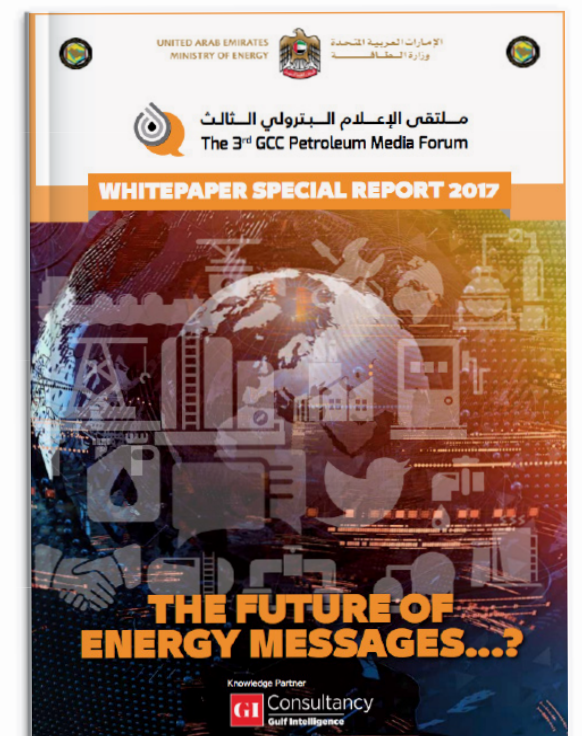
Social Media

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



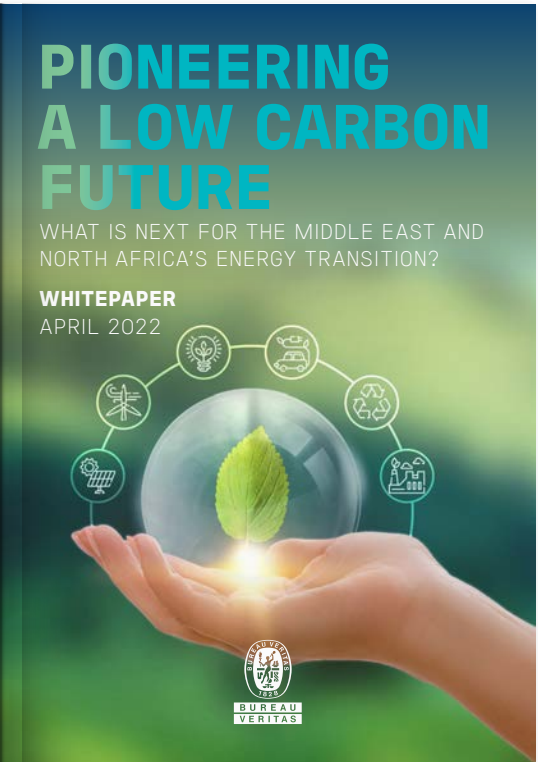
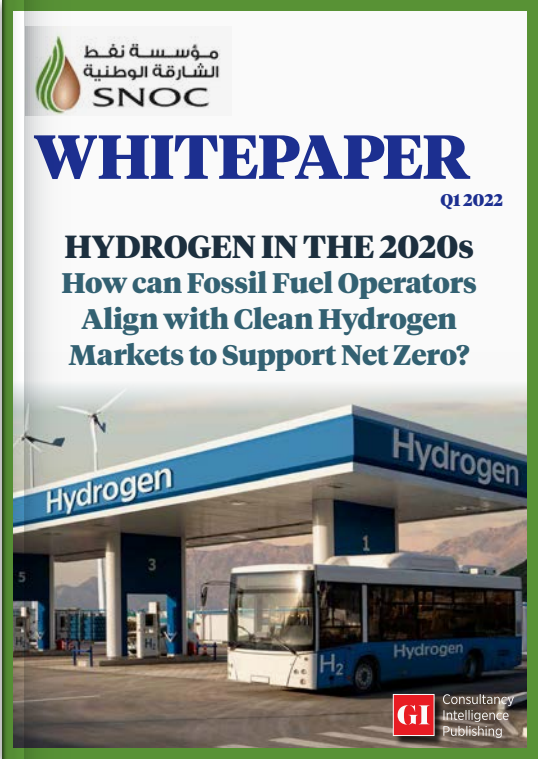
Feature interview with CNBC International's OPEC presenter Steve Sedgwick



