BSP’s 80th Year Anniversary
Dear Colleague

It was with enormous pride that we celebrated 80 years of successful partnership between the Government of Brunei Darussalam and Shell at the end of September. The highlight of this very special occasion was the great honour of His Majesty’s working visit to our head office and offshore to Champion 7.

The event has also given the opportunity to reflect on the achievements of the partnership between His Majesty’s Government and Royal Dutch Shell, which is one of the most enduring in the industry. Both our Chairman, Yang Berhormat Pehin Lim, and Shell Chief Executive, Peter Voser, praised our world-class track record in production, project delivery, technology and safety. The sheer scale of delivery by BSP is quite incredible. Together with our predecessors, we have produced an impressive 6 billion barrels of oil and gas equivalent since 1929, and continue to play a vital role as the economic engine of Brunei.

As you know, we also marked the occasion with a very special gift to the nation with the Tell A Friend road safety campaign. We have had tremendous support for the campaign so far through our own network of family and friends. By extending the campaign nationally, we can work together to make Brunei’s roads the safest in the world. I am delighted to say that more than 30 major organisations have already signed up, and we hope to have at least 50 by the end of the year.

I want to personally thank the many people who worked so hard to make the 80th anniversary celebrations so memorable and joyous.

Thank you.

Grahaeme Henderson
Managing Director, BSP
BSP GIVES BACK TO THE COMMUNITY
BSP: 80 Years And Beyond

On 5 April 1929, oil was struck at 297 metres of the Seria-1 well. This historical milestone marked the first commercial discovery of oil, and the birth of the oil and gas industry in Brunei Darussalam. This industry has significantly shaped Brunei’s economic and geopolitical status. Today, it still plays a significant role and contributes to 90% of Brunei’s exports and over 60% of Brunei’s GDP.

BSP’S PROFILE

Brunei Shell Petroleum is a 50-50 joint venture between His Majesty’s Government and Shell. This year we are proud to celebrate the 80th year of this strong partnership, which is possibly the longest in the oil and gas industry worldwide. BSP is one of the biggest energy companies in Asia, producing around 350,000 barrels of oil and gas equivalent every single day. We supply oil to many countries, including Indonesia, Korea, Japan, China, India, Australia, New Zealand and the USA. We are a major gas exporter in the region. One in five light bulbs in Tokyo is powered by Bruneian energy!

BSP operates an extensive, complex and sophisticated infrastructure of more than 4500 reservoirs, 750 producing wells, 210 offshore infrastructures and 1800km of pipelines, linked to major offshore fields such as Champion, Ampa and Fairley.

In addition, there are also a few drilling rigs in operation on land and sea.

BSP is an exploration and production company.

PRODUCTS:

1. Crude oil (ASEAN countries, India, Australia)
2. Gas (which is sold to Brunei LNG for the production of LNG)
3. 350,000 barrels of oil and gas
4. 170k barrels per day - oil production
5. 185 B class cargoes equivalent of gas production
Bruneianisation

A key priority area for BSP is people. BSP has continued to look after its employees, and to provide a fulfilling environment for them to work and grow.

Within BSP, Bruneian staff continue to build on the powerful legacies of their colleagues elsewhere in the company. Close to 75 percent of the business is conducted with Bruneian companies, with SMEs being substantial beneficiaries of the business opportunities we generate. In line with the Government’s call to SMEs to diversify their business to overseas markets, BSP has, at the same time, devoted efforts to encourage its contractors to acquire specialised business skills and sharpen their competitive edge.

There is an ever increasing number of fine examples where BSP contractors, having developed their expertise working with BSP, are now winning contracts overseas. One of these examples the Bugan development project. The Bugan field is located some 20km offshore Brunei and has a 40m high jacket and a massive 1400 tonne topside. In this project, BSP maximised the use of Bruneian contractors for the work, right through the supply chain, from design, equipment supply, fabrication, and installation. The Bugan platform was built at BSP’s marine construction yard in Kuala Belait. It is a truly made-in-Brunei engineering marvel in every sense of the word.

