

A Towering Influence

concrete achievements

Ithra celebrates **1,000,000 visitor milestone**, Saudi Aramco collects two major concrete construction awards — further cementing the company's leadership position in the world

see pages 3, 6 and 7

"Giant Emotions," a giant puppet show curated by Spanish puppeteer company Carros de Foc, which was founded by Miguel Angel Martin, has been on display at Ithra as part of the 2019 Tanween Creativity Season. This particular display, with puppets standing up to 12 meters tall, features a father and his son, who is appropriately decked out in a green Tanween T-shirt. This is just one of a number of displays and shows that are taking place during the 17-day event, which is being held for the second year after a spectacular debut in 2018.





Last week's signing of a Cooperation Agreement between Saudi Aramco and the Local Content and Government Procurement Authority will expand on the successful outcomes of the iktva model and support the growth of all sectors in the Saudi Arabian commercial landscape. (Photo: Hasan Al-MubarakIMPD)

driving localization of goods and services focus of a Cooperation Agreement between Saudi Aramco, Local Content and Government Procurement Authority

Riyadh — Saudi Aramco's effort to advance the localization of the goods and services it acquires from its suppliers received a major boost last week with the signing of a Cooperation Agreement with the Local Content and Government Procurement Authority (LCGPA) — a newly formed government entity established by Royal decree in December 2018 to develop and promote local content and streamline the procurement process.

Saudi Aramco president and CEO Amin Nasser, and HE Dr. Ghassan bin Abdulrahman Al-Shibl, Chairman of the Authority, signed the Cooperation Agreement to develop and promote local content.

The event also marked the official launch of LCGPA's Local Content Coordination Council, which in addition to Saudi Aramco, includes the following seven Saudi entities: Sabic, STC, Saudi Airlines, Saudi Arabian Mining Company (Ma'aden), Saudi Arabian Military Industries company, the Council of Saudi Chambers, and Saudi Electricity Company.



This new national level partnership with major Saudi companies, under the umbrella of the Local Content and Government Procurement Authority, will significantly boost local content creation in Saudi Arabia through the coordination of our policies, procedures, and standards.

— Amin Nasser

The LCGPA and the partner companies

will work together to unify policies and regulations to promote and encourage local content in the areas of labor, goods, services, assets, and technology.

They will also promote transparency, streamline the procurement process, and benefit from their common purchasing power by leveraging the strength of their collective action with suppliers and stakeholders.

"Saudi Aramco's efforts to localize our procured goods and services have been in place for decades," said Nasser. "We launched our flagship localization initiative, the In-Kingdom Total Value Add (iktva) program, in December 2015 to optimize the company's energy supply chain, drive domestic value creation, and maximize long-term economic growth and diversification.

"This new national level partnership with major Saudi companies, under the umbrella of the Local Content and Government Procurement Authority, will significantly boost local content creation in Saudi Arabia through the coordination of our policies, procedures, and standards."

innovation drives Wasit Gas Plant to two international awards

by Janet Pinheiro

Saudi Aramco's Wasit Gas Plant has been awarded two international best-in-class awards for the quality of its flare minimization and energy efficiency programs.

The awards that were announced at this year's Asia Pacific Quality Organization (APQO) event come alongside 23 role model organizations from nine countries recognized for achieving significant milestones on their business excellence journey.

Manager Ahmed A. Al-Ghamdi said the plant won both a best-in-class "Global Performance Excellence" award, and an "Innovation Class" award.

"The awards reflect the quality of Wasit Gas Plant's operational excellence program, and the effectiveness of our innovation program," said Al-Ghamdi.

Describing the annual conference as a forum for delegates from many countries to share experiences and learn from each other, Al-Ghamdi said the plant would continue to pursue excellence to sustain Saudi Aramco's position as a world energy leader.

'Global Performance Excellence'

Wasit Gas Plant won a Gold Class global award for how it manages environmental impacts.

Utilizing the "Flare Gas Recovery System," the plant has significantly minimized the flaring of gases. Sustaining reliability of

this system, along with a comprehensive Environmental Management System (EMS), has resulted in achieving Level-1 EMS as accredited recently by the Environmental Protection Department.

Furthermore, the plant installed an ethane jumper line to send ethane during startup of the NGL train to Berri Gas Plant, utilizing an existing swing line instead of flaring it during the startup. Ethane is a colorless, odorless gas processed from natural gas used as feedstock.

The energy efficiency efforts have continued as well in minimizing environmental impact. Through cogeneration, the plant generates electricity and uses waste heat to produce steam, generating enough energy to satisfy the plant's requirements, as well as other Saudi Aramco plants, enabling further emissions reduction.

Jointly with the Process and Control Systems Department, the plant developed an online combined heat and power model to identify the energy gaps in the steam system, and offer real-time advisory recommendations to reduce operating costs and improve energy efficiency.

'Innovation Class Award'

Behind the plant's Innovation Class Award was its "Innovation Management Program," which covers responsibilities, process steps, performance measures, and deliverables.



The awards were announced at the 25th annual APQO conference, held in Indonesia last week.

Wasit Gas Plant, located north of Jubail Industrial City and brought onstream in October 2015, processes nonassociated gas from the offshore Arabiyah and Hasbah offshore gas fields for the Kingdomwide

Master Gas System.

