Over the last 80 years, Saudi Aramco doctors and nurses have served the medical needs of employees and family members. Now, with Johns Hopkins Medicine (JHM) as a joint venture partner, we will set an even higher standard for future generations,” said Abdulaziz F. Al-Khayyal, former senior vice president of Industrial Relations, during the Joint Venture Agreement signing. “This is a logical step in our company’s transformation and demonstrates our ongoing commitment to our people.” The agreement was signed on June 23, 2013, in Dhahran, Saudi Arabia, by Al-Khayyal and Paul B. Rothman, M.D., dean of the medical faculty and CEO of JHM.

As part of Saudi Aramco’s 2020 Strategic Intent and the Accelerated Transformation Program, Saudi Aramco’s goal is to become an agile organization that is one of the most respected employers globally. Health care is an important factor in achieving that goal.
Saudi Aramco Health Care Achievements

Since its founding as the Standard Oil Co. of California (Socal) in 1931, the company now known as Saudi Aramco has been dedicated to the health and well-being of not only its employees and their dependents, but also the people of the Kingdom of Saudi Arabia.

In the 1940s, the renamed Arabian American Oil Company (Aramco), the predecessor to Saudi Aramco, worked to educate people on how malaria is transmitted and how to use insecticides to reduce its spread. At the time, malaria was one of the Kingdom’s largest health challenges.

The anti-malaria campaign proved a success, and was handed over to the government, which extended the campaign across the Kingdom. As a result, malaria was virtually eradicated in Saudi Arabia by the end of the 1950s.

Another serious health issue that confronted the Kingdom at that time was trachoma, a bacterial infection of the eyes that can lead to blindness. In the 1950s, the company partnered with the Harvard School of Public Health in efforts that significantly reduced trachoma in the country.

The company also launched nurse training programs at its Dhahran Health Center in the early 1950s that offered nursing diplomas. Moreover, it also provided scholarships for some of its graduates to pursue advanced studies at the American University of Beirut and in other accredited institutions.

Over the years, Saudi Aramco, often in partnership with the government, advanced the quality of health care in the Kingdom. Programs included enrolling Saudis in prominent U.S. medical schools, conducting youth health awareness and education programs, acquiring international health care accreditation and supporting community health initiatives.

“This partnership will result in a comprehensive transformation to further enhance our health care standards, and marks the beginning of a new level of care with new lines of treatment, new and enhanced specialties and subspecialties. It will also enable new forays into research and medical education as well as create opportunities for education and training of medical staff.”

— Abdulaziz F. Al-Khayyal, former senior vice president of Industrial Relations at Saudi Aramco

"Together, we will be greater than the sum of our parts, because this joint venture combines Saudi Aramco’s existing health system with the transformative science, clinical care and education that Johns Hopkins is known for.

— Dr. Paul B. Rothman, dean of the medical faculty and CEO of Johns Hopkins Medicine (JHM)"
SAUDI ARAMCO HEALTH CARE MILESTONES (1936-1964)

- 1936: T.C. Alexander, M.D., hired in Dhahran as first physician. First clinic in the region opened.
- 1941: Anti-malaria campaign begins.
- 1942: Start of medical program.
- 1944: Ras Tanura Refinery opens, followed by the opening of the Ras Tanura Clinic.
- 1948: Opening of Aramco operated clinics, infirmaries, a pharmacy and hospitals (205 total bed capacity).
- Early 1950s: Nurse training programs begin. Graduates earn nursing diplomas.
- 1955: Aramco Medical Department and Harvard School of Public Health partner to study trachoma.
- 1956: Saudi government takes over malaria control program in the Eastern Province.
- 1957: Aramco Medical Department hires its first industrial hygienist.
- Late 1950s: Malaria is virtually eradicated.
- 1963: Aramco Medical Department hires its first occupational health physician.
- 1964: Najat Husseini, first professional Saudi woman employee, is hired. Husseini worked initially as a health educator.

ABOUT JOHNS HOPKINS MEDICINE

Headquartered in Baltimore, Maryland, Johns Hopkins Medicine (JHM) is a $6.7 billion integrated global health enterprise and one of the leading academic health care systems in the United States. JHM unites physicians and scientists of the Johns Hopkins University School of Medicine with the organizations, health professionals and facilities of The Johns Hopkins Hospital and Health System.