More than half of all BSP’s contractors are Bruneian with nearly 90 percent of BSP’s transactions last year made with Bruneian companies. Equally notable, Bruneian citizens now occupy the majority of top management positions in companies contracted to BSP.

Making a real difference to the community is a core aspect of our business, particularly by supporting the Government’s effort to create a better future for Bruneian companies.
The view from the Labi ridge deep in the Heart of Borneo
Photo by Hans Dols
BSP is the backbone to the oil and gas industry of the Sultanate. It is a key economic activity of Brunei Darussalam.

Over the past 80 years, community development is deeply rooted in BSP. For example, the development of Seria town when the industry was booming in the 1930s paved way for infrastructure developments such as roads, schools, hospital, shops and more significantly, employment creation to the local community.

BSP has come a long way in being an active and strategic partner in various development projects especially in the field of education, youth development and the environment. BSP has made extensive efforts in placing the environment in the heart of its business. Besides company initiatives, BSP has also been involved in numerous partnerships with the Government.

Some key community development projects undertaken include:

- Heart of Borneo biodiversity protection initiative whereby BSP signed a Memorandum of Understanding with the Ministry of Industry and Primary Resources to partner with MIPR specifically for the purpose of developing a Project Implementation Framework at the national level for the Heart of Borneo initiative in Brunei Darussalam.

- Brunei Health Promotion centre, fully funded by Royal Dutch Shell, signifies the Company’s continuous support to the Government’s efforts to provide high quality healthcare to the nation.

- The signing of a Memorandum of Understanding and a Sponsorship Agreement with Brunei Shell Petroleum Company Sendirian Berhad (BSP), Shell EP International Limited and Institut Teknologi Brunei (ITB) to strengthen the engineering capability of the university as well as to support the drive to further develop the technological capabilities of the oil and gas sector in Brunei Darussalam.
SP’s core mission is to carry out sustainable development of the Nation’s precious hydrocarbon resources. Protecting and preserving the environment is an integral aspect of this mission and naturally underpins all business activities. BSP has a robust environment management system in accordance to its ISO14001 certification.

BSP has 3 key strategies in driving pro-environment efforts:

- Leverage on science and technology to develop innovative means of searching and processing oil and gas in a ‘green’ manner
- Adopt and implement stringent environmental standards and control across business activities
- Community outreach programmes to contribute towards the safeguarding of the nation’s environment.

A research diver monitoring the marine habitat beneath the oil platforms

View from the Labi Rainforest
Photo by Hans Dols
Major impact of our strong business performance is the significant opportunities we have created for Bruneian businesses. Close to 75 percent of our business is today conducted with Bruneian companies, with SMEs being substantial beneficiaries of the business opportunities we generate.

Supporting the Government’s efforts to develop the local business community, particularly small and medium enterprises or SMEs, is a core commitment of BSP. We are fast-tracking entrepreneurial and managerial capability development amongst our vendors, and especially SMEs. We have recently introduced a coaching programme, in a unique exercise in partnership and genuine knowledge sharing, because the coaches are all drawn from among Brunei Shell and our contractors. It is equally supporting the Government’s goal of developing a competitive reservoir of skilled Bruneians within the SME sector.

One of the Company’s key LBD initiative is BSP’s flagship programme – LiveWIRE Brunei. LiveWIRE works as an incubator scheme offering information, advice and training for Bruneians who want to start a business – in any sector, not just oil and gas.

BSP has helped more than 2500 Bruneians through this programme, which began in 2002. 200 have gone on to start up their own business, all SMEs. These exciting new enterprises have been set up in a range of sectors including food services; retail; financial services; tourism and travel. The Brunei LiveWIRE programme is the most successful of the 22 local programmes that Shell supports around the world.
Technology

Technology is key to BSP in meeting the energy challenge. BSP continues to set the industry pace in using innovative technology to drive its business. For example, we invented “snake wells” which are several kilometers in length and have the flexibility to produce from pockets of oil and gas that would otherwise be uneconomic to access. BSP also pioneered “smart technologies” to digitally monitor and control offshore operations efficiently from remote locations in real time.

