

Q8 Sails

The Corporate Magazine of Kuwait Petroleum International
#40 Summer 2017

Q8Oils Launches New Non-Oil Range



Message from the President

Summer 2017

Dear Colleagues,

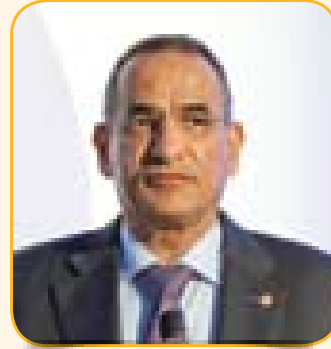
As we enjoy the summer, we celebrate our new successes.

Our company continues to introduce new innovations to the market, with better services and new products to enhance customer care, showing our flexibility to adapt to the ever-changing market conditions. As we expand in Asia and enter new business agreements in Europe, we maintain our drive for market leadership and performance excellence.

Innovation and customer care are clearly evident in a new initiative from Q8 Oils, highlighted on this edition's cover. Our team in Italy, represented by Conqord Oil, has launched a new product line in the non-oil business, strengthening the Q8 brand and adding value for motorists in Italy. Meanwhile, far across the world, our partnership with Idemitsu Kosan - Idemitsu Q8 - continues to meet the needs of motorists in Vietnam by launching the country's first prepaid fuel card.

Turning to our refining growth, you will read in this edition about our new partnership with the state-owned Oman Oil Company which has been successfully concluded with the signing of a Share Purchase Agreement to set up a 50:50 joint venture company known as Duqm Refinery and Petrochemical Integrated Company. This new joint venture will build a refinery, with a capacity of 230,000 barrels per day, in the Duqm Special Economic Zone in south Oman. The project is part of the Sultanate's efforts to diversify its economy by developing this central Omani town as an energy and logistics hub, and I am very proud that Q8 is playing an integral role in helping the Sultanate realise this vision.

Our compliance record continues to shine with



the sixth consecutive Gold win for KPI in in the prestigious Occupational Health and Safety Awards by the Royal Society for the Prevention of Accidents. This confirms the excellence of our performance and commitment to HSSE and on behalf of myself and the management team, I would like to congratulate everyone involved in HSSE for their continuous commitment to safeguarding our health, safety and the environment in the areas where we operate.

Striving for innovative and excellence is our mantra, regardless of the challenges we face, and I am heartened by the strenuous efforts made by you all in maintaining this goal.

Enjoy the rest of the summer and I extend my very best wishes to you all.



Bakheet S. Al-Rashidi

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Extending care to motorists in Italy

A new range of Q8Oils branded car care products was launched in service stations in Italy on 1st June. This is the most comprehensive range ever offered by the non-oils division of Q8Oils in Italy, which undertook the project in partnership with Q8 Italy, creating closer synergy between the two business units.

Salvatore Lucifora, Managing Director Conqord Oil, Q8Oils' affiliate in Italy, commented: "This project is the result of successful collaboration between Q8Oils and Q8 Italy. It benefits Italian motorists by offering new high-quality products from a trusted brand and supports Q8's ethos of continuous improvement."

Giovanni Romano, Retail Director of Q8 Italy added: "Q8 is the second largest oil company in Italy and has a very strong reputation. Three

"This project is the result of successful collaboration between Q8 Oils and Q8 Italy."

Salvatore Lucifora, MD.
Conqord Oil

thousand Q8-branded service stations across the country provide a natural distribution network for this new car care range. It makes sense working together to strengthen our offering at service stations to our customers, to mutual benefit."

Q8Oils presented the concept and development of the new car care range to 300 delegates at Q8 Italy's annual retail conference in May and this was very well received. The proposition

behind the new products is that Q8Oils already cares for motorists' car engines with the best quality lubricants and it is therefore a logical step to care for other parts of their cars too.

The collection provides a choice of 17 products to care for the interior and exterior of vehicles ranging from car polish, tyre treatment and brake cleaner to seat cleaners, de-icers and air



conditioning treatment. Some products offer variations; for example, there are different wind-screen washes for spring, summer and winter.

The project began in January and was completed in a very tight timescale of just four months. After carefully selecting the products, work started on designing the new packaging to reflect the premium quality of the new car care range.

Mohammad Aljaseem, Marketing Analyst at Conqord Oil, comments: "We put a lot of thought and time into the new packing. We chose black as the predominant colour because it denotes strength. The Q8Oils logo is prominently placed to maximise visibility of the brand and the product name is in bold, reinforced by an image, making it easy for customers to instantly understand its purpose."

Detailed testing was carried out to make sure that the packaging would be durable, particularly during transportation.