INTELLIGENCE

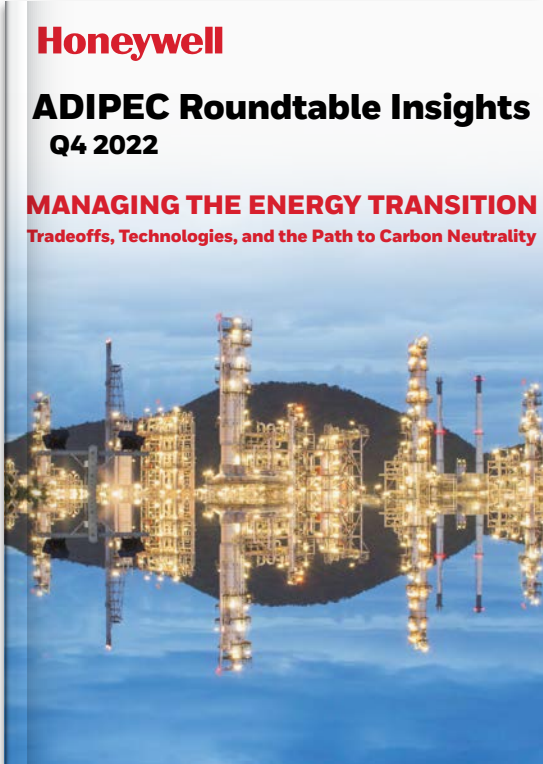
WHITEPAPERS

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.



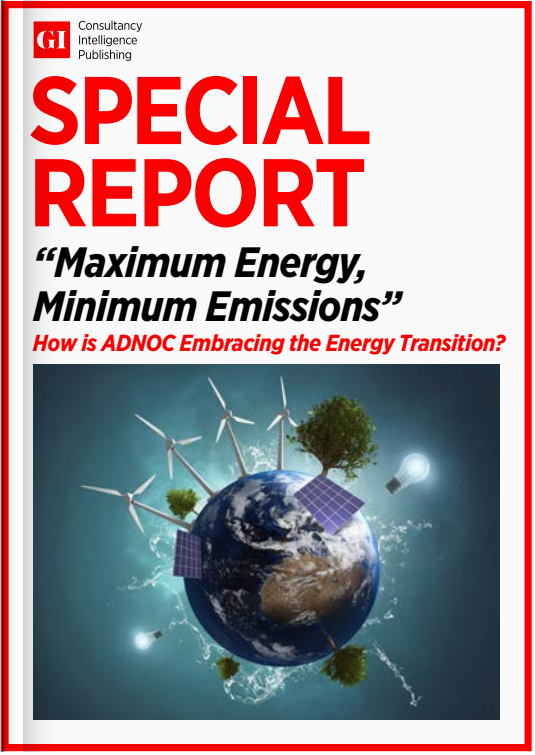
SPECIAL PROJECTS - TRANSFORMATION

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.



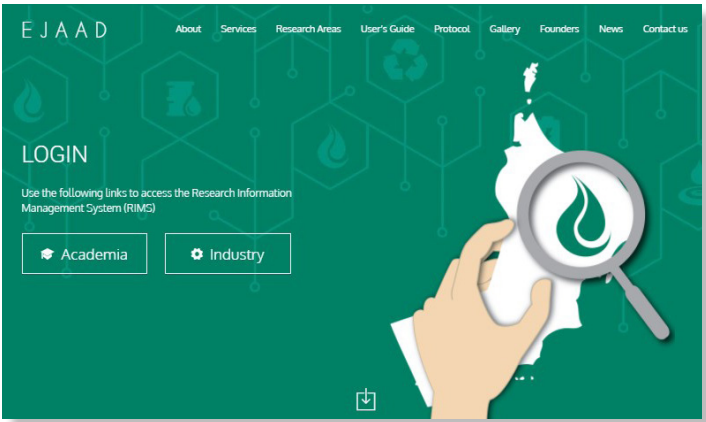
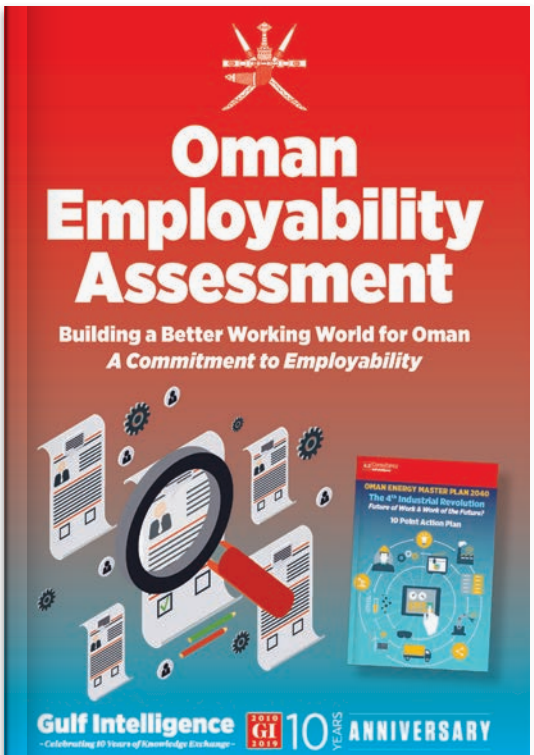
SPECIAL RESEARCH REPORTS

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.



AWARDS

GI Intelligence identifies areas of critical importance to the advancement of the industries and economies, such as the development of post-graduate education, and develops an Awards campaign that celebrates excellence and establishes thought leaders to advance the sector.