JHM’s vision, “Together, we will deliver the promise of medicine,” is supported by its mission to improve the health of the community and the world by setting the standard of excellence in medical education, research and clinical care. Diverse and inclusive, JHM educates medical students, scientists, health care professionals and the public; conducts biomedical research; and provides patient-centered medicine to prevent, diagnose and treat human illness.

JHM operates six academic and community hospitals, four suburban health care and surgery centers, and more than 35 Johns Hopkins Community Physicians sites. The Johns Hopkins Hospital, opened in 1889, was ranked No. 1 in the nation for 21 years in a row by U.S. News & World Report. For more information about JHM, its research, education and clinical programs, and for the latest health, science and research news, visit www.hopkinsmedicine.org.
JHAH’s primary objective is to raise the quality of patient care. This will be accomplished through Performance Elevation Programs, specialized training and knowledge transfer programs, and increased operational efficiency. These improvements will allow JHAH to expand its company operated facilities operations to bring in more Saudi Aramco eligible medical recipients from contracted medical facilities.

**JHAH Inauguration**

On January 28, 2014, Saudi Aramco and JHM inaugurated JHAH in Dhahran, Saudi Arabia. At the inaugural dinner, Khalid A. Al-Falih, president and CEO, Saudi Aramco, called JHAH “a significant milestone in the transformation of medicine and health care in the Kingdom.”

Saudi Aramco and JHM each have an indirect ownership interest in the Saudi registered company. The health care joint venture brings together Saudi Aramco’s long established health care delivery system and its approximately 350,000 beneficiaries and the world-renowned clinical, education and research expertise of JHM. “The pride that we take in the historic achievements of Saudi Aramco’s Medical Services Organization is matched only by our excitement about the pioneering potential of Johns Hopkins Aramco Healthcare, and the confidence that we all have that this organization will be transforming the future, just as its parents transformed the past,” said Al-Khayyal.

JHAH will fuel clinical innovation, serve as a model of health care in the Kingdom and contribute to the development of the country’s health care in alignment with Saudi Aramco’s commitment to enabling growth, opportunities and diversification within the Kingdom’s economy. “This partnership will result in a comprehensive transformation to further enhance our health care standards, and marks the beginning of a new level of care with new lines of treatment, new and enhanced specialties and subspecialties. It will also enable new forays into research and medical education as well as create opportunities for education and training of medical staff,” said Al-Khayyal.

Khalid A. Al-Falih, president and CEO of Saudi Aramco, speaks during the gala dinner celebration on January 27, 2014.

*Photo by Ali Al-Ahsaei*
“Johns Hopkins Aramco Healthcare will become an incubator for clinical and scientific progress and will address some of the region’s most pressing health challenges, including cardiovascular disease, diabetes and other chronic conditions, which are on the rise worldwide,” said Rothman.

“It is a privilege for us to collaborate with Saudi Aramco to carry forth its commitment to improving the health of its employees,” says Steven J. Thompson, CEO of Johns Hopkins Medicine International. “Doing so will be mile one on a long journey to enhance the well-being of the entire community, and represents a next-generation approach to global collaborative health care.”

In 2017, JHAH will expand and open an 80-bed hospital and specialized clinics in Al-Hasa, which will bring the health care of approximately 26,000 eligible medical recipients back from medical designated facility hospitals to JHAH facilities.

ABOUT KEITH VANDER KOLK, CEO, JHAH

Keith Vander Kolk brings a breadth of health care leadership experience — including hospital administration, population health, and building startups — to the joint venture. He has led operations at Pender Community Hospital, Siouxland Regional Cancer Center and Sierra Military Health Services (SMHS), a health care company that operates in a 13-state region in the U.S. Since 2009, he has served as vice president of employer health programs for Johns Hopkins Medicine (JHM), where he has been responsible for the overall management of self-funded employee health plans across all Johns Hopkins’ entities.

“It is invigorating to stand here knowing that together we will write the next exciting chapters. It may seem like a subtle difference, but you are now part of a company dedicated exclusively to health and wellness. Now, our focus from top to bottom is providing innovative, integrated and patient-centered care to Saudi Aramco’s employees and health care beneficiaries. We will achieve this by implementing the enhancement of clinical and quality care programs and will ensure sustainability through training and education.”