By the time of the launch, more than 172,000

products in the striking Q8Oils branding were ready for distribution. The new range is being promoted through a brochure, together with a video for use on social media.

Although it is early days, Q8Oils is confident that the new range will be successful. Future steps will be to consider extending distribution via agents and offering it through Q8 service stations in



The Conqord oil team: left to right: Filippo Rossi, Agent Organisation and Non-Oil Manager; Mohammad Aljaseem, Marketing Analyst; Salvatore Lucifora, Managing Director; Giacomo Di Franco, Commercial Director.

Strategic partnership in Oman gathers pace



From left to right, second row: Meshari Al-Najdi, Saad Al-Furaih, Imad Al-Hadlaq, Fadi Bastaki, Meshal Al-Rumaih
 First row: Abdullah Al-Sabah, Khaled Rashed, Mai Al-Eisa, Omar Al-Ghanim

A further milestone was achieved on 10th April in Muscat, with the signing of a 50:50 joint venture agreement between KPI and the Sultanate’s state-owned Oman Oil Company (OOC) to set up the Duqm Refinery and Petrochemical Integrated Company (DRPIC).

The ceremony was held in the prestigious Al-Bustan Hotel and attended by senior officials from KPC, KPI and OOC, together with ministers and the Kuwaiti Ambassador in Oman.

The new grassroots refinery will occupy a 900-hectare site in the Duqm Special Economic Zone. This location was chosen as part of the Sultanate’s drive to diversify its economy by developing this area of south Oman as an energy and logistics hub.

Isam Al Zadjali, Chief Executive Officer of Oman Oil Company, commented at the ceremony: “We are keen to cooperate with our strategic partners to realise our aspirations to develop this project, along with other investment projects in the region, to contribute to the national economy.”

Strong progress is being made with the Duqm refinery project. Bakheet Al-Rashidi, KPI President and

Vice President Asia Ghanim Al-Otaibi adds:
 “Our goal is to achieve financial closure by the end of the year.”



Chairman of the DRPIC Board, says: “The joint venture has already started initial discussions with financial institutions to secure the required funding for the project. Our objective is to secure loans of around \$5 billion out of the total project cost of \$8 billion.”

The petrochemical element of this project is currently undergoing a feasibility study which, if proved viable, will progress through similar stages to those of the refinery towards the final investment decision.”

KPC Board and potentially the Supreme Petroleum



The ceremony to mark the signing of the joint venture agreement.

Council are expected to confirm the final investment decision in July 2017, before formally proceeding to the engineering, procurement and construction (EPC) stage.

Financial and technical bids from potential EPC contractors for the refinery have already been evaluated. "There are three main EPC packages and the contractors for each of these will be selected in June," says Saad Al-Furaih, Joint Venture Projects Group Manager.

The main EPC packages cover the process units, utilities and facilities outside the refinery. The latter includes a crude storage facility at Ras Markaz terminal, an 80-kilometre pipeline linking the refinery and the terminal, and export facilities and associated products storage at Duqm Port.

The new refinery reflects KPI's mission to identify profitable outlets for Kuwaiti hydrocarbons. Imad Al-Hadlaq, Group Manager Business Development and Duqm Project Manager, explains: "When completed, the refinery will have the capacity to process 230,000 barrels of crude oil a day. At least 65 per cent of feedstock for the refinery will be Kuwaiti Export Crude and the balance will be supplied by the Sultanate."

Mai Al-Eisa, Commercial Team Leader for the Duqm project, concludes: "The refinery will be commissioned in 2021 and its primary products will be diesel, jet fuel, naphtha, liquefied petroleum gas, sulphur and pet coke.

These will be exported from Duqm port to Europe, Asia and Africa."

As the project progresses, KPI's extensive international experience in mega refinery and petrochemical projects will make a significant contribution to its success.

Other team members in KPI who are working on the commercial, technical and financial aspects of the project are:

- Meshari Abdullah Al-Najdi – Team Leader JV Projects
- Meshal Al-Rumaih – Team Leader JV Projects
- Fadi Bastaki – Team Leader Business Development (BD) III
- Omar Al-Ghanim – Senior Analyst BD
- Talal Bouresly – Senior Analyst BD
- Manaf H. A. Bakhsh – Senior Analyst BD
- Nouf Al-Najdi – Senior Analyst Joint Venture Marketing Asia
- Khaled Rashed – Analyst BD
- Abdullah Ahmed Al-Sabah – Analyst BD



KPI Regional HSSE Manager, receives ROSPA award on behalf of the Company

A sixth Gold Award for **HSSE** excellence

KPI has achieved a Gold Award for the sixth year running in the Occupational Health and Safety Awards by the Royal Society for the Prevention of Accidents (RoSPA) and as a result will be recognised with a Gold Medal.

