

WINTER 2015



SHELL WORLD QATAR

ECONOMIC | SOCIAL | ENVIRONMENTAL | HUMAN

MICHIEL KOOL

Qatar Shell Managing Director
and Chairman

THE MAN BEHIND THE ROLE

ALSO IN THIS ISSUE...

FATIMA AHMED AL MULLA

Positively Impacting Qatar

Discovering

ENERGY WORLD QATAR 2015

ROAD SAFETY CAMPAIGN

Kicks-Off Winter Tour

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“FOREWORD

It is my sincere pleasure to welcome you to Shell World Qatar Magazine and as we head towards the twilight of 2015, I reflect on the 5 months since taking over as Managing Director and Chairman of Qatar Shell.

My first few months have been humbling, exciting and intense as we contend with the current low-oil price environment and the challenges that it brings. Our commitment to support Qatar Petroleum and the State of Qatar remains crystal clear. And at the same time we ourselves look to build a dynamic company that is very good at its core business, brings wider benefits to society and retains safety and care for people at the heart of everything we do.

The cornerstone of our partnership with Qatar Petroleum is Pearl GTL and despite challenging oil and gas commodity prices, the plant continues safe and reliable production that generates significant value with its product slate of GTL gasoil, kerosene, baseoil, naptha and normal paraffin. These products provide clear advantages to our customers around the world. Our platform of business here in Qatar is of course broader than the giant Pearl GTL plant. We are also proud to partner with Qatar Petroleum in Qatargas 4, an LNG asset that really sets the benchmark for operational excellence and reliability.

As we aspire to be the partner of choice to the State of Qatar we aim to support wherever we can the achievement of the Qatar National Vision 2030. Central to this commitment is the development of our staff, and in particular the many Qataris that have chosen to work for Qatar Shell. We do this through structured programmes for our graduates and for our operators and technicians, specific professional learning events and, perhaps most importantly, ongoing hands-on coaching and mentoring on the job. We are critically aware of the importance of investing in people and giving challenging opportunities to our Qatari staff to ensure that they continue to grow, to not only support the company but also the country's ambition.

Finally as I look forward to the year ahead, I would like, on behalf of the entire Qatar Shell community, to wish you all prosperity and good fortune during 2016.



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PILLARS OF THE QATAR NATIONAL VISION 2030

-  **Economic Development**
Development of a competitive and diversified economy capable of meeting the needs of, and securing a high standard of living for all Qataris both for the present and for the future
-  **Social Development**
Development of a just and caring society based on high moral standards, and capable of playing a significant role in global partnerships for development
-  **Environmental Development**
Management of the environment such that there is harmony between economic growth, social development and environmental protection
-  **Human Development**
Development of all Qataris to enable them to sustain a prosperous society



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POSITIVELY IMPACTING QATAR

FATIMA AHMED AL MULLA



“QATAR SHELL HAS ENABLED ME TO SET AN EXAMPLE FOR YOUNG QATARI WOMEN TO TAKE UP CAREERS IN THE OIL AND GAS INDUSTRY”

As leading energy companies continue to promote the inclusion of women in their workforces to bridge the gender imbalance that permeates the industry, in Qatar the outlook is promising. According to the Social Statistics report published last year, 66 out of 100 freshman students enrolled in scientific and applied specialisations in the 2011/12 academic year, were females. With a growing number of science and engineering female graduates expected to enter the national workforce in the near future, Qatar Shell provides an ideal platform from which they can launch their careers.

Fatima Ahmed Al Mulla joined Qatar Shell in 2013 and, in an industry that typically remains male-dominated, she continues to carve out her own successful path.

Having developed an interest in the oil and gas sector from a young age thanks to her father, who also worked in the industry, Fatima graduated from Texas A&M University at Qatar with a Bachelor of Science degree in Petroleum Engineering.

“I chose to pursue an engineering career within the energy industry because I knew it would allow me to contribute to the most crucial element of Qatar’s economy - the oil and gas sector,” she says. “And what better place to do this than within an international organisation, that already contributes to the success of this industry within Qatar, such as Qatar Shell.”

Fatima began her career at Qatar Shell as a Reservoir Engineer in the subsurface team within the Development Department, and was quickly impressed by the company’s commitment to expanding the skill sets of staff members. “Shell offers numerous professional development opportunities,” she says, “which gave me the advantage to go offshore.”

Fatima became the first Qatari woman from within the organisation to spend two weeks on the ‘Al Khor’ jack-up rig offshore Qatar. Despite the potentially daunting task ahead of her, Qatar Shell’s rigorous health and safety policy meant that she was fully prepared.

“I reassured my family that safety is a deeply held value for Shell, with a Goal Zero vision for causing no harm and no leaks that would ensure my privacy and security while being offshore. The challenge turned out to be a tremendously valuable learning experience that has led to greater opportunities.”

Even as Qatar continues its journey towards a knowledge-based society, the energy industry remains fundamental to the national economy. Qatar Shell therefore seeks to become the employer of choice for ambitious Qatari nationals who are eager to give back to their nation.

Fatima’s ambition to continue her professional growth within Qatar Shell resulted in another valuable opportunity to undertake an International Assignment at the Shell

Headquarters in the Netherlands, working on a complex multidiscipline project.

“With the chance to be based in the Netherlands, I’ve consciously stepped out of my comfort zone which has resulted in even more professional and personal growth,” she says. “It has been an exciting role that required me to hit the ground running while learning from a diverse range of experts from different parts of the world.”

Ever mindful of the State’s support of educational opportunities for women, Fatima believes her success within the energy sector at Qatar Shell has the potential to inspire other Qatari women to give back to their country.

As part of her ambition to champion the success of Qatari women within the energy industry, Fatima is also a member of the organising committee of Qatar Shell Women’s Association Network (QSWAN) – a voluntary group seeking to promote diversity and inclusion of staff, focusing specifically on maximising the potential of its female members.