— Keith Vander Kolk, CEO, JHAH, during the inauguration ceremony on January 28, 2014.
The Future

Over the coming years, this global collaboration will contribute significantly to health and well-being in the Kingdom of Saudi Arabia. JHAH will evolve into a center of excellence that provides enhanced services, research and education that address some of the most significant health care challenges in the region.

“Together, we will be greater than the sum of our parts, because this joint venture combines Saudi Aramco’s existing health system with the transformative science, clinical care and education that Johns Hopkins is known for,” said Rothman.

JHAH operates 48+ Remote Area Clinics, staffed by a third-party contractor, providing around the clock emergency medical support to all Saudi Aramco employees in remote areas.

Epic at JHAH: An ambitious program takes its first step

JHAH has taken the first step toward implementing Epic, an Electronic Health Care Record system, which is widely regarded as an industry best practice. Implementing Epic is an ambitious program that will be executed over three to four years. Epic organizes patient information, provides suggested actions and guidance to caregivers and coordinates care across multiple specialty settings. It connects all caregivers to a single record for each patient so informed medical decisions based on the most up-to-date information can be made.

Partner Contribution Agreement Programs (PCAs)

Partner Contribution Agreements (PCAs) are 16 programs that will be actioned in the next three years.

A SIGNIFICANT CONTRIBUTION TO CONTROLLING MERS-COV

JHAH collaborated to support the efforts to prevent and control the spread of MERS-CoV. JHAH teams were on-site to make recommendations at hospitals in Jiddah, Riyadh and Makkah.

As part of JHAH’s involvement, members of a multidisciplinary team from JHM served in a scientific advisory capacity to the Kingdom’s Ministry of Health to engage with the international scientific community to orchestrate MERS-CoV research.

Abdulaziz F. Al-Khayyal (left), former senior vice president of Industrial Relations at Saudi Aramco, and Dr. Paul B. Rothman, dean of the medical faculty and CEO of Johns Hopkins Medicine, applaud as they watch the new Johns Hopkins Aramco Healthcare banner unveiled during the inauguration ceremony on January 28, 2014. Photo by Yara Ziyad

These programs are underway and represent the synergy of Saudi Aramco’s existing strong health care system with Johns Hopkins’ transformative science and clinical care. Working with JHAH staff, Johns Hopkins is contributing expertise to achieve the enhancement of clinical and quality care programs with training and education to ensure sustainability.

If you are interested in a career opportunity with JHAH, send your CV to: Careers@JHAH.com.
Shaybah wows international delegation

SHAYBAH, SAUDI ARABIA — All that you have read or may read about Shaybah, the Desert Rose in red sand sea, will not give you an experience similar or even close to being physically in Shaybah. It is true what they say: “Seeing is believing.”

This was the feeling of more than 90 diplomats from around the world who were welcomed by Saudi Aramco at the Shaybah field as they glanced upon its distinguished dunes, fascinating sands and colorful waves of the Rub’ al-Khali (Empty Quarter).

The short visit to Shaybah, which lasted for a few hours, was enriching and included a number of presentations from some of Saudi Aramco’s young employees.

The ambassadors then were given the opportunity to have a close look at some of Shaybah’s facilities. Finally, they climbed the sands with their formations and picturesque colors at the sunset, concluding a memorable day.

Operation Smile

DHAHRAN, SAUDI ARABIA — Dhahran Hills School third-graders recently raised the staggering sum of SR52,500 ($14,000) for the international children’s medical charity “Operation Smile” during their three week Operation Smile Read-a-thon.

First started in February 2012, the annual read-a-thon is a service learning project open for all third-graders at the Hills School. The charity that the children raised money for Operation Smile is one of the world’s leading children’s charities.

Working in more than 60 countries, they mobilize medical professionals and volunteers to provide safe, effective reconstructive surgery and related medical care for children born with cleft lips, cleft palate and other facial deformities. This year’s third-grade class raised...
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Saudi Aramco by saying “the invaluable support from the Kingdom will help our township ensure immediate actions of supplying energy and warm foods in case of natural disasters in the future.”

Workshop focuses on drilling ahead of bit

AL-KHOBAR, SAUDI ARABIA — “Drilling Ahead of Bit” was the theme of an intensive, one-day workshop held recently in al-Khobar that brought together more than 50 subject matter experts from oil and gas operations, service companies, academic institutes and advanced IT solution providers.

