

OIL MAN THROUGH AND THROUGH

Pipeline Magazine recently had the opportunity to sit down with the 2015 Oil Baron, Dr Ali Saeed Al Ameri, Chairman of Al Shoumoukh Group to hear why he feels oil is in his blood and why he will be doing all he can to promote the good causes aspect of the award, writes Julian Walker

As I drove down to Al Shoumoukh Group facilities in Musaffah Abu Dhabi, I got a sense of how far Dr Ali Saeed Al Ameri had come from his initial studies in the oil industry, via establishing his own oil business and now to be nominated by his peers to become the Oil Baron for 2015.

"I am a business man and an oil man. I started my own business in 1998 with my partners in a coffee shop. I really concentrated on building my business, which you can see in the facility we have now in Abu Dhabi and further facilities in and around the GCC countries," Dr Al Ameri said.

Dr Ameri is an Emirati who started in the country's oil industry when he was very young and has manifestly not lost any ambition to carry on working in the industry.

"I have been working in the oil and gas industry for around 25 years, and I will continue to strive for the future," he said.



In 1974, he left school and joined ADMA's training centre for two years before moving onto the UK to finish his studies in Falkirk, Scotland.

"It was a very good experience. I was in Scotland for four years before getting my master's degree in Westminster University."

He left ADMA in 1997 and went on to set up with partners the Al Shoumoukh Group which went from its humble origins in an Abu Dhabi coffee shop to running more than 90,000 sqm of facilities in Abu Dhabi.

New Oil Baron

Dr Ameri said he was bowled over to have become the 2015 Oil Baron, and extremely honoured to have been nominated by so many people to gain the position.

"It was a very proud and humbling experience for me and for my team members at Al Shoumoukh Group. I really appreciate everyone who voted for me. It is



A great fit: Dr Ali Saeed Al Ameri of Abu Dhabi based Al Shoumoukh Group receives his 10-gallon hat



Oil Baron's from the past few years line up with this year's winner

heartening to know that people appreciate my work in the industry," he said.

He feels that becoming the new Oil Baron means he will look to work even harder in order to maintain ever higher standards, as would be rightly expected of an Oil Baron.

"I don't expect being the new Oil Baron to be a walk in the park but I am ready for it," he added.

Dr Ameri feels that the Oil Barons award has really given people within the industry something important to get motivated for.

Creating an oil company

Al Shoumoukh Group is made up of three major companies. One is fully owned by the Al Ameri family. Then there is a 51/49 per cent partnership with international companies. It also sponsors some companies in the UAE.

"We started in the oilfield supplies business and then we entered the services and manufacturing wing. We now have four factories here in Abu Dhabi doing downhole equipment, drill pipes repair and maintenance," Dr Ameri explained.

He believes it is important for the UAE to partner with international companies as

they help bring in new technologies to the country and knowledge transfer is such a major focus within the UAE.

"We can then blend these technologies with our local expertise and culture," he said.

Al Shoumoukh Group has also branched out outside the UAE.

The group currently has branches in the GCC, in Saudi Arabia, Iraq (North and South) and a branch in Egypt.

"We started expanding our operations in other parts of the Middle East in 2007/8. Branching out has been very successful for us, especially the Saudi and Egypt branches. It was a good move for us," he said.

Oil wealth

Dr Ameri feels strongly about the importance of the oil industry to the UAE.

"Oil made what the UAE is today, but under the vision and guidance of our founding fathers the UAE has been able to combine oil with other things. The UAE has been using its oil income to the benefit of our environment and the country's infrastructure, complementing it with renewable energy," he said.

He touched on how the oil industry in

the UAE has changed dramatically since he began working in the sector.

"For example, the drilling methodology has evolved over time. An important change is the mentality of the people of how to produce the oil. You can see this change in management now concentrating on the environment, which is good for the benefit of the country and the people in the future," added Dr Ameri.


Charity needs

The new Oil Baron emphasised again and again that the charity aspect of becoming the new Oil Baron is vitally important.

"Charity is not just important to the oil industry but that the whole country should be giving something to people in need," he said.

He was adamant that business, in particular, should contribute more to the welfare of the community.

"Businesses should put more efforts into the charity sphere."

That is why Dr Ameri will be focusing heavily on promoting the good cause aspect of the Oil Baron and its long-term support of the Friends of Cancer Patients Charity. 



CHARITY BALL BRINGS OUT

The 12th Annual Oil Barons Charity Ball did not disappoint with the generosity from industry professionals demonstrating a true commitment to giving back. It reconfirms the ball as the region's largest charity event for the energy sector

The 12th Annual Oil Barons Charity Ball saw more than 2,000 professionals and their guests come together to offer their generous donations to the UAE-based Friends of Cancer Patients (FoCP) charity, despite the current economic conditions in the industry.

