The quarterly corporate magazine of KPC and its subsidiaries sixth issue 2018
At Q8Oils, we have perfected the art of developing high quality greases, which is why we name them after the greatest artists. Manufactured in the UK, our extensive range covers all automotive and industrial applications.

Q8 greases also come in a wide range of pack sizes and our Q8Oils application engineers will help you select the perfect grease for your equipment, to ensure total protection and reliability of your machine.
Human element is the main wealth of nations. Despite the importance and necessity of material capital and natural resources, they remain insignificant in the absence of efficient and well-trained human capital. Only humans are capable of using natural and financial resources and utilizing them in the production process to achieve the highest degrees of progress and advancement. With its capacity for invention, innovation and development, human element is capable of overcoming the scarcity of many resources, the natural ones in particular, and of expanding society’s productive capabilities.

Kuwait Petroleum Corporation has always recognized the important role of the human element in the process of development, and thus has adopted a more advanced and broad view of investment as opposed to the conventional view based on investing in hydrocarbons only. It therefore developed a comprehensive view of investment in expertise and in developing national cadres via a well-defined strategy built around utilizing the human element and qualifying it in a way that enables it to develop the country’s oil industry and achieve its objectives of advancement and prosperity.

The topics in the new issue of “K-Pulse” suggest that the Corporation and its subsidiaries have begun to reap the results of their efforts to develop national cadres. This issue features a new national project recently inaugurated by the Kuwait Oil Company, namely the 171 Gas Booster Plant which will consolidate the production of both associated and free gas. Another topic deals with the future outlook of the Petrochemical Industries Company and its persistent endeavors to open new markets as well as its aim to solidify its presence in North America. Moreover, this issue also features several topics relating to the efforts of the KPC and its subsidiaries to accomplish the concepts of social responsibility and achieve sustainability.

Editor-in-Chief
Sheikh Faisal Al-Jaber Al-Sabah
Deputy Managing Director for Relations
This Issue’s Main Topics

Technology and Innovation
Al-Mutairi: KNPC advanced center for on-time dealing with all kinds of fires and accidents

Dr. Al-Mutairi invents a system to treat polluted soil

Strategic Projects
Boresli: KOTC has signed a contract with BSHIC (BOHAI SHIP BUILDING HEAVY INDUSTRY CO.LTD) to build a VLCC at a cost of 79.7$ million
Gas Booster Station 171 is an additional step towards producing free and associated gas.

Al Faroud: the company markets 450 thousand tons annually as we seek to consolidate our presence in North America.

Sustainability
Making Great Efforts to attract Kuwaiti Youths and Enrich the Professional Work Culture.

Al Samra: KOTC’s garnering of the ISO 50001 certification is the crowning of its environment protection efforts.

Training programs by experts covering aspects relating to employees’ work.

KNPC has made long strides in implementing the Lean 6 Sigma methodology.

KGOC launches internal awareness campaign to introduce the 8th corporate value.

Q8 Women on International Assignments.
A central starting point close to vital oil locations

**Al-Mutairi: KNPC advanced center for on-time dealing with all kinds of fires and accidents**

KNPC CEO Mr. Mohammad Ghazi Al-Mutairi said that the Company completed the main firefighting, emergencies and operations support center in South Ahmadi according to schedule. The chosen location was close to most sites, facilities and vital oil installations in Ahmadi to be a central starting point to dealing with accidents and fires.

**Crisis Management**

Speaking at the opening of the center in the presence of a number of Deputy CEOs, managers and team leaders in the Company, as well as a number of senior officers in the Kuwait Fire Service Directorate and the General Directorate of Installations Security, Al-Mutairi pointed out that the center was an important step to enhance the firefighting capabilities of the Company and the KPC subsidiaries. He explained that the firefighting and emergencies support center incorporates an advanced disaster and crisis management control and monitoring center through which accidents could be monitored live via an advanced communications network. The network could help in taking immediate decisions and get the orders directly to firefighting teams and therefore, control potential fires as soon as possible. Al-Mutairi stressed that KNPC gave top priority to the security of oil installations because of the dangerous effects of oil accidents on man, environment and public property and because the protection of such installations is a major part of the strategy of the Company.

Mr. Fayez Al-Mutairi, Head of the Security and Firefighting Department in the Company, pointed out that the main Firefighting and Emergencies Support Center is capable of dealing with all kinds of large fires, explosions, oil-well fires, tanks, large liquid and gas spills. He added: “The Center contains advanced equipment and modern fire engines fitted with the latest technology systems which enabled the Center to deal with all kinds of fires, oil spills and others.”
Firefighting and Emergencies Support
Center in Brief

Due to the importance of the project, KNPC completed this vital center on schedule after choosing its location in South Ahmadi to be a central starting point to all oil companies because of its proximity to most vital oil sites and installations, therefore reducing the response time for various emergencies whether in KNPC or other oil companies. The Firefighting and Emergencies Support Center is distinguished because it is an integrated firefighting center capable of dealing with large fires and explosions, as well as oil-well fires, tanks and major liquid and gas leaks. It has foam fire-extinguisher tanks and other fire-extinguishing materials, and it contains a variety of firefighting equipment and engines, as well as a special section for training firemen and another for health and medical services. The area of the Center is 1500 sq. m. and comprises 30 buildings with a potential for future expansion if necessary. It was fitted with a water treatment unit that could be used in fire drills. Irrigation of surrounding green areas in line with the Company’s efforts to take care of the environment.

Well-Deserved Appreciation

The Company CEO Mr. Mohammad Ghazi Al-Mutairi extended his thanks and appreciation to the Projects2 Department and to all concerned parties which helped complete the Center according to the required specifications. He stressed that the high efficiency of this vital installation reflected the keenness of KNPC to accomplish all projects in accordance with the best conditions that guarantee the safety of all.

Demonstrative Exposition

Head of the Projects Coordination Team, Mohammad Hayati, presented a detailed demonstration with maps and graphics of the major contents of the Center which would serve the oil sector. He pointed out that the Center includes a section for firemen training, a section for health and medical services, a sports club and training halls, noting the possibility of future expansion of the Center’s facilities and buildings which would give it an additional advantage.
Oil pollution resulting from the burning oil wells during the Iraqi invasion of Kuwait in 1990 is one of the problems which have confronted the Kuwaiti Government in the past 27 years. Nearly 11 million barrels of crude formed 246 oil lakes in an area of about 50 square kilometers. They created an ecological disaster in the country and in neighboring countries, resulting in a wholesale destruction of land and marine life (plants – animals) because of the increase in soil toxicity. That called for doubling the efforts to deal with the polluted soil. That was the aim of several initiatives from the relevant authorities and companies, spearheaded by KOC which offered all its capabilities to treat the soil and remove the negative effects of pollution. Those efforts extended beyond corporations to individuals who sought hard to participate in oil pollution treatment and soil rehabilitation programs. At the forefront of those initiatives was that of Dr. Meshari Saad Al-Mutairi who has a patent from both the USA and the GCC for devising an innovative method to treat polluted soil.