Established in 1985, APQO promotes the application of quality management programs for business improvements within and beyond Asia Pacific countries. Its council members include 10 world leading quality organizations, including the Saudi Quality Council in Riyadh.

Last week in Indonesia, the Asia Pacific Quality Organization awarded Wasit Gas Plant two significant awards — a Gold Class "Global Performance Excellence" award, and an "Innovation Class" award.



a concrete achievement

Saudi Aramco recognized for excellence in the construction of Ithra

Dhahran — Saudi Aramco was honored Monday by the American Concrete Institute (ACI) for excellence in the construction of the King Abdulaziz Center for World Culture (Ithra).

The company was announced as the winner of two awards Monday night at the ACI's 2019 Excellence in Concrete Construction Awards Gala. Saudi Aramco won the ACI's most coveted "Best Overall Excellence Award," as well as first place in the "Mid-Rise Building" category (4-15 stories) in the construction of Ithra.

The awards event, which took place in Cincinnati, Ohio, honors the visions of creative projects throughout the global concrete design and construction community.

They recognize concrete projects at the forefront of innovation and technology and showcase these projects to inspire excellence in concrete design and construction around the world.

The ACI recognized project winners across various award categories from low-rise, mid-rise, high-rise, infrastructure, repair and restoration, to decorative concrete, and then announced the "Best Overall Excellence Award" for Ithra.

'prestigious award'

"We are pleased to receive this prestigious award in recognition of Saudi Aramco's focus on quality, performance, and technology in developing and executing complex industrial and infrastructure projects," said Ahmed A. Al Sa'adi, senior vice president of Technical Services. "We are also proud that the project chosen, Ithra, is a manifestation of empowering our communities and an embodiment of the spirit of innovation we are spreading."

"Saudi Aramco is proud to have its flag-

ship corporate citizenship initiative recognized across international platforms," said Saudi Aramco's vice president of Corporate Affairs Nabeel A. Al-Jama'.

"The Center is an architectural and engineering icon representing the collaborative efforts of Saudi Aramco's teams to bring a cultural landmark to the Kingdom. To see Ithra recognized among such an esteemed group of construction projects from around the world — and as the first ever Saudi winner at the awards as well — was an incredibly proud moment for us all at Saudi Aramco and Ithra. These two awards further cement Ithra as the world-class cultural and architectural landmark that it has become, which to date has welcomed over a million visitors.

'creativity and innovation celebrated'

"With Ithra, we promised to deliver creativity and innovation across the board — from its physical structure to the programs and experiences on offer — and this creativity and innovation was celebrated Monday night. The Center was designed as an engineering project like no other and a purposeful expression of time, paying homage to the Kingdom of Saudi Arabia's history, and indicating the futuristic trajectory Ithra was built to enable.

"Its construction took a decade and today it is among the region's most complex and challenging engineering accomplishments. We share these awards, which are a testament to the future of modern Saudi architecture, with all of our partners on the project and indeed the whole of the Kingdom of Saudi Arabia."

'incredibly proud'

"We at Ithra are incredibly proud of the



Belal Nasir (left) and Hassan AlKhalifa accepted the American Concrete Institute (ACI) awards on behalf of Saudi Aramco at a gala held Monday in Cincinnati. The company was honored with two awards, including the top award, which represents the institute's highest honor. AlKhalifa is a board member with the Saudi chapter of the ACI.

recognition the Center has received for this outstanding innovation — evident in our building's physical structure and design as well as the phenomenal engineering behind it," said Fatmah Alrashid, acting director at Ithra. "To see the inspiring and forward thinking technologies and design employed, recognized, on such an esteemed platform, is a wonderful moment for us and indeed the cultural and architectural scene in Saudi Arabia too.

"From conception to the creation of the more than 100-meter high (80,000 m²) sprawling structure, a project of this scale could only be achieved through a collaborative process bringing together dedicated experts, engineers, architects and designers from the company, Kingdom, and globally to create this architectural icon that is now a permanent and exciting fixture in the Kingdom's land-

scape and cultural scene."

These awards are shared by the project's partners, including architecture and design firm Snøhetta, BuroHappold Engineering, general and concrete contractor Saudi Oger Ltd., and concrete supplier Saudi Readymix Concrete Co.

Ithra is a creative and interactive public space for learning, creativity and cross-cultural experiences which offers an enriching journey for all audiences by championing diversity, celebrating creativity and encouraging collaboration with the objective of energizing Saudi Arabia's knowledge economy.

Since its opening, Ithra has also been recognized by *Time* magazine as one of the best 100 places to visit in the world, and received awards across several categories for its excellence in branding at the Transform MENA Awards in 2019.

corporate digital transformation vision taking shape: Al-Baiz

VP of Engineering Services delivers keynote address at Rotating Equipment Technical Exchange and Exhibition



Wesam A. Alharbi, a vibration engineer with the Consulting Services Department, provides an overview of the recent two-day Rotating Equipment Technical Exchange and Exhibition at the North Park auditorium.



This vision will help improve margins, innovate with technology, diversify revenue streams, develop our workforce, and maximize localization within the Kingdom.

— Abdullah O. Al-Baiz

Dhahran — Entering North Park Auditorium, registrants for the biennial Rotating Equipment Technical Exchange and Exhibition were greeted not only by the friendly team from the Consulting Services Department (CSD), but two examples of 3-D printing technology at the registration desks — in keeping with the Reverse Engineering and 3-D printing theme.