Co-sponsored by Saudi Aramco’s Drilling and Workover and the Petroleum Engineering Application Services Department, in conjunction with the Society of Petroleum Engineers-Saudi Arabia Section (SPE-SAS), the workshop’s main objective was to discuss ahead of bit prediction challenges, techniques and best practices with experts in the business of drilling optimization.

Drilling ahead of bit includes the establishment of a set of solutions that allow drilling engineers to forecast drilling operation behavior in advance. The new “smart” initiative has been proposed and approved by Saudi Aramco’s Upstream business line.

Dhahran Hills third-graders enthusiastically participated in the Operation Smile Read-a-thon. Through their efforts, the students raised SR52,500 ($14,000) that went toward providing medical care for youngsters born with cleft palates, cleft lips and other facial deformities.

On May 29, Shiroishi City in Miyagi, Tohoku inaugurated the completion of one of the stations by inviting an Aramco Asia-Japan team headed by Ahmed Alkhunaini as special guest of Mayor Koujo Kazama.

During the ceremony at the newly built Disaster Control Center where the LPG Station is installed, Kazama expressed the city’s appreciation to Saudi Arabia and

Aramco Asia-Japan builds emergency LP gas supply stations

TOKYO, JAPAN — The Japanese government and the LPG industry completed the Saudi Emergency LP Gas Relief Program earlier this year after extending support to about 50,000 families affected by the earthquake/tsunami disaster of March 2011.

The Japanese side, in coordination with Aramco Asia-Japan, is building up emergency LP gas supply stations in 24 townships in affected areas as Phase II of the Saudi supported program in preparation for potential disasters in the future.

A standard unit consists of a 300 kg propane bulk storage tank along with LPG driven cookers, heaters, power generators and illuminators.

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Koujo Kazama, mayor of Shiroishi City, right, and Ahmed Alkhunaini, representative director of Aramco Asia-Japan, pose in front of the newly installed LP Gas Emergency bulk storage. Designed to assist in the case of a catastrophic emergency, Alkhunaini said, “I sincerely hope that we never need to activate this emergency station.”
The main objective of the initiative is to empower drilling engineers by providing them with the required environment and tools, such as drilling operation simulators, plan adjustment/optimization while drilling, trouble prediction and mitigation, and real-time advisory systems.

Experts and attendees spent the day discussing several drilling ahead of bit challenges, such as drilling trouble symptoms and techniques to reach the optimum drilling parameter boundaries. These questions were discussed and answered within subgroups led by discussion leaders. Then, each group presented and shared their answers and ideas with all participants.

The remainder of the workshop was a series of questions followed by group discussion, with some of the questions based on the participant’s vision of the drilling ahead of bit concept, a list of potential obstacles and challenges they expected to face, and determining how to make this concept a reality.

**Campaign helps raise awareness of autism**

**DHAHRAN, SAUDI ARABIA** — Autism Awareness month recently ended. What did you learn?

If you had attended the Medical Services’ “A Better World for Autism” event held in May at Al-Midra Building, you would have come away well informed.

“Knowing how to deal with autistic children is important,” said one attendee, “and knowing who to turn to for support and help is even more important.” This event was designed to help the nearly 400 people who attended to learn about both.

According to the Centers for Disease Control and Prevention, about 1 in 68 children in the world are identified with an Autism Spectrum Disorder (ASD). This rate is an alarming 30 percent higher than the previous estimate reported in 2012. “With the accelerating rate of autism among children all over the world, we need to work harder and smarter,” said Dr. Amel Al-Awami, pediatrician.

An autism diagnosis affects not only the child; it affects the entire family. “Early recognition of the signs of autism that leads to early diagnosis and early intervention is the main goal of any awareness campaign,” added Al-Awami. “Early intervention can make a difference in the outcome and will dictate where the child moves on the ASD spectrum.”

The campaign created an opportunity for parents with autistic children to engage medical professionals and health care specialists and discuss medical treatment options and to learn where support is available. It allowed others to learn about this often misunderstood disorder.

**Remote-sensing breakthrough aids in tracking spills**

**TANAJIB, SAUDI ARABIA** — Saudi Aramco has achieved a breakthrough by applying an advanced combination of remote-sensing technologies to develop a cost-effective solution for detecting, monitoring and verifying.

