

## Announcements

# — Participation in the 21st World Petroleum Congress — in Moscow

The 21st World Petroleum Congress Moscow was held over a period of five days, from June 15 to 19, 2014, in Moscow, Russia.

### 1. Overview

The World Petroleum Congress, held every three years, is the world's largest forum for the presentation of information and research achievements related to the oil industry and oil technologies, and provides a forum for deepening exchanges among the participants. Organized

around the main theme of “Responsibly Energising a Growing World,” this year’s event brought together some 17,000 attendees (according to the WPC Secretariat). The exhibition part of the event was represented by some 4,800 delegates from 80 countries, including approximately 140 members from nine Japanese companies and organizations. JCCP also participated in the exhibition, represented by J. Nishimura, Director of the Middle East Office, and Y. Tsujimura and M. Iwase from the Planning and Public Relations Group, Administration Department.



Venue of the 21st World Petroleum Congress:  
Crocus Expo, Exhibition Center



JCCP's booth



(At JCCP's booth, from the left)

Mr. Junichi Hatano, Secretary General, Japan National Committee for the World Petroleum Council  
Mr. Yasushi Kimura, Chairman, JX Holdings Inc.

Mr. Akihiko Tembo, Chairman, Japan National Committee for the World Petroleum Council  
Mr. Masataka Sase, Executive Director, JCCP

Mr. Naoki Kuroda, Vice Chairman, Japan National Committee for the World Petroleum Council  
Mr. Takashi Tatsumi, Vice Chairman, Japan National Committee for the World Petroleum Council  
Mr. Fumiaki Watari, Advisor, JX Holdings Inc.

## 2. Overview of JCCP's Participation

As the World Petroleum Congress boasts a membership representing the world's major countries and provides a forum that promotes horizontal connections among members from the world's oil industries, JCCP set up a booth at the event with expectations of meeting past participants of JCCP training courses and important figures who have been involved in JCCP programs, and with the goal of strengthening JCCP's profile in Russia, the host country of this year's event.

## 3. Exhibition

JCCP's booth featured a design that incorporated various aspects of traditional Japanese culture. In addition to erecting a wooden watchtower adorned with paper lanterns, a large, beautiful visual of Mt. Fuji with a cherry tree in bloom was applied to the expanse of wall inside the booth to provide the perfect backdrop for taking pictures. By inviting visitors to take a picture with Mt. Fuji and the cherry tree in the background and giving them a printout of the photo on the spot, JCCP's booth attracted a total of some 300 visitors in four days.

On June 16, the booths of the nine Japanese companies and organizations that participated in the exhibition\* received a visit from Mr. Akihiko Tembo, Chairman of the Japan National Committee for the World Petroleum Council, and other principal members of the committee, who seemed impressed with the portrayal of Japanese culture using a visual of Mt. Fuji and a cherry tree in JCCP's booth.

\* (in visiting order) Yokogawa Electric Corporation; the Japan National Committee for the World Petroleum Council; Chiyoda Corporation; Japan Oil, Gas and Metals National Corporation; JGC Corporation; Inpex Corporation; Japan Cooperation Center, Petroleum; JX Nippon Oil & Energy Corporation; Idemitsu Kosan Co., Ltd.

## 4. Observations

The World Petroleum Congress has a membership representing the world's major countries, and is attended by large numbers of people from well-known oil-related



*Mr. Mostafa Kashkouli, Managing Director, National Iranian Oil Company (NIOC) (left)  
(Participated in physical distribution courses in 1999 and 2004)*



*Mr. Buranin Rattanasombat, Vice President of International Marketing Dept., PTT (left)  
(Participated in a petroleum marketing course in 2005)*

industries around the world. Thus, even though the recent event was held in Moscow, where there are few JCCP alumni and parties involved in JCCP programs, JCCP delegates were able to meet with past participants and key figures who have taken part in JCCP programs in the past and confirm their current whereabouts. As a result, they found that many alumni have gone on to assume important posts and are now playing an active role in their respective departments.

As the photo opportunity that was offered to attract visitors to JCCP's booth contributed to keeping a record of visitors, and reunions with JCCP alumni allowed JCCP to confirm and update their current contact information, setting up a booth at the World Petroleum Congress proved to be a meaningful undertaking for JCCP.

*<by Masako Iwase, Administration Dept.>*