

## **SUMMARY:**

Water Energy & Beyond (WE&B) is an established consultancy specializing in innovative environmental, technological, and commercial solutions for the Oil & Gas industry. WE&B specializes in the following areas of activities:

- Conventional oil & gas commercial and technical consultancy
- Environmental solutions relating to oil and gas production
- Renewables and new sources of energy
- Manning and recruitment consultancy

The scope of the consultancy covers areas and activities which oil and gas companies require but at the same time, it is not considered a core business.

Our network of consultants and experts in the abovementioned fields are highly required by oil companies operating in MENA and Africa. Each of our consultants has a deep and comprehensive understanding of such activities and already provides services to major International Oil Companies (IOCs) and National Oil Companies (NOCs).

As a specialized consultancy, there are not too many competitors working as independent consultants. The main reason for this is the need to have both the technical and commercial acumen. Most of the technical experts cannot provide the essential commercial modeling for the required activities. On the other hand, commercial experts do not usually have the technical background or understanding of technical details to operate independently.



For the past ten years, WE&B and its associates have been involved in developing various innovative solutions to meet the changing demands of sustainable development and environmental performance.

WE&B founders and consultants believe that business is no longer as usual, especially in the energy sector. While Green renewable energy is the only sustainable way to move forward, the path to reach Sustainable Development Goals is less clear.

WE&B approach is to formulate the strategic framework by which governments and corporates are able to identify what are the real priorities and how to meet the requirements of growth and continuity.

## **AREAS OF SPECIALIZATIONS**

### **The Business**

To provide professional consultancy services for energy companies (oil and gas) in the following areas of activities:

#### *Conventional oil & gas commercial and technical consultancy:*

- Providing analysis on stakeholders, local, national, and regional forces affecting current and future opportunities
- Introducing key local and regional interests to potential newcomers
- Representing companies who are interested in expanding in the region but do not want to invest before project materialization
- Negotiating on behalf of our clients
- Through our network of experts, we provide top-notch legal, finance, and technical advice and support to negotiators and business leaders
- Introducing, representing, and packaging new technical and commercial concepts in the region.

#### *Environmental solutions relating to oil & gas production:*

- Midstream and Downstream Technical and Commercial Solutions:
  - innovative trading solutions utilizing a deep understanding of the global/local nexus of supply/demand regional differences. Our focus is to link trading activities to sustainable development and self sufficiency
  - Innovative approach to provide refining capacity utilizing technical and commercial solutions tailored to the market demand rather supply dynamics
- Produced water management: utilization of niche technologies and processes to enhance oil production and minimize water impact
- Integrated gasification technology in upstream, especially heavy oil activities
- Closed cycle systems for enhanced oil recovery

#### *Renewables and new sources of energy:*

- Utilization and adaptation of second and third generation biofuel technologies for local deployment.

#### *Manning and recruitment:*

- Deployment consultancy. As many IOCs and NOCs specific experts and project consultants. This will be provided when and as needed by the clients.
- Linking recruitment consultancies and executive search with the right client.
- Assessment and interviewing potential candidates.

## **The Market**

### *Market Definition*

Main markets are in Africa, Middle East and GCC states respectively. All these regions have one or more major oil company operating under a concession or production sharing agreements. Both the governments (represented by the NOC) and the operating IOC have a primary responsibility to reduce costs and increase production. For this, only essential (core) activities related to production are maintained in-house. All other non-core activities (i.e. Produced water management studies) are looked at as a pure cost and a noncore activity (non-core). For this, both NOCs and IOCs prefer to outsource them to consultancy houses.

As former business development managers and inventors in major IOCs, our consultants have a deep and comprehensive understanding of such activities.

### *Market Segment*

The target market segments are:

International and national oil and energy companies. This includes integrated and specialized companies in the fields of Exploration and Production, Refining and Trading.

Smaller, specialized service companies (i.e. Oil field service companies, well management companies, etc.).

### *Position*

Top-quality technical and commercial consultancy. Most of the consultancies working in related fields provide only technical consultancy leaving the appropriate commercial model for the client. The integration of commercial modeling into non-core activities presents a big challenge for both the client and the consultant. Commercial modeling is essential for all clients working with governments to insure efficiency and top-quality.

With the increasing pressure to include environmental, social, and sustainable development elements as an important part of rewarding contracts and attracting investment, putting an integrated structure becomes an essential requirement to ensure a successful sustainable business.

Most International Companies, even some super majors, struggle with commercial modeling for many types of non-core services and only a handful of experts can provide both technical and commercial structure.