“At QSWAN we try to tackle specific issues of concern to working mothers, and their integration back into the workplace after maternity leave, by lobbying for flexible working hours and so much more,” she explains. “With all the diverse experiences I’ve encountered at Qatar Shell since I joined in 2013, I am extremely proud to be part of an organisation that nurtures Qatari talent and supports its growth, while enabling me to make real contributions to my country, because I believe at Qatar Shell we impact Qatar together.”

With around 300 Qataris holding technical and commercial positions across the organisation, Fatima is just one example of how Qatar Shell seeks to support the Human Development Pillar of the Qatar National Vision 2030 through Qatarisation ■

About QSWAN

QSWAN

QATAR SHELL WOMEN’S ASSOCIATION NETWORK

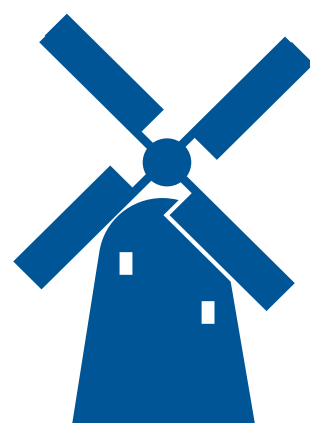
is a voluntary employee network providing a forum for all Shell employees, regardless of gender, who are passionate about leading the drive for closing the gender gap. By raising awareness and challenging the status quo, QSWAN has been finding ways to improve Qatar Shell as a whole. For example, QSWAN facilitates gender inclusive discussions between senior leadership and female staff. This provides a platform for concerns to be raised and solutions to be pursued as well as supporting constructive dialogue on the concepts of gender equality and diversity within Middle Eastern society.

QSWAN is also affecting real change by influencing the update of Diversity and Inclusion policies such as those for maternity leave and flexible working. This complements key elements of the Qatar National Vision 2030 for enhancing women empowerment. In addition, QSWAN provides opportunities for employees to develop themselves both personally and professionally through leadership, education, networking support and recognition.

To read more about QSWAN turn to page 22



QATAR SHELL ECONOMIST PARTICIPATES IN DUTCH VISITORS PROGRAMME



'GAINING EXPOSURE TO BEST PRACTICES FROM DEVELOPED COUNTRIES CAN BE VERY HELPFUL FOR LEADERS FROM EMERGING MARKETS'

Having joined Qatar Shell in 2010, Saad Al Matwi, currently an Economist in the Commercial and Development Department, has held several positions within the organisation, and participated in numerous business trips to the Shell Headquarters in The Hague. Following an invitation from the Ministry of Foreign Affairs in The Hague, The Netherlands Embassy in Qatar, in collaboration with Qatar Shell, nominated Al Matwi to be among eight participants for the Dutch Visitors Programme (DVP), based on his qualifications and professional expertise.

The DVP for high potentials is a programme founded by the Dutch Ministry of Foreign Affairs that aims to contribute a better understanding of the Netherlands through the exchange of professional and personal experiences between participants and their Dutch colleagues. The 10 day programme covers several themes throughout the year and Saad was selected for the 'Offshore Energy Developments and Solutions' DVP.


The programme took place in the Netherlands in October and comprised a tailored agenda that informed participants about the range of policy making, economic, technological, environmental, and safety impacts of sustainable offshore energy solutions – such as gas, oil and offshore wind. The agenda also covered all related fields from infrastructure, transport and storage to logistical aspects.

Shell World Qatar magazine caught up with Saad upon his return to Qatar and spoke with him about his experience.

Why do you think that it is important that the Netherlands invites representatives from Qatar to participate in the Dutch Visitors Programme?

Qatar is a major player in the oil and gas industry, and Shell is one of the largest international oil companies operating in Qatar. This makes the partnership between the two countries very important. Additionally, the Netherlands is a developed country with a strong infrastructure and has a wealth of experience that Qatar can learn from.

As a Qatari, and from the perspective of Qatar, what did you feel you were able to contribute to the Dutch Visitors Programme?

I believe that as a Qatari I was able to bring a different cultural dimension to the programme whilst at the same time learning about other cultures. 



In your opinion, Saad, why is it important to develop international relations with future leaders from emerging markets?

We live in the age of globalisation, where growth is built upon transnational relationships. Gaining exposure to best practices from developed countries can be very helpful for leaders from emerging markets. Nevertheless, it is important to recognise that each country has its own individual challenges and you cannot always apply what works in one country somewhere else.

Was there anything you gained from the programme that you think can be applied directly to the Qatari market, or to your work at Shell?

I got exposure to different types of energy sources, such as ocean tidal and offshore windfarms. These types of energy could contribute to the energy mix in the future, so it is very important to understand what is happening in developed markets. I also learnt about the use of CO₂ from a Shell refinery to supply greenhouses in the Netherlands. Such a project is helping to increase food production in the greenhouses.

How did you feel when you discovered that you had been selected to participate in the Dutch Visitors Programme?

It all happened very quickly, but I was honoured and proud, both for myself and for the State of Qatar.

How would you describe your experience at the Dutch Visitors Programme?

Quite simply – amazing! The programme was well organised, I met great people, and I visited a wide range of locations, from research centres and start-up companies to well established shipyards and corporations.

Following on from the experiences you gained from participating in the Dutch Visitors Programme, how will you use it in your role here in Qatar?

I have gained ideas that further down the line can be beneficial to Qatar, such as using industrial CO₂ in greenhouses, and I will certainly be exploring these ideas further.

What are the three leadership qualities that you most admire?

Strategic thinking, flawless execution and, above all else, wisdom.

What would be the top takeaway you gained from your visit to the Netherlands?

On reflection, I would have to say that it is the importance of having an integrated economy.