Quietly building complex shapes as guests registered, even before the two-day technical exchange and exhibition got underway, attendees saw a clear example of the benefits this technology is starting to bring to the industry.

Taking their seats in the auditorium, attendees were welcomed by Saudi Aramco's vice president of Engineering Services, Abdullah O. Al-Baiz, who delivered the opening remarks.

Thanking CSD for organizing the event, Al-Baiz noted that the Reverse Engineering and 3-D printing theme of the event stemmed from Saudi Aramco's own corporate digital transformation vision, which is designed to position Saudi Aramco as the world's leading digitalized

energy corporation.

"This vision will help improve margins, innovate with technology, diversify revenue streams, develop our workforce, and maximize localization within the Kingdom," said Al-Baiz.

unlocking value

He highlighted how technologies such as artificial intelligence (AI), machine learning, augmented and virtual reality, unmanned aerial vehicles, robotics and advanced analytics, and 3-D printing could unlock some \$1.6 trillion of value in the oil and gas industry over the next decade.

Quoting consultancy McKinsey & Company, Al-Baiz added that AI-based technologies alone have the potential to boost the global gross domestic product by about 1.2% a year.

Turning to the specifics of the event at North Park, Al-Baiz noted that Saudi Aramco is one of the world's largest users of rotating machines, operating more than 80,000 units — an integral part of company operations.

"This year's theme is focused on the role of 3-D printing, reverse engineering, and advanced analytical solutions, including AI and machine learning for rotating equipment, in alignment with the Fourth Industrial Revolution (4IR)," he said.

Al-Baiz noted that 3-D printing is a rapidly evolving additive manufacturing technology that adds an exciting new dimension to the industry. He said it will allow equipment manufacturers to produce complicated designs quickly and accurately, with shorter delivery times and at more competitive costs.

He also pointed out that it is possible to reverse engineer and 3-D print many critical parts of machines rapidly, while also adding a new repair method for damaged parts. A powerful, short film on Saudi Aramco's 4IR Center brought home how these new technologies can deliver cost-effective, sustainable solutions.

bringing innovative ideas to life

Bringing to life the introductory comments of Al-Baiz at the Saudi Aramco exhibition booth, Ahmed Ghazal, a rotating equipment engineer with CSD, highlighted two innovative ideas that came from within Saudi Aramco as part of a 3-D Printing Innovation Campaign launched by the CSD. From nearly 90 ideas submitted, two were awarded for the best 3-D printed design.

The first idea, the 3-D printing of a replacement motor cooling fan that was no longer available on the market, came from Rakan Zahrani, Abdullah Zahrani, and Mohammed Johani at Yanbu' Refinery. The second idea, the replacement of a steel water filter with a 3-D printed nonmetallic version, was a collaboration between CSD and the Sea Water Injection Department, with input from Rakan Banna, Mirza Baig, and Abdulaziz Asiri.

In addition to the winning ideas, the Saudi Aramco booth also demonstrated other innovative technologies, including a motion amplification camera that has significantly shortened the identification, measurement, and location of vibrations; a sound camera that visualizes sound and can pinpoint such important issues as valve leakage; through to an innovative digital dashboard that can pinpoint improvement opportunities across Saudi Aramco's 200 gas turbines.

In addition to the hands-on examples of technologies at the exhibition booth, Saudi Aramco subject matter experts presented on a range of topics over the two days, including an overview of the results of a five-month field trial of a 3-D printed pump impeller; spare parts reverse engineering; an introduction to 4IR predictive analytics; as well as Big Data and Smart Analytics for critical rotating assets. In addition, a presentation highlighted the Khurais increment project and the re-configuration of pump design undertaken to enhance reliability and reduce power consumption.



Abdullah O. Al-Baiz, vice president of Engineering Services, and Jamil J. Al Bagawi, chief engineer with Saudi Aramco, listen to a presentation by Rakan W. Banna, an engineer in the Plant Engineering Unit with Sea Water Injection Department (SWID), during the recent Rotating Equipment Technical Exchange and Exhibition. Banna's presentation included an explanation of a collaboration between SWID and the Consulting Services Department in the use of nonmetallic material to replace corroded stainless steel laterals in sand filters. The filter screen, he explained, was reverse engineered with nonmetallic material which is expected to provide a 20-year life span. (Photos: Ahmad El Itani/MPD)

event demonstrates 'unlimited commitment toward protecting the marine environment,' says Al-Gouhi

Regional Clean Sea Organization hosts first international oil spill conference



Abdulhakim A. Al-Gouhi, vice president of Industrial Services with Saudi Aramco, told attendees at the First RECSO Enviro Spill Conference and Exhibition that there is a continued need for collaboration among industry players on environmental practices. (Photo: Hatim Oweida/MPD)

collaborate to protect the pristine Gulf environment through prevention, preparedness, and response.

"We come together to demonstrate our unlimited commitment toward protecting the marine environment from any harmful effects of pollution, in general, and of oil spills in particular," said Al-Gouhi.

He noted that Saudi Aramco demonstrated its expertise in oil spill mitigation at the height of the Gulf War in 1991, when an estimated 8 to 11 million barrels of oil were released in what is thought to be the largest oil spill in human history, and established oil spill contingency plans, response teams, training programs, and oil spill drills that put Saudi Aramco at the forefront of the industry.

