

## Shell & Midi Utama Indonesia Inaugurate Shell Motor Express

Dec 20, 2011

The First Dedicated Fuel Retail Outlet for Motorcycle in Indonesia. An Innovation to Answer the Needs of Domestic Market

### [Press Release in Indonesian](#)

Cikupa, Tangerang 20 December 2011 - PT. Shell Indonesia and PT Midi Utama Indonesia, Tbk (owner of Alfamidi outlet network) formally inaugurate today Dec 20th the operation of Shell Motor Express, the first gas station dedicated for motorcycles in Alfamidi site at Cikupa, Tangerang.

This motorcycle gas station is a pilot project developed in response to the Government's idea to provide a dedicated refuelling service for motorcycles. Shell Motor Express is purposely built to serve motorcycles which are the largest and fastest growing segment in the domestic motor vehicle industry. Data from the Central Bureau of Statistics (BPS) in 2009 stated that the number of motor vehicles in Indonesia reached 70.714.569 with 52.433.132 among them motorcycles.

The Minister of Energy and Mineral Resources Jero Wacik in his written speech said, "The motor cycles' gas station initiated by PT Shell Indonesia is in line with the Government's plan that wants a dedicated gas station for motorcycles. This devoted gas station for motor cycles will also be able to grow more small and medium enterprises because the investment required is much smaller than the standard retail outlets. In the end, this kind of effort will be able to support the Government-development oriented programs on 4 pillars namely: pro-growth, pro-job, pro-poor and pro-environment."

With the operation of this station, motorcyclists should experience more comfort, safety, as well as time-efficiency since they will not have to queue along with four-wheel vehicles and trucks.

"Shell Motor Express is the first innovation of its kind in the gas station business in Indonesia and for Shell globally. It is also an example of government and private partnership in creating a precise solution to answer the local challenges. By exclusively serving motorcyclists, we wish to support the Government's policy for the well-targeted use of subsidized fuel," said President Director and Country Chairman Shell Indonesia Darwin Silalahi in his speech at the inauguration of Shell Motor Express.

Shell Motor Express is the first Shell retail station to apply Shell's DO (Dealer-Owned) business model, thereby encouraging the advancement of small and medium enterprises (SME). Built on 479 square meters of PT. Midi Utama Indonesia's 1227 m2 property in Cikupa, Shell Motor Express facility is supported by a dispenser, 4 nozzles and 2 storage tanks with 30 kilo litres capacity to ensure that this gas station has a sufficient stock of quality fuel for motorcyclists.

Meanwhile, President Director of Midi Utama Indonesia Rullyanto, in his speech said, "We are delighted to work with Shell which is one of the largest multinational companies in the world in oil and gas. Shell Motor Express provides an opportunity for our franchisees who are small medium entrepreneurs to invest in the fuels retailing business. With a total of over 300 Alfamidi outlets, we hope that this kind of fuel-station business will enable us to penetrate more markets in larger areas."

Emphasizing the importance of partnerships in building a business model of Shell Motor Express, President Director and Country Chairman Shell Indonesia Darwin Silalahi viewed that both Shell

and Alfamidi will potentially achieve optimum synergy by capitalizing on the unique power of each brand.

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## **Winners of Shell Road Safety Competition 2011 Hoped To Become Role Models in Road Disciplines For Community**

Dec 15, 2011

Shell Indonesia announced the winners of Shell Road Safety Competition 2011.

[\*\*Press Release in Indonesian\*\*](#)

## **Developing Road Safety Awareness, Shell Indonesia Holds "Shell Road Safety Competition 2011"**

Dec 15, 2011

475 elementary school students from five areas in DKI Jakarta participate in the competition representing 25 Elementary Schools.

### **[Press Release in Indonesian](#)**

Four Hundred Seventy Five (475) elementary school students of the 4th, 5th and 6th grade from 25 schools in DKI Jakarta, participated in Shell Road Safety Competition 2011 held by PT Shell Indonesia at Saka Bhayangkara Traffic Park, Cibubur, East Jakarta. The event was opened by Deputy Director for Traffic of Metro Jaya Regional Police Force Adjunct Senior Police Commissionaire Drs. Wahyono, MH and witnessed by General Manager Communications and External Affairs PT Shell Indonesia Budiman Moerdijat and Head of East Jakarta Education Office of Abdul Rasyid.

The Deputy Director for Traffic of Metro Jaya Regional Police Force AKBP Drs. Wahyono, MH in his opening remarks expressed the Police's support and appreciation toward Shell for its annual Shell Road Safety Competition. "By having early exposure to road disciplines, children can hopefully remind their parents on the importance of road safety. In addition, this program may also introduce children to the role and responsibilities of road users as well as traffic police officers," Wahyono added.

General Manager of Communications and External Affairs PT Shell Indonesia Budiman Moerdijat in his remarks stated that Shell Road Safety Competition is a contribution from PT Shell Indonesia in assisting the Government to build safety and order for road users. "Road safety education needs to be introduced since early years to nurture children as agents of change for today and tomorrow. Through this activity, we expect the children to fully understand traffic signs and regulations, and to be able to implement in their daily lives. "Shell Road Safety Competition is aligned with Indonesia's participation in the UN Decade of Action on Road Safety (from 2011 – 2020) under the theme "Together We Save the Nations' Children" launched by Vice President Boediono on 20 June 2011.

Meanwhile the Head of East Jakarta Education office Abdul Rasyid said, "Developing road safety culture is our responsibility. As educators, we are responsible for preparing a better future. The activity that we do today is very noble as we are preparing the next generation to a better and culturally advanced future. We are shaping the civilization."

### **Sharpening the Knowledge on Road Safety**

As one of the Shell Indonesia social investment programs , Shell Road Safety Competition 2011 aims to motivate students in elementary schools to develop their knowledge and to gain their skills in road safety. During this competition, students are expected to demonstrate their abilities in following traffic regulations in a miniature of almost-real traffic situation at Saka Bhayangkara Traffic Park. The competition consists of five exciting programs for elementary school students; Safety Bike riding, Road Safety Drawing, Story Telling, Theatre-Role Playing and Jingle competitions.

Shell Road Safety Competition has been held annually by PT Shell Indonesia since 2009. Aside from the competition, Shell Indonesia has also conducted "Think Safety, Act Safely" road safety

training since 2008. As yet, over 3,000 students from 33 elementary schools in DKI Jakarta have participated in the training. Shell also equips elementary teachers with sets of fun teaching methods for road safety socialization to students under its Training of Trainers (ToT) program and this program has benefitted 238 teachers.

Road safety education has become one of Shell social investment activities. In some countries Shell has long standing experience in road safety program such as in Singapore and Malaysia. In Singapore, Shell Traffic Games was first introduced in 1958, involving around 65,000 elementary school students annually and, road safety and defensive driving have been integrated as required curriculum at schools. In Malaysia, since first established in 1957, Shell Traffic Games has been participated by around 40,000 Malaysian students annually.

For further information, please visit the following address:

[www.shell.com/indonesia](http://www.shell.com/indonesia) or [www.amandijalan.com](http://www.amandijalan.com)

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## Shell Commits to Develop Further Fuel Retail Station Business in Surabaya

Dec 08, 2011

Service standard, safety and contribution to the community are the major priorities of the company in running its fuel retail station business

### Press Release in Indonesian

Shell's presence in the fuel retail station business since 2005 has earned acknowledgement in the Indonesian market. This is proven from the fast expansion of Shell fuel retail stations during the past six years. Starting from the development of a strong network in Jabodetabek, Shell then continued its market penetration to East Java. To date, Shell operates 52 fuel retail stations including 45 stations in Jabodetabek, and seven stations in Surabaya and Sidoarjo, East Java.

Shell's business expansion to East Java is part of the company's strategy to work on the second largest market in the Java Island. Based on data from the Indonesian Bureau of Statistics, in the second quarter of 2011, East Java contributed 14.8 percent towards the Indonesian Gross Domestic Product (GDP) and positioned itself as the second province in Java Island that has the largest contribution to the Indonesian GDP after DKI Jakarta. Surabaya itself is a major trade gateway in the eastern part of Indonesia and is also the second largest city after Jakarta that exhibits massive economic potential and the largest contributor to economic growth in East Java Province.

"Shell is optimistic of developing its fuel retail station business in Surabaya. We want to be present at strategic locations and become easily accessible so that people could have access to qualified fuel while enabling us to improve services, and develop innovative technologies to maintain the product quality of Shell fuels." said Armita Indradini, Retail District Manager Shell Indonesia during a media visit to the Shell fuel retail station on Jalan Ahmad Yani 36-38, Surabaya – East Java, November 9, 2011.

In delivering services to customers, Shell applies the QQS standard that stands for Quality, Quantity, and Service.

- **Quality:** Shell always assures the high quality of its products that comply with international quality standards. The three fuel products, which are Shell Super (octane 92), Shell Super Extra (octane 95) and Shell Diesel help to keep the engine clean and running smooth, as well as reduce fuel consumption.
- **Quantity:** Shell ensures that refueling at Shell fuel retail stations are done in transparent manner. Shell equips its fuel retail stations with accurate and high-speed petrol pumps, while providing printed receipts for customers to see the total amount of fuel they purchased.
- **Service:** Shell provides convenient refueling experience to customers through easy and safe access in and out of the station as well as offering various service facilities including free service for air filled tire, free windshield cleaning service and also a modern C-store by Circle K.

In addition to service standards, Shell also applies a standard for health, safety and security (HSSE/ Health Safety Security and Environment) in its fuel retail station areas. This is to ensure that all staffs and customers are convenient and safe when they are in the Shell fuel retail station area. These health, safety and security standards are implemented to support the company's target to achieve "Zero Accident" in Shell fuel retail station activities.

Moreover, Armita said that in the current business model, Shell invests in the station assets while the qualified Retailer independently operates the business on behalf of the company. This means that Shell provides greater opportunities for Indonesian entrepreneurs who wish to be Shell's partner in developing its fuel retail station business. Shell will provide location, products, knowledge and training to ensure that the service given meets Shell's standards.

“Shell's business partners will recruit potential employees in surrounding fuel retail stations and will be given training on products, services and knowledge of HSSE standards. This is one of Shell's contributions to the development of the community near the business operation,” added Armita.

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# SHELL CELEBRATES FIVE YEARS AS WORLD NUMBER ONE LUBRICANTS SUPPLIER

Nov 07, 2011

Shell Lubricants has topped the list of the world's leading lubricants suppliers for the fifth year running, according to new research into the global lubricants market.

## [Press Release in Indonesian](#)

The research, conducted by Kline & Company\* gives Shell more than 13% of the market by volume in 2010 and a two per cent lead over its nearest competitor.

Dr. Johari Jalil, GM Commercial Fuel and Lubricants Shell Indonesia, said: "Five years at the top is a remarkable achievement. It shows that our consistent strategy of focusing on leading technology and strong customer relationships has served us well. Shell has more than 200 research and development staff working in lubricants technology, more than 300 front line technical advisers and over 1000 sales professionals, all tasked with providing competitive solutions for our customers. Without question, their success is central to our continued growth and brand leadership."