Based on a request from the Marine Department, the eMap Division from Information Technology (IT) performed a pilot project for early detection and monitoring of offshore oil spills.

The analysis can classify the reported oil spills into two confidence levels of high and low, to support the Marine Department’s assessment and oil spill recovery procedures.

“This technology will help Saudi Aramco fulfill its obligation with respect to environmental protection.”

Saudi Aramco employees ask questions of various Medical Services staff during the “A Better World for Autism” held May 1 at the Al-Midra Building complex in Dhahran.
to oil spill response preparedness and protecting marine environment as it operates in the Arabian Gulf and Red Sea," said Marine Department manager Bader Ghouth.

**Exhibit illuminates an improved path to energy conservation**

**DHAHRAN, SAUDI ARABIA** — With the participation of 14 international companies that specialize in energy conservation solutions, the 1st Saudi Aramco Lighting Efficiency Exhibit was held earlier this year in the company’s Core Area in Dhahran.

Khalid A. Al-Falih, president and CEO, inaugurated the event. “This might be a small step on the energy conservation road, but it is a major step toward changing the society's prevailing culture toward one of preserving its resources.”

Al-Falih said preserving energy and avoiding waste is among the company’s initiatives designed to boost the Kingdom’s economy, but the challenge is apparent.

The CEO further emphasized that energy preservation is a long journey that starts with small steps, but that Saudi Aramco, through its various efforts, has made several giant steps on this road as the numerous awareness campaigns conducted inside and outside the company have made significant contributions. Starting with itself, the company replaced all light bulbs in its community with energy saving LEDs.

**Fellow Ali Dogru teaches reservoir simulation course at MIT**

**BOSTON, MA, U.S.A.** — Saudi Aramco’s first Fellow, Dr. Ali Dogru, chief technologist of Computational Modeling Technology at the Exploration and Petroleum Engineering Center – Advanced Research Center (EXPEC ARC), recently instructed a three-week course at the Massachusetts Institute of Technology (MIT).

The course, “Fundamentals of Reservoir Simulation,” sought to introduce upstream mathematical simulation challenges to select students and strengthen the research partnership Saudi Aramco has established with MIT. It was the second course Dogru delivered since his selection as an MIT visiting professor in July 2012.

His course attracted over 40 students from various MIT departments, most of whom were graduate students from engineering along with some postdoctoral fellows. The course was organized by the university’s Computational Design Laboratory of Aerospace Engineering Department.

“Typically, we were expecting about 10 graduate students, but we were pleasantly surprised by the larger turnout,” said Dogru. “We had graduate students from a wide spectrum of disciplines, including civil and environmental engineering, aerospace engineering, chemical engineering, mechanical engineering, applied mathematics and two from the Earth Sciences Department.”

Students attended lectures two hours daily, four days a week, with programming homework assignments.
Raising R&D’s profile in Detroit

DETROIT, MI, U.S.A. — Participation in this year’s Society of Automotive Engineers (SAE) World Congress & Exhibition in Detroit, Michigan, was a first for Saudi Aramco and its U.S. subsidiary Aramco Services Co. (ASC) as the company raises its profile in the areas of engine and fuel technologies, and looking closely at their interface.

This conference, held in the historic heart of the American automotive industry, brings together the best talent to discuss a broad range of issues impacting industry and shaping its future. Exhibitors are carefully selected from an application process requiring a technology profile highlighting the innovation and solutions the exhibitor brings to the industry and end-users of transportation.

Researchers from the Saudi Aramco’s Research and Development Center and Aramco Research Center-Detroit shared with attendees their program and focus on engine technologies, fuel design and strategic transport research.

“Saudi Aramco’s fuels research strategy is designed to position oil-based fuels as competitive enablers for future transport solutions through treating the fuel and the engine as one system to be optimized synergistically,” said Amer Amer, chief technologist of Fuels Technology. “This strategy is currently being implemented at four geographic locations: Dhahran, Thuwal, Paris and Detroit.”

The Detroit center is one of three research centers in the U.S. designed to complement the expanding global research network and capability of Saudi Aramco.

Aramco Asia-Japan supports company business events

TOKYO, JAPAN — Saudi and Japanese businessmen gathered recently at the 18th Saudi-Japanese Business Council event in Tokyo that was supported by Aramco Asia-Japan (AAJ).

