



16th MIDDLE EASTERN Base Oils & Lubricants Conference



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“ WHAT DO YOU THINK HAS BEEN THE BIGGEST ACHIEVEMENT WITHIN THE BASE OILS AND LUBRICANTS SECTOR IN THE MIDDLE EAST IN THE LAST 12 MONTHS?

It would be hard to point out one achievement in the Middle East automotive lubricant markets, but I would say that a shift towards a more organised way has gained a lot of traction across GCC and Middle East. We see oil change stations becoming more customer-oriented, optimised and technology-friendly. And this trend is here to stay.

CONSIDERING THE THEME OF THE CONFERENCE, WHAT DO YOU THINK IS A KEY REGIONAL DRIVER OF GROWTH FOR THE MIDDLE EASTERN MARKET?

Looking at the PCMO and HDMO industry in the short to medium time frame, we see growth happening mainly in the synthetic oils segment and predominantly on the value side rather than volumes. We expect volume growth rates to pick up going forward but still to remain limited due to the shift towards synthetic lubricants (which are typically replaced less often).

WHO (PERSON OR COMPANY) DO YOU THINK WILL BE THE 'NEXT BIG THING' WITHIN THE MIDDLE EASTERN BASE OILS OR LUBRICANTS SECTOR? AND WHY?

I would not point out just one person or company in the Middle East lubricants sector, as there are

many strong market participants which are quite ambitious and capable of changing the industry landscape. We do expect to see more international companies moving into engine oils market in the Middle East, but also local players would probably be interested in exploring new opportunities beyond Middle East.

WHAT DO YOU THINK WILL BE THE BIGGEST TOPIC OF DISCUSSION AT THE UPCOMING 16TH MIDDLE EASTERN BASE OILS & LUBRICANTS CONFERENCE IN OCTOBER IN DUBAI?

When it comes to engine oils, Middle Eastern customers' preferences are changing dynamically and I believe it might be one of the key discussion topics during the conference. Many businesses have realised by now that it's not always about the product you sell, but more about the way you deliver it to your customer. That's why factors like selecting the right partner and knowing your customer might become crucial.

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You can hear more from Vitali at this year's ICIS 16th Middle Eastern Base Oils & Lubricants Conference in Dubai on 15 - 16 October 2019.

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