'risks continue to rise'

But even so, added Al-Gouhi, "the need to pursue research and development in new technologies and more efficient oil

spill combatting tools and equipment could not be emphasized more."

Al-Gouhi additionally noted that a major element to test readiness is by conducting drills and exercises.

One such exercise was successfully conducted at the south Red Sea this year that involved all stakeholders, including government, military, and civil authorities, as well as specialized international oil response, tanker, and shipping companies. Response operations included offshore containment and recovery, shoreline cleanup, and aerial dispersant spray by Saudi Aramco.

The conference included 65 speakers, and 30 exhibiting companies representing more than 20 countries. Workshops provided an opportunity for interactive discussions between presenters and delegates on key topics and new technologies for oil spill prevention, mitigation, and response.

Among the Saudi Aramco presentations was one by Andrew Regan, the Marine De-

partment's engineer, who delivered a presentation titled "Oil Spill — The Impact on the Sea Environment and Waste Management."

Saudi Aramco's global oil spill response director, Muhammad A. Saber, was a panelist on a leadership panel on "Regional Challenges in Oil Spill Response."

Ibrahim A. Al-Hilal, regional oil spill coordinator with Saudi Aramco, served as the panel moderator for a leadership panel discussing "Oil Spill Management."

Majed Al-Khalidi, senior pollution control coordinator, chaired a technical session on "Global Policies and Regulations in Oil Spill Response."

Abdullah O. Tewairqi, manager of the Marine Department, presented recognition plaques to partners and committees. Tewairqi commended members of the team, who presented papers, participated in panel discussions, and manned the booth in the exhibit area.

Abu Dhabi — At a regional meeting of oil companies to discuss methods for environmental stewardship last week, Saudi Aramco shared some of its best practices in the prevention of oil spills, and methods of environmental preservation.

The First RECSO Enviro Spill Conference and Exhibition was hosted by the Regional Clean Sea Organization — a 13-member oil industry co-operative organization formed in 1972 with the objective of accomplishing a cleaner and safer environment.

Saudi Aramco was a diamond sponsor.

In delivering the keynote speech at the opening ceremony, Abdulhakim A. Al-Gouhi, vice president of Industrial Services with Saudi Aramco, called on members to



AbdulAziz Somali and Majed Saber from Saudi Aramco's Marine Department brief visitors at our company's booth in Abu Dhabi on the oil spill response capabilities of Midyan — a highly capable Marine Pollution Control Vessel that covers the company's operations on the Red Sea coast. The vessel, which is 70 meters long and 15 meters wide, has two built-in skimming systems with the capability of recovering 100 cubic meters of oil per hour. The vessel also has 2,500 meters of oil booms and a recovery oil tank that can store 3,500 barrels on board.

World Oil Award reflects Saudi Aramco innovation

Houston — Saudi Aramco's win in the "Best EOR Technology" category for its "CO₂ Capture, Sequestration and EOR Project" and eight finalist nominations at the 2019 World Oil Awards reflect the company's commitment to research and development and industry innovation.

Honoring groundbreaking strides in the oil and gas industry for nearly two decades, the annual event features 18 categories encompassing a wide range of upstream topics.

The award recognizes Saudi Aramco for launching the Kingdom's first carbon capture and sequestration and CO₂ enhanced oil recovery project at 'Uthmaniyah — part of the greater Ghawar field.

a first for the Middle East

A first-of-its-kind in the Middle East in terms of scale and operation, and one of the largest in the world, the project involves capturing about 40 million standard cubic feet per day — approximately 800,000 tons of CO₂ per year that would have been ordinarily emitted into the atmosphere.

The World Oil Awards committee recognized Saudi Aramco with multiple finalist nominations — "DSA, World's First 3-D

Dispersed Source Array Blended Seismic Acquisition" for Best Exploration Technology; "Haradh Gas Plant Sulfur Recovery Process" for Best Health, Safety, Environment/Sustainable Development — Onshore; "Innovative Resin Formulations for Remedial and Primary Cementing Operations" for Best Well Integrity Technology; and two nominations "FracBots: The Next Real Reservoir IoT" and "Engineering Injection Water Chemistry for Enhanced Oil Recovery (EOR)" for the New Horizons Idea category.

EXPEC Advanced Research Center's Sunil L. Kokal, principal professional and a focus area champion with the Enhanced Oil Recovery, Reservoir Engineering Technology team, was among the five distinguished nominees for the Lifetime Achievement Award.

The King Abdulaziz Center for World Culture (Ithra) developed by Saudi Aramco, was a finalist in the "Best Outreach Program" category for the far-reaching impact of its energy exhibit within Ithra and associated classroom program for STEM education, "Energy in a Box."

"Even though we did not win the category, it was an honor to be selected as a finalist," said Maha N. Abdulhadi, former head of the Energy Exhibit and cur-



Rami Bin Nasser, a senior consultant with Saudi Aramco (right), accepts the award in the "Best EOR Technology" category for Saudi Aramco's "CO₂ Capture, Sequestration and EOR Project" from Andy McDowell, vice president of Gulf Energy Information, and publisher of World Oil.

rent leader of the Outreach Programs with Ithra.