Finally, what advice would you give to a Qatari colleague participating in the programme in the future?

Prepare yourself for long working days! However, you will meet great people, visit different places and get a real taste of Dutch society, culture and food. The programme is well organised and will allow you to gain a deep knowledge of the Netherlands. 🇳🇱



SAAD BEING AWARDED A CERTIFICATE OF RECOGNITION BY YVETTE BURGHGRAEF- VAN EECHOUD, NETHERLANDS AMBASSADOR TO QATAR



MICHIEL KOOL

THE MAN BEHIND THE ROLE

SHELL WORLD QATAR MAGAZINE RECENTLY SPOKE WITH NEWLY APPOINTED QATAR SHELL MANAGING DIRECTOR AND CHAIRMAN, MICHIEL KOOL, ON HIS PASSION FOR SHELL, THE INSPIRATION BEHIND HIS MOVE TO DOHA, HIS LOVE OF TRAVEL AND ADVENTURE ... AND EVEN HIS GUITAR PLAYING SKILLS! ▣



What in your childhood influenced your career choice?

I have had a sense of adventure and curiosity for as long as I can remember, and have always wanted to travel and see the world. My father was an officer in the Navy who spent a large part of his life at sea, so perhaps this also gave me a sense that there is a big world out there to be explored and enjoyed. As well as that, I wanted to work in an industry that addresses a fundamental need, and few things are as important as energy in bringing quality of life to people around the world. The energy industry is a global business and a very relevant business that serves millions of consumers. It is also an industry that touches on many complex issues and can be a tremendous force for good.

When making this choice, did you have a role model in your life?

There are many people I admire, but I find it hard to pinpoint one particular role model. We all learn a lot from our parents, of course, and from our teachers, friends and colleagues, and sometimes even from public figures. I get inspired by people that show resilience, determination and humanity. I believe it is important to learn from the experiences, challenges and successes of others but at the same time stay true to oneself.

On a lighter note, I had a favourite early childhood picture book about a calm and resourceful dog that set off to be a sailor and see the world. When his boat was shipwrecked he didn't give up, but instead built his own hut

and a new boat, then travelled to North Africa to meet different people and explore other cultures. I wanted to have a life like that!

What first attracted you to Shell?

I studied petroleum engineering in the Netherlands and Shell was the employer of choice - international, diverse, and offering tremendous opportunities for development and growth. Since I joined I have not been disappointed. A few months into the initial training I was told that my first job would be as a well-site petroleum engineer in Gabon, so you can imagine my excitement at what turned out to be a great adventure, and one that continues to this day.

What are you most passionate about professionally, and what excites you most about your work and the contribution that you can make?

I am an engineer at heart, so I have a strong belief in what science and technology can do to improve our lives. I marvel at feats of engineering, like Pearl GTL, the world's largest gas-to-liquids plant delivered in partnership between Qatar Petroleum and Qatar Shell.

Bringing people together to do great things is what excites me most about working with Shell, and that is no doubt one of the most rewarding aspects of my professional life.

Nevertheless what guides me more than anything is a profound desire that people go home safe after their working day. Over the years I have seen too many incidents across the industry and the human tragedy such incidents

can bring. When this happens nothing else matters. This industry has inherent hazards, but we work with a deep belief that we can and must conduct our business with zero incidents and no harm to people.

What were your first impressions of Doha, and what do you think you will enjoy most about working in Qatar?

We are finding Doha a very pleasant and welcoming place to live and work, and are starting to discover the many hidden gems in and around the city. Qatar is impressive and I do not know any other country that has gone through such a rapid development over the last two decades, driven by a strong vision that has created a modern open economy, while at the same time preserving its own character and traditions. We are very privileged to be part of this remarkable journey ➡

“

WHAT DRIVES THE WORLD, HOWEVER, IS PEOPLE – THEIR PASSION AND WILLINGNESS TO WORK TOGETHER TOWARDS A COMMON GOAL.

”





Through Shell's investment in Pearl GTL and our partnership in Qatargas 4, one of the most competitive LNG ventures in the world, we aim to make a contribution to achieving the Qatar National Vision 2030. To me, this brings a great sense of responsibility and opportunity, and allows me to do what I enjoy most – to work with my colleagues in Qatar Shell and our partners to be the best that we can be for Qatar.

I very much enjoy the interactions I have with a wealth of people across Qatar's society. We are fortunate to work with such a large number of impressive individuals at Qatar Petroleum, in government and in the private sector. I'm also very proud to have such a diverse, talented and engaged group of colleagues in Qatar Shell. We have a great team.

What is your vision for Qatar Shell, and what direction would you like the company to go in?

Our ambition is to be the 'partner of choice' for Qatar Petroleum and the State of Qatar. This, of course, is something we need to earn through our focus on delivering safe, reliable and efficient production, by being clear that we are here to serve the interests of the nation and by engaging in a respectful and transparent manner through all our dealings.

I would like Qatar Shell to be known as a company that sets a benchmark for operational excellence and delivers consistent, safe and strong performance for our shareholders and partners. A company that has a culture of care and where people go home safe every day. A company that is seen as a great place to

work and that offers the best opportunities for personal development for a wide range of talent and for Qatari talent in particular. A company where Qataris lead and make a difference at every level.

What is your favourite way to spend a weekend? What are your hobbies, and what do you enjoy doing most in your spare time?

I tend to be quite purposeful - when at work I focus on what needs to get done, and when I'm not working I very much relax and spend quality time with family and friends. My wife Denise and I have a son, Folkert, and three daughters, Anne, Doriith and Juliette, who are an enormous source of joy to us. We have lived in many different countries, cherish many shared experiences and are fortunate to be very close

as a family. I am proud to see how our children are spreading their wings now that they are growing up. All four came to visit us in Doha a few weeks ago, and we had a fabulous time.