With mature fields such as Seria field that is already 80 years old, BSP leverages on technology to produce and sustain the oil and gas industry for Brunei Darussalam. BSP will continue with advanced technologies such as snake and fishhook wells and smart fields.

Brunei has now entered the phase of secondary and tertiary recovery to get reserves out of the existing fields.
Champion West field was discovered back in 1975. In those days BSP simply couldn't figure out a sensible or economic way to develop this new complex field that BSP had found. It lay untapped for 25 years because its hundreds of small accumulations with thin reservoirs and different fluid fields, gas and gas oil and oil, made it uneconomic to develop. The eventual solution was to drill smart snake wells that snake vertically and horizontally through several accumulations with the ability to measure and control flow from the separate sections. After using the snake well concept in some surrounding fields we went back to Champion West, built a new unmanned platform and drilled a number of multiple drainage snake wells with smart completions up to eight kilometres along hole length, over 4 kilometres through the reservoir. Champion West became a success and has contributed 50,000 barrels a day at peak of production to Brunei Shell Petroleum. Brunei now produces over a 170,000 barrels a day of production from five fields, one of them being Champion.
Shell’s Smart Fields are providing both the knowledge and the control by integrating digital information technology with the latest drilling, seismic and reservoir monitoring techniques. Combined with the experience of geologists, engineers and others, Smart Fields can help increase the total amount of oil recovered from a field by 10 per cent and gas recovery by 5 per cent, while also boosting the rate of production.
Born Smart

Champion West, located 90 km off the coast of Brunei in the South China Sea, is Shell’s flagship Smart Fields project – the first field to be ‘born smart’.

For 25 years Champion West lay dormant, its rich oil reserves locked 2,000 to 4,000 m (around 6,500 to 13,000 ft.) beneath the seabed in a complex web of thin reservoirs deemed too expensive to develop.

But now Smart Fields technology and new drilling techniques have turned Champion West into one of the world’s most advanced oil and gas fields.

From deep beneath Champion West’s seabed, sensors with fibre-optic cables relay digital information about temperature, pressure and other field conditions to control centres on land. This enables continuous monitoring of production, and engineers can make speedy decisions on how best to extract the maximum amount of oil, monitor its movement within the reservoir and instantly spot production problems, such as blockages. They can take action – for example, by activating well valves electronically - either to solve a problem or to increase production by better managing the oil flow.

Snake Wells

One outcome of Shell’s Smart Fields programme has been the creation of the Snake Well – a well that “snakes” back and forth across the oil-containing zones. Combined with smart technology, a single snake well can access multiple pockets of oil and achieve output equivalent to several individual wells – reducing cost and ensuring no oil is overlooked.

The northern flank offshore blocks of the Seria field are being developed from land using fish-hook wells
### Historical Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1929</td>
<td>Discovery of the 1st commercial oilfield, Seria field</td>
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<tr>
<td>1957</td>
<td>Peak production of onshore fields</td>
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<tr>
<td>1963</td>
<td>First offshore field was discovered named South West Ampa field situated 13km off Kuala Belait</td>
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<tr>
<td>1968</td>
<td>Panaga Hospital (Panaga Health Centre) was officially launched</td>
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<tr>
<td>1969</td>
<td>Discovery of another offshore field, Fairley field, close to Ampa</td>
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<tr>
<td>1970</td>
<td>Discovery of offshore field, Champion</td>
</tr>
<tr>
<td>1972</td>
<td>Seria Crude Oil Terminal was established</td>
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<tr>
<td>1975</td>
<td>Discovery of offshore field, Magpie</td>
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<tr>
<td>Year</td>
<td>Event</td>
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<tr>
<td>1979</td>
<td>Discovery of onshore field, Rasau</td>
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<tr>
<td>1985</td>
<td>Establishment of new company logo</td>
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<tr>
<td>1988</td>
<td>Discovery of offshore field, Gannet</td>
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<tr>
<td>1991</td>
<td>Seria field produced its billionth barrel and a monument was constructed close to the original site of Well No.1</td>
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<tr>
<td>1992</td>
<td>Discovery of seventh oilfield, Iron Duke (offshore), 13km southwest of Champion</td>
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<td>2000</td>
<td>BSP won the Drilling the Limit (DTL) Top Trick Award in Oman for the amazing Fish Hook design for Todak exploration well</td>
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<td>2000</td>
<td>The launch of Ampa Fairley Rationalisation Project 25 May</td>
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<td>2001</td>
<td>The Aircraft Services Department (SAV) won the Flight International Aerospace Industry Awards</td>
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## Historical Milestones