For more information about the new soil-treatment method, “K-Pulse” met with Dr. Meshari Saad Al-Mutairi who began by saying: “the ecological pollution which Kuwait was subjected to during the Iraqi invasion has been a great concern of mine. It prompted me to choose ecological pollution and soil treatment for my studies to obtain the MA and PhD degrees. I found during my study that the State of Kuwait is facing a vast problem as a result of the increasing complexity of the carbon connections in the spilled oil lakes. So I worked hard to find new soil-
treatment methods different from the traditional ones of treating it biologically, thermally or by washing. After many laboratory experiments I arrived at a new method that utilizes water and sound waves in the treatment of polluted soil. The method was considered a development in the field of eco-engineering because it used eco-friendly tools with no thermal or chemical material.” He pointed out that he was mainly motivated by patriotic and humanitarian feelings in seeking this invention which won the confidence of local and international oil companies.

Dr. Al-Mutairi explained that the new technology depends on a number of apparatuses, the first of which is for separating the large particles in the soil (larger than 25mm.), then the soil-washing apparatus for separating the pollutants from the soil with water, an apparatus for separating the soil from the pollutant-containing water, an apparatus for recycling the water to be reused and an apparatus for recycling the oil extracted from the soil. He explained further that these apparatuses mix the polluted soil with water, sound waves transmit electric charges which separate oil sediments from the soil. Another apparatus separates soil, water and oil. The three elements are recycled and water is reused. He added that this method does not require the use of any organic or chemical material to separate the oil sediments.” He explained that the prototype used to ascertain the efficacy of the method has a capacity of 150 kilograms of oil-polluted soil and 200 liters of water and takes about two hours to wash the soil and separate the pollutants.

Dr. Al-Mutairi spoke of the difficulties he faced to prove his theory, mainly the nature of the water polar molecules which are unable to separate the oil carbon molecules from the soil. This prompted him after completing the study to test it on the ground. He had the apparatuses and equipment manufactured in India and assembled in Kuwait. With the cooperation of KNPC, three types of polluted soil were sampled: light pollution, medium pollution and heavy pollution (under 2000ml/kg). The results of the test were better than expected with the process reducing the pollution rate in the soil to 1000ml/kg. As a result of the success of the trial KOC and KNPC acknowledged the efficiency of the system with its simplicity and high proficiency in treating polluted soil. He pointed out that the project’s success was a motivation for more research and studies leading to inventions in the field of waste management and environment protection. Al-Mutairi thanked Sabah Al Ahmad Center for Giftedness and Creativity, KNPC and KPC for their unlimited support which helped him complete the project and obtain a patent for it.

Profile

- BA in Civil Engineering from Kuwait University, Faculty of Engineering and Petroleum, 2004.
- MA and PhD in Environmental Engineering, with a specialization in Waste Management from Portsmouth University, UK, 2015.
- Lecturer in the Public Authority for Applied Education and Training, the Ministry of Electricity and Water and the Public Authority for Industry.
- Addressed the EU Environment Conference, 2017.
- Won fourth position in patents during the EU Environment Conference, 2017.
The Kuwait Oil Tanker Co. continues its execution of the fourth phase of its fleet modernization project according to a Pre-planned scheme that serves its targets, in accordance of KPC strategic directions.

As part of this phase, in March 2018 the company signed a contract with the Chinese Bohai Shipbuilding Heavy Industry Co. to build and deliver a VLCC at a cost of $79.7 million, after obtaining the necessary approvals of the concerned authorities.

The contract was signed on behalf of KOTC by CEO Sheikh Talal Al Khalid Al Ahmad Al Sabah and on behalf of BSHIC by its President Sun Dongming in the presence of the Ambassador of the People’s Republic of China H.E. Wang Di, as well as managers, officials and team heads from both companies.

“K-Pulse” Magazine met Superintendent Naval Architect Mohammad Boresli for further information and details on the new VLCC.

What are the specifications of the new tanker?

The new VLCC whose contracts were signed lately has the same specifications of the previously built VLCC as part of the fleet modernization plan in terms of dimensions (length – width – height – tonnage – speed – etc.), but differs in fuel consumption, flexibility and speed of loading and unloading of cargo operations. It is 330 meters long, 60 m. wide, 30.5 m. deep from baseline to main deck with a scantling draft of 22.5 m. and a deadweight.
of approximately 318 thousand metric tons. The designed speed will be around 15 knots which is suitable for this type of tankers. The loading time will not exceed 16 hours, and the unloading can be completed in under 20 hours which is considered an improvement since previously unloading could take over 24 hours.

What environment-protection devices or systems will be used in the new VLCC to control pollution and restrict emissions?

Previous international regulations were lax regarding the treatment of ballast water and reducing exhaust emissions. There was no full compliance with international calls relating to shipping. In spite of this KOTC has always been very keen on environment protection and at the forefront in installing and employing pollution-control and emissions reduction systems in its fleet.

In the last few years, the marine environment standards underwent substantial changes and became stricter especially in relation to the preservation of sea life. The International Marine Organization issued a package of binding environment protection rules to all marine companies. Therefore, the Company took into consideration the economic and environmental aspects in all the tankers it acquired, ensuring that every attribute in the new tankers is matched by a definite economic advantage, either to enhance its potential for chartering, decreasing its operational costs or rationalizing and increasing the efficiency of the tankers maintenance and repair program (dry docking), and even scraping them at the end of their service life. The Company was keen on all tankers conforming to the latest international specifications and standards for protecting the environment, reducing pollution and harmful emissions, thus keeping up with the highest new technical and technological specifications as per the rules of the International Marine Organization, and according to the regulations and standards of major oil companies, and the classification societies of international shipping.

The design of all new tankers in the Company fleet features special monitoring equipment to reduce various emissions from the vessel’s main or auxiliary engines, deal with sulfur and nitrogen acids and reduce the amount of emanating organic compounds.
KOTC is continuously following any new developments or rules that are debated within the IMO through regular biannual visits to the Organization headquarters in addition to receiving its periodicals to keep up with any developments or new regulations.

• **Tell us about the means employed by the Vessel to achieve safety and security.**

KOTC is keen on employing international conditions and standards in relation to safety and security measures in accordance with international marine laws, and the condition and standards of international ratings agencies. All the new Vessels are in compliance with the latest developments in the international navigation laws relating to safety and security and the lives of the crew. All tankers are equipped with a CCTV covering all areas, even the engine room and crew accommodation. There are also personnel for security monitoring around the clock.

All new tankers have been fitted with anti-piracy appliances and equipment, along with implementing a variety of advanced defensive techniques, and the provision of an internationally accredited security team trained at the highest levels of security applications and crisis control. The tankers were modified so that the AFT deck is at the same level of the Main deck (Flush), while it was previously 4 meters lower than the main deck. The pirate attacks were focused on this part because it was easier to climb. It is now very difficult for the pirates to climb the tanker.

The engine room entrances have been thickened; they are fitted with cameras and control systems, communication systems and locks that can be opened from the inside only, making it an “emergency room” where the crew could find protection in cases of danger and exercise full control of the Vessel.

• **The building of most previous tankers was by Korean companies: Why this shift towards Chinese companies?**

In the past Japan dominated the tankers building industry; that domination moved to Korea and now China has entered this domain. The future of this industry is certainly in China.

In the past few years, the majority (if not all) of national marine transport companies owned by the Arabian Gulf states chose not to have their tankers built in China. That was due to a number of reasons, mainly to the unreasonably long delays in delivery which could be as much as a year or more, in addition to the obvious
bias of the contracts to the Chinese Shipyards at the expense of the companies.

However, lately, the Chinese Shipyards have been achieving impressive levels of remarkable growth in the volume of work and competing strongly with the Korean Shipyards which had dominated this industry for more than 20 years.