This sought-after award comes during a special year for occupational health and safety charity RoSPA, as it celebrates its centenary. It was presented to KPI Regional SHE Manager John Briggs at a ceremony to be held in Birmingham on 12th July.

Julia Small, RoSPA's head of awards and events, said: "The RoSPA Awards are the most prestigious in the world of occupational health and safety, and held in high regard around the world as winning one demonstrates an organisation's commitment to maintaining an

"This confirms the excellence of our performance and commitment to HSSE."

Khaled Al-Mushaileh. VP Europe

excellent health and safety record."

VP Europe Khaled Al-Mushaileh comments: "This is very good news and once again confirms the excellence of our performance and commitment to HSSE. Winning a RoSPA Gold Medal is a very special achievement and I congratulate all our HSSE teams across KPI."

He adds: "To win a gold award for six consecutive years demonstrates the consistently high performance achieved by the KPI HSSE department, in providing

the corporate standards to maintain a safe and healthy working environment for all our employees and business partners."

To find out more about RoSPA awards, visit www.rospa.com.



Group photo of award recipients

Voyage of discovery at Town Hall

At the fourth annual Town Hall meeting in Kuwait on 18th May, head office staff gathered to learn about KPI's performance and celebrate the successes of the past year.

The meeting was appropriately themed 'Sailing to the horizon while strengthening our base' to represent the spirit of KPI building on strengths whilst developing ambitious plans far into the future.

Opening the meeting, President Bakheet Al-Rashidi outlined the excellent results achieved in the last financial year, despite difficult market conditions. Thanking members of the KPI family he said: "It is your outstanding initiatives and hard work which is helping us realise KPI's vision and strategy. Maintaining a strong commitment to all our stakeholders is our constant goal and I am proud to witness your success."

Further presentations followed from VP Europe Khaled Al-Mushaileh, VP Planning & Finance

Abdullah Al-Azemi and VP Asia Ghanim Al-Otaibi, who each outlined the achievements and challenges they face in their respective fields.

Recognising and rewarding outstanding effort was an important part of the meeting and the top performing teams were presented with specially-designed trophies to mark their contribution to KPI's performance.

There was also a series of games and a raffle, which introduced a light-hearted note and encouraged interaction and teamwork amongst everyone.

The day ended with a question and answer session with the top management team to increase understanding of KPI's business activities and demonstrate transparency.

The Town Hall was widely acclaimed as an enlightening and motivational and is set to become a regular event in the Head Office schedule.



Managers team up to transform young people's lives

Two London-based charities for marginalised and disenfranchised people have been transformed thanks to the passion and hard work of teams on the latest Q8Middle Management programme.

KPI Training Co-ordinator Lisa Sultan says: "We set these projects to support charities while developing our managers' skills and were hugely impressed by what the teams achieved. They were totally committed, dedicated many hours of their own time over months and came up with excellent practical solutions."

The Fight 4 Change charity uses boxing as a hook to engage socially deprived young people and offers courses to give them skills to change their lives. After long discussions, the team identified important gaps - a course to help those wanting to set up their own business and marketing material to attract greater support. Working together, they researched and created a high quality 100+ page business course, in a style accessible to its young audience, as well as a professional presentation and brochure.

Supply Co-ordinator Steffen Wennekes, based in KPI Pall Mall, was part of the team working with Fight 4 Change; he commented: "We spent a lot of time clarifying the objectives of how we could best help the

charity - the importance of setting clear objectives was an important lesson. We also learned a lot about working together, managing cultural differences and harnessing complementary skills."

He adds: "It was really great to do something so worthwhile that helps young people in very difficult situations. We became very close to the charity and emotionally involved - it made us determined to deliver something really good, just 'good' wouldn't do!"

Rebecca Donnelly, chief executive of Fight 4 Change and former world Thai boxing champion, said: "We are very grateful for the work Q8 delivered. They interpreted and understand the ethos of Fight 4 Change and conveyed this across multiple platforms, including a brochure, presentation and business start-up course. They have given us the foundation to extend our revenue beyond grant funding and we now have viable products and methods to attract corporate sponsorship."

A second team worked with The Foundry, a London gym which provides free exercise training to vulnerable members of society, including young people and the elderly. It needed to achieve charitable status



Q8 Middle Managers with the Foundry Team

to secure its future and the Q8 team managed the complexities of setting up a charity from scratch and producing business and fundraising plans, as well as organising and participating in a successful launch day. The team's work resulted in the launch of a new charity, Foundry Inclusive Training (FIT), in May 2017.