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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2001</td>
<td>BSP again won the Drilling the Limit (DTL) Top Trick Award in Kuala Lumpur for the innovative “snake” and “conductor connector” well design.</td>
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<td>2002</td>
<td>The official opening of Oil and Gas Discovery Centre on 14 September.</td>
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<td>2003</td>
<td>The first cargo of Brunei’s crude oil (600,000 barrels of Seria Light Export Blend) to India on 16 August.</td>
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<td>2003</td>
<td>First gas produced from Egret field on 26 August.</td>
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<td>2005</td>
<td>The first Smart Field Technology platform – Champion West was installed in July.</td>
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<td>2005</td>
<td>BSP completed drilling of the longest snake well at Champion West - 31 in September.</td>
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<tr>
<td>2006</td>
<td>BSP produced first oil from Champion West field in January.</td>
</tr>
<tr>
<td>2007</td>
<td>New fleet of S92A helicopters for BSP as a replacement for the Sikorsky S61N which has served BSP for more than 40 years.</td>
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<tr>
<td>Year</td>
<td>Event Description</td>
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<tr>
<td>2007</td>
<td>Commissioning of new Muara Supply Base jetty on 13 February 2007</td>
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<td>2007</td>
<td>BSP opens new traffic games park at OGDC on 18 March 2007</td>
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<tr>
<td>2007</td>
<td>BSP signed the long-term gas sales and supply agreement with Brunei Methanol Company (BMC) as supplier of natural gas to BMC on 12 April 2007</td>
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<td>2007</td>
<td>BSP's training centre is upgraded to a regional training hub, Brunei Asia Pacific Shell Learning Hub, on 31 October 2007</td>
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<td>2007</td>
<td>BSP has announced the discovery of gas in the Bubut structure, just 7 km from the shoreline and only 15 km from the Brunei LNG (BLNG) plant</td>
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<tr>
<td>2008</td>
<td>BSP has won the prestigious Shell Global Chief Executive’s HSE Award 2008 for its work on improving environmental operational performance, and for making a significant impact on the environment in Brunei Darussalam</td>
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<tr>
<td>2009</td>
<td>Mampak produced its first oil on 1 May</td>
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<tr>
<td>2009</td>
<td>BSP commenced its deep water drilling operations, Alap-Alap, about 100km from offshore Muara</td>
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His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam consented to cut the 80th Anniversary celebration cake.

BSP’s 80th Year Anniversary Celebration

His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah Ibni Al-Marhum Sultan Haji Omar Ali Saifuddien Sa’adul Khairi Waddien, Sultan and Yang Di-Pertuan of Brunei Darussalam consented to a working visit to Brunei Shell Petroleum Head Office in conjunction with BSP’s 80th Year Anniversary Celebration in Seria yesterday.