"Our strong showing at the 2019 World Oil Awards continues to reflect the hard

work, creativity and capability of our scientists working in Saudi Aramco labs worldwide," said Ashraf M. AlTahini, manager of the EXPEC Advanced Research Center.

Ithra crosses 1,000,000 visitor milestone during second week of Creativity Season activities

Tanween continues to spread innovation and deliver on Ithra's cultural mission to offer compelling experiences for guests — and there's still time to take part



Dhahran — The King Abdulaziz Center for World Culture (Ithra) welcomed its one millionth visitor this past weekend while hosting the second edition of Tanween, its annual Creativity Season.

The significant milestone reaffirms Ithra's position as a creative destination for talent development and cross-cultural experiences, drawing in visitors from the Kingdom and abroad.

Building on the momentum of each event within its year-round programming, Ithra's offerings demonstrate continued growth as it celebrates creativity, culture and talent across its many offerings. Ithra's Saudi National Day celebrations attracted more 84,000 visitors this year — more than double in its previous year — reaffirming its position as an icon of national pride.

Beyond art and culture, Ithra's community engagement activities have been an anchor pillar of its operations with ongoing local schools and universities. Ithra has welcomed close to 1,000 school visits, reaching more than 50,000 students and teachers. Ithra's staple volunteering program draws over 1,000 volunteers per year, creating a community of active Saudi youth engaging with Ithra's diverse programming firsthand.

"At Saudi Aramco, we are committed to playing an integral role in the Kingdom's efforts to diversify the economy, as well as provide citizens and visitors alike with unique cultural experiences," said Saudi Aramco's vice president of Corporate Affairs Nabeel A. Al-Jama'.

"We have a deep rooted belief that through empowering young Saudi minds and talent we can help develop a thriving creative landscape. By building the Kingdom's knowledge reserve, we are providing knowledge seekers and the leaders of tomorrow with a creative platform to thrive in this modern world. This is what makes Ithra so special - and why so many people continue to come through its doors," he added.

'enriching experiences'

"Ithra is immensely proud

to have achieved its one millionth visitor mark. This milestone signifies a million enriching experiences in knowledge, creativity and culture delivered to individuals who have walked through our doors, as part of Ithra's promise to broaden cultural horizons and offer new experiences to audiences in the Kingdom and visitors from abroad," said Fatmah Al-Rashid, Ithra's acting director. "We are especially proud to have had this achievement occur during Tanween, our Creativity Season festival and flagship annual event. Tanween, along with our calendar of year-round programming, represents Ithra's mission to create a cultural and creative ecosystem bringing people of all ages, interests, and backgrounds together — building bridges beyond borders and celebrating talent. "This significant milestone is a testament to the growing cultural appetite within the Kingdom, one that Ithra provides a destination for via art exhibitions, theater shows, cinema screenings, book signings, and other events. We look forward to welcoming millions more in the years to come and creating impactful new experiences as more and more visitors are welcomed into Saudi Arabia."

Continuing on the success amid the milestone, this year's Tanween, which is programmed around the theme of "Play," offers more than 230 events through a range of workshops, talks, exhibits, dining experiences, and performances. All of Tanween's offerings address professionals of all levels and family visitors of all ages and interests.

The season continues its second week with the commencement of Tanween Talks, hosting a group of inspiring world-class achievers, speakers, and thinkers from around the world, enabling visitors to experience varied perspectives in the fields of science, technology, creative thinking, and the arts. Headliners this past weekend included:

- Legendary French football player Thierry Henry
- Master storyteller and Pixar

animator Andrew Gordon

- Japan's first astronaut Dr. Mamoru Mohri
- Saudi Arabia's world champion professional gamer Musaed Al Dossary
- UX creative director Jean-François Larouche

• Stanford fellow Stuart Brown, M.D., the world's foremost academic of play theory and founder of the National Institute of Play.

As Ithra's Creativity Season, Tanween concludes this upcoming weekend. Following is a list of upcoming events:

Performances:

- Greg Foot's Extreme Sports Science Show, Oct. 23-26
- Tarek Yamani Trio, Oct. 24-26
- Meet the Millennials by Company New Heroes, Oct. 25-26

Talks:

Oct. 23: Culture Play

- Dr. Nabeel Bahjt: Egyptian Puppet Master
- Mohamad Alfaraj: Artist and filmmaker
- Benjamin Layoute: Artist and designer
- Tarek Yamani: Jazz pianist and composer.

Oct. 24: Play Process

- Reem Charif and Mohamad Hafeda: Founders of Febrik
- Lucas De Man: Artistic director, Company New Heroes
- Eric Gordan: Professor and director of the Engagement Lab at Emerson College.
- Ramzi Naja: Head of Innovation for the NuVu-Karam
- Jean-François Larouche: Director of Interactive Team and creative director, Moment Factory.

Oct. 25: Play Products

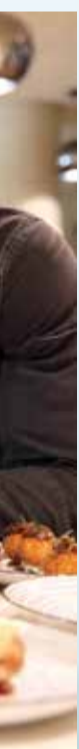
- Andrew Gordon: Co-founder, The Animation Collaborative
- Tasneem Alsultan: Investigative photographer, storyteller, and global traveler
- Yuri Suzuki: Artist, designer, and electronic musician, Pentagram
- Tarek ElKassouf: Award winning designer
- Yokai Studios: Robotic Fashion Design studio and research.