FIT Founder Dave Thomas said: "From our first meeting with the Q8 cohort it was apparent that not only would they be fully committed to the project, but that they completely bought into our vision. This personal engagement was evident throughout the project with team members on hand for late night calls and last-minute meetings. The team completely understood the brief and produced exceptionally high-quality work. The Foundry team and FIT trustees are incredibly grateful for the opportunity to work with such a motivated and efficient team."

The teams presented their proposals to the charities at the end of the programme. A professional actor was brought in to show them how to communicate with power and conviction and this resulted in outstanding emotional presentations that touched the charities and sponsors.

The teams recently achieved a further accolade for their exceptional project work, winning an Excellence Recognition Award - an internal scheme that recognises outstanding teams across Q8.

Throughout the project work, KPI Group Finance Director Tony Saunders acted as a mentor to the teams, offering guidance and support. He comments: "This was a brilliant course. Each year I say the bar can't get higher, but it does. The social engagement with the underprivileged was hugely impactful and

I noticed some misty eyes in the room during the teams' presentations, which were excellent."

He adds: "The projects showed the depth of talent and commitment in our company. Working in unfamiliar territory, the teams produced really practical and useful deliverables which delighted the sponsors and will make a huge contribution to improving the lives of their communities."

Most important of all, the charities are already benefitting from the work carried out on their behalf and the Q8 groups are keen to maintain close links. It's clear that this is far more than a business exercise and typifies the true spirit of community support at Q8.

"It was really great to do something so worthwhile that helps young people in very difficult situations."

"From our first meeting with the Q8 cohort it was apparent that they would they be fully committed to the project."



Smart move by Tango in the Netherlands

Motorists filling up at unmanned Tango fuel stations in the Netherlands can now pay for fuel using their smart phone, thanks to a new app launched by Q8 North West Europe in June.

Edwin van Walsum, Customer Proposition Coordinator Tango, explains: “We’re always looking for ways to make fuelling easier, faster and more convenient for our customers and mobile payments are the future. Earlier this year we surveyed Tango customers to ask what services they’d like and mobile payments was the second most popular answer – after price cuts! Although these payments are still in their infancy, there’s clearly growing interest and it’s good to get a step ahead.”

Using the app couldn’t be simpler and motorists don’t even have to get out of their car to pay. On arrival at the fuel station, they open the app and select the Tango station, pump, amount of fuel and method of payment. After filling up, payment is taken and the transaction ends.

This innovative new facility is being offered in partnership with MyOrder, a platform that allows customers to buy multiple services via their mobile phone.

Q8 and MyOrder have launched a joint campaign on radio and social media, including Facebook and Instagram, to market the new service.

Sarah Pillen, Performance and Operations Manager, adds: “This is a fantastic tool to attract new customers and build loyalty by offering exclusive discounts. During the launch, we promoted a 10 cent per litre price cut for mobile payment users – an offer too good to refuse. This resulted in many people downloading the free app and filling up at Tango.”

The next stage will be to look at the possibility of offering this facility in Belgium and Luxembourg, extending it to business customers and integrating it with Q8 loyalty schemes.





IQ8 launches Vietnam’s first fuel ‘card’

Idemitsu Q8 Petroleum (IQ8) has signed an agreement with Vietnam’s third largest bank, Vietcombank, to issue the first pre-paid fuel card in Vietnam.

IQ8 is a joint venture between Kuwait Petroleum International - KPI (Q8) and Japanese oil company Idemitsu Kosan Co., Ltd, one of Q8’s partners in the Nghi Son Refinery and Petrochemical (NSRP) project. Together the companies are developing a new network of service stations in Vietnam, branded “Idemitsu Q8”. The first service station will open in Hanoi around September 2017 and there are plans to launch a further four service stations in prime locations to test the market by end March 2018.

There will be two types of the new pre-paid fuel card - individual and corporate - each with a different fuelling limit. Cards will initially only be accepted at IQ8 service stations where motorists will pay at a terminal on the forecourt. Topping up the card is easy via Vietcombank ATM machines, on line or at IQ8 outlets.

ImadAl-Hadlaq, Group Manager Business Development and Acting Manager JV Marketing (Asia), comments: “The IQ8 fuel card is a very significant development. Motorists in Vietnam currently pay for their fuel in cash and the card will give them a safer, faster and more convenient means of payment. For transport companies, it will ease the burden of issuing large sums of cash to their drivers and will help them track and control fuel payments.”

The first fuel cards will be issued at the end of July 2017 and as soon as the opening date of the first Hanoi service station is confirmed, IQ8 will launch a marketing campaign to encourage individuals and companies to sign up.

“The card will give customers a safer, faster and more convenient means of payment.”



