

Participation in the 20th World Petroleum Congress in Doha and Visit to Qatar Petroleum

The 20th World Petroleum Congress was held over a five-day period from December 4 to 8, 2011 in Doha, Qatar. JCCP participated in the congress for the first time with its own booth. During our stay in Doha, we members of the JCCP delegation also visited the major departments of Qatar Petroleum (QP) to seek their cooperation in JCCP activities.

1. The 20th World Petroleum Congress in Doha

(1) Overview

The World Petroleum Congress, held every three years in a different venue around the world, is the world's largest gathering for the presentation of the latest news and research achievements in the oil industry and oil-related technologies, and provides a forum for deepening exchanges among diverse participants. The 20th congress was held in Doha, at the Qatar National Convention Center, and featured numerous presentations and exhibits over a period of five days. More than 5,300 delegates from 95 countries attended the event, including roughly 200 participants from Japan. It also drew more than 20,000 visitors, and marked a new attendance record. JCCP also participated in the event, represented by Mr. Kenji Nita, General Manager of the Riyadh Office; Mr. Hisayoshi Tada, General Manager of the Administration Department; and Ms. Masumi Kitahara, Manager of the Planning and Public Relations Division.



Venue of the World Petroleum Congress: Qatar National Convention Center (QNCC); 40,000m²; 10,000-person capacity; designed by Arata Isozaki



JCCP signboard designed in the image of a service station

(2) Background

In April 2010, the Japan National Committee for the World Petroleum Council invited JCCP to participate in the 20th World Petroleum Congress, and JCCP gladly accepted the offer to set up a booth at the exhibition, thinking that the gathering of oil industry stakeholders from around the world would be an optimum venue to introduce JCCP activities. Moreover, as this was the first time for the congress to be held in the Middle East, JCCP wished to cooperate as much as possible with Qatar, the host country, toward the event's success.

(3) Participation

1) Objectives

The primary objective of the JCCP booth was to introduce JCCP's activities and communicate the cooperation it has extended to oil producing countries over the past 30 years. Another objective was to take the occasion of the event, which would be attended by



JCCP's booth

many partner countries of JCCP activities, to reunite and re-establish ties with JCCP graduates and important dignitaries who have taken part in a JCCP project or event in the past.

2) JCCP's Booth

JCCP's booths at previous exhibitions mainly focused on introducing JCCP activities using information panels and video, but a completely new approach was adopted this time, and a creative booth was set up that incorporated visual attraction elements.

The design and concept of the booth originated from the following principles.

- To attract as many visitors as possible with a distinctly Japanese appearance
- To provide a communication space designed with a welcoming atmosphere
- To create a place for reunions with JCCP graduates and key dignitaries

3) Visitors

Visitors to the JCCP booth were invited to take a picture against a backdrop showing an image of a Japanese garden, and were given a printout of the photo on the spot. The distinctly Japanese atmosphere of the photo was extremely popular among visitors, who at one point had to stand in line for their turn.

4) Reunion with JCCP Graduates and Key Dignitaries

To utilize the occasion of the congress to reunite with JCCP graduates and key dignitaries in JCCP counterpart organizations and to update JCCP's roster of participants, prior steps were taken to inform them a few months in advance of JCCP's participation in the congress via email and *JCCP NEWS*. Owing in part to this preparation, numerous JCCP graduates not only

from Qatar, but also from the GCC countries, Pakistan, China, Indonesia, Iran and various other countries came to visit the JCCP booth.

The JCCP members at the booth delighted in seeing familiar faces, and took the opportunity to confirm their current addresses and ask for their support in future JCCP activities. Since notice of JCCP's participation was sent to the 500-some JCCP graduates in Qatar a number of times, a large majority of them paid the booth a visit. Moreover, graduates brought other graduates, so that the booth achieved its goal of acting as a place for reunion. The photo shoot that was provided to attract visitors also proved effective, and the electronic roster system allowed on-the-spot updating of roster entries and registration of their face shots.

The JCCP booth also received a visit by H.E. Dr. Mohammed Bin Hamed Al-Rumhy, Minister of Oil and Gas of Oman, who has supported JCCP activities over



JCCP graduates from QP Mesaieed Refinery: Mr. Abdul Aziz M. Al-Khori, Operations Manager (second row, right) (participated in TR-16-87), and Mr. Al-Jasim, Maintenance Manager (front row, left) (participated in a member company initiated course in Nov. 2000), and other members from QP Mesaieed Refinery



Mr. Mohammed Al-Hitmi, Executive Director, Qatar Petroleum International (center) (participated in TR-8-03), and other members from QP



H.E. Dr. Mohammed Bin Hamed Al-Rumhy,
Minister of Oil and Gas of Oman (front row, left)



Mr. Musab Al-Mahruqi, CEO of Orpic (center)

many years, and also by Mr. Musab Al-Mahruqi, CEO of Orpic, to whom we introduced JCCP activities and sought future support.

Owing to the advance notice of JCCP's participation via JCCP News and email, many JCCP graduates from Qatar and neighboring countries took the time to visit the JCCP booth. Many of them now hold important positions in their organization and take on important responsibilities in their respective department. They said that memories of their participation in a JCCP training course remain strong in their mind, that their experience has benefited them in their work, and that they feel an affinity toward the Japanese people, as a testament to the achievements made by JCCP activities.