I have enjoyed competitive sports since I was young, and feel at my best when I get physical exercise. We have a love for the water and are delighted to have found a house on the lagoon. I met Denise at the rowing club when we were at university, and we still enjoy rowing – in fact we brought two single sculls with us to row on the lagoon. Sailing is a real passion, and is what we do on most weekends at home in the Netherlands and during our holidays. Earlier this year we crossed the North Sea to the Isle of Wight in a small yacht, and while it was rather cold and the conditions were rough, that is what makes me come alive!

What might people be surprised to know about you?

I asked our children and they unanimously said "people would be surprised to know how laid back you can be when you're not at work". To my humour they went on to describe times

when I would go to the fridge, forget what I was looking for, and just stand there as if waiting for an answer. Maybe I use all my mental capacity at work! They also pointed out that I have a curious habit of carrying a short piece of sailing rope with me "because you never know when you might need it". I play the guitar when I can find the time. It is something I enjoy doing but I will not be giving concerts any time soon!

What advice would you give to the next generation with regards to joining the oil and gas industry?


This is a very relevant question for me, as our son is about to graduate in offshore engineering and our youngest daughter is studying petroleum engineering. Oil and gas have brought enormous economic and social development around the world and will remain the backbone of our global energy system for some time to come. However, we need the best engineers, scientists, commercial minds and other professionals to develop and produce the oil and gas the world needs, and at the same time address climate change.

We will be going through an exciting energy transition over the coming decades. I encourage young people to be curious, to be hungry to learn, and to take on new tasks and responsibilities. One of the most important aspects is, of course, to enjoy what you are doing, and we must always remember that.

Reflecting on your life, what is the most important lesson you have learnt so far?

Happiness is not something that happens at the end of a life of hard work. Happiness comes from small things that are there to be discovered and enjoyed in our daily lives, like a good conversation, a smile, watching a sunset, the satisfaction of doing something well or making a difference for someone.

Describe yourself in three words.

Embrace life! That's two words, right? 



SHELL GTL FUEL MARINE FROM QATAR POWERS INNOVATIVE NORTH SEA VESSEL



Increases number
of productive man hours
By 1/5

Reduces number
of helicopter flights
By 1/4

Can sleep up to
60 people
& operates
300
days a year

THE KROONBORG – THE WORLD'S FIRST MAINTENANCE OFFSHORE SUPPORT VESSEL POWERED BY SHELL GTL FUEL MARINE

An innovative offshore maintenance and supply vessel powered by Shell GTL Fuel Marine from Qatar is helping to increase efficiency and support the environment in the North Sea. It is also making it possible for workers at sea to literally walk to work.

The Dutch Nederlandse Aardolie Maatschappij BV (NAM) and Shell UK both produce gas from the Southern North Sea, and together they operate nine manned and 47 unmanned small installations. The typical method of getting maintenance teams to unmanned installations using vessels or helicopters safely is relatively costly and inefficient. To combat this, NAM and Shell UK joined forces to create a sustainable solution to provide maintenance services for these operations.

Royal Wagenborg and shipyard Royal Niestern Sander were selected to design and build an innovative logistical solution to reduce cost and increase efficiency. The idea was to create a sea vessel that was stable enough to withstand the extreme weather conditions of the North Sea while still providing services, as well as the capability to sail to any location in the southern part of the North Sea between the UK and The Netherlands. In addition, as the North Sea is an environmentally sensitive area, the vessel had to have minimal impact on the eco-system.

The result was the Maintenance Walk-to-Work vessel, the Kroonborg – the world's first maintenance offshore support vessel powered by Shell GTL Fuel Marine. The Kroonborg allows staff to move between the vessel and platform using a walkway that remains stable in waves of up to 2.5 metres. The on-board crane uses similar technology to withstand the swell. A fully-equipped workshop on-board helps to increase the number of productive man-hours offshore by a fifth, and reduces the number of helicopter flights by one quarter. It was designed to provide working space and living quarters for 60 people, operate up to 300 days per year, and also reduce the impact on the surrounding environment as Shell GTL Fuel Marine produces fewer emissions compared with conventional fuel used in shipping.

"We are always looking for innovative ways to grow the GTL business. Being an integrated energy company means we have the potential and opportunity to take advantage of our own comprehensive network. This is a service vessel supporting the Upstream that is supplied with Shell GTL Fuel Marine by Downstream Commercial Fuels, which is produced at Pearl GTL in Qatar using P&T technology," says Liz Aab, GTL Marketing Development Manager at Shell.

Operating and maintaining offshore installations using such a multi-service integrated concept approach is an impressive new direction for the industry, and has already been recognised as such with the Kroonborg winning the recent Royal Dutch Society of Maritime Technicians (KNVTS) Ship of the Year Award by a unanimous vote. The award, an initiative to demonstrate the innovative power of the Dutch shipbuilding industry, was given in recognition of the significant combination of functions and new technologies that make the Kroonborg one of a kind, as well as acknowledging the inventiveness and teamwork of the designers and builders.

As Haije Stigter, OneGas Project Manager for the Kroonborg, says, "The almost odorless fuel produces fewer particulate emissions compared with traditional fuel, and it reduces the need to change out or clean the filters in the engine. Over time the use of Shell GTL Fuel Marine will help decrease maintenance and save money. The specialist fuel performs well in cold conditions, making it ideal for use in the North Sea with its strict environmental requirements and challenging weather conditions. It allows the ship to reduce emissions from its diesel engines with no investment required. Those on board the Kroonborg have also said they get a better night's sleep as the engines running on Shell GTL Fuel Marine make less noise."