In addition to shows, workshops, and talks, there will also be several fascinating art installations and new dining experiences that visitors can enjoy. For more information, visit the Tanween webpage <https://tanween.ithra.com>.





The second week of Ithra's Tanween, the Creativity Season, once again left visitors with no end of entertaining events and enriching opportunities. From the playground at the colorful Lush Garden, seen from overhead below, to a number of artistic activities for the youngsters, Tanween delivered a fun-filled second week for all who attended. One lucky group of young footballers even had a chance to kick the ball around with football icon Thierry Henry when he paid a visit to a pitch in Dhahran.



Saudi Aramco's technology exhibit at the Geneva International Motor Show wins Golden World Award for Excellence

by Shaista Khan

Yerevan, Armenia — At the International Public Relations Association's (IPRA) annual gala held recently in Yerevan, Armenia, Saudi Aramco received the Golden World Award of Excellence for Event Management for its exhibition at the Geneva International Motor Show (GIMS) which was held in March.

This year, Saudi Aramco was recognized alongside 88 other recipients to receive the award, which is among the world's most prestigious in public relations.

an extensive approach to highlighting ICE

The company's GIMS exhibit highlighted our internal combustion engine (ICE) technologies and enabled Saudi Aramco to connect with European automotive customers and other key stakeholders. The goal of the exhibit was to help stakeholders better understand how ICE addresses global emissions and creates a more sustainable mobility future.

To do so, the team went beyond simple displays, using a breadth of tools, including the physical exhibit, digital content within the exhibit, traditional media coverage, and social media amplification. The exhibit design followed a narrative arc, encouraging visitors to begin with current technologies and end with those that can be implemented in the future.

Each technology area defined what the visitor would learn or experience, including high-tech displays, a transparent screen, a hologram fan, motorized working engine



Mohammed Al Eady (left), regional executive vice president and acting president of the IPRA-Gulf Chapter and a board director of IPRA-Global, Hassan Babiker, team lead in Saudi Aramco's Strategic Transport Analysis, Transport Technologies Division, and Ashley Michael, Marketing Communication Division representative in the Corporate Communication Department, accept the Golden World Award of Excellence in the event management category. Saudi Aramco was recognized for its exhibition at the Geneva International Motor Show held in March.



See
transport
technologies
website

models, and a transparent LED chassis. Multilingual subject matter experts from across our global transport technology team were on hand to discuss the technologies and answer questions.

Before the show, the team launched an updated Transport Technologies page on www.saudiaramco.com, and a series of interviews with Saudi Aramco's chief technology officer and other subject matter experts created a consistent flow of media stories over a 16-day period.

Also, videos were produced to create compelling short clips for social media.

measuring engagement and success

Approximately 10,000 GIMS attendees visited the Saudi Aramco exhibit. Traditional

media engagements resulted in 75 stories, reaching 180 million potential readers. Social media content related to the company's presence generated more than 88 million impressions.

In addition, approximately 67% of survey respondents said the exhibit improved their level of agreement with the statement, "ICE can and will continue to play a role in addressing the global emissions challenge and creating a sustainable mobility future, especially in the short- to mid-term."

Additionally, 74% of respondents said the exhibit improved their level of agreement with the statement, "There are a number of variables in an engine that can be altered to achieve higher efficiency and lower emissions — continued research and

development in these areas can make the ICE a more viable mobility solution."

Upon receiving the award, Amer A. Amer, chief technologist at the Research and Development Center's (R&DC) Transport Technologies Division, said: "Our success at the GIMS exhibition is a testament to the collaboration between the Transport team in R&D and Public Affairs.

"We look forward to future collaborations as we continue working to build an understanding of how advanced ICEs can help lower global emissions in the short- to mid-term."

Winning the award serves as a testament to Saudi Aramco's success in engaging various audiences at the Geneva show and highlighting the role ICE can play in addressing the global emissions challenge.

support is always a call away



24/7 non-emergency services

Industrial Security Operations (ISO) has got you covered 24 hours a day, seven days a week.