As well as maintaining its leadership position in 2010 on an overall volume basis, Shell also leads in the branded lubricants category. Johari said, Shell's distinctive approach to selling lubricants through distributors was paying dividends: "In 2010 we more than doubled average global distributor volumes compared to 2009."

Global demand for lubricants as a whole grew by around 6% over 2009 – indicating a slight recovery from recession. According to Kline, the Asia-Pacific region continued to show the most robust volume growth in 2010, benefiting from the shift in automotive production. Shell achieved strong volume growth in China, maintaining its lead as the top international supplier.

Kline also names Asia Pacific as the leading region in terms of volume (accounting for 43% of global demand), with Shell as market leader among multinationals in the region. China Japan, India and South Korea are the leading markets in the region (in terms of demand) followed by Indonesia, Thailand, Australia and Pakistan.

Indonesia is named in the report by Kline as one of the major countries driving growth. It predicts that the lubricants market in Indonesia is set to grow by around 6% over the period 2010 – 2020.

Looking ahead, Kline forecast slow growth for the market as a whole but identified opportunities at country and product level. The strongest growth is predicted to come from the BRIC (Brazil, Rusia, India and China) countries plus South Korea, with China as "the growth engine" of the industry. Demand for lubricants in China is projected to grow by 5% between 2010 and 2020. Over the same period, Kline predicts that lubricant demand in India will grow at between 3% and 5%.

The annual research study also highlighted increasing demand for synthetic lubricants which help end users improve energy efficiency and prolong equipment life.

\*Kline & Company is a worldwide consulting and research firm. All data in this media release has been sourced from Kline & Company's report "Global Lubricants Industry 2010: Market Analysis and Assessment", unless otherwise stated.

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#### About Shell Lubricants

The term “Shell Lubricants” collectively refers to Shell Group companies engaged in the lubricants business. They manufacture and blend products for use in a range of applications, from consumer motoring to mining and power generation to commercial transport. Shell’s portfolio of lubricant brands includes Pennzoil®, Quaker State®, Shell Rotella T, Shell Helix, Shell Rimula, Shell Tellus, Monarch, a portfolio of car care products and Jiff

## Shell LiveWIRE Business Start-Up Awards (BSA) 2011: Young, Innovative and Creative in Utilizing Modern Technology

Oct 13, 2011

Shell Indonesia presents the Shell LiveWIRE “Business Start-Up Awards (BSA) 2011” to 10 young start-up entrepreneurs, selected from among 241 participants who applied this year. They are young, innovative and creative, using modern technology in developing their products, as well as markets.

### [Press Release in Indonesian](#)

PT Shell Indonesia presents “Shell LiveWIRE Business Start-Up Awards 2011” to ten young, start-up entrepreneurs. They have been selected from among 241 young people, age 18-32 years old, who each has develop businesses located in Greater Jakarta, West Java, Yogyakarta, Central Java, East Java and Bali.

The participants’ businesses are widely varied, from fashion business, beauty products, education products, house appliances, to food and beverages. One of the winners from greater Jakarta area, for example, innovate a sleeping bag completed with accessories. The usage of the product, branded as “GoDream”, is not limited to out-door activities enthusiasts, but also for families, noted by its unique and creative designs. Another noted product is “Hanaroo Baby Wrap”, a winner from West Java area. These products show that creativity in business is not limited in the food and beverage category –seen as the most common starting point for novice entrepreneurs.

These young entrepreneurs, though somewhat hindered by financial capacities, never run out of ideas in promoting their products. They show the same innovative, creative spirit by using modern information technology in developing products and markets. The participants of BSA 2011 use social media such as Facebook, Twitter, Yahoo! Messenger and websites. Ivan Kurniawan from West Java, for example, promotes his “Lazuli Sarae” batik-denim product via the above mentioned channels and is successful in capturing customers.

“Start-up entrepreneurs like them need our support so that later they can be tough, leading business players in the middle segment. We believe that the synergy shown by multiple parties today have encouraged our young people to be Indonesia’s economy’s backbone in the future,” **said Darwin Silalahi President Director and Country Chairman PT Shell Indonesia.**

Darwin also said that more young entrepreneurs were needed to strengthen the stability of national economy condition, on the face of free trade era in 2015. The contribution of micro-scale businesses in rescuing and recuperating Indonesia’s economy after crises is apparent. Through Shell LiveWIRE program, Shell wishes to extend positive contribution and to have a role in sustaining economic stability, by motivating young people to go forward with entrepreneurship and promoting it as alternative to already established careers.

Shell LiveWIRE program focuses on several aspects: **Entrepreneurship, Business Situation and Future Planning.** For Entrepreneurship, the indicators include: business ideas, innovation, purpose and personal motivation. Meanwhile, indicators for business situation include: operational performance such as efficiency, sales and marketing, finances, human resources, technology and intellectual rights. Lastly, future planning includes the following indicators: long-term objectives, strategic planning and opportunity for business development.

Ten winners of Shell LiveWIRE BSA 2011 will be entitled to Rp. 20 million prize money for each business. Winners will also be entitled to training, business consultation and media publications.

Until today, as part of Shell International social program, Shell LiveWIRE has been applied in 25 countries and has helped developing more than 2,800 start-up businesses, while at the same time creating work for 8,900 people. Since first initiated in Scotland in 1982, the program has contributed to the lives of 1.3 million young people – developing ideas and businesses through the dissemination of information, advice and support.

In Indonesia, Shell LiveWIRE is part of Shell's social investment program that has been commencing since 2003. The program's core spirit is to promote entrepreneurship among Indonesian youths, to help develop their businesses as well as to acknowledge their efforts and the businesses they have built. From 2003 to 2011, there have been more than 5,000 young people participating in Shell LiveWIRE training program. Meanwhile, a total of 2,645 young entrepreneurs from Java and Bali have applied to join the Shell LiveWIRE Business Start-Up Awards competition since the competition first ran in 2006.

Further information on Shell LiveWIRE BSA 2011 can be obtained through Shell LiveWIRE Indonesia website at [www.livewire-indonesia.org](http://www.livewire-indonesia.org) or [www.shell.com/indonesia](http://www.shell.com/indonesia).

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## Shell LiveWIRE Business Start-Up Awards (BSA) 2011: 10 Start-Up Young Entrepreneurs

Oct 13, 2011

Innovative and Creative Ways Utilizing Virtual Media to Identify Market Opportunity

### [Press Release in Indonesian](#)

Batik and denim. The two may not be the common partners to tango with among Indonesian youth. This is not the case, however, for Ivan Kurniawan, a graduate from Informatics Engineering at the Institute Technology of Bandung (ITB), who took interest to preserve batik through his business, “Lazuli Sarae”. Together with Maretta Nirmanda, Ivan’s business partner from Textile Craft at ITB, they combine traditional eastern culture, the batik, with modern western culture of denim. Ivan and Retta use traditional batik colouring methods on denim material to produce unique textile variants.

The output is then processed into various stylish fashion products, such as jackets, cardigan, blazer, shirt, pants, accessories and even shoes. Ivan, now 25 year old, applies his knowledge to develop his business. He markets his products using modern informatics technologies, from developing the store’s own website, [www.lazulisarae.com](http://www.lazulisarae.com) to utilizing social media such as Facebook, Twitter and Yahoo! Messenger, as well as e-commerce strategies to attract young people - his primary target market. Only five months after he first started, Ivan has successfully drawn 387 customers from Facebook alone and employs six workers.

Another success story comes from Yunara Ningrum Nasution, student from Nursing Science Faculty at the University of Indonesia (FIK – UI). Yuyun transforms her classroom knowledge into attractive learning method of the human body anatomy for children. Yunara coined the term “Heuphoria” or Health Euphoria. It is her and her friends’ dream to campaign for healthy living by teaching children to know their own bodies, and the organs, better. Ana is the name of the doll that Yuyun created for this purpose. Children and their parents can see Ana’s internal organs – heart, liver, colon, stomach, and lungs. These doll organs can be attached and detached. Together with the doll, Yuyun also provides brochure containing explanation of the functions of each organ.

Ivan and Yunara are two of 10 young people who attained the Shell LiveWIRE Business Start-Up Awards (BSA) 2011. Apart from Ivan and Yunara, Shell LiveWire BSA also recognized the successes of Ariyadi Yuniarto (Cendani Spa, Bantul), Muh. Ircham (Kopi Celup Saitama, Ambarawa), Robby Adiarta (Angkringan Cekli, Kudus), M. Fahrian Agam (GoDream, Depok), Lailatus Sa’adah (Krawu Burger, Surabaya) , Elgia Melissa Kirana (Hanaroo Baby Wrap, Bandung), Fauzi Nugraha (Kedai Imah Monyet, Bandung) and M. Baarik Khoiruman (Sego Njamoer, Surabaya). They represent innovative young people who decided to pursue their business ideas, fulfilling the potentials and opportunities in their respective areas and transform them into promising businesses. Their boldness and creativity have flourished and contributed in opening jobs for their community.

“Start-up entrepreneurs like them need our support so that later they can be tough, leading business players in the middle segment. We believe that the synergy shown by multiple parties today have encouraged our young people to be Indonesia’s economy’s backbone in the future,” **said Darwin Silalahi, President Director and Country Chairman PT Shell Indonesia.**

Darwin also said that more young entrepreneurs were needed to strengthen the stability of national economy condition, on the face of free trade era in 2015. The contribution of micro-scale businesses in rescuing and recuperating Indonesia’s economy after crises is apparent. Through Shell LiveWIRE program, Shell wishes to extend positive contribution and to have a role in sustaining economic

stability, by motivating young people to go forward with entrepreneurship and promoting it as alternative to already established careers.

Shell LiveWIRE program focuses on several aspects: Entrepreneurship, Business Situation and Future Planning. For Entrepreneurship, the indicators include: business ideas, innovation, purpose and personal motivation. Meanwhile, indicators for business situation include: operational performance such as efficiency, sales and marketing, finances, human resources, technology and intellectual rights. Lastly, future planning includes the following indicators: long-term objectives, strategic planning and opportunity for business development.

This year, Shell has received 241 applicants for Shell LiveWIRE program, who come from various regions in Indonesia from Jabodetabek, West Java, Central Java, East Java and Bali. Since being carried out initially in 2006, until 2011 a total of 2,645 people have participated in Shell LiveWIRE BSA program.

Ten winners of Shell LiveWIRE BSA 2011 will be entitled to Rp. 20 million prize money for each business, training program, business consultation and media publications. Aside from “Business Start-Up Awards”, Shell LiveWIRE also holds training program business consultation and business discussion to assist and to inspire young people to start their own business or to develop the business they have already started.

Until today, as part of Shell International social program, Shell LiveWIRE has been applied in 25 countries and has helped developing more than 2,800 start-up businesses, while at the same time creating work for 8,900 people. Since first initiated in 1982, the program has contributed to the lives of 1.3 million young people – developing ideas and businesses through the dissemination of information, advice and support.

Further information on Shell LiveWIRE BSA 2011 can be obtained through Shell LiveWIRE Indonesia website at [www.livewire-indonesia.org](http://www.livewire-indonesia.org) or [www.shell.com/indonesia](http://www.shell.com/indonesia).