The Saudi Aramco Entrepreneurship Center Company Ltd. (Wa’ed), a wholly owned subsidiary of Saudi Aramco, delivered a presentation to the more than 200 businessmen present at the event. Einaas Al Ashgar, Energy SME Development Group Leader of Wa’ed, delivered an overview presentation about the organization and its programs for supporting entrepreneurs and small- and medium-sized enterprises (SMEs) in Saudi Arabia — an area valued as a key contributing engine for job creation within Saudi Arabia.

AAJ also organized the Saudi Aramco booth at the Saudi Arabian General Investment Authority (SAGIA) exhibition that was held in Tokyo and Osaka recently. The theme of the exhibition was “Invest Saudi,” where AAJ detailed the commodities currently available for localization and presented the incentives that investors would enjoy if they operate as local manufacturers.

Downstream’s ‘new platforms’ highlighted

PARIS, FRANCE — Saudi Aramco’s ambitious downstream expansion came into focus at the 15th International Oil Summit in Paris where president and CEO Khalid A. Al-Falih addressed a packed audience alongside Christophe de Margerie, CEO of French energy major Total.

Leaders from across the global oil industry, as well as the world’s media, listened as Al-Falih underlined Saudi Aramco’s credentials beyond upstream.
The Harley-Davidson Owners Group (Dhahran Chapter), Jubail and Safwa Bikers group were also in attendance, displaying and demonstrating their super motorcycles with fancy accessories and oversized noisy exhausts.

Saudi Aramco takes center stage at U.K. Careers Fair

LONDON, U.K. — Saudi Aramco, supported by affiliate Aramco Overseas Co. (AOC), made a strong impression during its inaugural participation at the annual U.K. Careers Fair. The Fair, which has run for a number of years, is designed for Saudi students who are nearing the completion of their studies at U.K. institutions.

Held during the last weekend of March, about 3,500 students attended over the two days, visiting the 80 or so companies exhibiting. It was Saudi Aramco’s stand, under the branding of the company’s “Dream Big” recruitment campaign, which proved the most popular.

“Saudi Aramco remains a premier choice for employment,” said Saud Gadran, administrator of Staffing Services at Saudi Aramco. “Through this event, we are trying to be proactive, meeting with candidates even before they graduate. Also, this is the first time we have officially partaken in a job fair in the U.K. and the first time AOC has been involved with this. From what I’ve seen, they’re doing a great job.”

“We are in the process of building a world-leading downstream business that is both vertically integrated across the value chain and horizontally integrated across suitable geographies. Our goal is to add greater value to our hydrocarbon supplies, while building a more robust and resilient portfolio that can better withstand market turbulence,” he said. “We’re doing that through what I would call ‘new platforms’ for downstream business success, which I strongly believe represents the new model and way forward for this sector of our industry.”

Al-Falih explained how Saudi Aramco was strengthening its R&D program with a technology agenda that incorporates both upstream and downstream. He made mention of the company’s research into advanced integrated fuel engine systems.

DeMargerie, who spoke immediately after Al-Falih, said that technology would be the key to unlocking the potential of unconventional resources, which would “extend the oil and gas horizon.” Total’s chief also said the industry would have to move as one if it wanted to realize its efficiency and profitability targets.

In keeping with the rest of the summit, both CEOs ended with a Q&A session in which Al-Falih stated that Saudi Aramco would maintain a daily crude oil production capacity of 12 million barrels and reiterated its commitment to unconventional through $3 billion worth of investments.

Revving up in RT

RAS TANURA, SAUDI ARABIA — “Amazing” was the word that was frequently expressed to sum up the car show held earlier this year in Ras Tanura.

The community’s first car show was conducted by the RT Recreation Services Unit in association with the “East Coast Corvette Club.” Held at the Almond Street Parking Lot, the show featured plenty of bouncy castles for children, prizes, refreshments, an array of cars on red carpets and motorcycles.

About 1,000 people attended throughout the event, and in addition to the latest and greatest cars from the East Coast Corvette Club, there were also vintage cars from Al Mozouk and community members’ specialty cars on display.

Local motorcycle and car enthusiasts pose for a photo at the Ras Tanura Car Show held recently in Ras Tanura.

The Saudi Aramco presence at the U.K. Careers Fair attracted significant interest among potential job seekers.