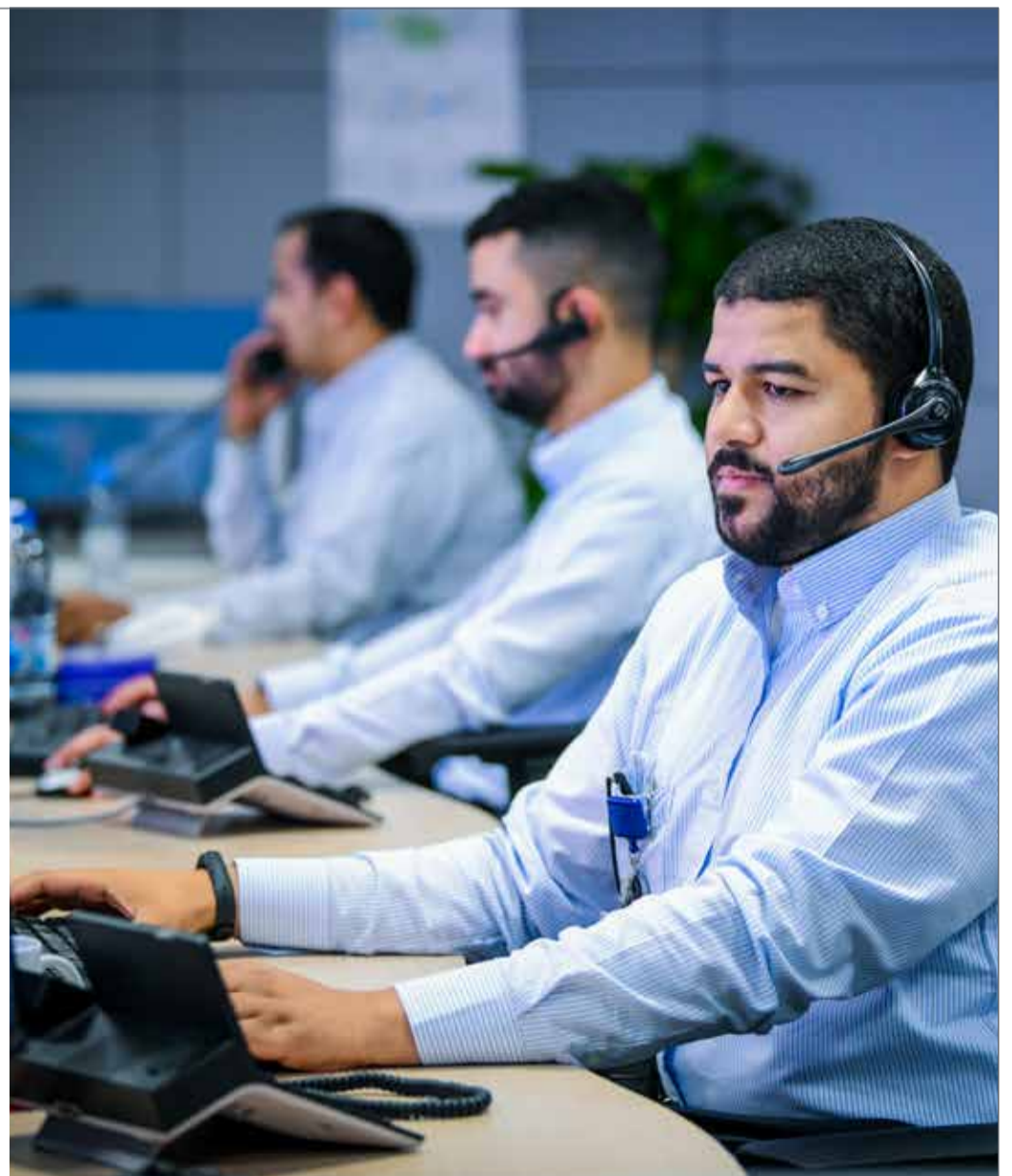
For non-emergency support, call **989** from any company landline for comments, suggestions, and answers to ISO service questions.

Calling from outside Saudi Aramco? No problem! You can reach **Customer Support** at 013-876-6000.

To learn more, please go to **ShareK** and search **989**.

Remember, call **911** for **emergency** security, fire, or ambulance assistance. Call **989** for all other **non-emergency** security issues.

Industrial Security Operations
Responding to your needs anywhere, anytime.



three Training and Development programs earn international recognition

by Mark Fletcher

Saudi Aramco's Training and Development (T&D) recently won merit certifications from the International Federation of Training and Development Organization (IFTDO), marking the sixth year T&D has won recognition for breaking through boundaries to provide organized and structured training programs to the company and Kingdom.

The nonprofit IFTDO has been at the forefront of the training and development field for the past five decades, representing more than 500,000 professionals in over 30 countries.

The three projects that received merit awards cover several functions within T&D, including:

- The corporate Operational Excellence (OE) program, which enhances training programs and services
- Hosted advanced degree programs, which equip future professionals and leaders with skill sets to lead the way in excellence
- A trainer observation and development system that builds on the notion of standardization and continuous improvement across program delivery.

hosted university programs

For years, Saudi Aramco has provided opportunities for professionals to further develop their knowledge and skills through many programs and courses. One such program supports employees who wish to study advanced degrees to expand their knowledge and apply industry leading innovation and ideas in the workplace.

Pursuing advanced degrees can take away from the participants' ability to sup-



port family, as well as their practical application skills and ability to put what they learn into action immediately. To overcome these issues, Saudi Aramco Hosted University Programs (SAHUP) formulated a streamlined, practical application for employees seeking advanced degrees that provides transnational advanced degrees to the Saudi Aramco workforce, creating opportunities for applied research through real-world challenges faced by the company.

To date, SAHUP has delivered 13 master's programs covering 11 specialized disciplines, with a total of 326 graduates. Six programs are currently being offered through this initiative, with 162 employ-

ees taking advantage of the offering.

Moving forward, T&D plans to roll out 13 new programs from 11 renowned universities by 2021.

building a learning organization through OE

Organizations companywide have implemented OE into their daily operations, and T&D is no exception. Since initiating OE, T&D has seen improvements in cost and profitability through cost savings and revenue generation via better resource utilization, process streamlining, and program innovation.

Also, improved graduation rates, reduced absenteeism, and increased cus-

tom satisfaction have been noted. T&D has also improved its capacity to introduce reliable learning programs and services to the public by contributing to nation building initiatives via educational partnerships and training center development projects.