More than US\$ 200,000 was pledged for FoCP through the substantial donations raised during Dubai's time-honoured charity event, breaking last year's record and once again demonstrating the industry's commitment to giving back to the community.

The event is held under the patronage of H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, UAE Minister of Culture, Youth and Community Development, and organised by dmg events. It is backed by the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC), the region's largest oil and gas show.

In an impassioned speech H.E. Sheikh Nahyan commended the continuous generosity of the oil and gas community and emphasized the difference it could make in the lives of the country's cancer patients.

Simon Mellor, President of dmg events, said: "The persevering generosity of professionals from the energy sector and their guests has truly inspired a sense of compassion and philanthropy throughout the industry irrespective of external circumstances, and we would like to extend our deepest gratitude to everyone who has shown their continuous support."

H.E. Ameera Binkaram, President of the Board of Trustees, and Founding Member of FoCP, said: "Every year, I am deeply heartened by the on-going



THE BEST IN THE INDUSTRY

generosity and support shown at the Oil Barons Charity Ball, and I would like to sincerely thank the Patron, donors, and sponsors of this important event.

"As the burden of cancer grows, so does the need for community support. This remarkable donation will be used to help us offer aid to UAE cancer patients, including access to treatment and medical care."

Last year's donation helped 116 patients receive care, including 72 women, 37 men, and 7 children.

New Oil Baron

The highlight of the annual event is certainly the crowning of the new Oil Baron who is voted in by their industry peers. This year saw Dr Ali Saeed Al Ameri, Chairman and CEO of the oilfield supply and services


company, Al Shoumoukh Group, crowned the 2015 Oil Baron. The highly coveted status is given to those who demonstrate a genuine commitment to corporate social responsibility, and making a real difference in the region.

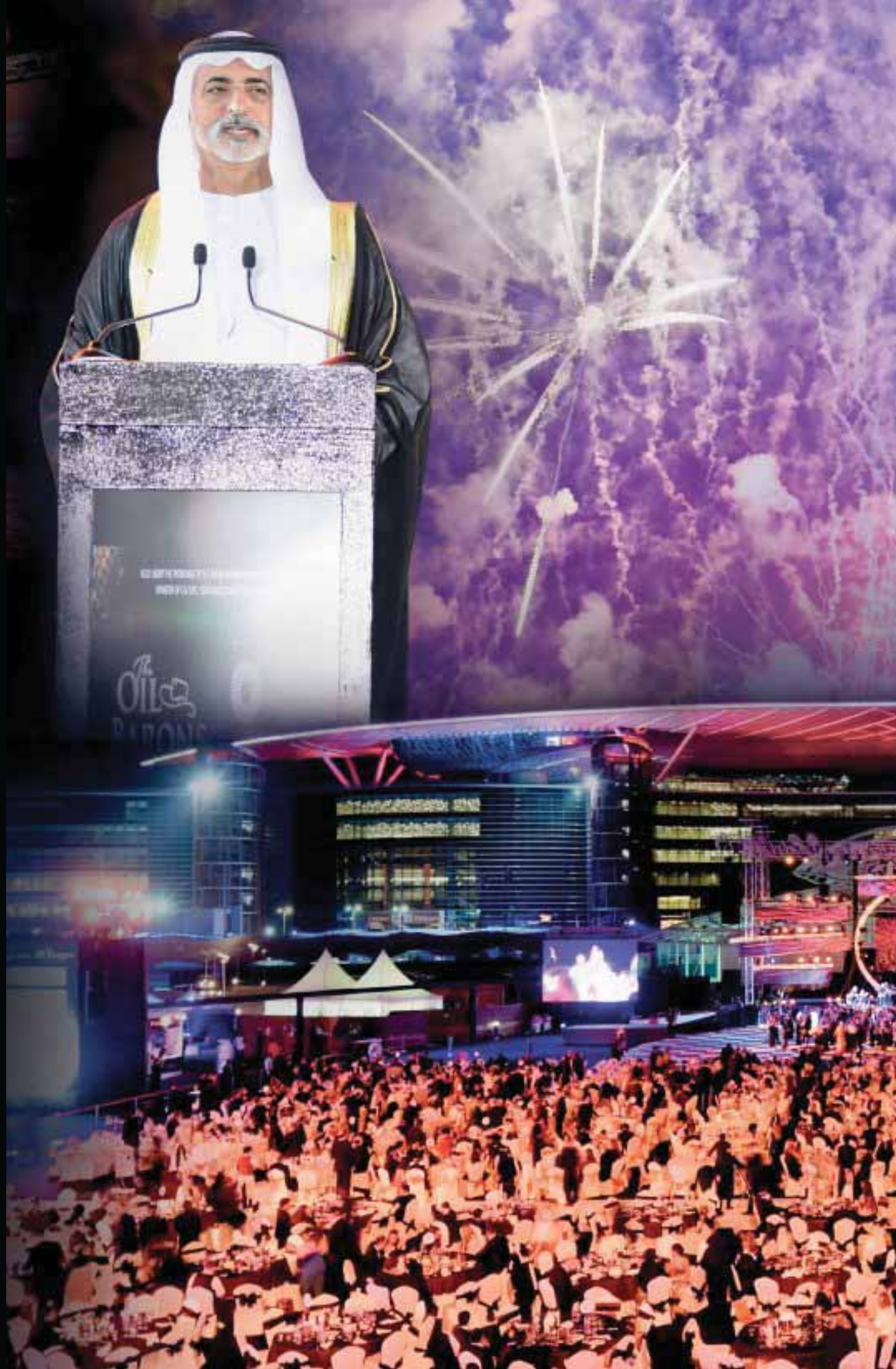
"This is a truly proud and humble experience for me, and I appreciate all those who have supported me throughout my entire career, including my family and colleagues. Being crowned Oil Baron is a lifetime achievement that I will always treasure," Dr Al Ameri said.