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## Combined Brand Strength, Shell-Astra Launch Co-Branding Lubricants

Oct 06, 2011

The partnership is to grow robust portfolio in delivering products excellence

### [Press Release in Indonesian](#)

PT. Shell Indonesia and PT. Astra Otoparts Tbk announced today their strategic partnership by launching co-branding lubricants to mark the synergy of two strengths in dedicating premium benefits and value to their customers.

Shell Country General Manager of Lubricants Dr. Johari Jalil and Director of Astra Otoparts, Tbk Darmawan Widjaja launched symbolically the co-branding partnership in Jakarta, 5 October 2011.

“The launch of Shell-Astra co-branding lubricants aims at building a partnership on the basis of each other’s value; Shell as the Lubricants leader and Astra as the Automotive leader. It is leveraging each other’s brand strength & expertise”, said Johari Jalil. He added that the partnership is a way to grow robust portfolio in delivering excellence in terms of products, values, and image.

Meanwhile President Director Astra Otoparts Siswanto Prawiroatmodjo in his speech read by Darmawan Widjaja said that, “The image of Astra’s automotive business as the market leader in Indonesia would be an attraction and power to launch products related to automotive. Astra Otoparts as the subsidiary of Astra which manufactures and markets automotive parts and derivative products can collaborate with PT Shell Indonesia to launch co-branded lubricant products that are formulated specifically for the Indonesian automotive market.”

“The inaugural marketing of co-branded lubricants will use modern automotive retail network developed by Astra Otoparts, the Shop & Drive which are widespread in Indonesia especially in Java and Bali with a total of 134 outlets. For Astra, a vast network will help a lot and deliver more value in the marketing of lubricant products of this co-branding.” Siswanto added.

The Shell-Astra co-branding lubricant products launched are:

Shell Helix AJ 10W-30 for Astra in 1 L and 4 L pack;

Shell Helix 10W-40 for Astra in 1 L and 4 L pack.

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#### About Shell Lubricants

- The term “Shell Lubricants” collectively refers to Shell Group companies engaged in the lubricants business. They manufacture and blend products for use in a range of applications, from consumer motoring to mining and power generation to commercial transport. Shell’s portfolio of lubricant brands includes Pennzoil®, Quaker State®, Shell Rotella T, Shell Helix, Shell Rimula, Shell Tellus, Monarchand Jiffy Lube®. Shell has leading lubricants research centres in Germany, Japan (joint venture with Showa Shell), UK, and the USA.
- Our products are manufactured and marketed in more countries than any other lubricants supplier’s, enabling us to supply to our largest customers. We are expanding rapidly into emerging markets while continuing to seek growth in our heartland markets.
- In 2006, Shell acquired a 75% share in Tongyi, which is China’s leading independent lubricant manufacturer. Today Shell is the leading international lubricants supplier in China and has the third largest share of China’s rapidly growing market.
- In November 2009, we opened our sixth lube oil blending plant in Zhuhai, Guangdong Province, China. With a production capacity of 200 million litres a year, and the potential for a phased development to 400 million litres a year, the complex could become one of Shell’s top three lubricants blending plants worldwide in volume terms.
- We focus on developing products and services that provide both superior protection and efficiency.
- For the fourth consecutive year, Shell has been named the number one global lubricants supplier - selling more lubricants in 2009 than any other company in the world. (Source: Kline & Company)

#### About Astra Otoparts

PT Astra Otoparts Tbk. (Astra Otoparts) is Indonesia’s foremost automotive component Company producing components both for Original Equipment for Manufacturers (OEM) and Replacement Market (REM). Astra Otoparts’ customers in the OEM segment include Toyota, Daihatsu, Isuzu, Mitsubishi, Suzuki, Honda, Yamaha, Kawasaki, and Hino. Astra Otoparts has dominated Indonesia’s automotive component market that it has become synonymous with high-quality automotive spare parts.

Astra Otoparts’ products do not only meet the ever-growing domestic consumption or demands but are also exported to 49 countries in the Middle East, Asia Oceania, Africa, Europe, and the Americas. And to support its overseas sales, Astra Otoparts has established three representative offices in Singapore, Dubai, and Australia respectively.

Astra Otoparts has developed vigorously from an unassuming trading Company with business interests in automotive industry, machinery assembling, and construction, called PT Alfa Delta Motor, into what is now known as Astra Otoparts, which has over 30 business units and subsidiaries/affiliated companies, and employs over 30,000 people. Since 1998, Astra Otoparts has become a publicly listed Company after floating its shares at the Indonesia Stock Exchange.

In 2010, Astra Otoparts recorded a 48.5% net profit increase to reach Rp 1.14 trillion, the highest since its establishment. This achievement is in line with the board of director’s program launched in early 2010 to make Astra Otoparts a 1-Trillion-Rupiah Company as a response to challenges in the automotive business, including the ASEAN-China Free Trade Area (ACFTA).



The success could not be separated from Good Corporate Governance (GCG) practices implemented by the Company. And the implementation of GCG practices has earned Astra Otoparts several awards, including The Indonesian Corporate Governance Award 2010 as The Trusted Company, and Indonesia's Most Admired Company (IMAC) 2010 for the fourth consecutive year since 2007. This accomplishment encourages Astra Otoparts to become a World Class Auto Parts Supplier and Partner of Choice in Indonesia. To support its effort to become a world class automotive player, the Company established an Engineering Development Center and adopted an integrated information technology system.

The Company currently has joint venture subsidiaries with well-known component manufacturers from Japan and Europe such as Aisin Seiki, Aisin Takaoka, Akebono, Daido Steel, Denso, DIC Corporation, GS Yuasa, Kayaba, Keihin, Mahle, Nippon Gasket, Nittan Valve, Toyoda Gosei, Visteon, Yazaki, and Aktiebolaget SKF.

Astra Otoparts also shows great concern toward the society and environment through various corporate social responsibility (CSR) programs, by adopting Astra Green Company (AGC) and Astra Friendly Company (AFC) concepts. Through CSR programs, the Company provides revolving funds to finance micro and small business in the vicinity, education aid, and donation for victims of natural disasters.



## Shell Decides To Move Forward With Groundbreaking Floating LNG

Sep 02, 2011

Shell announces final investment decision on Prelude Floating LNG project in Australia.

### [Press Release in Indonesian](#)

The Hague, 20th May 2011.

The Board of Royal Dutch Shell plc (Shell) has taken the final investment decision on the Prelude Floating Liquefied Natural Gas (FLNG) Project in Australia (100% Shell), building the world's first FLNG facility. Moored far out to sea, some 200 kilometres from the nearest land in Australia, the FLNG facility will produce gas from offshore fields, and liquefy it onboard by cooling. The decision means that Shell is now ready to start detailed design and construction of what will be the world's largest floating offshore facility, in a ship yard in South Korea.

From bow to stern, Shell's FLNG facility will be 488 metres long, and will be the largest floating offshore facility in the world – longer than four soccer fields laid end to end. When fully equipped and with its storage tanks full, it will weigh around 600,000 tonnes – roughly six times as much as the largest aircraft carrier. Some 260,000 tonnes of that weight will consist of steel—around five times more than was used to build the Sydney Harbour Bridge.

"Our innovative FLNG technology will allow us to develop offshore gas fields that otherwise would be too costly to develop," said Malcolm Brinded, Shell's Executive Director, Upstream International. "Our decision to go ahead with this project is a true breakthrough for the LNG industry, giving it a significant boost to help meet the world's growing demand for the cleanest-burning fossil fuel." Brinded continued "FLNG technology is an exciting innovation, complementary to onshore LNG, which can help accelerate the development of gas resources".

The facility has been designed to withstand the severest cyclone - those of Category 5. Ocean-going LNG carriers will offload liquefied gas, chilled to minus162 Celsius and shrunk in volume by 600 times, and other products, directly from the facility out at sea for delivery to markets worldwide. Until now, the liquefaction of offshore gas has always involved piping the gas to a land-based plant.

Shell has progressed the Prelude FLNG project at a rapid pace, with first production of LNG expected some ten years after the gas was discovered.

The FLNG facility will tap around 3 trillion cubic feet equivalent of resources contained in the Prelude gas field. Shell discovered the Prelude gas field in 2007.

Some 110,000 barrels of oil equivalent per day of expected production from Prelude should underpin at least 5.3 million tonnes per annum (mtpa) of liquids, comprising 3.6 mtpa of LNG, 1.3 mtpa of condensate and 0.4 mtpa of liquefied petroleum gas. The FLNG facility will stay permanently moored at the Prelude gas field for 25 years, and in later development phases should produce from other fields in the area where Shell has an interest.

Ann Pickard, Country Chair of Shell in Australia said "this will be a game changer for the energy industry. We will be deploying this revolutionary technology first in Australian waters, where it will add another dimension to Australia's already vibrant gas industry."

Brinded added "beyond this, our ambition is to develop more FLNG projects globally. Our design

can accommodate a range of gas fields, and our strategic partnership with Technip and Samsung should enable us to apply it progressively faster for future projects. We see opportunities around the world to work on other FLNG projects with governments, energy companies and customers."

Shell's decision to make FLNG a reality culminates more than a decade of research and development. It builds on the company's extensive know-how in offshore production, gas liquefaction, LNG shipping, and delivering major projects that integrate the gas value chain—from wellhead to burner.

The Prelude FLNG project will be the first Australian upstream project in which Shell is the operator. Australia is one of Shell's key growth provinces, and Shell's upstream investment in Australia should reach some \$30 billion over the next five years, including the Prelude and Gorgon projects, and on-going exploration and feasibility studies in the country.

Prelude FLNG is part of Shell's industry-leading portfolio of medium term growth options, where the company has around 30 new upstream projects under study world-wide, to support long term profitable growth.

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Note to editors

Shell is a global, integrated energy company with operations in more than 90 countries and territories, with businesses including: oil and gas exploration and production; refineries and chemical plants; processing and marketing of liquefied natural gas (LNG) and gas-to-liquid (GTL) products; marketing and shipping of oil products and chemicals; and renewable energy sources, such as biofuels.

Gas resources are found all over the world in remote offshore accumulations. In Australian waters alone there is an estimated 140 trillion cubic feet of such "stranded" gas, according to a 2008 report by the Commonwealth Scientific and Industrial Research Organisation. Shell FLNG technology will make it feasible to develop such resources, since it reduces both the cost and environmental footprint of their development.

Having the gas-processing and gas-liquefaction facility located at the site of an offshore field removes the need for: gas-compression platforms; long subsea pipelines to shore; near-shore works, such as dredging and jetty construction; and onshore construction, including roads, storage yards and accommodation facilities. Another plus is that FLNG can accelerate LNG developments.

This is because an FLNG vessel can be ordered at an earlier stage of appraisal of a new gas field, with less guarantee of production longevity than needed to underpin an onshore greenfield investment; if and when the gas resources in the first field are exhausted, the FLNG can be redeployed to another field.

## Shell Helix Wins MURI Award

Aug 15, 2011

Pioneer In the Demonstration of Car Engine Lubrication Process Through Crystal Car

### [Press Release in Indonesian](#)

After successfully showcasing the Crystal Car in the Indonesia International Motor Show (IIMS) 2011 which took place on July 22 until July 31, 2011, Shell through Shell Helix won an award from the Indonesian Record Museum (MURI) as "Pioneer In the Demonstration of Car Engine Lubrication Process Through Crystal Car".