KOTC has overcome these obstacles by drafting its own solid contracts to protect its interests. The company applies this process to all tanker-building contracts; it rejects ready-made contracts drawn up by the manufacturers and, through its vast experience in this field, drafts its own contracts with precision in order to safeguard its interests and succeed in selecting the specifications, quality and punctuality of deliveries as required by the Company. Needless to say, the contracts take into account all the requirements of the KPC (Kuwait Petroleum Corporation) and the relevant oversight authorities.

As for the contract with BSHIC for the new tanker, it is the first commercial cooperation with Chinese mega corporations in the field of building commercial ships, especially oil tankers.

We would like to stress that BSHIC was qualified to enter the tender because of its strict commitment to delivery dates, and its well-established technical capabilities and vast experience in building this type of oil tankers, all of which enable it to carry out the specifications and technical standards stipulated by the KOTC whose team will be supervising the day-by-day building process in China.

- **When will the company receive the new tanker? How many and what types of tankers have been contracted for in the fourth phase?**

According to the contracts with the BSHIC, building of the new tanker will begin in March 2019, and is expected to take 18 months, which means the Company expects to receive the new tanker in the last quarter of 2020.

The tankers contracted for in the fourth phase of the fleet modernization project are three VLGC with the Korean Hyundai Heavy Industries Co. Their contracts were signed in January 2018; a VLCC with the Chinese Bohai Shipbuilding Heavy Industries Co. whose contract was signed in March 2018; 4 (Medium Range) petroleum products tankers whose contracts with the South Korean Hyundai Mipo Dockyard Co. were signed in April 2018. This brings the total number of tankers under construction to 8 different tankers.

By the end of 2018, the total number of the tankers in the fleet (according to the 5-year plan and with some tankers being decommissioned) will be 28. By the end of 2019, after receiving some of the tankers under construction, the number will go up to 32.
Strategic Projects

A New National Project

Gas Booster Station 171 is an additional step towards producing free and associated gas

With the successive and accelerating developments in the world oil and gas sector, the Kuwait Oil Company (KOC) spares no effort to habilitate, develop and expand its infrastructure to keep up with various techniques. KOC achieves such development through executing a series of strategic projects aiming to increase production. Among these projects is the Gas Booster Station 171 which the Company recently inaugurated under the auspices and in the presence of the Oil Minister and the Minister of Electricity and Water Eng. Bakheet Al Rashidi and attended by KPC CEO Mr. Nizar Al Adsani and KOC CEO Mr. Jamal Jafar.

The newly built station is located in the heart of West Kuwait, the region which produces oil and associated gas via three collection centers (17, 27, 28), in addition to the early production unit (EPF – 18). The station has several aims: primarily the station will be a
central gas installation for the treatment of gas and capacitors from the collection centers in West Kuwait similar to the Company’s other operations areas.

The station compresses, dehydrates and treats the gas in the area. It is different from other stations in being the first of its kind in Kuwait that can deal with acid gas from the West Kuwait fields which contains high percentages of hydrogen sulfide (H2S) reaching up to 4%.

**Capacity**

From the very beginning, the Exploration and Gas Directorate in the KOC was keen on designing the station in accordance with its future outlook, with the aim of enhancing the value of associated gas through a large operational capacity capable of accommodating around 240 million cubic feet of gas per day. The station has also high production capacity of liquefied gas reaching 68 thousand barrels per day, due to its cooling units built according to the latest technology in this field. The station has the potential to keep up with the developments and objectives of KOC, represented by the Exploration and Gas Directorate, which aims to increase the production capacity up to 350 million cubic feet a day.

**The Best that Technology Can Offer**

The new station utilizes the latest technology systems of monitoring and control in order to achieve the highest degree of performance, as
well as an additional capacity in all its units to increase its operational flexibility and reliability which would reduce emergency stoppages and maintain the continuity of production and gas exports from West Kuwait at a 99.6% availability. This would help realize the Company’s strategy to limit gas flaring to below 1%.

The station incorporates several installations and capabilities such as:

- New network of gas pipes from all collection centers in West Kuwait.
- New pipelines for exporting gas and its concentrates to the acid gas removal unit in Al-Ahmadi refinery. The old pipelines will be used to export the products of the gas sweetening installation to the petroleum liquefied gas in Al-Ahmadi port and return condensates to West Kuwait.
- Installing tank vapor compressors in collection centers 17, 27, 28.
- Installing medium impurities extractor to separate liquids from gas in the Burgan area before it reaches the acid gas removal unit in Al-Ahmadi refinery.
- New tank vapor compressors in the collection centers 17 and 27.

**Trained National Cadres**

In its bid to Kuwaitize the oil sector, the Exploration and Gas Directorate in KOC sought from the first day of executing the station to overcome all challenges and difficulties facing this pioneering project and to make it a model of application and production in the oil sector. Among the challenges was running the station after receiving it from the contractor. This made it proceed according to a certain training plan based upon two training paths for its specialized and highly qualified national cadres. The first track was undergoing intensive training by the contractor on various technical and engineering aspects as well as on how to deal with the stations various operations. The second track was creating a training plan by the company to deal with various operations of the station, in addition to receiving practical and technical training during the present operation of the station. Therefore, the Gas Booster station 171 has become since it was received in October last year one of the Company stations run by trained Kuwaiti cadres who are capable of dealing with different cases and operations with no need for assistance from the contractor.

**AL-Enezi: More projects to reach 4 billion cubic feet**

More projects to reach 4 billion cubic feet

KOC Deputy CEO for Exploration and Gas Mr. Manahi Al-Enezi stressed at the inauguration of the Gas Booster Station 171, the great importance attached to natural gas by global oil corporations because it is a clean and cheap energy source compared to liquid fuel. He added that the development plan in Kuwait would be accompanied with increasing demand for electric energy, which would give gas a strategic importance as a result of the decline in the use of liquid fuel including crude oil, heavy oil and gas oil (diesel) in the energy stations. This would contribute to reducing the energy production cost and lower the emissions which would in turn help protect the environment.

Al-Enezi pointed out that KOC was carrying out numerous projects aiming to increase the production of free and associated gas to 4 billion cubic feet per day, in addition to increasing operational capacity to accommodate such a quantity.
The project represents a remarkable start for the new year. It truly confirmed the keenness of KOC and its senior management to continue the successes that benefit the sector. The project’s achievements were not confined to production and Kuwaitization aspects alone; it was also a strong and active indicator of the Company’s commitment to the safety of its employees and contractors through following all health, safety and environmental procedures, which resulted in more than 55 million work hours without any serious incidents.

**Al-Rashidi: Kuwait aims to produce 4 billion cubic feet a day**

On the occasion of the inauguration of the station, the Minister of Electricity and Water Engineer Bakheet Al-Rashidi confirmed that it would add about 250 million cubic feet a day of the gas treated in the acid gas factory in Al-Ahmadi port and about 68 thousand barrels of condensates. AL-Rashidi noted that the importance of the project lies in Kuwait’s need for gas and condensates in addition to boosting the production of gas and oil locally.

Al-Rashidi pointed out that at present Kuwait produces about 1.5 billion cubic feet of gas daily and aims to increase it to 4 billion cubic feet a day. Oil production is currently at approximately 2.7 million barrels while the production capacity is more than 3 million barrels. The target, says Al-Rashidi, is to reach a production capacity of 4 million barrels a day by 2020 and about 4.75 million barrels by 2040. He added that achieving these targets required “immense efforts” especially that the days of producing easy and cheap oil were over and that we were living in the age of heavy oil with high production costs compared to light oil.