"I also extend my sincere appreciation and gratitude to my family and business associates for without their help and support, this honour would not have been possible. This award will always have a place of honour for myself and for my group.

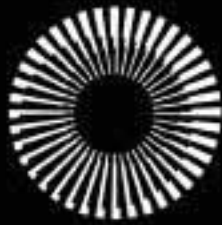
"Of course, this is not only about being named Oil Baron, but also the responsibility that it carries with it. I am committed to allocating my time to the Friends of Cancer Patients charity and helping them in anyway I can. I am also fully dedicated to working towards innovation in both product and technology that will further advance the oil and gas industry."

The glamorous event is the region's largest gala dinner for the oil and gas industry, and a highlight of the UAE's social calendar.

Guests at the Oil Barons Charity Ball enjoyed an evening of five-star dining and entertainment, including spectacular performances by Heather Small, award-winning lead singer of M People; soul singer Jae Franklin; and Dubai's reputed party band, The Maplejacks. 







ADIPEC أديبك PRESENTS

The Abu Dhabi International Petroleum
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The OIL BARONS

CHARITY & BALL

6th March, 2015 • The Meydan Hotel, Dubai



Oil Baron 2014 Dave Jackson hands over to the new Oil Baron,
Dr. Ali Al Saeed Al Ameri



Simon Mellor, President -
Middle East, India & Asia, dmg events





H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, UAE Minister of Culture, Youth and Community Development



Oil Barons, past and present



Dr. Ali Al Saeed Al Ameri, CEO, Al Shoumoukh Group



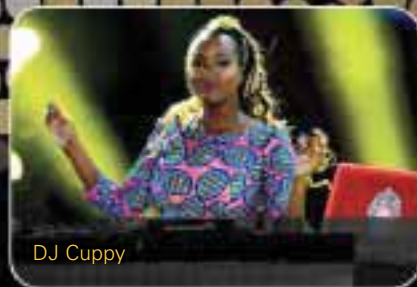
Best Dressed couple



H.E. Ameera Binkaram, President Board of Trustees & Founding Member Friends of Cancer Patients Charity



Maplejacks



DJ Cuppy





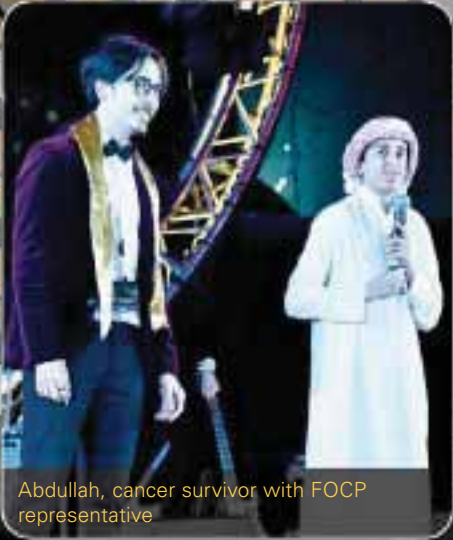
Best dressed lady with Tamara Kobaissi, Molton Brown



Tom Urquhart with Virgin Atlantic hostesses



Heather Small



Abdullah, cancer survivor with FOCP representative



Silent Auction





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