United Nations
Educational, Scientific and
Cultural Organization



International
Year of Light
2015



“ As our Research & Development hub, QSRTC continues to cooperate closely with the Qatari government, national educational institutions, non-profit organisations and private sector partners to provide research and innovative solutions that will help mitigate and resolve energy challenges faced by Qatar, in turn contributing to sustainability in support of Qatar's National Vision 2030 **”**

Rob Sherwin

General Manager of Corporate Affairs
and Deputy Country Chairman at Qatar Shell

QSRTC HOSTS **TECH TALK**

ON USING LIGHT FOR ENERGY PRODUCTION

DIRK SMIT AND QATARI
ARTIST AMEERA AL-AJI
TAKE PART IN UNESCO
'THE INTERNATIONAL YEAR OF
LIGHT' EVENT



Thought leadership and ground-breaking research are two pillars of Qatar Shell's all-encompassing strategy to helping develop local talent and enhance the nation's technical capacities in support of the Qatar National Vision 2030.

The Qatar Shell Research and Technology Centre (QSRTC) continues to play this vital role within the framework of its highly successful Tech Talk series. QSRTC, the anchor tenant at Qatar Science and Technology Park, recently hosted a Tech Talk seminar, entitled "Understanding and Using Visible and Invisible Light for Energy Production," in accordance with UNESCO's 'International Year of Light 2015.'

Dirk Smit, Vice President of Exploration Technology Research and Development (R&D), and Shell Chief Scientist for Geophysics, led the presentation on how the application of light and light technologies – both visible and invisible – have enabled significant achievements in energy production.

The presentation outlined how light is used in fibre optic technology to support the measurement of wells during the production process, and how such innovations will

contribute to 21st Century global sustainability, an area of prominent concern to Qatar and the Gulf Region.

"We are extremely proud to have hosted Dirk Smit, as part of the UNESCO International Year of Light 2015, to showcase the importance of light technologies in the energy industry," said Rob Sherwin, General Manager of Corporate Affairs and Deputy Country Chairman at Qatar Shell.

"As our R&D hub, QSRTC will continue to cooperate closely with the Qatari government, national educational institutions, non-profit organisations and private sector partners to provide research and innovative solutions that will help mitigate and resolve energy challenges faced by Qatar, in turn contributing to sustainability in support of Qatar's National Vision 2030," Sherwin added.

Event participants were later treated to an art installation by local Qatari artist Ameera Al-Aji, who demonstrated the ways in which she utilises light as a source of inspiration for her work, providing a further illustration of Qatar Shell's support for diverse Qatari art and culture. 



STRENGTHENING RESEARCH PARTNERSHIPS



NEW AGREEMENT BETWEEN QATAR SHELL, QATAR UNIVERSITY AND IMPERIAL COLLEGE LONDON WILL PROMOTE LOCAL RESEARCH CAPACITIES ON CORROSION PREVENTION IN GAS PIPELINES

Qatar Shell is stepping up its commitment to enhancing the nation's technical and research capacity by working closely with universities to deliver sustainable and innovative solutions, in support of the Qatar National Vision 2030.

The latest example of this commitment saw Qatar Shell Research and Technology Centre (QSRTC) build on its existing partnerships by recently signing a research and development agreement with Qatar University (QU) and Imperial College London. The agreement seeks to promote local research capacities on corrosion prevention in gas pipelines, via QU's Centre for Advanced Materials (CAM).

The signing ceremony brought together QSRTC General Manager Youssif Saleh, QU President Dr Hassan Al-Derham, and Imperial College London Professor of Materials Science and Technology, Mary Ryan.

"In line with the Qatar National Vision 2030, Qatar Shell is committed to identifying research collaborations that address real challenges impacting our business, that bring together coalitions involving key local research institutions, and which offer the opportunity for direct applicability for the benefit of the State of Qatar. Shell is proud of the investments that we make in innovation and research, but we're also delighted that we can support Qatar's ambition to develop research capacity in the country," said Saleh.

Pipeline corrosion is an extremely important industry concern for Qatar, as transporting sour oil and gas streams poses a key technical challenge for the nation's carbon-dependent sector.

Qatar University's Centre for Advanced Materials boasts well-equipped laboratories and seasoned specialists, who will provide valuable assistance to the international oil, gas and processing industry in developing preventative solutions to the problem of pipeline degeneration.

"At Qatar University, apart from providing education, we endeavour to enhance Qatar's social progression and continuous economic development. This mission also directly impacts the world at large through research and partnership with leading global industrial operators," said Al-Derham.

"The agreement with Qatar Shell aims to increase our understanding of scaling and corrosion in sour gas pipelines. This aligns with both QU's research priorities and Qatar's national vision of becoming a knowledge-based society, where research plays a vital role in resolving emerging issues, especially concerning the oil and gas industry, the country's main source of revenue for development," he added.

Research will include state-of-the-art analytical techniques, focused on developing mechanisms to reduce the occurrence of corrosion,

whilst extending the life and durability of pipelines contributing to increased financial and technical efficiency.

"We are excited about the new research programme to develop a fundamental understanding of complex multi-scale systems in order to address real world technical challenges," said Prof Ryan. "We look forward to working with QU, QSRTC and Qatar Shell to develop a new approach towards delivering robust, innovative solutions to pipeline integrity issues facing the oil and gas industry in Qatar."

Prof Ryan leads Imperial College's Shell Programme for Materials and Corrosion. Throughout her career, she has pioneered the application of advanced high resolution approaches to studying the interfaces between materials and their environment. Working extensively with industry professionals, the College provides the underpinning science to enhance material protection, failure prediction capabilities and risk management procedures.

The agreement between the three institutions further cements Qatar Shell's commitment to providing solutions for energy through research collaboration that address real world challenges impacting the Industry. This ambition involves supporting key local institutions whose innovation stimulates world-class research and development, whilst also contributing to the progress and growth of the State of Qatar ■

New research and development agreement aims to :

- Provide valuable assistance to the international oil, gas and processing industry in developing preventative solutions to the problem of pipeline degeneration.
- Include state-of-the-art analytical techniques, focused on developing mechanisms to reduce the occurrence of corrosion, whilst extending the life and durability of pipelines contributing to increased financial and technical efficiency.