Regarding national employees’ participation in oil projects, Al-Rashidi said that the share of national employment in oil sector projects reached 90% and that KPC and its subsidiaries was targeting a 100%, noting that employment in the new gas booster station is 100% Kuwaiti.

**Jafar: The station is a major achievement and a qualitative shift in gas operations**

In his speech at the inauguration of the Gas Booster Station 171, KOC CEO Mr. Jamal Abdulaziz Jafar stressed that the opening of the station was a great achievement and a qualitative move for gas operations in West Kuwait. He explained that the station had an additional capacity that would enable it to deal with the anticipated increase in West Kuwait’s gas production. It also features modern technology that guaranteed continuous production, reduced emergency stoppages. He added that the station also included advanced gas treatment units as well as being able to monitoring the quantity and quality of the produced gas using the latest measurement and monitoring devices in addition to extracting large quantities of gas condensates using cooling units.

He noted that KPC was looking forward to making Kuwait a global leader in the field of oil and gas, through realizing the best value for national hydrocarbons and raising performance levels in all its activities to conform to the highest standards in health, safety and environment. He added: “in line with that vision, KOC was keen on carrying out the task assigned to it through employing the latest technological systems and training national cadres to face the challenges in the oil and gas industry”.
The Petrochemicals Industries Company CEO Mr. Mohammad Abdullatif Al Farhoud spoke of the Company’s signing of a cooperation agreement with the Canada Kuwait Petrochemicals Corporation whereby the Company becomes the exclusive marketing agent of 550 thousand metric tons of polypropylene which is to be produced by the joint project between the Petrochemicals Industries Company and the Canadian Pembina Pipeline Corporation in Sturgeon County, the State of Alberta, Canada. The agreement provides the Petrochemicals Industries Company with the right to market and sell the entire Canada Kuwait Petrochemicals Corporation production of homopolymer, random and impact copolymers in line with the suitable marketing plan with a focus on the North American market.

After the signing ceremony of the agreement with Canada Kuwait Petrochemicals Corporation, Al Farhoud pointed out that the Petrochemicals Industries Company is currently marketing approximately 450 tons of polypropylene annually. The Company expects to market more than two million tons of Polypropylene annually when Canada Kuwait project starts production, in addition to
production from projects under development by the Petrochemicals Industries Company in Kuwait and abroad.

Al Farhoud noted that the Petrochemicals Industries Company looked forward to bolstering its presence in North America by building strong relationships with its core customers to support its marketing activities before the Canada Kuwait project started operation, in order to utilize the current polypropylene production in advance marketing. He expected that the relationship of the Petrochemicals Industries Company with the licensors UNIPOL and R.W.Grace, the licensor of the polypropylene technology and its associated products, will help in enhancing the pre-marketing efforts for the products of Canada Kuwait Corporation.

The Canada Kuwait Corporation Chairman Mr. Stuart Taylor said: “the size of the marketing operations of the Petrochemicals Industries Company, its scale, global reach and future growth provide an ideal platform for Canada Kuwait Corporation to deliver value and optionality to our customers.”

Deputy CEO for Olefins and Aromatics in the Petrochemicals Industries Company Mr. Suleiman Al Marzouki said: “the Petrochemicals Industries Company enjoys international status and geographical diversity in this industry which place it in an ideal position to provide added value to the Canada Kuwait petrochemicals project.

The opening on the world policy of The Petrochemicals Industries Company is a confirmation of the partnership value embraced by the Kuwaiti oil sector with the aim of building far-reaching partnerships that bring added value and bolster operational distinction, in addition to building stable and long term investments that provide the Petrochemicals Industries Company with an influential share in the petrochemicals markets. Moreover, it will help in transferring technology and technical and human expertise, and establish technology, scientific knowledge and foreign expertise in Kuwait. From this perspective, the Company takes part in several joint projects which also produce and market the products of the Petrochemicals Industries Company both locally and internationally including propylene and polypropylene. This helped the Company solidify its presence in Canadian Alberta, which goes back to 2004, through various investments including those in the petrochemicals industry.

However, it must be noted that the project is awaiting the final approval of Canada Kuwait shareholders which is expected after the completion of the primary engineering design later this year.

**Canada Kuwait Petrochemicals Corporation**

The company was founded in 2017 as a joint project between the Canadian Pembina Company and the Petrochemicals Industries Company with its headquarters in Calgary, Alberta, Canada. The Company is currently in the primary engineering design phase of an integrated complex for removing hydrogen from propane to produce polypropylene, in Sturgeon, Alberta. The plant is expected to consume 23,000 b/d of crude propane producing about 330,000 tons of polypropylene per year.
Abdullah M. Al-Shammari: Successful Work and Distinct Investment backed by

**Making Great Efforts to attract Kuwaiti Youths and Enrich the Professional Work Culture**

Stemming from its belief in the role of national talent in driving the wheel of development in the oil sector and aiming to produce young national professionals capable of challenging the difficulties, KPC has taken several decisions to support Kuwaiti employment in the private sector. One such decision was decree 23/2002 concerning the Kuwaitization of at least 25% of skilled and semi-skilled workers in contractors’ jobs. KPC issued executive regulations in 48 articles which set the necessary rules and guarantees for implementing the said decree. Kuwait Oil Company was not isolated from the Corporation’s strategy concerning Kuwaiti employment in the private sector; it lauded that unique step and encouraged the Kuwaitization of 25% of professional jobs in its contracts with the private sector. KOC didn’t stop at that but also sought to enhance its leading role in social responsibility through increasing the investment in national talent to help achieve sustainable national development.

In order to find out about what has been achieved so far in the process of qualifying and training national employees in contractors’ jobs, we met with Dr. Mohammad Al-Kazemi, Senior Engineer of Equipment and Reliability in the Maintenance and Reliability Support Team (South and East Kuwait) in the company, who supervises the employees qualification and training initiative on the instructions of the Deputy CEO (South and East Kuwait) Mr. Abdullah Al-Sumaiti.
Dr. Al-Kazemi stressed that KOC, represented by the (South and East Kuwait) directorate, spared no effort in investing in national talent, providing it with scientific and practical skills, experience and proper qualifications to be an effective addition to the private oil sector and a strategic partner in confronting future challenges. He pointed out that the Deputy CEO Mr. Abdullah Al-Sumaiti had announced, in an unprecedented move, the addition of an unusual challenge in the Directorate’s strategy. He made the development of 100 contractors working in Maintenance Services for the Installations an essential part of his priorities. The initiative had several aims, including for instance, attracting ambitious Kuwaiti youth to join the private oil sector, therefore enriching professional culture (which had declined as a result of the reluctance of Kuwaiti youth to join the contractors, preferring public sector jobs instead) and, most importantly, helping to stimulate Kuwait’s economic growth through investing in the national workforce. He added that the initiative had become an essential part of the operations support group and the controller of the maintenance services contracts for the installations which prompted the group to utilize all capabilities and resources and to shoulder the responsibility of developing the talents of the Kuwaiti youth in the private oil sector, exerting every possible effort to put the initiative into effect in cooperation with the contractors in view of their role in providing the national cadres with experiences and skills needed by the oil industry to confront future challenges.