Imad Al-Hadlaq, Group Manager Business Development and Acting Manager JV Marketing

Although Vietnam has a network of around 14,000 service stations, they are still in the early stages of customer experience and branding. In contrast, IQ8 outlets will be built to world-class safety standards and combine impressive European and Japanese know how.

The IQ8 fuel card is another example of how the partners are raising service standards for motorists in Vietnam.



IQ8 service station



Meet the Team:

Saad Al-Furaih,

Group Manager Projects, KPI Head Office

With 27 years' experience in oil and gas projects, Saad Al-Furaih plays a leading role in two of Q8's most important joint venture refinery mega projects; he currently oversees the Nghi Son Refinery & Petrochemical Project (NSRP) in Vietnam – the largest refinery and petrochemical complex in South East Asia – and is also a member of the Project Steering Committee leading a new refinery mega project in Oman.

Saad has been involved with the NSRP since its inception almost a decade ago. Moving to the UK in 2008, he led the joint venture technical project team to carry out the front end engineering design and later led the tendering process and negotiations for awarding the engineering, procurement and construction (EPC) contract, as well as helping to finalise funding for the project.

In 2013, he extended his international experience by moving to Yokohama in Japan as Executive Project Director, in charge of an integrated project management team to supervise the detailed engineering works; these were carried out in five operating centres across Japan, Korea and Malaysia. He developed the team's managerial skills to allow them to take the project to completion, a leadership practice which Saad wholeheartedly supports.

Returning to Kuwait in 2015, Saad continued to oversee the project as a member of the NSRP Executive Committee and was appointed Chairman in 2016. This \$9 billion project – a joint venture between Q8, Petro Vietnam, Idemitsu Kosan and Mitsui Chemicals – is approaching completion and is due to start commercial operations in late 2017.

Saad is now engaged with another mega project in joint venture with Oman Oil Company to construct a

grass roots refinery in Oman. He oversees the project as a member of the Project Steering Committee and is currently involved in evaluating contractor bids for the EPC contract and analysing these prior to the final investment decision to proceed with the project.

With his long and rich experience, Saad is well-qualified for these roles. He graduated in electrical engineering from Northern Arizona University and started his career as a project engineer with Kuwait National Petroleum Company, progressing to Team Leader Projects, before joining Q8 in 2008.

Saad says: "The time I spent in the UK and Japan enhanced my skills and raised my experience to an international level. Exposure to different cultures through joint venture partners also raised the bar in interpersonal relationships and emotional intelligence skills."

He adds: "Despite the challenges and difficulties of working in different environments and cultures, it is enormously satisfying to see a project develop from conceptual design to an operational refinery. Gaining the respect and recognition of international partners and contractors is also reward itself."



Saad Al-Furaih with the NSRP joint venture project team



Meet the Team

Vincenzo Maniaci,

Acting Q8 Global Cards Director



Building customer loyalty is a critical part of the business and for the last few years Vincenzo Maniaci has made a substantial contribution in this area by leading Q8 Italy's card business. His success led to his appointment, from 1st May, as Acting Q8 Global Cards Director. In this new role, in addition to his existing responsibilities, he will oversee the integration of the Liberty and IDS cards.

Vincenzo comments: "In my responsibility for Q8's global cards business, I plan to continue the spirit of innovation and challenge, combined with a strong customer focus. I firmly believe that growth in this market is driven by a genuine understanding of customers' needs, exploiting new opportunities through innovation and creating a strategy based on offering new customer experiences."

Leading the cards business in Italy since 2014, Vincenzo has built extensive experience and faced many challenges. These included the complex integration of Shell's fuel card following the acquisition of Shell's assets in Italy. In 2016, he launched the new pre-paid fuel card RecardQ8, and developed a new payment system from scratch, creating a strong foundation for future cards.

Promoted to Cards & Business Innovation Director Q8 Italy in 2016, he was responsible for both the

For Q8's global cards business, I plan to continue the spirit of innovation and challenge, combined with a strong customer focus."

Vincenzo Maniaci

cards business and strategic marketing innovation through creating a new digital customer experience. His notable achievements in recent years include delivering the innovative CartissimaQ8 card within a tight timescale, while maintaining profitability.

Over his 20-year career with Q8, Vincenzo, who holds a degree in economics from Rome University, has built wider international experience. This has given him a great insight into the cards business in different countries, strengthening his ability to develop international marketing and loyalty initiatives.

His first-hand knowledge of International Diesel Service will be of great value in his current role. He joined IDS in the late 1990s and progressed through different roles with IDS in Europe, before returning to Italy to develop Q8easy and then act as Project Leader for Q8Oils and IDS. Later roles in Italy included Manager Fleet Business Unit and Core Network Manager and District Manager, as well as Managing Director Segit.