This MURI award was handed over by the Deputy Manager MURI, Awan R. to the General Manager of Commercial Fuels and Lubricants, PT. Shell Indonesia, Dr. Johari Jalil, in Jakarta. MURI award is given to Shell Helix after going through various assessments based on the innovations that Shell made in educating public about the performance of automobile lubricants. Through the Crystal Car, the public can see firsthand how Shell Helix lubricants through its Active Cleansing Technology works to clean and maintain the performance of an engine from the inside. This method is also the first and only method of education in the world.

The Crystal Car is made of acrylic material which modelled after the original components of a car that amounted to more than 2,000 (two thousand) parts and then assembled into one. "Engine" from the Crystal Car was made two times greater than the original engine, so that the public can see clearly how Shell Helix lubricants flow through the bearing to all parts of the engine and keep it clean and protected.

"We're proud to get an award from MURI as 'Pioneer In the Demonstration of Car Engine Lubrication Process Through Crystal Car'. At Shell, we always strive to not only be the one in the forefront in terms of products and technologies but also in finding innovative ways to educate public about the work of lubricants and what factors that needs to be considered." said Dr. Johari Jalil, General Manager of Fuels & Lubricants, PT Shell Indonesia.

Shell Helix is a high technology engine lubricant with Active Cleansing Technology that cleans and protects the engine from the inside to provide maximum performance. Shell Helix is available in many variants - Shell Helix Ultra, Shell Helix HX7/Diesel, Shell Helix HX5/Diesel and Shell Helix HX3.

For more information on Shell Helix engine lubricants and the Crystal Car, please visit [www.shell.com/indonesia](http://www.shell.com/indonesia) or Shell outlets and the nearest Shell's authorised distributors.

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## Retail Opening Hours - Idul Fitri 1432 H

Aug 10, 2011

Shell Retail sites opening hours during Idul Fitri 1432 H

Please be informed that during Idul Fitri our sites are open as follows:

<b>Retail Opening Hours - Idul Fitri 1432 H</b>	
30 August 2011 (Lebaran Day)	Site Closed at 01.00 am – Open at 11.00 am
31 August 2011 (Lebaran D+1)	Site Open as Usual

# Strategy of UGM To Become the Best in Technical Innovation in Shell Eco-marathon (SEM) Asia 2011

Jul 18, 2011

Thunderous shouts of Gadjah Mada University (UGM) students reverberated and enveloped the Grand Marquee at the Sepang International Circuit, Kuala Lumpur where the announcement of the winners Shell Eco-marathon (SEM) Asia 2011 took place.

## Press Release in Indonesian

Semar Proto of UGM was announced as the award winner in Technical Innovation beating 93 other teams from 12 countries in Asia.

The euphoria of the UGM's Proto Semar team was understandable. They should be proud because their vehicle was selected to be the best and most innovative in the SEM 2011.

"We apply three principles in constructing this Semar Proto: 'simple', 'effective' and 'easy to repair'," said Alfian Fisa, the team leader of Semar Proto.

According to Alfian, "simple" means he did not include components that are not important in his vehicle to reduce unnecessary burden. Proto Semar is also effective because the space is tailored to fit all the necessary components.

"Learning from the SEM Asia last year, we design our vehicles to be 'Easy to Repair'. We use a modular system of building vehicles. Basically this means that the vehicle is divided into three major parts, namely Front, Main, and Machine. The division of these modules is to facilitate us to repair or adapt the cars separately, without having to tamper with the entire car. Parts that need to be repaired and refitted to stay off when it's finished," added Alfian, the six-semester student of Mechanical and Industrial Engineering UGM.

The team modified the engine of Semar Proto from multispeed gearbox to single speed gearbox with one-way sprocket, which allows the vehicle gliding or sliding well, "added Alfian.

The Semar Proto's mentor Dr. Jayan Sentanuhady who has been coaching the UGM teams for SEM Asia 2010-2011 and assist the students in both events explained that the Semar Proto team has conducted various experiments to maximize vehicle performance in SEM Asia 2011. "The engine of Semar Proto has low friction and heat-loss. We reduce the vehicle's weight by removing unnecessary parts such as oil pump and transmission. The engine's compression ratio was also increased from 8 to 11.5 to improve the thermal efficiency of the engine. It also fits with the character of Shell gasoline octane 95," explained Jayan, Mechanical Engineering lecturer of UGM who obtained his PhD from Saitama university, Japan.

## The Programmable Injection System

To reduce fuel consumption, Semar Proto also uses the fuel-injection system which can be programmed so that the fuel metering is more precise and fit to the needs of the engine. Meanwhile the body of Semar Proto was optimized with computational fluid dynamics simulations using fluent software.

"To reduce the turning radius of vehicles, we change the original concept of the wheel position from the previous position in the cabin to the outside of the cabin. We also lowered the center of gravity

of the vehicle to stabilize the vehicle when cornering," said Jayan. Learning from experience in SEM Asia 2010, the UGM mechanical engineering students have tried to do innovative breakthrough and creative techniques.

In the SEM 2011, UGM sent two types of vehicles ; prototype (Semar Proto) and urban (Semar Urban). Prototype vehicle has minimum three wheels, focusing on innovative and aerodynamic design to reduce wind resistance and minimize energy use. The Urban type is four-wheeled vehicle that looks similar to the existing urban vehicles on the road today.

With improvements in design, material selection and engine, Semar Proto vehicle has finally been able to run on tracks in the Sepang International Circuit and achieved 137 kilometers in one litre of gasoline, while Semar Urban reached 71 km in one litre of gasoline.

"Our Semar vehicles' body are actually streamlined, but they are still too heavy. We have to learn a lot to catch teams of Thailand and China for the SEM Asia next year, "said Jayan briefly.

The SEM Asia 2011 held in Sepang, Kuala Lumpur, Malaysia on July 6 to 9 and followed by 94 teams from 12 countries in Asia. This competition challenged student teams to design and build energy-efficient vehicles that can travel the farthest distance using minimum of fuel. Ten teams from Indonesia who participated in the SEM Asia 2011 are ITS with Sapu Angin 3, Sapu Angin 4 and Sapu Angin 5; ITB with Cikal and Rakata, UI with Garuda Kevasha and Kalabia; UGM with Semar Proto and Semar Urban; and Politeknik Negeri Pontianak (POLNEP) with its Equator Line vehicle.

In addition to on-track fight Awards (awards for the race cars on the circuit teririt), SEM Asia also provides award-Off-track (outside the circuit) the Technical Innovation Award (Technical Innovation), Safety Award (Safety), Best Design Award (design best), Communications Award (Communications) and People's Choice Award (Vehicles Go to selected on-line).

Sapu Angin 4 ITS which recorded the mileage of 150 km per litre using biodiesel fuel (fatty acid methyl ester / FAME) got the Grand Prize (the major champion) in the Internal Combustion class and won the Alternative Diesel Award. Cikal ITB received the Grand Prize in Urban Gasoline category and the Silver Award for Urban Internal Combustion. In addition to succeeding in the Urban class, the Indonesia teams also received two awards in the off-track category; the Semar Proto of UGM as the best in the Technical Innovation, while Rakata team of ITB won the Communications Award.

For further info on Shell Eco-marathon, please visit [www.shell.com/ecomarathon](http://www.shell.com/ecomarathon)

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## Indonesia Dominates The Awards in Urban Category at SEM Asia 2011

Jul 08, 2011

Team Mesin ITS 4 and Cikal ITB Receive Grand Prizes, Semar Proto UGM Awarded as the Best in Technical Innovation, ITB Rakata Awarded as the Best in Communications.

### [Press Release in Indonesian](#)

The last day of energy-efficient vehicles competition Shell Eco-marathon (SEM) Asia held in Sepang, Malaysia 6-9 July 2011 was marked by numerous awards achieved by the Indonesian team in the Urban category – Mesin ITS 4 received the Grand Prize Award in the internal combustion class and Cikal ITB received Grand Prize in the Urban Gasoline category.

Besides awarded as the Grand Winner, the Mesin ITS 4 which recorded the mileage of 150 km per litre using biodiesel fuel (fatty acid methyl ester/FAME), also won Alternative Diesel Award. In the meantime, Cikal ITB team with 117 km per litre was also crowned as the silver champion in the Internal Combustion Urban category.

"So glad our hard work paid off. Hopefully ITS can still maintain its position as winners in SEM Asia," said Eko Hardianto, the team leader of the ITS Mesin 4.

Besides dominating the Urban Class, the Indonesia teams also received two out of four awards being contested in the category of On-Track (outside the circuit). Semar Proto from Gadjah Mada University (UGM) placed as the best in Technical Innovation, while the Rakata team from Bandung Institute of Technology (ITB) received Communication Award.

SEM Asia 2011 was participated by 94 student teams from 12 countries (Indonesia, Malaysia, Singapore, Thailand, Philippines, Pakistan, Vietnam, Iran, China, Chinese Taipei, India and Brunei Darussalam). Only 38 out of 94 teams have successfully completed the scrutineering test and able to get into the competition.

In SEM Asia 2011 which took place on July 6 to 9, Indonesia was represented by the University of Indonesia (UI), Bandung Institute of Technology (ITB), Polytechnic State of Pontianak (Polnep), Universitas Gadjah Mada (UGM) and the 10th Nopember Institute of Technology (ITS).

For more information about the SEM can be found at: [www.shell.com/eco-marathon](http://www.shell.com/eco-marathon).

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## **Shell Eco-marathon Asia 2011: Royal Dutch Shell CEO urges Asian youth to lead the future of mobility**

Jul 08, 2011

At the Sepang International Circuit (SIC) in Kuala Lumpur, Malaysia, Asia's most fuel-efficient cars built by students are flagged off in a bid to set a new record at Shell Eco-marathon Asia 2011 – a challenge for the youth to design, build and run a vehicle that can travel the farthest distance using the least amount of fuel.

### **[Press Release in Indonesian](#)**

Royal Dutch Shell Chief Executive Officer Peter Voser led the ceremonies today where 10 of the best vehicle entries from 12 countries paraded on the track. “Their passion and enthusiasm to push the boundaries on fuel efficiency is inspiring and infectious. Every time I watch these young people at work, it gives me renewed hope for the future,” said Mr. Voser, commending the Asian students’ creativity in their vehicle designs. He urged the participants to keep up their efforts to drive the future of mobility.

Joining Mr. Voser in the ceremony is Datuk Fadillah Yusof, Malaysian Deputy Minister of Science, Technology and Innovation, as well as ambassadors, High Commissioners, business leaders and guests from Malaysia and around the region, who came to witness the inventive solutions of the youth in solving the world’s growing energy challenges in transport.

“Although this is the second year of this regional competition, I understand the level of innovation and technical excellence on display amongst the students gathered here is already high,” says Datuk Fadillah as he observed the cars on parade.

The 2nd edition of Shell Eco-marathon Asia saw the students applying a wide range of technology in order to make their cars fuel-efficient. Under the electric mobility class – introduced this year - De La Salle University of the Philippines has designed a “thinking vehicle” for their prototype car DLSU 100, equipped with cruise control program which automatically maintains the vehicle’s speed while optimizing energy consumption. “We designed our vehicle to have its own mind. It is a thinking vehicle programmed to sense its ideal speed, automatically adjusting its acceleration to use just the right amount of power required to achieve optimal energy efficiency,” explained Xian Jian Liao of Team DLSU 100, who designed the vehicle’s cruise control program.