By hosting the World Petroleum Congress in Doha for the first time in the Middle East, Qatar was able to increase its recognition in the world as a leading oil and

gas producing country. The country has played an active part in the international community by bidding to host the Olympic Games and winning the bid to host the World Cup, but its hosting of the World Petroleum Congress has further enhanced its presence as a leader in the global energy sector. For Japan's part, it has supported Qatar's strong commitment to implementing a successful congress by participating in the congress in concert with other Japanese organizations and companies under the guidance of the Japan National Committee for the World Petroleum Council.

2. Visit to Qatar Petroleum (QP)

We took the occasion of our visit to Doha to also visit the major departments at Qatar Petroleum (QP) to seek their cooperation and participation in JCCP activities.

(1) Corporate Training Department

On December 4, we visited QP's Corporate Training Department and met with Mr. Ali Nasser Telfat, Corporate Training Manager. The members introduced JCCP's training activities to Mr. Telfat, thanked him for his department's support of JCCP thus far, and asked for his department's continuous participation in JCCP courses.

In response, Mr. Telfat said that JCCP courses provide ideal opportunities for QP employees to experience a foreign culture and broaden their perspectives, as they characteristically bring together people in the same type of job from countries around the world and thereby allow participants to get to know and exchange views with people from various different countries. In this regard, QP prefers to participate in regular courses that are open



Updating JCCP's roster of graduates using the electronic roster system



*At the QP Corporate Training Dept.:
Mr. Hermie Lingat, Programme Development Supervisor (left end); Mr. Ali Nasser Telfat, Corporate Training Manager (second from left); and Mr. Nawaf Rashid Al-Kaabi, Senior Training Supervisor (second from right)*



Mr. Abubakr Amer Al-Saiari, Chairman, Qatarization Strategy Committee

to participants from various countries to customized programs. Then, Mr. Telfat noted that Mr. Nawaf Rashid Al-Kaabi, Senior Training Supervisor, who was also present at the meeting, is also a JCCP graduate (participated in a training management course in 2004), and that he has learned many details from Mr. Al-Kaabi. Mr. Telfat also introduced us to Mr. Hermie Lingat, Programme Development Supervisor, who cooperates in encouraging relevant QP departments to participate in JCCP regular courses. We informed them that regular courses, which had resumed in Osaka in September after a temporary suspension following the March earthquake, have returned to being implemented regularly in Tokyo. Thanks to the cooperation and support of Mr. Telfat and other officers of the QP Corporate Training Department, we received six registrations for three courses scheduled to commence in April.

(2) Qatarization Strategy Committee

On December 7, we paid a call on Mr. Abubakr Amer Al-Saiari, Chairman of the Qatarization Strategy Committee, which promotes the capacity building of Qataris as a national strategy and the establishment of a scheme that would allow Qatari workers greater opportunities to assume important positions in Qatari companies. We asked Mr. Al-Saiari about his views and impressions of JCCP training activities, as he has participated in an HRM course in 2006. Mr. Al-Saiari reflected back on his experience in learning many things from his participation in the 21-day course, noting that the course was planned down to the minute and

precisely implemented according to plan. He said this strongly impressed on his mind that time is a precious management resource. He also said the experience allowed him to gain a glimpse into the secret of Japanese companies' productivity not only through the course program, but also through exposure to Japanese culture, including the way the Japanese think and behave. Since this proved to be extremely useful to his career, Mr. Al-Saiari expressed his wish to provide young Qatari workers the same opportunity as he had to experience Japanese corporate culture.

(3) HRM Administration Division, General Services Department

On December 7, the JCCP delegation met with Mr. Rida Nazim Agha, Acting Director of Administrations and Manager of General Services. Mr. Rida previously participated in an HRM course in 2004, and remembers his experience well. He said he originally wanted to participate in a JCCP course not only to study human resource management practices, but to also see for himself how Japanese companies have achieved global success. By participating in a course and obtaining the opportunity to visit various companies, he learned that Japanese society is founded on rigid ethics. Managers disclose policies to employees, and employees apply themselves to their work with a strong sense of responsibility and contribute to their company. Mr. Rida said that being able to deepen his understanding of the secret of Japanese companies' success through a careful look at the Japanese people, social systems, and



Mr. Rida Nazim Agha, Manager, General Services

culture had a significant influence on his corporate life. In a country where Qatarization is a national strategy, there is constant debate over whether the issue lies in the “quantity” or “quality” of Qatari workers. However, according to Mr. Rida, he and his people are able to keep focused on promoting Qatarization in terms of quality,

owing to his precious Japanese experience. Lastly, Mr. Rida said he would convey the JCCP delegation’s message to Mr. Ahmad Al-Mawlawi, Director of Administration, who was away on business.

The occasion of the World Petroleum Congress in Doha allowed us to reunite with many JCCP graduates and key dignitaries. It is usually difficult to attract target people in a full venue, but sending an advance notice via email proved to be extremely effective. The idea of providing a photo shoot against a realistic image of a Japanese garden amused visitors who came to the JCCP booth, and the booth allowed JCCP graduates and key dignitaries to re-establish their relationship with JCCP. Using whatever short time was available to visit important figures at Qatar Petroleum also yielded significant results. Following this example, JCCP intends to make effective use of international conferences and exhibitions to update its roster and continue to deepen friendships with JCCP graduates—JCCP’s most precious assets.

<by Masumi Kitahara, Administration Dept.>

