



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?

Better quality products, and sophistication creating value. Many lubricant marketers in the region are realising that they can compete with the world's best, both at home and in export markets. The past 12 months have shown this more than ever.

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

Domestically, it remains government spending, especially on infrastructure projects, with access to working capital and GDP per capita also influencing how much is available to spend on quality lubricants. Size and demand from export markets also clearly has a big say in the region, and its sights are moving East.

WITH INDUSTRY INFLUENCES AFFECTING THE MARKET ON A GLOBAL SCALE, WHAT DO YOU SEE BEING THE SPECIFIC IMPACT OF THESE ON THE GULF?

Prospects for export markets are a key influence. Increasing trade barriers could determine which markets are most attractive. At a macro level, the changing shape of the base oil landscape has provided opportunities for Group III from the

Middle East region, which in turn requires lubricant offerings to adapt to the new base oil landscape.

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

Dangerous question! We have many customers we think highly of! But at a slightly larger level, home-grown brands have a big opportunity to make a mark on a global scale. My talk at the base oils conference is about using the experience of the local conditions to differentiate the offers of oil marketers, so is very relevant.

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?

People always want to discuss what is going to affect the industry and get a gauge of it. With this in mind, macro-effects of electric vehicles may be interesting, as will forecasts for how any possible global recession could play out. ”

[CLICK HERE FOR MORE INFORMATION](#)

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

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