Upon arrival His Majesty was greeted by BSP staff at the vicinity of the BSP Head Office in Panaga.
Present to welcome His Majesty at the BSP Head Office’s entrance were Yang Berhormat Pehin Orang Kaya Seri Dewa Major General (Retd) Dato Seri Pahlawan Awang Haji Mohammad bin Haji Daud, Minister of Energy at the Prime Minister’s Office, Yang Berhormat Pehin Orang Kaya Pekermana Dewa Dato Seri Setia Lim Jock Seng, Minister of Foreign Affairs and Trade II and Chairman of BSP/BLNG/BST/BSM, Mr Peter Voser, Chief Executive Officer, Royal Dutch Shell and Grahaeme Henderson, Managing Director BSP. Also in attendance were members Yang Berhormat Pehin Orang Kaya Seri Kerna Dato Seri Setia Awang Haji Abu Bakar bin Haji Apong, Minister of Communications, BSP members of the board, senior officials from the government sector and BSP, BLNG, BST and BSM.

Continued to Page 24
The work visit was preceded by the marking of the company’s 80th year in the oil and gas industry of Brunei Darussalam. The ceremony began with the recital of Al-Fatihah dan the Do’a Selamat by Yang Mulia Pengiran Haji Shahril Azman bin Pg Haji Mestusin, Syar’ie Judge, Syar’iah Lower Court for Belait district. The programme continued with the opening remarks by Yang Berhormat Pehin Orang Kaya Pekerma Dewa Dato Seri Setia Awang Lim Jock Seng, Minister of Foreign Affairs and Trade II and Chairman of BSP/BLNG/BST/BSM followed by a speech from Peter Voser, Chief Executive Officer, Royal Dutch Shell and Graeme Henderson, Managing Director of Brunei Shell Petroleum.

Continued from Page 23

Choir performance on road safety by the champion of the National Road Safety Choir competition from Sekolah Rendah Dato Othman

His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam officially launched the Brunei Tell-A-Friend National Road Safety campaign
Graeme Henderson, Managing Director of BSP in his speech highlighted, “This, the 80th anniversary of BSP, is truly a very special day for the staff in BSP and we wanted to mark the occasion with a very special gift. Today, we are launching a community campaign to help further improve safety on the roads. Brunei’s geography and infrastructure mean that we all rely heavily on road transport. But, tragically, people in Brunei continue to lose their lives on the road every year. Brunei is a caring society and the impact of these accidents is felt deeply across the country.”

His Majesty then officiated the 80th Years Anniversary Exhibition and Launching of Brunei “Tell-A-Friend” Road Safety in the Atrium, Head Office.

Continued to Page 26
His Majesty continued the programme with a working visit at the BSP MD’s office overlooking the South China Sea. The monarch proceeded on a working visit to the Technology Corridor where he also mingled with BSP staff. The royal visit continued with a tour of the BSP Time Tunnel before His Majesty departed for a tour of Champion 7 offshore platform.

In securing the energy needs, BSP aims to grow further and reach greater heights beyond the 80 years of the oil and gas industry’s existence in the country. The 80th anniversary celebration of oil and gas development is a result of a concerted partnership between BSP, the Government of His Majesty, Royal Dutch/Shell and the endearing support from the people of Brunei.

The Company also held a mass prayer, recital of Surah Yaasin and Do’a Kesyukuran ceremony on 28 September at the BSP Head Office’s Surau. The event was attended by BSP staff and led by Haji Kamaludin Haji Bungsu, West Asset Manager, BSP.
Staff welcoming the arrival of His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam.
His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam consented to an autograph for a BSP staff member.
Happy smiles in photo opportunities with His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam
His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam also consented to meet offshore staff at Champion 7.
His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam touring the facilities on Champion 7.
Champion 7 staff greeting His Majesty Sultan Haji Hassanal Bolkiah Mu‘izzaddin Waddaulah, the Sultan and Yang-Di-Pertuan of Brunei Darussalam.
On behalf of everyone at BSP, and our guests here today, I would like to extend my deepest gratitude to Your Majesty for having so kindly consented to grace this celebration of our 80th anniversary. It is a privilege and an honour to have Your Majesty’s royal presence here today to mark this important milestone.

The joint venture between Your Majesty’s Government of Brunei Darussalam and Royal Dutch Shell is one of the most enduring and successful partnerships in the industry globally. From very humble beginnings in 1929, BSP has become one of the Asia’s biggest energy companies, with production of more than 370,000 barrels of oil and gas equivalent every single day.