While the cars were innovative, the students paid attention to aesthetics as well, incorporating elements from the countries they represent. Team Sadewa from Indonesia designed their vehicle with a purple batik print. “This is part of our culture. We want to tell people that this is our culture, and that we are from Indonesia,” shares Team Leader Fitra Didik Nugroho.

Earlier in the day, Mr. Voser engaged various key stakeholders from government, academe and other energy-concerned citizens in an exchange of ideas on Future Energy, Smarter Mobility. The dialogue discussed how future energy and smarter mobility, leading towards building smarter cities is approached in Asia. Mr. Voser explained why the world will need to draw on a range of different energy sources to meet the region’s growing demand for energy.

“Our challenge is a triple one: We need to produce more energy for a world with more people, where millions are shaking off energy poverty and climbing up the energy ladder, while also building a more sustainable energy system for the future,” he said. “But human ingenuity has faced

many big challenges like this in the past, and surmounted them. This gives me confidence the world will be able to meet its future energy challenge.”

Following the flag off ceremony, students took turns on the track to make attempts for their best efficiency performance, ahead of the closing and prize giving to be held the following day.

For more information on the Shell Eco-marathon, please visit [www.shell.com/ecomarathon](http://www.shell.com/ecomarathon).

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#### Cautionary Note

The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this press release "Shell", "Shell group" and "Royal Dutch Shell" are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words "we", "us" and "our" are also used to refer to subsidiaries in general or to those who work for them.

These expressions are also used where no useful purpose is served by identifying the particular company or companies. "Subsidiaries", "Shell subsidiaries" and "Shell companies" as used in this press release refer to companies in which Royal Dutch Shell either directly or indirectly has control, by having either a majority of the voting rights or the right to exercise a controlling influence.

The companies in which Shell has significant influence but not control are referred to as "associated companies" or "associates" and companies in which Shell has joint control are referred to as "jointly controlled entities". In this press release, associates and jointly controlled entities are also referred to as "equity-accounted investments".

The term "Shell interest" is used for convenience to indicate the direct and/or indirect (for example, through our 34% shareholding in Woodside Petroleum Ltd.) ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This press release contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements.

Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements.

Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "objectives", "outlook", "probably", "project", "will", "seek", "target", "risks", "goals", "should" and similar terms and phrases.

There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation):

(a) price fluctuations in crude oil and natural gas; (b) changes in demand for the Group's products; (c) currency fluctuations; (d) drilling and production results; (e) reserve estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions;

(j) legislative, fiscal and regulatory developments including potential litigation and regulatory effects arising from recategorisation of reserves; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions.

All forward-looking statements contained in this press release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements.

Additional factors that may affect future results are contained in Royal Dutch Shell's 20-F for the year ended December 31, 2008 (available at [www.shell.com/investor](http://www.shell.com/investor) and [www.sec.gov](http://www.sec.gov) - opens in new window). These factors also should be considered by the reader. Each forward-looking statement speaks only as of the date of this press release, March 28, 2010.

Neither Royal Dutch Shell nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this press release.

The United States Securities and Exchange Commission (SEC) permits oil and gas companies, in their filings with the SEC, to disclose only proved reserves that a company has demonstrated by actual production or conclusive formation tests to be economically and legally producible under existing economic and operating conditions.

We use certain terms in this press release that SEC's guidelines strictly prohibit us from including in filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website [www.sec.gov](http://www.sec.gov) - opens in new window. You can also obtain these forms from the SEC by calling 1-800-SEC-0330.

## Royal Dutch Shell CEO Peter Voser Praises Cikal ITB in SEM Asia 2011

Jul 08, 2011

CEO of Royal Dutch Shell Peter Voser visits the Cikal Nusantara team from Institut Teknologi Bandung (ITB) at the Shell Eco-marathon (SEM) Asia 2011 at Sepang International Circuit, Malaysia and praised the team's vehicle design called "Cikal" which he called good and resembles the current existing vehicle in urban areas.

### [Press Release in Indonesian](#)

Voser walked through several of the SEM cars after flagging-off cars representing 12 participating countries, which were lined up to do a parade around the circuit. During a brief visit to the the Cikal Nusantara team, Voser was accompanied by Datuk Fadillah Yusof, Deputy Minister of Science, Technology and Innovation of Malaysia and the Asia 2011 SEM Technical Manager Colin Chin. Voser praised Cikal for its excellent design which resembles the current available vehicle. Deputy Minister Datuk Fadillah asked the Team Manager of Cikal Nusantara, Iwan Suminar, about the engine used by his team. Iwan explained that they use a modified motorcycle engine.

For the second time, Asia held Shell Eco-Marathon. In this year's event of SEM Asia 2011, 94 teams from 12 countries participated in an energy-efficient vehicle competition held at the Sepang F1 circuit in Kuala Lumpur, Malaysia on July 6 to 9. This competition challenged student teams to design and build energy-efficient vehicles that can travel the farthest distance with using the least amount of fuel.

There are two car categories for the SEM Asia 2011. The first category is Prototype vehicle that at least has three-wheel which focuses on innovative design and aerodynamic to minimize wind resistance. The second category is a four-wheeled UrbanConcept vehicle which shape is similar to the existing city/urban cars on the road today.

The ten Indonesian teams participating in the SEM Asia 2011 includes three cars from ITS; SapuAngin 3, SapuAngin 4 and SapuAngin 5, two cars from ITB which is Cikal and Rakata, UI with Garuda Kevasha and Kalabia, UGM with Semar Urban and Semar Prototype and Politeknik Negeri Pontianak (Polnep) with their car, Khatulistiwa Line.

For further info on Shell Eco-marathon, please visit [www.shell.com/ecomarathon](http://www.shell.com/ecomarathon).

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## **CEO Royal Dutch Shell Peter Voser: Indonesia is important for Shell's business in Asia**

Jul 08, 2011

Indonesia is an important country in Asia, therefore Shell wants to develop its downstream business further in Indonesia and hope that it can enter the upstream business in several years to come, state CEO Royal Dutch Shell, Peter Voser in a discussion with journalists, including journalist from Indonesia, in Kuala Lumpur, Friday, July 8, 2011.

**[Press Release in Indonesian](#)**

## Indonesian Teams underwent Safety and Technical Test at Shell Eco-Marathon Asia 2011

Jul 06, 2011

Cikal ITB the First Team passing the Safety, Technical and Slalom Tests

Cikal ITB Team becomes the first out of 95 participations successfully passing safety and technical tests on the first day of the Shell Eco-Marathon (SEM) Asia 2011. Since the opening of the safety and technical tests from 09.00 AM up to 18.30, Cikal Team was the only successful team while other teams were unsuccessful due to technical problems.

"Thank God, we made it! I was a bit worried since the SEM safety and technical inspection was so strict and detailed. One of our vehicle tires was damaged when the vehicle was unloaded from the cargo. Good that we could find the replacement", said Iwan Suminar, the team leader of Cikal Team from ITB.

Passing the technical and safety tests is a special accomplishment for all teams participating in the SEM Asia since their vehicles will be given a certificate for the admission to the circuit. Having arrived in Sepang does not guarantee that their vehicles will be automatically admitted to the circuit since they have to do their best to pass a series of difficult tests namely safety, technical inspection, and slalom test, which will determine whether their vehicles are eligible to be admitted to the Asian Shell Eco-marathon (SEM) 2011 circuit.

Not only the vehicles were tested, the verification officers also conducted oral tests on the knowledge of safety driving of the driver and reserved driver. Teams to undergo technical test will be given an inspection sheet called "Passport" which is very important because it will record the qualifications of the vehicles if they pass every inspection process comprising safety briefing, vehicle weight and overall examination. After passing the technical and safety tests, the student teams must undergo slalom test for inspecting acceleration, turning, and braking.

SEM Asia 2011 takes place on 6 - 9 July 2011 and Chief Executive of Royal Dutch Shell Peter Vosser will flag-off the event on Friday, 8 July . This event, in which 95 teams from 13 countries are taking part, will also be attended by Shell Country Chairs of Asian countries, including Darwin Silalahi from Shell Indonesia, Shell's stakeholders from businesspersons, academicians and non-governmental agencies and broadcasted by more than 100 media in Asia.

### Better Preparedness

Compared to the SEM Asia 2010, Indonesian teams seem to be well-prepared this year and 85% of the physical components of the vehicles have been complete. At the last year's event, even a day before the opening, Indonesian teams were still struggling to assemble the scattered parts of the vehicles. Indonesian team was not the only team in trouble, other teams such as Pakistani, Indian and Malaysian teams were even assembling their vehicles right from the beginning at their respective pits. Since the competition only lasted in two days, this unpreparedness put much stress to the students. The committee noted some safety accidents in the pits due to students' fatigue while they were working with mechanical equipment.

In order to avoid last year's "troubles", Shell applies some additional rules to prevent accidents. A campaign to remind the importance of ensuring safety bearing the theme "Let's Work Towards Goal Zero!" has been intensively carried out by putting posters and banners in various spots, stationing an ambassador in each pit to guide, remind and monitor the potential occupational accident risks,

organizing daily safety briefing which must be attended by team leaders, drivers and reserved drivers every morning and evening during Asian SEM 2011.

"Many people think that Shell Eco-marathon is just a fuel efficiency contest and that's all. Actually, there are series of detailed tests of technical, safety and security aspects of our vehicles that must be undergone to get admittance to enter the circuit. They are quite difficult", said Dr. Ario Sunar Baskoro, coordinator of Nakoela Team from UI.

The ten Indonesian student teams participating in Shell Eco-marathon (SEM) Asia 2011 are:

- UI with two vehicles: Nakeola (gasoline-fueled prototype) and Sadewa (gasoline-fueled Urban vehicle)
- ITB with two vehicles: Cikal Nusantara (gasoline-fueled Urban vehicle), Rakata (100% ethanol-fueled Prototype)
- UGM with two vehicles: Semar Prototype (gasoline-fueled prototype) and Semar Urban (gasoline-fueled Urban vehicle)
- ITS with three vehicles: Sapu Angin 3 (gasoline-fueled Urban vehicle), Sapu Angin 4 (biodiesel fueled Urban vehicle) and Sapu Angin 5 (gasoline-fueled prototype)
- Pontianak State Polytechnics Team (Polnep) with one vehicle: Khatulistiwa Line (gasoline-fueled prototype).

For more information about SEM, please visit

[www.shell.com/eco-marathon](http://www.shell.com/eco-marathon)

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## 10 Teams of Indonesian Students Are Ready and Heading for Shell Eco-marathon Asia 2011

May 14, 2011

Having for months designed and assembled their unique and futuristic vehicles, 10 teams of Indonesian students state their readiness for test of creativity and innovation in Shell Eco-marathon (SEM) Asia 2011.