Dr. Al-Kazemi pointed out that the execution of the initiative began in September 2016 when members of the work group headed at the time by Mr. Nasser Al-Attar, who is credited with the initiative of qualifying the 13 and 14 teams of specialized Kuwaitis to complete tasks of regular maintenance of oil installations. It was the beginning of the brainstorming process to set a time-table for training and developing 100 Kuwaitis working in the maintenance services contracts for South and East Kuwait installations.

He added that the work team held a series of meetings with colleagues in the other teams, who put real and thankful effort into executing the initiative, to agree on principles and criteria for selecting the contractors’ employees listed under the Kuwaitization article, such as the academic attainments, annual evaluation and absenteeism from work.

Regarding the difficulties faced by the work team, Dr. Al-Kazemi said that “the task was definitely not easy. The team experienced some opposition from people who were used to indolence or dependence on others without being aware of their potential that only needs to be released to overcome difficulties and to be utilized in achieving the desired objectives. Here I’d like to point out that the team working on the initiative was aware of the difficulties facing them and of the fact that the Kuwaiti youths employed by the contractors kept to their comfort zone which was dominated by types of behavior they were used to practice in an empty routine framework which limited their capacity for advancement and creativity.”

Equal to the Challenge

He insisted that a considerable number of national cadres had set their sights on finding out and developing their talents so as to become active members keen on working with their colleagues in the company to acquire more technical and scientific skills and expertise. This prompted the work team to focus on those youths and give them the opportunity to try out several tasks under the supervision of their colleagues in the work team until they mastered them. As a result the work team organized specialized theoretical and practical training courses for those youths in the oil fields in cooperation with the contractors.

Dr. Al-Kazemi revealed that the trained and qualified youths have been assigned tasks on a graduated scale of difficulty, successfully passing each stage and showing the ability to take charge, compete with their peers of other nationalities and
complete the required tasks with high competency.

He added that the maintenance teams in East Kuwait adopted a different training approach which led eventually to the success of the national cadres qualification initiative for the contractors’ employees. All the national elements on the maintenance contracts in eastern Kuwait were trained, each according to their specialization regardless of who had, or had not, the motivation, for eight weeks after which they were sorted and assigned their posts in the oil installation.

**Achievement that Exceeded Expectations**

As for the agencies which undertook the training of the national cadres of the contractor, Dr. Al-Kazemi said that the roles were shared between KOC employees and the concerned contractors. There was coordination with the teams of the operations groups to take the initiative and train the Kuwaitis in the basics of the tasks assigned to them, each according to their specialization (mechanics – electricity – electronic), with a graduated scale of difficulty. Meanwhile, the contractors had a similar role in training national cadres and giving them the chance to perform tasks on a graduated scale of difficulty as the trainee’s level improves. He praised the success of the experiment, especially after qualifying and developing 114 Kuwaiti youths. This remarkable success of achieving the initiative’s first target is credited to the maintenance work teams to the water handling work team and to the operations laboratories work team.

Al-Kazemi stressed that the employees trained and qualified under the Kuwaitization article in the team contracts which leaves them in secure employment under the umbrella of the KPC and the KOC which contributed to the protection of the Kuwaitis employed by the contractor and instated executive regulations to Kuwaitize employment in the contractors’ contracts.

**Contractors’ Contribution**

Dr. Al-Kazemi revealed that the contractors helped provide, in conformity with the articles of contracts’ Kuwaitization, specialized trainers to train the national cadres, and that the trainees received certificates of passing the training courses and were honored in order to motivate them to work and compete with their peers to raise the level of tasks performance and efficiency. Moreover, the practical training stage was not difficult because of the presence of the workshops of the maintenance teams in South and East Kuwait.

He pointed out that assistance was sought from
the workshop of the Maintenance and Reliability Support work team and the laboratories of the operations laboratories work team in view of the equipment they had which suited their work and the daily tasks, given the diversity of the services contracts and the several work teams they are part of in the KOC.

**KOC and Social Responsibility**

As for social responsibility and the company’s role in implementing the relevant directives of KPC, Dr. Al-Kazemi said: “All the initiatives are part of the KOC social responsibility which aims to revitalize the culture of the professional skills that existed in the past and to instill them in the talented national cadres, emphasizing the role of the oil sector in realizing the ambitions of the newly-graduated Kuwaiti youth and its contribution to providing job opportunities for them.” He added that, out of its belief that developing national professional cadres would help social integration and participation in the national economy, KOC took upon itself the responsibility of training and developing the Kuwaitis employed by its contractors in the private sector, which would make them a workforce armed with the necessary skills for the oil industry and strong competitive abilities that would support KOC and KPC’s strategic plans, so that the Kuwaiti oil industry would be entrusted to Kuwaiti hands.

**Job Security and Hardworking Youth**

As for the Kuwaiti youth who received the necessary training and their future after the end of the contractors contracts, Al-Kazemi stressed that the KPC took into consideration, in its Executive Regulations concerning decision 232002/, the nature of the oil contracts which expire at the completion of its task. It also, in compliance with the Kuwaitization plan, transfers those trained to the new contracts to be signed in the Company’s directorate as part of increasing job security and work stability in the presence of clear vision and goals.

In conclusion, Mr. Al-Kazemi stressed that the strength of the talented national cadres was not confined to the qualification and physical aspects, but also includes their enthusiasm and drive to address the new challenges which motivate them to continue realizing the company’s goals. He expressed his firm belief in these hardworking Kuwaiti youth who proved to themselves and to society that they possessed a high degree of responsibility, diligence and self-denial in performing their tasks, and that they were prepared to accept any challenge regardless of difficulties in order to enrich the national element in the workforce and as an investment return providing mutual benefit to both the oil sector and the private oil companies.
Received from the international ratings agency by the CEO Sheikh Talal Al Khalid Al Samra: KOTC's garnering of the ISO 50001 certification is the crowning of its environment protection efforts

In confirmation of its international obligations to environment protection through the best operation of its marine fleet, Kuwait Oil Tanker Company received the ISO 50001 International Standard Certification for the application of energy management system (DNV-GL). The Certificate was received by KOTC CEO Sheikh Talal Al Khalid Al Ahmad Al Sabah who affirmed on the occasion that obtaining this certificate by KOTC was in line with its pioneering vision in the field of sea transport of oil and liquefied gas.

The best application of the energy management system helps reduce the green-house causing hidden gases emissions in order to protect the environment in line with international regulations and the new relevant decisions.

To discuss this new achievement of KOTC, “K-Pulse” met Engineer Iyad Al-Samra, supervisor of the Fleet Engineering Group in the company, who explained that the international standard (ISO 50001) represented specifications and standards for the energy management system, established by the International Standards Organization (ISO) in 2011. These standards set requirements for establishing, executing and improving energy management. A proper energy management system would enable the company to adopt an efficient and continuous methodology in energy management, raising its efficiency, ensuring the security and safety of its use, rationalizing and saving its consumption, reducing its costs as well as limiting the emissions of the gases that harm the environment and cause the green-house effect.

Al-Samra noted that the Company obtained the (ISO 50001) certification after examining its headquarters and a specimen of its tankers by the international rating agency (DNV-GL) and ascertaining that the Company met all the requirements of the standard. He explained that the requirements for obtaining this approval involved great efforts by the company and proper planning that began several years ago, with the Fleet Engineering Group dividing the stages of preparations for obtaining this certificate into two phases.