In Seria, we have Asia’s longest producing field, which has delivered more than a billion barrels to date. New production has also come onstream in this, our 80th year, from the Mampak field in May and Bugan soon to follow. Our exploration work continues to extend the oil and gas reserves, with BSP having just started activities in deep water.

Our most important achievement is being the economic engine of this great nation. BSP contributes around 90% of Brunei’s oil and gas revenues, which in turn accounts for over half of the country’s GDP and 90% of export earnings. BSP’s success is sustained by the deep mutual respect and trust between His Majesty’s Government and Shell. Together, they have provided the guidance, resources, stability and total commitment for BSP through some very testing times.

The road ahead will bring new and even greater challenges: harder-to-access resources, environmental pressures and more intense competition in global energy markets. I am very pleased to say that the people of BSP fully understand the scale of these challenges, and are pursuing new programmes to secure the business in the future.

Your Majesty, ladies and gentlemen – I am proud to be the Chairman of this great company in its 80th year. A company that has achieved so much and plays such an important role in the development of our nation.

On behalf of all at BSP – thank you.
It is a great honour to represent the Royal Dutch Shell Group at this very important anniversary for BSP. On behalf of everyone at Shell, I would like to extend my deep gratitude to our partners in His Majesty’s Government who have provided the vision and direction, and worked tirelessly with our people to make this partnership so strong for so many years. Many businesses perform well over the course of a year, and some go on to be successful over a whole decade, but to sustain success over 80 years is a rare and very special achievement.

BSP was one of the very first joint venture partnerships in the Shell Group and has always served as a model on how they should be operated.

It is easy for an international oil joint venture company to say the right things about maximising local expertise, applying technology, maintaining safety and supporting the community. However, actually delivering on all of those commitments year-on-year is incredibly challenging, and is anything but easy.

Yet, BSP has an exemplary record, and indeed sets the pace, in these areas. Without fuss or fanfare, the exceptional team at BSP diligently remove all the barriers, and make things happen.

Yesterday, I had the opportunity to see many of BSP’s commercial and operational achievements first-hand. It made me proud to see cutting-edge Shell technologies being applied so successfully.

BSP continues to be part of what we call our “heartlands” in Shell. These are our highest priority operations because of the vital, proven contribution they make to our business today, and for the exciting potential they represent in the future.

The years ahead will see BSP take on its biggest challenges yet as it moves into deeper water, and even more complex reservoirs in shallow water and onshore. At the same time, world energy and commercial markets are likely to become more volatile.

Like my predecessors, I will continue to commit 100% of our global expertise and capabilities to support BSP through these changes. The people here can count on complete support from the global Shell network - whether it be scientific expertise, operational and business know-how, commercial leverage or support on health, safety and the environment.

Loyalty, trust and perseverance are the hallmarks of this partnership. In the 1920s, when all other oil companies had misguidedly decided that it was not worth pursuing opportunities here, Shell remained loyal to Brunei – and went on to help develop the country’s wealth of resources. We will bring this same determined spirit and commitment to our work in the decades ahead, and continue to take immense pride in playing a role in the development of this great country.
On behalf of everyone here today and every member of our staff, I would like to express our gratitude to Your Majesty for consenting to visit us to celebrate the 80th Anniversary of Brunei Shell Petroleum. I would like to also thank Pehin Lim and Peter Voser for recognising BSP’s achievements in their speeches today, and, together with Pehin Mohammad, for their continued support to BSP. Together we have built a dynamic, world-class operation that spans more than 200 land and offshore structures linked by over 2000 kilometres of pipeline, recovering oil and gas from 4,700 reservoirs and producing through 750 wells. In 80 years, BSP has produced an impressive 6 billion barrels of oil and gas equivalent, and we continue to be an important supplier to world markets.