Vincenzo concludes: "The experience I've gained over the years, both internationally and in different sectors of the business, will be very valuable in my current role and I look forward to strengthening ties with our customers and building greater loyalty to Q8."



Reshaping the business to drive innovation

Q8 North West Europe has embarked on an ambitious journey to develop a vision and strategy towards 2035, in line with the proposed KPI 2040 Strategy, that will ensure a dynamic approach to innovation in the company.

Fadel Al Faraj, Managing Director Q8 North West Europe explains: “The energy and mobility markets are changing dramatically, which means that we must consider different scenarios and alternative business models to help us anticipate and meet evolving customer needs. Ultimately, it’s about being innovative and agile as an organisation, so we can maintain and strengthen our competitive advantage.”

To provide support in this complex task, Q8 North West Europe has appointed external visionary TomorrowLab, which specialises in strategic planning and business modelling. Using a raft of the latest tools from expert interviews and 360o innovation scans to scenario development, it will help Q8 North West Europe gain an insight into the future challenges that will affect its business.

Fundamental questions will be considered, for example: Which energy mix should we use? Will there be a cost-competitive breakthrough in technology? How will

mobility evolve in future? And how will the retail value chain change?

A nine-strong project team has been set up to spearhead the journey and will work closely with business areas and departments across the organisation. Fadel Al Faraj comments: “This project will involve everyone. Excellent communication and transparency with our employees and stakeholders, both internal and external, will be fundamental to its success.”

This is not just a theoretical exercise as one of the project’s aims will be to translate long-term innovation into short-term action. Q8 North West Europe is already well known for its innovation. Recent initiatives include partnering with EDF Luminus to provide fast charging stations for electric cars at Q8 service stations in Belgium; introducing six CNG pumps across its network, with more planned, and launching mobile phone payments at Tango outlets.

The journey is expected to last at least five years and will be conducted against a background of constant change. Al-Faraj concludes: “Change is a given. Our drive is to understand the challenges and have a clear strategy, so we’re prepared for whatever the future holds.





Left to right Ghassan Ejeh, Senior Vice President Besix; Fadel Al Faraj; Fouad Trad, CEO Byblos Bank Europe

Promoting Q8 success at economic forum

Fadel Al-Faraj, Managing Director Q8 North West Europe, was invited to speak at an economic forum on the Gulf Cooperation Council (GCC) countries, held in Brussels in May.

Organised by the Arab-Belgian-Luxembourg Chamber of Commerce (ABLCC), in association with the General Union of Arab Chambers, the forum focused on GCC as one of the leading economic and trade partners for Belgium and Luxembourg.

Al-Faraj gave a presentation on Q8's activities in Belgium and Luxembourg, highlighting the success it has enjoyed over the past three decades. He described Q8's strong expansion in the EU's retail and lubricant markets and its keen interest in regional investment opportunities to strengthen its business.

“Much of Q8’s success can be attributed to its strong teams in Belgium and Luxembourg who work closely with their colleagues in Kuwait to drive Q8’s business success.”

Fadel Al-Faraj

He emphasised that He also commented that positive trade ties between Arab companies and the Belgian government have facilitated operations and strengthened the relationship between the Kuwaiti oil sector and its customers in Europe. He concluded by confirming that Q8 will continue to play its part in achieving KPC's mission to maximise the distribution of Kuwaiti hydrocarbons through effective integrated value chain activities and international marketing.

The economic forum attracted high level participation from the Belgian Government and trade associations from the Arab world and the EU. These included the Belgian Secretary of State for Foreign Trade, Pieter de Crem; the Ambassador of Kuwait to Belgium and the European Union, Jassem Al-Budaiwi and KDIPA Deputy Chairman and Chamber of Commerce Board Member, Wafaa Al Qatami.



Fuelling growth at Paris Charles de Gaulle

Airfuel - the successful Q8Aviation/Air France joint venture which supplies jet fuel at Paris Charles de Gaulle airport - has received a welcome boost with the delivery of 24 new state-of-the-art hydrant dispenser trucks.

The \$7.2m investment has provided Airfuel with a modern and reliable fleet, placing it in a strong position to take advantage of ongoing business growth at the airport.

The trucks are designed for efficiently dispensing aviation fuel from the airport's underground hydrant system into jet aircraft. They were supplied by fuelling equipment specialist Titan Aviation, which has provided refuelling systems worldwide for more than 60 years.

Each truck is equipped with the latest features including LED lighting, a control panel and fuel quality checking. Fuel is dispensed very quickly at a rate of up to 3,500 litres per minute, meaning that large numbers of aircraft can be refuelled swiftly and efficiently.