**Phase I**

It began in early 2015 in cooperation with a group of specialist consultants. All provisions of the (ISO 50001) standard were studied in the company and its fleet. The base line was activated to improve the energy management system with great support and assistance from the Company senior management. That was followed by a precise plan and timetable for achieving the goals of this phase.
Phase II

The following were set and carried out:

- Installing the (Eco-Insight) program in 26 tankers of the Company fleet.
- Issuing a new amended system for managing energy efficiency (SEEMP) in the Company tanker fleet in order to reduce fuel consumption and environment-harming carbon gas emissions.
- Organizing training and introductory courses for the Company employees and the fleet personnel about the (ISO 50001) standard.
- Organizing training courses and workshops for the Company employees and the fleet personnel about the (Eco-Insight) program.
- Commitment to conduct field visits to the Company tanker fleet and carrying out internal, regular and continuous inspection to ensure the best application of the standard requirements.
- Carrying out the required amendments to the (HSE Manuals) for the fleet and the Company main building.
- Appointing an energy management officer and defining his responsibilities.
- Systemization and implementation of internal inspection to ensure the continuity of compliance and commitment to the standard requirements.
- Conducting various studies to find the best methods and the best operation devices that help proper energy management resulting in financial savings for the company and reduction in greenhouse gases emissions.

Benefits

As for the benefits of this certification to the Company, Alsamra said: “By obtaining the (ISO50001) certification, the Company joined the world of elite marine shipping companies in the area of best application of energy management system and environment protection and a confirmation of its international obligations towards the protection of marine environment.”

He added: “We are witnessing a real change in individual and public awareness in relation to saving the fuel in our tankers and reducing consumption rates which would reflect positively on the environment and its protection.” He stressed that by applying this standard the Company aims to reach the utmost savings of fuel in its tankers fleet which would reduce operational costs and realize maximum profits.

Concerning the international rating agency (DNV-GL) which conferred this certification, Alsamra noted that it was an independent agency based in Norway. It evaluates several industries including marine shipping.

He added that the agency was mainly concerned with rating world ships and marine units and that it worked closely and intensified its experience and energies with the KOTC to achieve this result, in addition to its daily contacts with the Company to follow up the continuity of implementing the energy management system.

Alsamra explained that there are many world companies and institutions which could issue energy management programs, but (DNV-GL) was chosen for reasons the most important of which were:

- Scientific qualifications, management and efficiency.
- Long experience in the Company’s ships.
- Conforming to KOTC terms, being on the Company’s list of accredited companies.

Future Plans

Alsamra concluded by stressing that the KOTC exerts considerable efforts to realize the best implementation of the energy management system and environment protection, with a large number of concerned individuals ascertaining the proper implementation of the requirements of this standard in order to achieve the best results. Continuous inspections are carried out to make the necessary corrections to ensure quality. The Fleet Engineering Group conducts several studies and looks for new and modern methods to enable the Company to achieve the maximum returns in this field.
Kuwait National Petroleum Company believes in the importance of training in the fields of health, safety and environment as a major part of the workplace risk-control programs and as a powerful weapon in confronting the challenges and difficulties surrounding the oil industries in general. In light of this, training programs relating to health, safety and environment are being regularly organized at the Health, Safety and Environment Department training center (technical support). They are conducted by specialist trainers, safety and environment engineers, industrial health experts, operations safety department engineers, physicians and pharmacists from various sections of the company. Training subjects cover basic aspects of the employees work and tasks.
Assessment process

Safety Engineer at Al-Ahmadi Refinery, Mona Al Khalaf, notes that the process does not end at organizing training programs, but extends to assessing the training process to ascertain its efficacy in achieving the desired objectives. She adds that this is achieved through gauging the positive improvement in knowledge, skill and behavioral patterns of the company staff upon completion of the training programs. This assessment helps define the efforts of the Health, Safety and Environment Administration in preparing and executing the training programs, compare them with the desired results and utilize them in improving the training programs if necessary.

Programs Efficacy

With a view to ensuring the efficacy of training programs in improving and developing the staff’s knowledge and behavior in the field of health, safety and environment at the workplace, the Health, Safety and Environment Administration carried out a comprehensive study in all sections of the company to assess the efficacy of the training, with the study focusing on achieving a number of objectives such as:

- Assessing the success of the training programs organized by the Administration in conveying knowledge and skills to the trainees.

- Assessing the efficacy of the training in positively changing the staff behavior through assessing their performance of routine work to find out if they are able to take the knowledge acquired from the training programs and utilizing it to improve the safety behavior positively.

Methodology of the Study

The methodology of the study was built on assessing the efficacy of the training in one of two ways. One was by the staff sharing in filling the questionnaires and answering the question at the workplace to assess how well they maintained the knowledge offered by the training programs and the level of their knowledge. The other relied on examining the change in the staff behavior through observing them in their routine work and assessing their performance regarding the improvement of safety behavior through the direct supervisor filling in the questionnaire which shows aspects of improvement in the knowledge and behavior of the employees in the

<table>
<thead>
<tr>
<th>No.</th>
<th>Final Result</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30-28</td>
<td>Excellent</td>
</tr>
<tr>
<td>2</td>
<td>27-25</td>
<td>Good</td>
</tr>
<tr>
<td>3</td>
<td>24-22</td>
<td>Fair</td>
</tr>
<tr>
<td>4</td>
<td>Less than 22</td>
<td>Poor</td>
</tr>
</tbody>
</table>
supervisor’s administration and comparing the results with the following table:

Al Khalaf points out that the training assessment survey was carried out in all sections of the company by randomly selecting employees from all departments/administrations, categories and job titles with an actual sample of 150 employees who were assessed in the morning shift.

**Study Conclusions**

Since one objective of the study was assessing knowledge or awareness in the area of health, safety and environment, employees were asked to take part in self-assessment to determine the degree to which they benefited from the health, safety and environment training and the information they received. The questionnaire was designed accordingly and randomly distributed to the selected participants.

The questionnaire comprises 30 questions on various topics from the training courses in health, safety and environment. After the completion of the questionnaire, the answers were assessed to determine the employee’s level by comparing the results with the previous table.

Their level of knowledge was determined based on the results of the questionnaire as shown in the table below. Here is a list of the number of employees and their level of knowledge:

<table>
<thead>
<tr>
<th>No.</th>
<th>Number of participating employees</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>57</td>
<td>Excellent</td>
</tr>
<tr>
<td>2</td>
<td>38</td>
<td>Good</td>
</tr>
<tr>
<td>3</td>
<td>30</td>
<td>Fair</td>
</tr>
<tr>
<td>4</td>
<td>25</td>
<td>Poor</td>
</tr>
</tbody>
</table>

The statistical report on the results of the study showed that about 63% of the questionnaire-participating employees maintained their knowledge in the area of health, safety and environment at the “excellent” or “good” levels. About 20% of the sample showed a “fair” level, yet about 17% of the sample had “poor” level which called for more effort to improve their knowledge and consequently their performance.