'DARB AL SALAMA'

ROAD SAFETY CAMPAIGN KICKS-OFF WINTER TOUR

OVER 800 STUDENTS FROM 17 SCHOOLS FROM THE QATAR'S NORTHERN COMMUNITIES PARTICIPATE

'Darb Al Salama', Qatar's leading road safety initiative, recently kicked-off its winter tour at the Al Shamal Sports Club and the Al Thukhirah Youth Centre. The ongoing initiative, launched by the Ras Laffan Community Outreach Programme (COP), has attracted more than 800 students from 17 schools from Al Thukhirah and the northern communities, reflecting its success and positive impact on Qatar.

In a bid to reduce road fatalities and injuries as a result of car accidents, the initiative targets residents of the northern communities, particularly drivers between 14 and 21 years of age. It uses a mix of practical and computer-based education tools to help change driving behaviours, with the long term vision of reducing fatalities and serious injuries resulting from road accidents.

The 'Darb Al Salama' initiative was among the front runners for the Innovation Road Safety Award at the 4th Annual Middle East ITS and Road Safety Forum recently held in Doha, where it was nominated for outstanding innovation in road safety, outperforming several other programmes due to its interactive and entertaining approach.

The initiative aims to support social and human development in line with the Qatar National Vision 2030 by helping to protect Qatar's most valuable resource – its people. Since its inception, it has attracted participation from more than 12,000 young people from youth centres and schools across the northern communities and Doha.

The technology supporting the initiative is based on the 'Rakez Taslam' programme, which means 'focus to be safe' in Arabic. Adopted for the first time in the Middle East this year, 'Rakez Taslam' was designed and tailored to Qatar's roads and driving environment to help young drivers identify and respond to potentially unsafe traffic situations.

The Safe Journey initiative was launched by COP and is organised in partnership with the Ministry of Interior, the Traffic Department, Qatar Red Crescent, and the Community Policing Department.

COP is a consortium that includes Qatar Petroleum, RasGas, Dolphin Energy Limited, Oryx GTL, and Pearl GTL – the world's largest gas to liquids plant delivered by Qatar Petroleum and Qatar Shell ■

'ENTERPRISE CHALLENGE QATAR' 2015 LAUNCHES ACROSS ALL UNIVERSITIES IN QATAR

The 'Enterprise Challenge Qatar' 2015 programme, aimed at training more than 1000 students, has once again been launched by Bedaya and Qatar Shell. The annual challenge, which is designed to encourage and inspire the entrepreneurial spirit amongst young people in Qatar, has expanded this year and aims to reach all universities across Qatar.

More than 100 volunteer mentors, trained by Bedaya and Qatar Shell, will coach the student participants on ethical business and teach them how to navigate a computer-based business simulation ahead of the Grand Finals. As Enterprise Challenge Qatar grows, so does the need for volunteer members, and a recent Memorandum of Understanding (MoU) was signed with the 'Qatar Centre for Voluntary Activities' to enable more volunteer mentors to participate in the programme.

The 'Enterprise Challenge Qatar' programme has tiers for high school and university students, and comprises two parts: the Ethical Business Challenges, which tests participants' ability to balance the economic, environmental, and social performance of their company; and the Business Simulation element, which familiarises students with business inception, trading, finance, sales, marketing and production.

"We are extremely proud of the ongoing success of the 'Enterprise Challenge Qatar' that has expanded this year to include all of the universities in Qatar to participate in this programme," said Abdulaziz Al Khalifa,

Chairman of Bedaya and Chief Executive Officer of Qatar Development Bank (QDB).

"The 'Enterprise Challenge Qatar' is a clear reflection of the sustained efforts of Bedaya and Qatar Shell to develop and encourage an entrepreneurial culture within Qatar's society. We strongly believe that Bedaya plays a vital role in supporting the spirit of entrepreneurship within the local community, and we are delighted to continue working with Qatar Shell on this valuable initiative," he added.

Michiel Kool, Managing Director and Chairman of Qatar Shell Companies, said, "Qatar Shell recognises that cultivating entrepreneurship begins by investing in young minds. Now in its fourth year, the 'Enterprise Challenge Qatar' has engaged more than 1,200 students from 14 schools and nine universities across Qatar to encourage them to consider entrepreneurship careers in the future."

"We are very proud to partner with Bedaya on this initiative that is sowing the seeds of entrepreneurship culture and contributing to the human and economic development of the Qatar National Vision 2030," added Michiel.

The competition culminates in two Grand Finals that see both university and schools teams compete online to achieve a winning score by displaying the best business skills. This year the Enterprise Challenge Qatar universities competition features an exciting new element called business pitching of ethical and original

TARGETS MORE THAN 1000 STUDENT PARTICIPANTS

business ideas, which will ultimately benefit their universities and generate revenue in an ethical and sustainable manner. The Universities Grand Final will be held on 28th November 2015.

The universities participating this year include Qatar University, Texas A&M University at Qatar, the Community College of Qatar, Stenden University Qatar, Carnegie Mellon University in Qatar, Northwestern University in Qatar, College of the North Atlantic Qatar, Georgetown University in Qatar, UCL Qatar, HBKU Academic Bridge Programme, Virginia Commonwealth University in Qatar and Qatar Faculty of Islamic Studies.

In 2014, 'Enterprise Challenge Qatar' received special praise and recognition during the 'UK Mentor of the Year Awards' hosted by His Royal Highness, The Prince of Wales at the Sandringham Palace in the United Kingdom. The 'Enterprise Challenge' programme was originally created by Mosaic, a UK-based not-for-profit organisation established by His Royal Highness the Prince of Wales in 2007, with a range of mentoring programmes aimed at fostering opportunities for young people.