### [Press release in Indonesian](#)

10 teams of Indonesian students from Indonesia University (UI), Bandung Institute of Technology (ITB), Pontianak State Polytechnique (Polnep), Gadjah Mada University (UGM) and 10th-November Institute of Technology (ITS) state their readiness for test of creativity and innovation in Shell Eco-marathon (SEM) Asia 2011 arena to be held on 6th – 9th July in Sepang International Circuit, Malaysia.

The launch and try-out of 10 vehicles of the 10 teams to represent Indonesia will be conducted by Vice President of Republic of Indonesia Boediono on Saturday, 14th May in the South Parking Area of Istora Gelora Bung Karno, Jakarta. The teams will exhibit various kinds of innovative design vehicles that will compete with those of other Asian countries for a single purpose of breaking through fuel efficiency limit - covering the longest distance using the minimum possible fuel.

The Minister of National Education, Mohammad Nuh in his speech welcomed the participation of Indonesian teams in SEM Asia 2011. “This activity is not only an arena of showing the capability of Indonesian students in making innovation in automotive technology, but also serves as a means for preparing human resources having professional knowledge on automotive technology that is energy saving and environment friendly,” he said.

Minister Nuh added, the Indonesian students’ participation in international competition such as SEM is very meaningful to enrich the students’ experience and benchmark their capability in competing with students from other countries at the international level. This will be the basic element to face future global challenges.

Similar opinion was given by the Minister of ESDM (Energy and Mineral Resources), Darwin Zahedy Saleh, who also supports the students’ participation in SEM Asia 2011.

According to the Minister of ESDM, Darwin Z. Saleh, “This participation indicates the concern of young generation with energy conservation and utilization of new and renewable energy by creating new technology in automotive.” In the future, it is expected that utilization of renewable energy like bio-diesel or ethanol and others could be maximized.

### Challenge of Future Energy

Darwin Silalahi, Country Chairman and President Director of PT. Shell Indonesia said, “The imaginative design and new technology developed by Indonesian teams in SEM Asia may not entirely become the solution and answer market demand, but it doesn’t matter. What to be underlined is that this competition has encouraged innovative and imaginative ideas required to develop in order to face future energy challenges. The participation of Indonesian students in this SEM Asia 2011 is an inspiration to all of us”.

According to Darwin, energy industry must be able to give ideas for solution in responding to future energy challenges that start to occur today. He explained that the number of cars passing by on the



roads is predicted to become three times in 2050. Many kinds of fuel and technology will be required to fulfil the continuously growing demand in mobility, whereas there is some urgency to reduce CO2 emission.

“SEM is an innovative example of ‘Smarter Mobility’ having the objective of efficiently assisting mobility of goods and population in continuously increasing number. This ‘Smarter Mobility’ program covers the development of fuel and lubricant efficiency; alternative investment of lower carbon; provides driver with tips of fuel saving; builds technical partnership; and helps reduce CO2 gas emission”, Darwin added.

The ten teams and vehicles that will leave for SEM Asia 2011 are respectively: ITS with three vehicles called **Sapu Angin 3, Sapu Angin 4 and Sapu Angin 5**, ITB with **Cikal Nusantara and Rakata**, UI with **Garuda Kevasha and Kalabia**, UGM with **Semar Prototype and Semar Urban**, and lastly Pontianak State Polytechnique (Polnep) will take its **Khatulistiwa Line**.

Futuristic versus Urban

The cars presented are divided into two major groups, namely group of **Futuristic Prototype** vehicles, focusing on designs capable of minimizing obstacles and maximizing efficiency level. While the second group is of **Urban Concept**, namely four-wheel vehicles emphasizing on design element, at the same time meeting the real demand of passengers in urban areas.

SEM participants can select the types of fuel, namely gasoline of Shell Unleaded 95, Shell Diesel, LPG, Shell Gas to Liquid (100% GTL), Fatty Acid Methyl Ester (100% FAME), Ethanol E100 (100% Ethanol), Hydrogen and Diesel Fuel, and another alternative energy source, and the one currently allowed is plug-in battery/electricity.

Creating energy-saving vehicles by Shell Eco-marathon arena has been popular in Europe since 1985 by the first SEM held in France. In 2007 Shell brought SEM to America continent and launched Shell Eco-marathon (SEM) Americas for the first time in California, the United States of America. SEM was just held in Asia in 2010 in Sepang International Circuit, Malaysia. Malaysia will be the host for three years, further SEM Asia will be held in turn among Asian countries.

By this SEM program, Shell intends to achieve some objectives. **First**, to challenge students all over the world to create vehicles able to speed up by only limited amount of fuel. **Second**, to support education, encourage innovation, development of energy-saving technology. **Third**, to help create leaders who are concerned and continuously looking for other alternative energy for human survival on earth. **Last**, SEM will be a real form of Shell’s concern with the increasing demand of energy resources on earth and then anticipating it in wiser manners.

For further information on SEM, please visit: [www.shell.com/eco-marathon](http://www.shell.com/eco-marathon)

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On Royal Dutch Shell and Shell In Indonesia

Shell is a global company group of energy and petrochemical. By over 101,000 employees in over 90 countries and territories, Shell in responsible manner helps fulfill the increasing demand of the world energy from economic, environment and social points. Shell is the world biggest fuel retail company with 44,000 SPBU (gas station) in over 90 countries, serving its millions customers every day.

Shell is present in the world in various fields of energy solution, including oil and gas transportation and trading, natural gas marketing, fuel production and sales for ships and aircrafts, power plants and providing advices for energy efficiency. Shell is an official technical partner for Ferrari Formula One team and Ducati MotoGP and Superbike team for gasoline and lubricant.

In Indonesia, Shell has a strong historical bond with Indonesia since more than 100 years ago. Shell's activities in Indonesia cover retail fuel, lubricant for industry, automotive (two and four-wheel) and truck, fuel for sea ships and asphalt (bitumen) production. Today, Shell Indonesia has 50 SPBU in Jabodetabek and East Java, fuel terminals in Merak, Gresik, Pulau Laut and Pendingin, and asphalt terminal in Cirebon. Shell Indonesia has recorded a new history in Indonesia by being the first international company establishing retail business (SPBU) after 40 years. Shell's first SPBU was built in 2005 in Karawaci, Tangerang. Shell commits to continuously develop its business in Indonesia and seriously look for opportunity to enter upstream sector.

As corporate citizen in Indonesia, Shell will continuously contribute to give the benefits of its presence in society. Shell is aware that its business success and sustainability are determined by the balance between economic, environment and social performance.

Further information on Shell, please download: [www.shell.com/indonesia](http://www.shell.com/indonesia)

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## Less Fuel, Greater Distances: 10 Indonesia Teams Gearing Up For Shell Eco-marathon Asia 2011

May 10, 2011

The countdown has begun for 10 Indonesia student teams from UI, ITB, UGM, ITS and Politeknik Negeri Pontianak (Polnep).

### [Press release in Indonesian](#)

With little more than two months to go, these teams are building their vehicles which are designed to set fuel-efficiency records at Shell Eco-marathon (SEM) Asia to be kicked off in Sepang International Circuit, Kuala Lumpur, 6-8 July 2011.

The students are just as excited about being part of SEM Asia. Gerry Julian of team Nakoela of University of Indonesia (UI) said, "The support from friends, lecturers and family is overwhelming. We hope we can win for them." With their prototype vehicle Garuda Kesavha Evolution, he is confident that his team could reach 1000 km per litre of gasoline.

Gerry has been selected to join SEM Asia UI team after going through series of strict selection processes from technical knowledge test to English speaking competence run by his senior colleagues. "I am very lucky to be part of this Asia big event. Our seniors who were in the SEM Asia event last year shared a lot of inspiring stories about SEM Asia last year which underlined that SEM is a truly an educational platform which one should be proud to be part of. Then here I am...."

Witantyo, senior lecturer at Mechanical Engineering and SEM ITS students' coordinator at SEM Asia 2010 and 2011 commented, "Shell Eco-marathon is a fantastic learning curve for everybody, for us as teachers and the students. Besides being a great academic and technical challenge, the event helps foster values like teamwork among students. Preparing and racing a winning entry requires good organization and a strong spirit of collaboration and shared responsibility among all team members."

At SEM Asia 2010, Indonesia teams showed remarkable achievement. the ITS Sapu Angin 2 vehicle achieved 237.6 kilometres per litre , to take home the first prize in the Urban Concept Combustion category. It surpassed the record set by the winning team of the same category at SEM America held in Houston, Texas US 2010 which was 182 km/litre. The Sapu Angin 2 team was also awarded the Urban Gasoline Fuel Award. Meanwhile, Yellow Makara team and Zamrud Khatulistiwa Team from University Indonesia got the second and third prize in the same Urban Concept Combustion category. They were amongst the 5 teams out of the 15 teams who met the rigorous technical inspections and safety standards in this category, enabling them to compete. The Exia team from ITB took home the People's Choice Award as the most popular team with more than 65.000 votes.

The SEM Asia 2011 will be participated by 121 teams from 14 countries, while last year it was participated by 81 teams from 10 countries. This significant increase of participants reflects the growing enthusiasm of students to take up the challenge. Indonesia will send 10 teams from UI, ITB, UGM, ITS and Polnep who will gather in Jakarta for a centralized launch on 14 May at Parkir Selatan, Senayan Jakarta.

## Futurism meets urban reality

Shell Eco-marathon has been brought to Asia in 2010 after it has successfully been running in Europe since 1985 and the United States since 2007. This allows young Asian talents to take up a longstanding challenge from Shell: design, build and drive a vehicle that can travel the furthest distance on the least amount of fuel and lowest possible CO2 emissions.

At this annual event, teams can participate in either the Prototype or UrbanConcept categories. For the Prototype category, teams entered futuristic prototypes – streamlined vehicles focused on maximizing fuel efficiency through innovative design elements, such as drag reduction.

For the Urban Concept category, teams entered more "roadworthy" fuel-efficient vehicles. Aimed at meeting the real-life needs of drivers, these vehicles are closer in appearance to the cars seen on roads today. Both categories embrace a wide variety of fuel types, from fuels such as diesel and petrol to alternative fuels like ethanol, gas-to-liquid (GTL), hydrogen, solar energy, and biofuels. As long as teams adhere to safety rules, vehicle design is limited only by students' imagination.

Among 10 Indonesia teams that participate in SEM Asia 2011, only UEV EVO1 team from ITB chooses ethanol. "Our choice of using alternative fuel - 100% ethanol, our light design using 100% carbon fibre and most importantly, our determination, are our competitive edge over the other schools," said Muhammad Yusuf Ginanjar the team leader of UEV EVO1 from ITB.

Their prototype vehicle Rakata, is an amalgamation of the ITB SEM 2010 vehicles Exia and Rajawali. Yusuf targets Rakata to reach 600 km per litre. The car has been completed and the team just needs to practice slalom and test the braking system. Yusuf is not new to SEM Asia. Although he was not the core team of SEM ITB, he attended the SEM Asia 2010 to support his mates. "We've learned so much from SEM last year that we can't wait to come back this year. "

Further information on the Shell Eco-marathon can be found at: [www.shell.com/ecomarathon/asia](http://www.shell.com/ecomarathon/asia)

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### About Shell Eco-marathon (SEM)

Shell Eco-marathon (SEM) is a competition for students to build a vehicle capable of travelling the farthest distance using the least amount of fuel. SEM has been started in Europe since 1985 and in United States since 2007. Meanwhile, for Asia it was only held in 2010 at Sepang International Circuit, Kuala Lumpur, Malaysia.