**Behavioral Changes**

In addition to the above, the study arrived at more results. The training interventions had a major impact on the employees’ safety behavior. The study showed that the health, safety and environment training programs had an important impact on the employees’ level of knowledge and improving it including the use of personal protection tools and following safe practices to reduce risks. The most prominent results were as follows:

1. There was a marked increase in compliance with using personal protection tools, although some sections still had poor compliance.
2. There was compliance with risk assessment of dangerous work as mandated by the company. All necessary documents and requirements were obtained, yet some of the contractors’ employees remained unaware of that and did not keep copies of the document at the site.
3. Some violations by the exporter and executor of work permits were observed.
4. Some work permits were missing from the work site.
5. Some traffic violations such as breaking speed limits by employees were observed.
6. While many employees in the refinery operations zone were equipped with H2S detectors with valid calibration dates, some, the contractors’ employees in particular, did not
63% of employees were rated “Excellent or Good “ on awareness of health, safety and environment issues.

7. There was insufficient maintenance of the personal protection tools in the shelter of the field operations personnel.

8. There were no documents of the materials safety data and signposts at the sites handling dangerous chemicals.

9. Few employees/contractors were booked for the infringement of entering semi-confined places without their medical aptness certificate and relevant permits.

10. Field inspections revealed shortage of tidiness and cleanliness after completion of work.

Conclusion

In general, this study showed that safety training programs have the important and long-term effect of limiting accidents and maintaining a positive safety behavior in many locations in the company.

Among the final recommendations, based on the study results, is that the employee’s training program should be tailored according to the employment requirements of the workplace and the efficiency level instead of being a general training in health and safety.
6 Sigma: Methodology for Change

**KNPC has made long strides in implementing the Lean 6 Sigma methodology**

The 6 Sigma methodology is one of the most famous management concepts in the realm of comprehensive quality management which aims to reduce defects and save time and cost. This methodology was applied for the first time in the early 1980s by the American Motorola company. It soon acquired wide application which prompted some of the mega international companies to adopt and apply it to their various management processes in order to achieve a methodology of quality. Some of the most famous of those companies are Allied Signal, General Electric, Johnson & Johnson and Bank of America.

In order to shed more light on the concept of 6 Sigma methodology, its application stages and the experience of the Kuwait National Petroleum Company in this field, ‘K-Pulse Magazine’ interviewed the Manager of Management Support Mr. Osama Shammas who explained that the 6 Sigma methodology was a scientific methodology based on analysis of data and consolidated statistics with a view to identify flaws and defects in processes or products, in order to rectify them permanently and to reduce the rate of errors to zero wherever possible. He added that this methodology is built on basic criteria comprising identifying processes, measuring their level, analyzing and developing them to achieve the highest stages of quality control in processes and production, and to ensure the continuity of the changes made to the production cycle. This led some experts to see it as an instrument to manage the processes of change and improvement.

**Development and Improvement**

As for the objectives of the 6 Sigma methodology, Shammas pointed out that they could be summed up in reducing production flaws to improve quality, save production...
Shammas: 6 Sigma is a strategic process that enables establishments to improve performance of their core operations.

Training 50 employees in various company sectors in the Green Belt level.

Cycle time and reduce production costs. This is done on both the management and technical levels to improve the overall performance of the company. He continued that it is a strategic process to enable establishments to achieve great improvement in performance concerning their core operations and their structure through the design and control of daily work activities, reduction of waste and utilization of resources (time-mental powers-physical powers), while at the same time meeting the client requirements and ensuring client satisfaction. He stressed that the 6 Sigma idea depends on the premise that if an establishment is capable of accurately identifying the defects in a certain process, it would be able to deal scientifically with those defects, try to avoid them and get close to the defect-free point. He explained that sigma is the 18th letter in the Greek alphabet and that it is used by statisticians to indicate the standard deviation which is a statistical method and an indicator to describe deviation, variance, divergence or asymmetry of the desired goals in a certain process.

Client Requirements

Concerning the relation of the 6 Sigma methodology to quality, Shammas pointed out that it is summed up in two essential elements. The first is based, like all quality programs, on the requirements of the client with the major goal of producing high quality products. The second is that this methodology is an initiative to improve performance and achieve the formula: the highest quality at the lowest production cost.

Regarding KNPC’s plan to implement the 6 Sigma methodology, Shammas revealed that the Management Support Department had already prepared an integrated plan for the implementation of 6 Sigma methodology in all sectors of the company over three years from the start of the implementation. He added that the company made long strides in the process of implementation including training and qualifying the company employees for the proposed methodology, as well as coordinating with the Training and Career Development Department to train 50 employees from various company sectors in 6 Sigma methodology – the Green Belt level -. He said that 22 of the trainees achieved tangible practical success in completing their projects after passing all phases of implementation as well as meeting the requirements of each phase. He indicated that the awareness phase of the implementation is vital because it deals with how to persuade the trainees to participate in and activate the ideas of the new methodology in view of the human nature inclination to resist change, stressing that improvement and difference can only be achieved through change.
As for the preliminary results of executing projects according to the methodology, Shammas said: “The preliminary results are promising especially after we saw positive effects of the training on the performance of a number of trainees in various fields as well as an actual decline in the number of errors with an increase in the rates of utilization of resources (time and cost), and these were good signs which improved the results of some projects.” He went on to say: “It is expected that the new methodology would reflect on the overall performance of the company and help improve the performance of various areas and projects on the managerial level, the technical operations, maintenance work and other operations in various areas of the company.”
Shammas said that the Management Support Department has organized an effective awareness campaign through brief weekly messages about the implications of the 6 Sigma methodology and its implementation tools by KNPC e-mail and its social media accounts. The Department was also keen on convening regular meetings with 6 Sigma trainees to offer consultations, technical support and follow up of the projects progress according to the time schedules.

In conclusion, Shammas said: “At present, we are looking forward to launching the 6 Sigma Project (2) campaign for each trainee with a Green Belt in order to polish the trainees acquired skills, utilizing their expertise to serve quality performance and develop operations in their sectors.” He revealed that the Management Support Department is to stipulate the completion of two-to-three 6 Sigma projects – the Green Belt – as a criterion for qualifying to the Black Belt level training course in the near future.

Concerning the Lean Sigma 6 program, Dina Al Khudher said the trainee attends a 2-week course and receives a certificate of attendance, and upon the successful completion of the project the trainee receives an official certificate of qualification for the “Green Belt” level. She pointed out that the Training and Career Development Administration had signed an agreement with the American company 6 Sigma Academy &Co., which is one of the world’s best ranked companies in the field of 6 Sigma methodology training. She added that the Training and Career Development Administration was keen on including in the contract a number of individual training hours for each trainee with a specialist trainer in order to obtain the sufficient technical support for the different implementation phases of the 6 Sigma project for it to be accomplished properly.
In an atmosphere of excitement and anticipation

**KGOC launches internal awareness campaign to introduce the 8th corporate value**

It is well-known that the values system forms the corporate conscience and its direction, as well as being the main support of the corporate vision which is the cornerstone in formulating the culture which unites those belonging to the corporation in pursuing the same goal. It is also known that the employee or worker, when introduced to the prevalent values at work and believes in them, would have little difficulty in making a decision regardless of its difficulty, which would in turn benefit the corporation. This was acknowledged by KGOC which utilized all its potential to firmly establish in its employees the oil sector values it launched in early 2016. KGOC leadership understood that the commitment to the values, understanding and implementing them were a collective responsibility, and that measuring the degree of their adoption was one of the challenges faced by the Company in view of the increased ambition for commercial success coupled with the success in ethical and professional values.

This is what prompted the company to launch successive initiatives as a series of awareness campaigns aiming to enhance the concept of corporate values among its human resources and cadres.