Earlier this year, Qatar Shell and Bedaya also won the Social Development Center's Reyada 'Outstanding Entrepreneurial Support' Award for their role in supporting Qatari entrepreneurs and Small and Medium Enterprises (SMEs), which included the 'Enterprise Challenge Qatar' programme ■



MENTORING CIRCLES



Qatar Shell Women's Association Network (QSWAN) is proud to have launched its first round of women only Mentoring Circles this year, supporting Shell's increased focus on developing women to enjoy rewarding careers.

The objective was to create a forum to share the knowledge and experience of senior women within Qatar Shell, and to provide a networking opportunity to promote personal learning and development that would inspire and empower others.

The Mentoring Circles ran for seven months in both Doha and Ras Laffan, with 61 women overall from Qatar Shell opting to participate in at least one of the six topical areas. The circles offered the mentees a safe environment and an open format to discuss, share and learn through a lively exchange of ideas, in order to maximise their development.

The mentors, coordinators and mentees all had a role to play in contributing to the success of the circles, bringing commitment, enthusiasm and creativity to every session to ensure it was a rewarding experience for all ■

LINDA MCALPIN (BRITISH)

(mentee - Discovering your Strength): "Everyone had an opportunity to share; it wasn't a 'tell'. I now recognise the importance of separating personal strengths from competency and how to use strength as a differentiator."

MARYAM GERMAN (QATARI)

(mentee - Difficult Conversations): "Difficult conversations can be challenging, but they can also be an opportunity to develop relationships, strengthen communication and improve performance."

KAVITA AGRAWAL (INDIAN)

(mentee - Ambitious Mothers; Aiming for It All): "Being a mother of twins, and also being very ambitious, I learnt from other 'experienced' mothers how they have achieved balance between managing kids and work, and how to apply the 80/20 rule to eliminate meaningless work and prioritise what is important."

RENEE CALL (AMERICAN)

(mentee - Discovering your Strength): "It was a great opportunity to meet women from a wide array of disciplines within Qatar Shell, and to learn from each one's experiences and perspective. I found the environment to be supportive and inspiring, and as a result I have recognised my own areas of strength and found ways to further leverage them."

ABIGAIL BRALEE (BRITISH)

(mentor - Who Moved my Cheese): "Last year I participated in a mentoring circles and was amazed at how much I learned about myself. This year, leading a mentoring circles, I have been inspired by the strength of character and resilience that the women have shown when sharing their stories and learning."

Shell Ideas360

COMPETITION LAUNCHES IN QATAR FOR A SECOND YEAR

UNIVERSITY STUDENTS IN QATAR INVITED TO DEVELOP GAME-CHANGING IDEAS TO HELP TACKLE GLOBAL CHALLENGES

Shell recently collaborated with local universities in Qatar on the global Shell Ideas360 competition for the second consecutive year. The competition, which encourages students around the world to create, share and collaboratively develop game-changing ideas to help tackle global challenges associated with energy, water and food availability, was launched in October 2014 at Texas A&M University at Qatar (TAMUQ), Carnegie Mellon University in Qatar (CMU-Q) and Qatar University (QU).

Shell has now invited all university students in Qatar to participate in the competition, which provides applicants with an exciting opportunity to develop their ideas into a 'potentially investment-worthy' business case with the support of mentors and subject matter experts.

"The Shell Ideas360 competition is a great platform that enables university students in Qatar to collaborate with their peers around the world, to be creative and innovative on important global issues, and demonstrate strong leadership qualities and communication skills," said Maha Al-Mannai, University Collaboration Manager at Qatar Shell.

During Qatar's first year of involvement in the competition last year, QU's 'Passive House' team were amongst the top five finalists selected from thousands of ideas submitted by participants from around the world for the Shell Ideas360 global competition.

The QU team, comprising Fatma Fakhroo, Hadeel Salh and Sarah Tariq from the QU College of Engineering, designed a 'passive house' that uses less energy for cooling in hot regions such as Qatar. The objective of the design was to redefine urban living by

merging new technologies, while adopting old architectural techniques, to achieve a new level of sustainability.

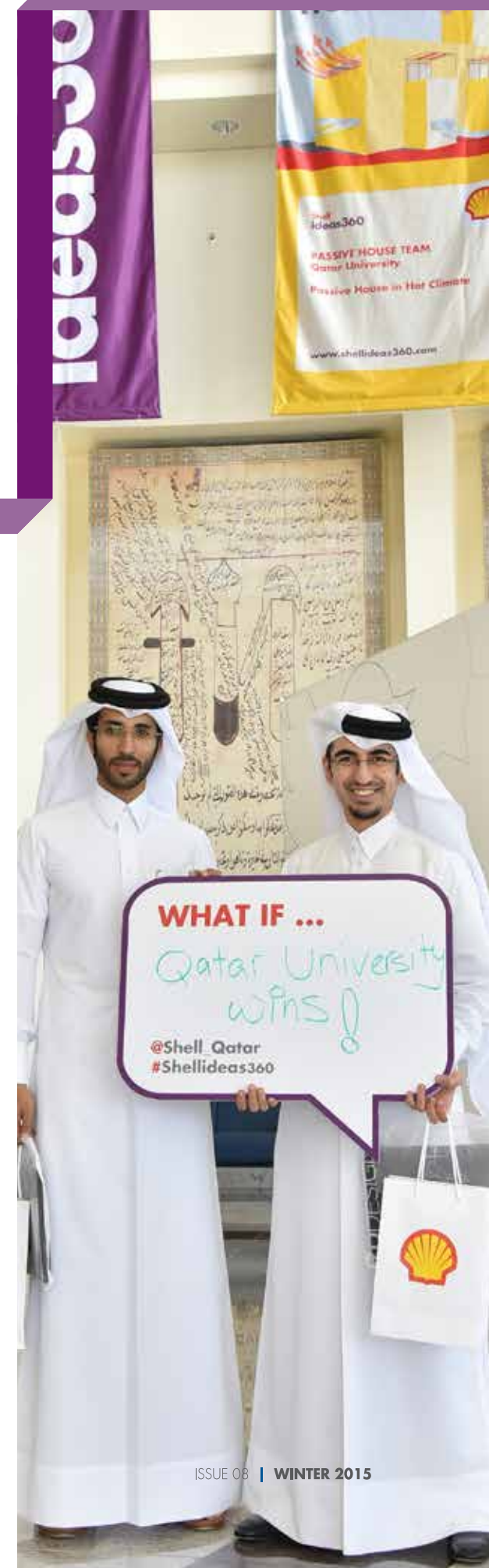
Shell Ideas360 involves three key stages. Participants share their initial concepts during stage one, which are then evaluated by a team of Shell experts, before up to 100 ideas from global submissions are selected to go through to stage two.