Our journey started 80 years ago as true pioneers with the first commercial oil discovery in Brunei, and we have built a long-term track record as a “company of firsts”, leading the global industry in many areas. Our engineers have consistently invented new drilling techniques to access Brunei’s complex underground reservoirs. This includes “fish-hook” wells to reach subsea reservoirs from the land, and “snake wells” that weave several kilometres underground to access small pockets of oil and gas. BSP has also pioneered Shell’s “smart technologies”. This allows us, in real time, to monitor and control from this head office where we sit today, our offshore operations that are located many kilometres away.

Our continued investment in leading-edge technologies will enable us to sustain the successful long-term development of oil and gas resources in this great country. However, it is, of course, ultimately our skilled and hard-working people who deliver our success. Our people know the vital role that BSP plays as a key contributor to the economy of Brunei Darussalam. The staff in BSP are very dedicated and everyday, I see great pride, coupled with a deep sense of responsibility towards the Nation. This, the 80th anniversary of BSP, is truly a very special day for the staff in BSP and we wanted to mark the occasion with a very special gift. Today, we are launching a community campaign to help further improve safety on the roads. Brunei’s geography and infrastructure mean that we all rely heavily on road transport. But, tragically, people in Brunei continue to lose their lives on the road every year. Brunei is a caring society and the impact of these accidents is felt deeply across the country.

We have been working with the Government on road safety in recent years and the success is evident in the improved statistics. I would like to personally thank Pehin Abu Bakar, the Minister of Communications, and Pehin Zainuddin, the Commissioner of the Royal Brunei Police Force, together with the National Road Safety Council, for their tireless work on improving road safety in Brunei. Having raised the level of awareness amongst the public and strengthened enforcement of the rules, the critical next step is to tap into the supportive and caring networks of families and friends across Brunei. This will make our messages about road safety more personal and therefore more powerful.

The Tell-A-Friend campaign is unique to Brunei and it is straightforward. We are asking everyone in Brunei to firstly comply with the rules, and also to tell their family and friends to do the same. Someone knows that person not wearing the seatbelt, or the person speeding, or using a mobile phone when driving. Working together, we can help improve driving habits and make a major difference to
everyone in Brunei. Although we in BSP have developed the thinking behind Tell-A-Friend and undertaken a very successful trial amongst our staff, the campaign will not be owned by us. Instead, we are pulling together organisations from both the private and public sector, to work together, as one team, to jointly adopt the campaign. The nationwide campaign will be “Brunei Tell-A-Friend”. I am delighted to say that more than 30 major private companies and public institutions have already eagerly signed up, and this will likely soon be extending to 50 major organisations.

Your Majesty, distinguished guests - our ultimate goal for the Brunei Tell-A-Friend campaign is ambitious. We want Brunei’s roads to be the safest in the world. We believe that this vision is achievable, and the involvement of everyone here today will provide a tremendous foundation for achieving it.

Today is a very special day. A very special day in celebrating the 80th Anniversary of Brunei Shell Petroleum, and a very special day for everyone in Brunei Darussalam in launching the Brunei Tell-A-Friend road safety campaign. Thank you.
FURTHER INFORMATION
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ABBREVIATIONS
BSP – Brunei Shell Petroleum Co Sdn Bhd
BLNG – Brunei LNG Sdn Bhd
BSM – Brunei Shell Marketing Co Sdn Bhd
BST – Brunei Shell Tankers Sdn Bhd
**Fasten Your Safety Belt at All Times**

Seat belts are designed to secure occupants in a vehicle and prevent serious injuries and fatalities in the event of a road accident.

**Always Drive Within the Speed Limit**

A road speed limit is the maximum speed for road vehicles required by the law as a way of encouraging safer driving and reduce the number of road accidents.

**Do Not Exceed Speed Limit**

**No Handphones While Driving**

Driving while on your handphone is dangerous as it causes loss of concentration that could result in a road accident.

**Wear Your Helmet When Biking**

Bicycle and motorcycle helmets are used to reduce or prevent head injuries.

**Use the Pedestrian Crossing to Cross the Road**

Pedestrian crossings are designated areas on roads that are used to guide pedestrians safely across the road.

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**Tell a Friend**

Road Safety