The first initiative was under the slogan 7X7X7 inspired by the Corporation’s seven values. It focused on acquainting employees with the importance of the corporate values and their role in formulating the conscience of the human cadres in KGOC, a subsidiary of Kuwait Petroleum Corporation. Over equal periods the awareness campaign focused on consolidating the meaning of each of the seven values. These values are: “integrity” which stands for dealing with openness on the basis of trust,
respect, fairness and transparency along with observing the highest work ethics, professionalism and responsibility. The value of “motivation” aims to provide a work environment dominated by loyalty, cooperation, team spirit and distinctive performance. “Corporate Thinking” means common interest in the Company issues in order to serve the interests of the Company as a whole and not just a part of it. The value of “Commitment to Health, Safety, Security, Environment and Society” aims to be committed to protecting the environment and providing a safe and healthy workplace as well as commitment to social responsibility in the State of Kuwait and in other societies that are embracing the corporation activities. The value of “Partnership” aims to build and maintain long-term partnerships with added value to support growth and strengthen operational excellence. The value of “Flexibility” is concerned with responding to changes and acceptance of change and innovation. Finally, the value of “Excellence” aims to achieve a high level of performance, operational excellence, continuous development, providing high-quality products and services and meeting customer needs.

In view of the remarkable success and development in the oil sector after the launch of the corporate values in early 2016, KPC and its subsidiaries decided to add a new value to the previous seven values. The value of “Proud” means maintenance of the achievements of the oil sector as a cause for pride as well as satisfaction among the employees and enhancing the concept of loyalty to the corporation and the oil sector. To coincide with the addition of the value of “proud”, Strategic Planning and the Public Relations teams launched in November 2017 launched an internal communication campaign in the main office to spread awareness of the modified values and emphasize its most important principles, in addition to designing the new motto (shown below) which combines the eight corporate values and the 2040 strategic direction of KPC and its subsidiaries.

Excitement and Queries

The internal awareness campaign was kicked-off amidst much fanfare and excitement. It started by posting a teaser to all Head Office employees through email postmaster. A catchy phrase ‘7 became 8’ was released as the teaser and it aroused a great deal of curiosity and inquisitiveness amongst the Head Office employees. Majority of the employees had no clue about it and even some speculated that the office timings are about to change from 7 am to 8 am in the morning. There was a lot of buzz across the organization and employees were making wild guesses about the teaser. Following a week of regularly posting the teaser on the ‘Postmaster’ e-mail, the veil was lifted off the mysterious teaser. An update of the corporate values to become eight instead of seven was announced, and later, throughout December 2017, each value was explained with emphasis on the eighth value ‘Proud’ with its aim of creating satisfaction and strengthening the sense of loyalty to the Company and the oil sector. This was communicated across the organization though Postmaster messages and other official Company accounts in various social media to establish the awareness campaign content among the employees and introduce them to corporate values updates.

As a culmination of the awareness campaign, the Media Relations Team in the Company designed and created a YouTube Video which focused on the awareness campaign aspects and captured the pride of Head Office employees in being part of KGOC and the oil sector. The video was uploaded on YouTube for anybody interested in watching it. It can be accessed by entering the Keywords (KGOC VALUES 2040) in the YouTube search button.

By adopting these 8 core values, along with awareness campaigns and initiatives to establish them among the employees, KGOC was showing a firm belief that every employee will live, work and demonstrate these values in their day to day work and personal lives.
Developing people with a ‘global mindset’ is critical to Q8’s success. It builds openness and awareness of diversity, which improves communication, understanding and collaboration between colleagues across the company.

For those living in Kuwait, international assignments also give an invaluable opportunity to experience Q8’s operations first hand.

Moving abroad means adapting to a new life and learning a new language, but the rewards are immense. Q8 has long experience of supporting employees abroad and smoothing the way to make the transition as easy as possible.

Here we meet three expatriate Kuwaiti women who are working in Europe and have the added challenge of being mothers too. They and their families are thriving on the experience and paving the way for others to follow in their footsteps.
Maha Al-Tawari – Corporate HR senior analyst, The Hague

Maha lives with her daughters Jawa, 12, and Saba, 10. She is an industrial and management systems engineer and holds an MBA from the American University of the Middle East.

After joining KPI in 2009 as a business development analyst, Maha moved on to the first Structured on the Job Training Programme (SOJT) in 2011, which included international assignments in Antwerp and Rotterdam.

In 2013, she returned to KPI Head Office in Kuwait as an HR analyst in Corporate HR, before moving back to the Netherlands in 2017. In her current role, she supports the implementation of new HR policies across the operating units.

Maha says, “It was initially challenging to adapt to a very different environment, but challenges can bring out the best in us. KPI was supportive and provided training in the Dutch language and in cultural differences.

“Living abroad has stretched my comfort zone both at work and in my personal life. I have learned a lot from working in an internationally diversified environment and improved many of my skills.

“My daughters are benefitting too. They are learning to respect different cultures and are receiving an impressive education.

“I am very grateful for this opportunity, which has had a huge impact on my life. It is an honour to represent Kuwaiti working women abroad and I would encourage other women to embrace this opportunity.”
Areej Al-Rayes – internal auditor, Q8Italy, Rome

Areej joined KPI in 2000 and moved to Q8Italy, where she has worked for the past 18 years. She is married with two children, aged two and seven.

She holds two degrees, in international studies and French, from Pepperdine University in California. Her first role in Q8Italy was as an advertising and communications analyst, before becoming a senior analyst in fixed assets. Since 2007 she has been an internal auditor and conducts audits across Q8Italy’s business: Rome head office, Conqord Oil in north Italy, Quaser in Naples and Milan, Milazzo refinery and Q8Spain in Madrid.

Areej says, “The main challenge of working abroad is the language. KPI provided intensive training, which provided a good base, but it takes a long time to become fluent in the business language.”

Having settled in long ago, Areej believes there are strong benefits to living abroad, both at work and personally. She says, “I think international assignments are essential because they give a better view and first-hand experience of the core Q8 business.”

She adds, “An international assignment also enriches the whole family because it exposes children to a new language and culture.”

Her advice to other women moving abroad is to “embrace the experience, make the most of it, learn the language and try to become as much of a ‘local’ as possible.”

Alaa Al-Rayes – pricing and performance analyst, Q8Italy, Rome

Alaa has worked abroad for 14 years, of which 11 years have been with Q8Italy in Rome. She is married and has a four-month old son.

Like her sister Areej, she studied at Pepperdine University in California, where she read public relations with a minor in business administration. Joining KPI in 2002, her first assignment was with OKQ8 Scandinavia in Sweden, where she spent three years in marketing, direct and services.

Moving to Q8Italy, she was a marketing analyst for five years before switching to an analyst role in Direct Business six years ago.

Alaa agrees that language and cultural differences are the main challenges of working abroad. She says, “It is important to be willing to adapt. Integrating into a new environment can be difficult and fitting in and making new friends relies on speaking the language.”

She believes there are great advantages too, saying, “I have learned a great deal. Working and living abroad allows you to experience our company’s operations and to be hands on with the business, which is very educational.”

Her advice to women moving abroad is, “Work hard at the language and try to master it before you move. You cannot always rely on English. It can take years to become fully fluent, so a good level to begin with is very important.”
Q8 Oils is expanding digital initiatives

With two online platforms filled with expert knowledge and relevant content

DISCOVER MORE

expert.Q8Oils.com
/company/Q8Oils

Q8Oilshub.co.uk
/company/Q8Oils-uk