During stage two participants will further develop their ideas with the help of Shell mentors and subject matter experts, before moving on to stage three, when five teams or individuals will be invited to Shell's Global Fuel Challenge Race, and the Shell Eco-Marathon Europe in London to pitch their ideas to a panel of judges.

The winning Shell Ideas360 students will embark on an once-in-a-lifetime National Geographic Expedition, and will also be considered for funding by the Shell GameChanger programme. GameChanger, which has invested more than USD \$300 million to date, has worked with over 1,500 innovators, turning more than 100 ideas into reality.

Participating students in Qatar will be part of an online community set up to allow students from around the world to create teams and discuss ideas. All students in Qatar are eligible to join the competition simply by registering at www.Shellideas360.com before 15th of December 2015.

Last year, 668 teams from 44 countries entered Shell Ideas360, making the global student competition a huge success ■





DISCOVERING ENERGY WORLD QATAR 2015

Joining the Energy Generation

What is Energy World Qatar 2015?

Energy World Qatar is a celebration of Science, Technology, Engineering and Mathematics (STEM) in all aspects of life, and an initiator of interest, understanding, enthusiasm, and engagement in science among the young people of Qatar in a fun way.

Energy World Qatar is brought to Qatar by long-term partners, Qatar Petroleum and Qatar Shell, in association with Qatar Tourism Authority, with the vision of creating a positive impact in Qatar, and in support of the Qatar National Vision 2030.

Energy World Qatar is an interactive experience that tells the story of Energy and Innovation. It shows the benefits of energy, demonstrates how it enables every aspect of our lives, and highlights the national and global energy challenges we are facing, while presenting innovative solutions.

Energy World Qatar includes various exhibits and activity zones that embrace the proven concept of 'learn through play', to ignite a passion in the young people of Qatar – to embrace STEM skills in order to become the scientists, engineers, technologists, innovators and leaders of tomorrow.

Why bring Energy World to Qatar?

'Energy World Qatar 2015' is a national event that aims to foster a spirit of wonder and inquiry about the world around us, and to inspire young people to question, explore, create and innovate through science and technology.

Energy World Qatar also helps inspire students in Qatar to want to learn more and pursue Science, Technology, Engineering, and Mathematics (STEM) subjects in higher education, so they are part of building a prosperous future for the country through innovative thought and action.

We live in an era marked by innovative scientific discoveries - an era driven by technological advancements, dominated by electronic devices, and transformed by the power of the internet - which has reshaped the world into a small global community.

Every day we hear about the wonders of new inventions and scientific discoveries that previously seemed beyond our imagination. Progression in fields such as genetic engineering has given us new and effective treatments for many diseases that until very recently lacked any cure.

There is no doubt that this outburst of invention has a positive impact on our daily lives. Advancements in science, engineering, technology, and mathematics have refashioned the way we live.

This progress is the main driver of societal change as it influences our methods of transportation and the way in which we communicate. The advent of inventions such as the television, the mobile phone and satellite

navigation, has forever changed the way we operate. And as information technology continues its rapid development, daily breakthroughs continue to enable us to store and access vast amounts of information at the mere click of a button.

However without energy, none of these discoveries and inventions would have been possible.

Energy sustains life. It provides us with food and water, powers our cities and drives progress and inventions. Today, the world's population is rising, cities are growing, and living standards are improving, thus the demand for energy is increasing.

By 2050 the earth will need to support two billion more people. That means by 2030, we are going to need 40 per cent more energy than we currently use, but how can we achieve this? Our challenge is to find more and cleaner sources of energy, and become more efficient at using it.

And who is going to make this possible? That's going to take brilliant minds - creative people to think and act.

To explore the possibilities of the future of energy, long-term partners Qatar Petroleum and Qatar Shell, in association with the Qatar Tourism Authority, recently delivered 'Energy World Qatar 2015' at the Doha Exhibition and Convention Centre. This exciting journey of Science, Technology, Engineering and Mathematics (STEM) was held for the first time in Qatar and aimed to inspire a new generation of engineers, technologists, innovators in Qatar to contribute to the energy solutions of tomorrow ■





عالم الطاقة Energy World قطر 2015

In support of the Qatar National Vision 2030, long-term partners Qatar Petroleum and Qatar Shell, in association with the Qatar Tourism Authority, inaugurated the first 'Energy World – Qatar 2015' during an opening ceremony at Doha Exhibition and Convention Centre next to City Centre Mall on Thursday in the presence of His Excellency Ahmed bin Amer Al Humaidi, Minister of Environment, His Excellency Rabea Mohamed Al-Kaabi, the Undersecretary of the Ministry of Education and Higher Education, Michiel Kool, Managing Director and Chairman of Qatar Shell Companies, and Sheikh Thani bin-Thamer Al-Thani, Deputy Managing Director of Qatar Shell Companies.