### Objectives of Shell Eco-marathon (SEM)

- Provide support to education, foster innovations, to improve maintenance and development of technology especially for greater energy efficiency.
- Inspire others to have different way of thinking about energy and provide basis to create practical solutions in facing the future energy challenges.

- Bring together academics, decision makers, expert on energy efficiency and expert of environmental affairs as well as university students with passions for thinking and to be creative on how to get larger energy and releasing the least amount of CO2.
- Shows the commitment of Shell to directly answer the future energy challenges in a more responsible manner.

#### Reason for Shell Eco-marathon in Asia

- Asia is ready to embrace the future energy challenges together with other university students from Europe and United States of America.
- Asian students have tremendous capability and talents hence by holding SEM in Asia we hereby give opportunity for more students' teams in this region to participate.

#### Fuel used by Shell Eco-marathon (SEM) vehicles

The participants may choose one of the following fuels for their vehicles:

- Shell Unleaded 95 (EU) / Shell Plus 89 (US)
- Shell Diesel
- Liquefied Petroleum Gas (LPG)
- Shell Gas To Liquid (100% GTL)
- Fatty Acid Methyl Ester (100% FAME)
- Ethanol E100 (100% Ethanol)
- Hydrogen
- Solar
- Plug-in electricity

#### Participants from Indonesia

- ITS: Sapu Angin 3 (prototype), Sapu Angin 4 (Urban) and Sapu Angin 5 (urban)
- UI: Garuda Kesavha Evolution (prototype) and Kalabia (urban)
- ITB: Rakata (prototype) and Cikal (urban)
- Politeknik Negeri Pontianak: Polnep (prototype)
- UGM: Semar Urban (Urban) and Semar Prototype(Prototype)

## Need For Synergistic Partnerships To Respond To The Future Energy Challenges

May 09, 2011

Synergic role and partnership of all stakeholders in Indonesia will greatly determine how the future energy challenge will be answered.

### [Press release in Indonesian](#)

Synergic role and partnership of all stakeholders in Indonesia will greatly determine how the future energy challenge will be answered. This is the outline of the discussion on "Future Energy Challenge " organised by Shell Indonesia in cooperation with the Magister Program of Petroleum Engineering, Geology and Energy Faculty, Trisakti University in Jakarta, Tuesday, May 10, 2011.

“Three aspects that will always become the main criteria for countries in the world in formulating and implementing its policy on energy in the future is the guarantee of availability and reliability of supply for the long term, affordable based on techno-economic aspect and minimum environmental impact, "said Pri Agung Rakhmanto in his speech as the chief organiser of the seminar.

In the next four decades in 2050, the world demand for energy by the International Energy Agency (International Energy Agency, IEA) is estimated to reach almost 400 million barrels of oil per day, or about double the current world’s demand for energy.

This significant demand in the future will be mainly driven by continuous growth in the world population - currently between 6.5 billion to 9 billion - and continuous economic growth in countries around the world.

In general, the speakers at the seminar assess that the greatest challenges in meeting the rising world’s demand for energy is how the countries in the world – amid the volatility of world economic cycles with many uncertainties – must be able to create conditions allowing massive and continuous investment in energy. In the context of inter-nations life globally, the rising of world energy demand and demand to respond to climate change are the two main dimensions of the challenges of the future world energy.

### Towards “Smarter Mobility”

Meanwhile one of the speakers at the seminar, the Vice-President Director of Shell Indonesia Wally Saleh, addressed that the energy industry must be able to initiate ideas to provide solutions in responding to future energy challenge. He explained that the number of cars passing by on the street is predicted to triple by 2050.

Various sorts of fuels and technologies will be needed to meet growing demand in the mobility field, while there is pressure to reduce CO2 emissions. This will be influenced by the government policy, technology advancement, cost and environmental factors.

“One of Shell’s initiatives is by organising the Shell Eco-marathon program aimed at triggering the creativity of the students to think innovatively in building energy-efficient vehicles using various fuel options, both conventional and alternative, "added Wally.

Shell Eco-marathon program (SEM) has been conducted in three continents, namely Europe (since 1985), U.S.A (since 2007) and since last year in Asia. SEM event in Asia 2011 will be held at Sepang international circuit, Malaysia in July in which Indonesia will send 10 energy-efficient

vehicles made by University of Indonesia (UI), Institute Technology Bandung (ITB), University of Gadjah Mada (UGM), Institute Technology of Sepuluh Nopember (ITS) and State Polytechnic Pontianak(Polnep).

He added that SEM is an innovative example of "Smarter Mobility" aimed at assisting the increasing mobility of goods and people in an efficient way. This 'Smarter Mobility' Program includes the development of fuel efficiency, lower carbon alternatives investment; providing the drivers tips to save fuel; building technical partnerships, and assisting to reduce CO2 emissions.

The member of National Board for Energy, Widjajono Partowidagdo, emphasised the importance to optimise the energy sources utilisation, especially for new and renewable energy in Indonesia.” Subsidy to Oil Fuel price is inappropriate due to limited availability of our oil. Subsidy in terms of incentive to development of new and renewable energy such as gas, biofuel, solar and hydro energy are more required in responding to Indonesia’s future energy challenge”, he said.

Relating to the policy on energy, the Director of Oil Engineering Magister Program of Trisakti University, Rachmat Sudibjo, underlined the importance of strong government determination and consistency in performing the policy on energy diversification as the key factor. “The policy on energy diversification must also be contained in the workable program”, he said.

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## Women's Role In Petrol Station Business

Apr 21, 2011

In commemoration of Kartini Day, we highlight the role of women in petrol station business.

### [Press Release in Indonesian](#)

Risye Damayanti started to know business since she was 15 years old. She used to do some small trading to add her pocket money since high school in Surabaya. Now, this young mother of three is a retailer of Shell Petrol Station in 3 locations in South Jakarta. This cordial woman is responsible for 80 employees working in shift in three petrol stations that open for 24 hours a day.

Everyday Risye leaves home at 9 am with her motorbike to one of the Petrol Stations and she will make another visit if necessary. "It is easier and faster with motorbike," said Risye.

In public opinion, running and managing a petrol station is a man's world. But, Risye rejects this notion. Becoming a petrol station retailer is a new interesting business with no gender boundary. Currently, from 50 Petrol Stations operating in Greater Jakarta Area and East Java, Shell Indonesia has 5 women as petrol station retailers, four of whom are in Jakarta.

Another woman retailer, Chris (responsible for petrol station in Tangerang) and Suryati (also responsible for petrol station in Tangerang), also agree with Risye.

"I also learn how to serve customer and handle their inputs well, so we can maintain Quality, Quantity and Service which become our motto," said Chris, who graduated from faculty of Public Nutrition and Family Resources of Bogor Agriculture Institute (IPB). Chris previously worked as a store manager in a fast food restaurant in Jakarta for 12 years.

The perception of some people that petrol business is a domain for men remains felt by Risye, Chris and Suryati.

"The underestimate image usually comes from people who know about engine. From customers, distributors, even drivers who deal with cars or motorbike's engines everyday. Maybe it is because they think that woman does not understand much about engine. They are often surprised if I show up and answer their questions," said Risye.

Another challenge in managing a petrol station according to Risye is how to educate the aspects of health, safety, security and environment (K3L/HSSE) to people visiting her petrol stations. They are not yet accustomed to the concepts, especially on the prohibition to use cell phone in petrol station area or during fueling.

Risye, who graduated from Diploma Program in Management from Airlangga University in 1995, also previously worked in a fast food restaurant for 15 years before becoming retailer of Shell Petrol Station. "The good side in Petrol Station maybe because the commodity we sell is fewer than restaurant menu. Therefore we can be more focused on service quality and management," added Risye.

From Monday to Thursday, Risye requires all of her employees to attend one hour refresher training on the procedures in the petrol station before they start their shift. This is routinely conducted to remind employees that safety becomes the main priority in their work. Tidy appearance also becomes one aspects of good service quality.



Mother of Salsabila (12 years), Ziya (6 years), and Najmi (8 months) who likes reading and travelling, feels grateful of having a family who supports her career fully. Even with her busy schedule as retailer of Shell petrol station and her husband currently starting his own business, her eldest daughter Salsa was granted an accolade in the Math Olympic when she was in 5th grade of primary school.

“Thank God, no matter how busy myself and my husband are, our children seem to have habits of doing their obligations. Starting from making summary of their lessons and doing their homework up to religious activities such as praying, reading Koran and fasting during the fasting month without having to be closely monitored by us,” said Risye.

In the meantime, Chris admits of having slight difficulty when her son – currently in 2nd grade of Primary School – is in exam period. But, she tries to accompany her son studying and share the duties with her husband who is working in the private sector. So far there is no complaint from her family. The most important thing for her is how she can balance her career and family.

“Along with increasing family needs, it seems that women in this modern age must be able to do multi-tasking with their dual role at home and at work,” said Suryati, who previously managing bridal business prior to Shell petrol station retailer.

Already Disappeared

What is public perception on division of gender in the employment that draws dichotomy between works for men and women? Okky Asokawati MSi, a member of Commission IX of House of Representative said that perception of Indonesian people on gender-based employment is already disappeared since men and women’s ability is on the same level.

”Unlike in the old days, public perception is now starting to disappear. Women and men have the same opportunity, since their ability is on the same level. Many people also recognize the achievement of women in many fields. What makes it different is just their gender,” said Okky, who is also a psychologist.

Okky added that what needs to be commonly understood is that women in current and future setting must be able to seize the opportunity. “In order to compete with men, women need to continuously improve their knowledge, skills, professionalism and develop them to be able to take positive role in the development process. This requires support from many parties to eliminate gender discrimination in many sectors of development,” said Okky.

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## Keeping bikes in peak condition and respond to the slightest touch

Apr 10, 2011

Shell Advance launches its new marketing campaign: "Responsiveness you can hear"

### [Press Release in Indonesian](#)

Shell Indonesia today announced the launch of the Company's new Shell Advance 4T range of motorcycle oils.

The number of motorcycle in Indonesia shows a significant growth from year to year. Learning from this, Shell is committed to continually strengthen its lubricant business in Indonesia by having constant innovations through its range of products, particularly the Shell Advance. Indonesia has become one of the promising markets for Shell lubricant business, where the profit growth in 2010 reached 26% if compared to 2009.

The new Shell Advance 4T range now features the newly-developed RCE Technology designed to deliver reliable oil performance by helping to remove deposits and maintain viscosity for better protection; better control via smoother gear changes and slippage prevention; and a more enjoyable ride by reducing vibration and engine noise.

Min Yih Tan, General Manager Lubricant, Shell South-East Asia Cluster, said that Shell Advance is a core product out of the company's successful portfolio and has reached a stable growth in Asia Pacific and Latin America, and with launch of the new Shell Advance 4T range with its sophisticated RCE Technology will further strengthen Shell's position as the top international lubricants brand in Indonesia.