One of the trucks also benefits from cutting-edge green technology. A battery pack, instead of the engine, powers the hydraulic, pneumatic and electrical systems during refuelling, which cuts CO2 emissions by 25% and reduces wear on the engine.

Skytanking, which provides the into-plane fuelling

“We are well placed to provide a safe and efficient refuelling service for many years to come.”

service for Airfuel, has fine-tuned the specification of the trucks and is looking for further improvements. Jean-Christophe Chaumeton, Operations Manager at Skytanking, says: “Our next project will evaluate how we can retrofit green technologies to other trucks in the fleet to make them more environmentally friendly as well as achieving even greater efficiency.”

Riccardo Squitieri, regional operations manager at Q8Aviation, comments: “I very much appreciate the positive collaboration between Airfuel, Titan and Skytanking and am proud of what we have achieved. The new fleet of trucks at Paris Charles de Gaulle ensures that we are well placed to provide a safe and efficient service to our customers for many years to come.”

Airfuel currently serves more than 40 airlines at the airport and carries out more than 36,000 fuelling operations each year. As well as being a joint venture partner, Air France uses Airfuel for almost half of its refuelling operations at the airport.

This joint venture has enjoyed strong growth since it was set up in 2003; over the past five years, its jet fuel volumes at Paris Charles de Gaulle have increased by 40 per cent. It is another example of a valuable partnership that is driving the success of Q8Aviation.





The Group Reporting Team, left to right: Marco Wezenbeek, Sangheeta Rambaran, Ahmad Al-Ojairi, Bill James, Tony Saunders

Smooth delivery for Annual Report & Accounts

In May, KPI's Annual Report and Accounts was successfully finalised. Behind this 50-page report is a huge amount of work involving finance departments across the company. Nobody knows this better than the Group Reporting team, based in Q8's European Head Office in The Hague, which is responsible for producing the report.

"It's a team effort with many people playing their part."

Bill James

In the final stages of the process this small team, led by Group Finance Director Tony Saunders, consolidates around 70 financial reports from across KPI in just two weeks. A first draft, followed by a final set of accounts, is produced for sign off by the Aruba Board and auditors PricewaterhouseCoopers.

Preparation however starts at least six months before this when, at the end of previous year, the Group Reporting team briefs the Operating Units on the financial reporting requirements.

Most of the reports are compiled by three finance departments: Q8 North West Europe – which alone provides 32 separate company reports – Q8 Italy and Q8 Aviation. The rest come from finance teams in Kuwait, Antwerp, Madrid, Milan and Leeds, as well as Q8's joint

ventures in Vietnam and Scandinavia.

Group Reporting Manager Bill James comments: "It's a lengthy process leading up to an intense final workload. Complexities and changes can and do arise, so it's normal to work late nights and weekends towards the end to meet the deadline."

He adds: "But this year, things went very smoothly and our work was hugely assisted by on time and accurate submissions from the Operating Units, which resulted in very few amendments during the audit process."

Bill, who has worked in a series of financial roles in KPI since the 1990s, will shortly be returning to the UK. His successor is Marco Wezenbeek, who recently joined KPI, assisted by Sangheeta Rambaran and Ahmad Al-Ojairi. They are supported by Q8 North West Europe's tax team, led by Thomas van der Kils, who ensure that taxation issues related to the accounts are handled correctly.

Bill concludes: "It's a team effort with many people playing their part and enormously satisfying when the Report and Accounts is finally signed off."



Teaming up to ride for charity

A team of 23 cyclists from Q8Aviation, Q8Oils and Q8 North West Europe joined together in May to raise funds for charity with a ride across Belgium.

For Q8Aviation, this was the third 'Benon Ride' to celebrate the memory of Benon Banya, a senior IT analyst and much-loved colleague. Benon, a keen cyclist and committed fundraiser, tragically passed away during a charity climb of Mount Kilimanjaro four years ago.

Q8Aviation's team was joined by a large group of riders from Q8 North West Europe's Gateway head office and from Antwerp blending plant, who were raising money for their favourite local charities.

The night before the ride, the intrepid cyclists and support teams were welcomed to a dinner hosted by Managing Director Q8 NW Europe Fadel Al-Faraj, who commented: "I'm delighted to see colleagues from different operating units joining together to raise money for great causes and having a lot of fun at the same time. It's great to see the spirit of helping others in action."

Gathering early in the morning at the Antwerp blending plant, the riders were fortified by strong coffee and snacks before setting off on the 125-kilometre journey to Bruges along the high-quality cycle network. After stopping to enjoy a barbecue in Gent, the teams went their separate ways in Bruges.

