



Hesham ISMAIL

In Egypt since 1969, Halliburton has been a mainstay of the local service and supply industry. Making a name for itself through the local application of its world-class fracturing and well stimulation services, the company is anticipating robust growth in the deeper offshore environment coupled with continued demand for its more advanced drilling technologies onshore.

The Oil & Gas Year: As one of the oldest and most diverse oil and gas producing countries, Egypt's domestic service and supply market is saturated with both local and international competitors. What is Halliburton's history in the country and operations is it undertaking?

Hesham Ismail: Halliburton has been doing business in Egypt since 1969. Currently Halliburton conducts a full range of energy services, from well construction to the evaluation of prospective reservoirs and production enhancement. As we continue to introduce new technologies into the global market, countries like Egypt benefit as we continue to offer a comprehensive range of solutions to enhance oil production from depleted reservoirs like the Western Desert.

In addition, Halliburton has a training centre in Cairo that serves as a resource for Halliburton organisation in Africa and the Middle East. We have plans to expand this training centre and are currently drilling test wells for training and development purposes.

TOGY: Both on and offshore, new developments are expanding the scope of what was thought possible. How have Halliburton's operations grown in Egypt since 1969 and how confident are you in ongoing exploration programs?

HI: Halliburton's business has grown steadily over the years and we now employ some 1200 personnel, with an additional and significant impact on local communities through our supply chain. Offshore, we are committed to strengthening our role in exploration activities in the Mediterranean. Onshore, we believe production will increase and the future of the oil industry across Egypt will depend on both technology and asset diversification.

TOGY: As a massive international company, Halliburton has a large reserve of employees to call

Expansive presence

TOGY talks to

Hesham ISMAIL,
Area Vice-President Egypt and Libya
HALLIBURTON

upon. How does the local workforce compare to those in the many other countries in which Halliburton also has operations?

HI: Halliburton's workforce in Egypt, including our management team, is 98 percent Egyptian. In addition, Egyptian employees are a valuable resource for us in Africa and the Middle East.

We have been very pleased with both the availability and quality of professionals recruited in Egypt. Be they from local universities or colleges, we are keen to accept new employees in our Cairo training centre for a future in the oil and gas business.

"The long-term outlook for the energy industry in Egypt is for robust growth in keeping with the world's growing demand for energy."

TOGY: Egyptian oil production has been in steady decline since 1996. As a leading expert in oil recovery, to what extent does this decline trouble Halliburton?

HI: Oil recovery across the country has been an issue since the late 1990s, and we have hosted several conferences on this issue for our customers and industry leaders. We have a successful track record of working with a variety of operators regarding oil recovery from depleted reservoirs, particularly in the Gulf of Suez and the Western Desert. Utilising our fracturing and well stimulation technology solutions, we recently celebrated more than 300

“I am looking forward to the near future where we will see the development of a new generation of fracturing technologies and solutions that will enable us to help our customers recover even more resources.”

wells successfully fractured for a major client. I am proud that we have introduced important technological solutions to the Egyptian market. I am looking forward to the near future where we will see the development of a new generation of fracturing technologies and solutions that will enable us to help our customers recover even more resources in unconventional reservoirs.

TOGY: *How have the difficulties presented by the global financial crisis of 2008 and 2009 affected Halliburton in Egypt?*

HI: 2008 was a challenging year for the energy industry as demand slipped on a global basis. Egypt is no exception, and lower energy prices have caused some operators to delay their development plans. However, there are opportunities to introduce new technologies, which create growth opportunities for Halliburton and drives efficiency for our customers in an environment with lower commodity prices.

For 2009, this leaves us to focus on revenue maintenance and cost-structure management, while positioning us for the greater challenges in 2010.

TOGY: *Does Halliburton have any plans to significantly streamline costs in 2009? If so, in which areas will they be?*

HI: It's clear that 2009 will also be a challenging year, and it will not simply be business as usual. Halliburton is continuing its drive for more efficient operations in Egypt, with a particular emphasis on supply chain management and logistics.

TOGY: *Given the opportunities and challenges you mentioned, what are your medium- to long-term growth plans for Egypt?*

HI: The long-term outlook for the energy industry in Egypt is for robust growth in keeping with the world's growing energy demand for energy. We also welcome the challenges the local industry faces in exploiting smaller and more complex reservoirs.

“We have been very pleased with both the availability and quality of professionals recruited in Egypt.”

Our business in Egypt will grow along with the needs of our customers, to whom we are continually challenged to provide greater value.

TOGY: *In 2007, Halliburton opened a second corporate headquarters in Dubai. Does this signify the MENA region's increasing dominance as the main focus of operations for large multinational service companies such as Halliburton?*

HI: With the addition of a second corporate headquarters in Dubai, we joined the ranks of many major corporations with multiple centres of senior management. We continue to work towards our goal of increasing our business in the eastern hemisphere, and our commitment to expanding our presence there makes having a Dubai office a practical accommodation to the needs of our customers.

Knowing the growth path: Halliburton has been established on the Egyptian market since 1969

