

Participation in “The 6th Middle East Refining and Petrochemicals Conference & Exhibition” in Bahrain

From May 26 to 28, 2008, “The 6th Middle East Refining and Petrochemicals Conference & Exhibition” (ME Petrotech 2008) was held at the Bahrain International Exhibition Centre, located in Manama, Bahrain, under the auspices of national oil companies of GCC oil-producing countries, including Saudi Arabian Oil Company (Saudi Aramco), Kuwait National Petroleum Company (KNPC) and Bahrain Petroleum Company (BAPCO), as well as western oil and petrochemical companies such as UOP, Shell, and Dow Chemical.

Held once every two years, ME Petrotech is the largest event in the Middle East, for oil and petrochemical business in the oil-producing countries of the region. JCCP participated in the exhibition part of the event for the third time, following its previous participation in the 4th (2003) and 5th (2006) exhibitions.

This year, JCCP was allotted a space at the end of the central aisle of the exhibition floor to set up its booth (18 m²: 3 m x 6 m). Owing to this favorable location, the JCCP booth received more than 1,000 visitors, mainly from oil-related companies in GCC oil-producing countries, throughout the duration of the event, a number far exceeding JCCP’s original expectation.

The booth introduced JCCP using 16 information panels, an introductory DVD on JCCP activities, publication materials including brochures, annual training programs, and newsletters.

A number of the panels used in the previous exhibition were revised this year. A new panel was added to two existing panels that provided an overview of JCCP activities, and the comprehensive view of JCCP activities was designed so that two panels connect to form a single image, to facilitate understanding. Where two panels previously introduced JCCP training courses and recent achievements, two new panels were added to show step-by-step how regular courses and tailor-made courses are implemented, in an easy to understand design using photographs. In the area of technical cooperation projects, a panel provided an overview, another introduced the Joint GCC-Japan Environment Symposium, and seven panels featured representative technical cooperation projects, including the joint international research project with King Fahd University of Petroleum and Minerals (KFUPM) and the joint project on high-severity fluid catalytic cracking (HS-FCC) technology (demonstration study) conducted with Saudi Aramco.



The entrance to the ME Petrotech venue



At the JCCP booth



Using information panels to explain technical cooperation projects



JCCP graduates focusing their attention on an introductory DVD on JCCP activities

In addition to key figures from major oil-producing countries and top executives of JCCP counterparts such as Saudi Aramco, a large number of people who have heard about JCCP training courses and technical cooperation projects visited the JCCP booth. JCCP members received the strong impression that JCCP activities are becoming more widely recognized in the Middle East region. Nevertheless, few people had a full understanding of both training courses and technical cooperation projects, and many inquired as to why JCCP is providing support to oil-producing countries. Therefore, the exhibition provided the perfect opportunity for JCCP members to personally explain JCCP's overall activities and its mission in detail to each visitor.

The JCCP booth also received visits by many JCCP graduates from JCCP counterparts such as Saudi Aramco, Abu Dhabi Oil Refining Company (Takreer), and BAPCO. Many of them planned to recommend that their colleagues and subordinates

attend a JCCP regular course, since they themselves have greatly benefited from participating in JCCP training courses. This indicated a strong need for human resource development in the Middle East. In addition to JCCP graduates, many engineers came to the JCCP booth, inquiring detailed information on technical cooperation projects. Their detailed questions were also indicative of the high level of interest in technical cooperation projects in oil-producing countries.

JCCP values the opinions and requests that were obtained through direct communications with visitors to the JCCP booth, and will use the feedback to further enhance activities in response to their expectations. Events such as this ME Petrotech, which offer opportunities for JCCP to directly interact with parties in the oil industries in Middle East oil-producing countries, are an ideal forum for publicity activities. JCCP will continue to seize such opportunities to introduce JCCP activities and promote greater understanding of its mission.

<by Kaoruko Nakamura, Administration Dept.>



Responding to questions from visitors



JCCP graduates (Saudi Aramco engineers in front of the JCCP booth)