Financial Analyst Jan Peeters, who organised participants from Q8Oils, described the ride as "a great event on a beautiful summer's day - a really worthwhile experience with wonderful people."

Cyclists from Q8Aviation continued the journey for two more days, before arriving back at their head office in Woking at the end of their 400-kilometre ride.

Naser Ben Butain, General Manager Q8Aviation, said: "On behalf of Q8Aviation, I'd like to pass on our sincere gratitude to our colleagues and friends in Q8Oils and Q8 North West Europe, who were integral to the success of our Benon Ride 2017."

"The warm welcome reception and barbecue they provided were very much appreciated, as well as the tremendous logistics support organised by volunteers on the first leg of the ride to Bruges. We hope that everyone enjoyed the experience as much as the Q8Aviation team."

Plans are already in hand for an even bigger charity event next year, bringing together more members of the Q8 family.



The Q8Aviation team setting off from Woking head office



Ready to go ... all the cyclists at Antwerp blending plant



What 'is expanding digital initiatives'



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New tool sharpens pricing at Q8Oils

A new price management tool is helping Q8Oils' sales team carry out their day-to-day work more easily and efficiently by putting vital information at their fingertips. The long-anticipated tool was introduced in March 2017, following detailed analysis, development and testing.

This invaluable tool was developed to give Q8Oils' sales teams instant access to approved prices for every product and to keep customers up to date with prices for their individual product portfolio. Customers can be reassured that they are being quoted an approved price and will receive a correct invoice the first time, reducing the need for credit notes. With every product listed on the price management tool, it also increases customers' awareness of Q8Oils' full product range.

From a management perspective, the price management tool delivers greater control and provides accurate financial data for auditors.

It took around 18 months to develop, from concept to delivery. In mapping out its requirements, it was clear that the priority was to deliver a web-based application which could be used on multiple platforms, particularly mobile devices. As the sales team is constantly travelling around, efficiency and ease of use were critical factors too.

During development, which closely involved members of the sales team, other business improvements were

"The price management tool delivers greater control and provides accurate financial data."



Reinder Oosterhof, Commercial Director Q8Oils

identified and incorporated into the tool, making it even more efficient and user-friendly.

Reinder Oosterhof, Commercial Director Q8Oils, comments: "The price management tool has significantly increased our awareness of pricing and has paid off right from the start. It's a major step forward for our sales team to have access to their product portfolios and price lists when they're on the road."

He adds: "We are very happy with the outcome. It means we have a more agile sales force and, at the same time, a fantastic management tool to control pricing and improve profitability. We expect to use this as a stepping-stone for further sales automation."



Taking the initiative to be a great employer

Every business needs the best people to succeed. But how do you make sure that you're seen as an attractive employer so that you can recruit and retain talented people?

This was the question facing OKQ8Scandinavia, as Martina Stenberg, Head of HR at OKQ8 Scandinavia, explains: "We're very lucky to have a very strong team of employees who contribute positively to our business every day, but we needed to enhance our reputation as a good employer, which is why we launched our 'Life with OKQ8 Scandinavia' initiative last year."

She continues: "We have a culture that offers plenty of opportunities for development and training, and our focus on sustainability is also very appealing. However, we needed to build on this and introduce new initiatives to support our vision."

The first major initiative was to refresh the job portals on OKQ8 Scandinavia's Q8.dk and OKQ8.se websites, where jobseekers can now learn about the company's values and watch videos of employees describing their career paths.

To strengthen its brand to potential employees, OKQ8Scandinavia believes it must clearly differentiate itself from other companies. It has chosen to focus on four areas where it performs strongly and to seek improvements. All new initiatives must relate to one of these areas.

Martina says: "This approach gives us continuity and makes it easier in a large company to ensure



Martina Stenberg, Head of HR at OKQ8 Scandinavia



we are all concentrating our efforts in the same direction. It also means that employees and potential employees see us as consistent and therefore more trustworthy."

The four areas are:

- **Talent development:** Employees are encouraged to learn something new and become involved in projects outside their area of work. External education and courses are available to everyone.
- **Work/life balance:** Achieving this increases efficiency and reduces stress. Flexible working is offered to make it easier to combine work with family life.
- **Flexible careers:** As a diverse company with many offices, Q8 can offer varied career paths and the opportunity to work in other divisions or countries.
- **Brave leaders:** OKQ8Scandinavia wants ambitious leaders and gives them the support and training they need to be brave, decisive, delegate effectively and involve employees.

Martina concludes: "The new job portals are already very successful and our first major projects will be completed this summer. But this is just a start; this is a continuous project and people are working hard across the company on developing our reputation as a great employer."



Q8 Oils

Perfecting the art of grease

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.

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