

The second of the Oil Gas & petrochemicals SIG meetings was held in September and provided some lively discussion on the responsibilities and objectives of the group. The group discussed the merits of including power and water within the Oil, Gas & Petrochemicals SIG as no separate SIG covering these sectors currently exists. The motion was carried and the SIG will now be the Oil, Gas, Petrochemicals, Power & Water (OGPPW) group.

In a follow-up to the first meeting, Paul Bryant confirmed that arrangements have now been agreed with both the British Embassy and Presenter, Michael Elthers, with respect to first OGPPW "open" meeting. The meeting will be held at the British Embassy Amenity Hall on 9 November commencing 5.30pm for 6.00pm. The agreed format being a brief introduction from the SIG Chairman (PLB) followed by a 45 minute presentation from Mr Elthers. The talk will be followed by refreshments & finger buffet.

The group discussed in some detail a proposal to mount a mission to the Eastern Province, to seek out business opportunities for the SIG membership. It was acknowledged that close working with the Chair of the Eastern Province BBA and the BTO in the east will be key. Another consideration will be the potential spread of interests amongst the 15-25 people participating in any mission. From the discussion that took place it is clear that this will present some challenges (for us all) but that we can potentially learn much from participating in such an activity.

Martin Hutchinson put some very interesting thoughts and ideas into the room, a transcript of which follows:

1. Objective should be to encourage business in general, not only specific UK businesses, and not for sole benefit or non-competitive advantage-taking of individual members.
2. International complexion of the Energy industry may benefit from having a multi-national membership, under the auspices of the RGBB, but with other nationalities invited.
3. Potential areas of focus could be the following
  - a. Work group on Business Drivers – identify what makes business work more effectively in KSA.
  - Work group on Business Friction – identify what makes business less efficient. Work group to suggest ways of enhancing the facilitators and mitigating the friction.

- b. Perception Management/Education
  - i. Public consumption and targeted private messages
  - ii. Invited expert speakers to industry forum (public) or closed door business breakfasts, with or without outside guests
  - iii. Development of position papers on the industry to deliver messages
  - iv. Sponsored think tanks
- c. Identify key movers and shakers, develop a contact database for members
  - i. Identify how access can be facilitated
  - ii. Phone, fax, secretaries' names, address etc
- d. Analysis of non competitive data for information
  - i. Gather data on multiplier effect
  - ii. Gather data on Saudization
  - iii. National Content issues
  - iv. Social responsibility
- e. Work teams to address emerging key issues for the industry, which is the power-house of Saudi business and employs more people than any other.
  - i. Procurement codes of practice
  - ii. Employment codes
  - iii. Avoid at all costs imposed quotas for goods, services and staff
  - iv. Develop an industry wide pro-active stance
  - f. How can we help educate the workforce for the future?
    - i. University contacts, careers evening, share OUR experience, help with writing CV's, provide work experience in summer holidays, etc etc...a proactive programme

Caveats: All parties must avoid any confidentiality issues in our individual contracts, and any suggestion that this is a restrictive practice industry association. May need to call upon member company's legal department to advise from time to time.

End.

Whilst we have agreed to focus on the Eastern Mission in the first instance, my sense is that there are some gem's amongst Martin's ideas and I would welcome thoughts on how we could engage in some of them in the longer term?

With the departure of Mark Leibster (Shell seconded to XOM JV – CV1) we need to identify a new Deputy Chair for the group. The next meeting is scheduled for 26 October 2002 commencing 7.00pm.



Paul Bryant  
SIG Chairman



In a hectic shedule of Trade Mission visits, October has already seen representatives from Scotland ,Wales & Northern Ireland in the Kingdom.In each of the three provinces, commercial staff from the Embassy, Consulate & Trade Offices arranged receptions at which missioners met with many British Business Group contacts. The assistance provided to the visitors resulted in the identification of a large number of business opportunities which will no doubt result in follow-up visits during the coming months. Pictured from left to right are: Michael Craig from Invest Northern Ireland, Rob Lock from WalesTrade International, Hadi Fawzy from Scottish Development International, Larry Wilson, also from WTI and Allen Swales, Director of The British Council in Jeddah.