## PREVIOUS WORK / SOLUTIONS:

Examples of solutions developed by WE&B executives:

- In 2013, WE&B initiated the development of the first floating oil refinery and shortly after, became the exclusive consultant of Near Shore Resources Enterprises Limited, a consortium of companies to develop and implement the first Modular Mobile Refinery (MMR) with Zero Carbon Footprint. Integrating several innovative technologies and commercial solutions, the MMR is considered the most sustainable, strategic, and feasible approach to meet the current demands of energy independence and infrastructure material (i.e. Bitumen) while laying the foundations for sustainable renewable energy infrastructure.
- In addition to NSRE, WE&B provided consultancy for both governmental and private organizations to develop masterplans and strategic approaches to develop and optimize valuable natural resources. One such example is to develop a comprehensive Gas development Masterplan for a major Oil company in the Middle East.

The founders of WE&B have a track record of innovative and strategic energy solutions developed even before the creation of WE&B as a niche consultancy such as:

- Initiated and co-invented a process of decontamination and treatment of produced water.
- Oil Terminal Expansion as part of the Oman Masterplan for developing its resources.
- Contributed to the Iraq Gas masterplan (as part of a public-private review)
- Developed a commercial framework proposal for water management in upstream operations in Iraq.
- Developed the commercial implementation for commercial water filtration using solar panels and membrane technology in the Middle East. The Project aimed to serve communities that have access to water but not water purification facilities.
- Industrial Carbon captured and sequestration utilizing algal processing to eliminate emissions and produce algae-based products and biofuel.



## **WHO ARE WE:**

### **AMMAR KAMEL**

WE&B was founded by Ammar Kamel, an established inventor, developer, and strategist in the field of conventional and renewable energy. During his tenure with Shell, Ammar developed some of the most innovative, award-winning water solutions for Upstream production. Ammar also developed several commercial and technological solutions to deploy innovative technical solutions such as upstream gasification and CO2 sequestration by algal processing.

His projects and patents received international awards and recognition such as Global Water Award in 2011.

As head of Strategy in Petrofac Integrated Energy Services, Ammar focused on the role of Human Resources and training as part of the Critical Success Factors in any development strategy. He led several strategic reviews such as the Iraqi south oil fields' development requirements developing strategic relations between education and professional providers to create a new approach to technical training.

### **REMA TELLO**

Rema co-founded WE&B having more than 25 years of HR management experience in Shell EP International. Rema managed resourcing, staffing and recruitment in different cultures and operating environments. Rema has an in-depth knowledge of all HR issues and requirements in the oil and gas business and deep experience in staff management and global mobility.

During her tenure at Shell, she worked in Europe, Latin America, and the Middle East. This gives Rema an exceptional understanding of cultural and social differences and how to harness the positive elements of diversity in every working environment.

For the past ten years, Rema has focused on talent & resourcing including leadership development, performance, and diversity management.

## **WE&B APPROACH TO STRATEGY FORMATION:**

### **Planning for Unpredictability and Sustainable Development**

Since the oil price crash in 2014, the WE&B team started working on developing a better and deep understanding of the new normal, facing unknown challenges and managing known ones. Today, WE&B is working with its network of partners and experts to develop a way forward for developing economies after the COVID-19 pandemic.

The focus is on Energy Security (WE&B Core Competency), Food and Supply Chain Security, and Infrastructure Development.

WE&B has developed a comprehensive approach to strategy formation that takes into consideration the realities that affect the execution of strategies.

In addition, WE&B provides a host of services and consultancies in the following specialized domains:

### **Tenders and Commercial Activities supervision**

- Tender and RFQ's writing and supervision
- Supervision of Tendering Process
- Technical and Commercial Due Diligence
- Identifying and negotiating Scope-of-Work and requirements with Service Providers and Technical companies.

### **Strategy and Consultation**

(Main focus on Environment and Energy sectors)

- Country Masterplans and Strategy Studies (i.e. (i.e. Integrated Environmental Plans, Energy Security, Food Security, Development Plans, etc.)
- Sectoral Masterplan (i.e. Energy, Water, Natural Resources, Technical Training, and Capacity building plans)
- Government Support (i.e. Plan and Strategy Framing, New Policy and Strategy Plans and Reviews, Technical Writing)



## **WE&B CONTACT INFORMATION:**

The first step for WE&B is to know its clients' needs and to understand and formulate a joint statement. We are looking forward to hearing from you.

For more information, please contact us at the following:

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