Trainer Observation and Development System (TODS)

The apprenticeship programs that the Industrial Training Department (ITD) offers young Saudis provides the company with more than 1,000 trainees per year in multiple crafts. The vast number of trainees creates a challenge to maintain consistency and standardization in training delivery. To ensure alignment with the department's mission and the reliability of delivery, the Quality Assurance and Training Performance Measurement Unit and ITD worked together to create the Trainer Observation and Development System (TODS). The system provides a framework for facilitating and tracking ongoing trainer development for more than 500 trainers across 34 teaching units.

By accurately profiling the competencies and performance of each trainer, TODS identifies top instructional performance and best practices, enabling the leveraging of resources for effective knowledge and best practice sharing, thereby helping ITD build a more competent workforce by producing high quality trainees.

Since its inception in August 2017, thousands of trainees have graduated from the ITD, benefiting from the program's impact on their trainers' performance. Furthermore, the company recognizes TODS as a best practice, and other training organizations throughout the company are using it.

Pipelines strives for engagement with PDP event in al-Khobar

Al-Khobar — Saudi Aramco's Pipelines Department recently hosted its 2019 Pipelines Professional Development Program (PDP) event in al-Khobar.

The event provided participants with opportunities to network with their peers, as well as allowing for engagement with management in an environment that promotes learning, collaboration, and knowledge sharing.

The event provided the attendees with a wide range of topics presented by PDPs, as well as four guest speakers.

Mohammad A. Al Hatlani, general manager of Pipelines, highlighted the importance of establishing and maintaining positive and continuous employee engagement, adding that management was present to hear any PDP concerns or questions.

from diet to patents to the future of Pipelines

The event included a number of presentations and workshops.

Abdallah Al-Ghamdi from the Pipelines HR Committee Engineering Team presented on "Pipelines Moving Forward," speaking about developing technical talent beyond basic requirements and fostering a talent pool of specialists in multiple disciplines.

Summer Al-Shareef from the Human Energy Management team presented "Eat for Energy," speaking about the importance of eating light to maintain optimum glucose



Summer Al-Shareef, a guest speaker from the Human Energy Management team, gives a presentation titled "Eat for Energy."

levels throughout the day and ingesting the right amount of fuel to keep us engaged, focused, and energized.

Her presentation was followed by a workshop that examined the role of nutrition in energy management.

Mohammed Al Mehthel from the Consulting Services Department, who has 27 patents granted by the U.S. Patent and Trademark Office, presented on the "Journey of Innovation," sharing his personal journey and the motivation behind his passion for inventions.

Salman Al-Otaibi, head of the PD&T Division in the Facilities Planning Department,



Mohammad A. Al Hatlani, general manager of Pipelines, engaged in an open discussion with attendees.

spoke on "Capturing the Opportunity," sharing his experience, knowledge, and lessons learned from working with Saudi Aramco.

A Pipelines PDP success story was shared and delivered by Othman Al-Yahya in a presentation called "No Individual Can Win a Game by Himself." Al-Yahya shared his journey through the program, and the importance of teamwork and collaboration to overcome any obstacles or challenges.

Mohammed Sbeeha conducted a knowledge sharing game, providing the PDPs a greater level of engagement while increasing their knowledge of HSE, operational

excellence, information protection, the Four Critical Behaviors, corporate values, and business conduct.

The event concluded with a panel discussion that included Al Hatlani, Faisal Al Nuaimi, manager of the East-West Pipelines Department; Abdullah Al-Rwaished, manager of the Northern Area Pipelines Department; and Usamah Al Musabbeh, manager of the Southern Area Pipelines Department.

The open and interactive session allowed PDPs to share suggestions and concerns with management, who also shared advice on career growth and development.

King Abdulaziz Center for World Culture
by saudi aramco



Ithra movies

in cinema

Ithra Heroes Adventure

Oct. 26, 28 10:30 a.m.

Coconut the Little Dragon

Oct. 28, 29 6:45 p.m.
Oct. 29, 30 1:30 p.m.

Kikoriki — Legend of the Golden Dragon

Oct. 28, 29 1:30 p.m.

AlphaGo

Oct. 28, 29 3:30 p.m.

Sadeya Sabt Sultan

Oct. 28, 29 5:45 p.m.

Is Sumiyati Going to Hell?

Oct. 30, 31 8:15 p.m.

Noesis

Oct. 23, 24, 25, 26 4:15 p.m.
Oct. 24, 25 8:30 p.m.



Kikoriki — Legend of the Golden Dragon

The resident scientist on Kikoriki Island invents a helmet that can transfer personality traits from one person to another.



Coconut the Little Dragon

Coconut the Little Dragon goes on a summer camp adventure, which turns into a disaster when the wild water dragons and carnivorous plants come along to create chaos.



Sadeya Sabt Sultan

An unemployed Saudi doctor turns into an ice cream driver disguised as a puppeteer to reach his missing daughter.



Is Sumiyati Going to Hell?

As told through the eyes of young Layan, the story centers on Sumiyati, the family's housekeeper, and her continuous negative work experiences.



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أرامكو السعودية
saudi aramco



REAL ENERGY MEETS REAL NEEDS

Even with global energy demands increasing every day, our carefully managed reserves are designed to continue to meet people's needs for decades.

**THIS IS REAL ENERGY.
THIS IS ARAMCO.**