"For a couple of people, motorcycle can be a transportation means. For others it is riding pleasure and for other still it is to win a race but we listened to all these range of customers and refresh Shell Advance. At Shell we put our customers at the heart of everything we do and listen to what their needs are. In the area of motorcycle oils, we want to offer Shell Advance as the best oil a biker can get. With the new Shell Advance 4T, we are not only setting new standards in terms of engine protection and performance but are also making the products more user-friendly with the benefits more tangible to consumers," said Min Yih Tan.

"We believe that discerning motorcyclists will not only be able to feel but also actually hear the difference with the new Shell Advance 4T range of motorcycle oils. Hence, the decision to anchor our entire marketing campaign on the promise of 'responsiveness you can hear'.", added Min Yih Tan.

The new Shell Advance 4T range is available in five clearly tiered and easily differentiated products designed for specific types of motorcycles and performance requirements.

The new and more dynamic packaging in four vibrant colours for easy identification features a refreshed Shell Advance logo, improved graphics, clear alphanumeric product names and clearly stated upfront application on the front label to prevent confusion.

At the top of the range is the new Shell Advance Ultra 10W-40 fully synthetic oil for those who seek ultimate performance from their bikes. This variant delivers up to 80% better oxidation control, 78% better piston deposit control, 27.4% better sludge control and 48% better valve train protection

compared to standard industry test limits. Shell Advance Ultra comes in a 1-litre classy gray packaging.

Next is the new Shell Advance AX7 10W-40 synthetic technology oil for high performance power bikes. This variant is easily identified by its blue packaging and is also able to boost the performance of standard bikes and mopeds, and has 0.8-litre and 1-litre packaging.

Shell also announced the launching of its new addition to the Shell Advance family, the Shell Advance AX7 Scooter specially formulated for automatic scooter. This variant comes in a 0.8-litre blue packaging with a clear automatic scooter icon on its front label, and is perfect and has proven to boost the performance of automatic scooters.

The new Shell Advance AX5 15W-40 premium multi-grade oil is perfect for standard bikes and proven to enhance the performance of mopeds. This variant comes in a bright yellow pack with a 1-litre and 0.8-litre packaging.

For mopeds, the new Shell Advance AX3 20W-40 multi-grade oil offers smoother performance and a more responsive riding experience. This variant comes in bright red packaging with a 0.8-litre packaging.

Also present at the Shell Advance 4T official launch at Ballroom XXI, Djakarta Theatre are Jimmy Tan, Technical Manager Lubricants, Shell South-East Asia Cluster; Lee-Ming Seow, Marketing Manager Lubricants, Shell South-East Asia Cluster; Henry Chia, Cluster Marketing Manager Lubricants, Shell Indonesia; and Vanda Laura, Brand & Communications Marketing Manager Lubricants, Shell Indonesia.

For more information on the new Shell Advance 4T motorcycle oils, please visit [www.shell.com/indonesia](http://www.shell.com/indonesia) or visit your nearest Shell station and bike workshops.

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About Shell Lubricants

1. The term “Shell Lubricants” collectively refers to Shell Group companies engaged in the lubricants business. They manufacture and blend products for use in a range of applications, from consumer motoring to mining and power generation to commercial transport. Shell’s portfolio of lubricant brands includes Pennzoil®, Quaker State®, Shell Rotella T, Shell Helix, Shell Rimula, Shell Tellus, Monarchand Jiffy Lube®. Shell has leading lubricants research centres in Germany, Japan (joint venture with Showa Shell), UK, and the USA.

2. Our products are manufactured and marketed in more countries than any other lubricants supplier's, enabling us to supply to our largest customers. We are expanding rapidly into emerging markets while continuing to seek growth in our heartland markets.
3. In 2006, Shell acquired a 75% share in Tongyi, which is China's leading independent lubricant manufacturer. Today Shell is the leading international lubricants supplier in China and has the third largest share of China's rapidly growing market.
4. In November 2009, we opened our sixth lube oil blending plant in Zhuhai, Guangdong Province, China. With a production capacity of 200 million litres a year, and the potential for a phased development to 400 million litres a year, the complex could become one of Shell's top three lubricants blending plants worldwide in volume terms.
5. We focus on developing products and services that provide both superior protection and efficiency.
6. For the fourth consecutive year, Shell has been named the number one global lubricants supplier - selling more lubricants in 2009 than any other company in the world. (Source: Kline & Company)

## **ITS committed to regain outstanding performance at Shell Eco-Marathon Asia 2011**

Apr 01, 2011

Three mechanical engineering teams of ITS with their super energy-efficient vehicles called Sapu Angin 1, Sapu Angin 2 and Sapu Angin 3 are committed to regain outstanding performance in the fuel efficiency vehicle competition of Shell Eco-marathon (SEM) Asia 2011, 6-9 July 2011 in Sepang International Circuit, Kuala Lumpur, Malaysia.

### **[Press release in Indonesian](#)**

Their determination is to prove that automotive young designers in Indonesia are able to compete in international stage.

The Rector of ITS, Prof Ir Priyo Suprobo Msc Phd, said, "Very grateful that the team from ITS was able to achieve satisfactory result in SEM Asia last year. Judging from the result, we are proud that Indonesians can be better than people from other countries. We hope that three participating teams from ITS will be challenged to show better achievement hence bringing good reputation for Indonesia at the international stage."

The ITS Rector also stated that the participation of ITS in the SEM Asia proves the institution's gesture to address the global energy challenge, that is how automotive industry players are motivated to develop energy-efficient and environmental-friendly vehicles.

At SEM 2010, the team from ITS with its Sapu Angin 2 successfully won two prestigious awards - Grand Prize in the category of Gasoline Fuel Award and first prize in the category of Urban gasoline vehicle award with internal combustion engine. The Sapu Angin 2 was able to travel the distance of 238 km with one litre of gasoline. This 238km/litre beat the record at the SEM America in the same category by Mater Dei Team of Canada with 184 km for 1 litre gasoline. With this achievement, the team from ITS feels confident that Sapu Angin 1, Sapu Angin 2 and Sapu Angin 3 will be able to reach hundreds of kilometres with 1 litre fuel.

There were 81 teams from 10 countries participated in last year's SEM Asia, while at SEM 2011 there will be 121 teams from 14 participating countries. Those 14 countries are Indonesia, Malaysia, Singapore, Brunei Darussalam, Philippine, Thailand, Hongkong, Vietnam, Taiwan, Iran, Pakistan, Japan, China and India.

Darwin Silalahi, Country Chairman and President Director of PT Shell Indonesia stated that SEM is one of contributions of Shell towards smarter mobility. Along with the increase of the world's population from currently 6.5 billion to 9 billion in 2050, the need for transportation mobility will also increase. As the consequence, the need for energy will also multiply.

"Around one fifth of world's energy is used by transportation sector. The percentage of fuel usage for transportation is even higher, that is 60%. The most important part of our business is providing energy in the form of fuel and lubricants. If the number of cars and trucks increases from currently 900 million to 2 billion in 2050, it is easy to predict that the need of energy for transportation will also be enormous – economically expensive, produce high carbon emission and causing negative impact to the environment. Therefore, participation of ITS' students in this SEM Asia will be very important to take part in addressing global problem, that is to create energy efficient mobility, environmental-friendly while at the same time taking into consideration the safety aspects."

## Light vehicle

In designing Sapu Angin, apart from the design factor, the teams of ITS must also pay attention to the weight and stability of the vehicle.

Eko Hardianto, manager of ITS Team 2 stated that, “The most important factor required to produce energy efficient vehicle is the weight of the vehicle. It must be the lightest possible and with equal stability as well as reduce friction. “Therefore we try to design vehicles with the above three factors in consideration, without compromising safety and environmental-friendly aspects.”

The SEM competition is divided into two categories namely futuristic prototype vehicles and urban concept vehicles. The primary design consideration for prototype category is reducing drag and maximizing energy efficiency, while for the urban category is the design of 4 wheels vehicle and to be used in current realistic urban condition.

The ITS teams will take part in the two categories : Sapu Angin 1 is the prototype vehicle with gasoline fuel, while the vehicles for urban concept category are Sapu Angin 2 with diesel fuel and Sapu Angin 3 with gasoline fuel. The name Sapu Angin itself is taken from the charm of Sunan Kalijaga who, according to the legend, was able to move from one place to another swiftly.

This team has already been formed since November 2010 comprising 17 mechanical engineering students from year 2007 and 2008. The selected members have undergone selection process conducted by the last year’s successful team. They are classified according to their competence and divided into 3 teams under one management.

The ITS mechanical engineering teams have received substantial supports from many parties such as ITS alumni association and large corporations as the sponsors such as PT. Astra Honda Motor, PT. Borka Energi Lestari, PT. Lintech Duta Pratama, PT. Semen Gresik, PT. Bukit Asam, PT. Maruline Maju Utama.

- End -

## About Royal Dutch Shell

Shell is a global energy and petrochemical group of companies. With more than 93,000 employees in more than 90 countries and territories, Shell supplies growing world’s energy needs in responsible manner from economic, environment and social point of views. Shell is the largest fuel retailers in the world with 43,000 gas stations in more than 90 countries serving millions of its customers daily.

Shell Indonesia website [www.shell.com/indonesia](http://www.shell.com/indonesia)

Shell Eco-marathon website [www.shell.com/ecomarathon](http://www.shell.com/ecomarathon)

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## ADDITIONAL INFORMATION FOR MEDIA

### About Shell Eco-marathon (SEM)

Shell Eco-marathon (SEM) is a competition for students to build a vehicle capable of travelling the farthest distance using the least amount of fuel. SEM has been started in Europe since 1985 and in United States since 2007. Meanwhile, for Asia it was only held in 2010 at Sepang International Circuit, Kuala Lumpur, Malaysia.

The objectives of SEM are:

- Provide support to education, foster innovations, to improve maintenance and development of technology especially for greater energy efficiency.
- Inspire others to have different way of thinking about energy and provide basis to create practical solutions in facing the future energy challenges.
- Bring together academics, decision makers, expert on energy efficiency and expert of environmental affairs as well as university students with passions for thinking and to be creative on how to get larger energy and releasing the least amount of CO<sub>2</sub>.
- Shows the commitment of Shell to directly answer the future energy challenges in a more responsible manner.

SEM is held in Asia because:

- Asia is ready to embrace the future energy challenges together with other university students from Europe and United States of America.
- Asian students have tremendous capability and talents hence by holding SEM in Asia we hereby give opportunity for more students' teams in this region to participate.

Fuel used by SEM vehicles

The participants may choose one of the following fuels for their vehicles:

- Shell Unleaded 95 (EU) / Shell Plus 89 (US)
- Shell Diesel
- Liquefied Petroleum Gas (LPG)
- Shell Gas To Liquid (100% GTL)
- Fatty Acid Methyl Ester (100% FAME)
- Ethanol E100 (100% Ethanol)
- Hydrogen
- Solar
- Plug-in electricity

Participants from Indonesia

- ITS: Sapu Angin 1 (prototype), Sapu Angin 2 (Urban) and Sapu Angin 3 (urban)
- UI: Nakoela (prototype) and Sadewa (urban)
- ITB: Rakata (prototype) and Cikal (urban)
- Politeknik Negeri Pontianak: Polnep (prototype)
- UGM: Semar Urban (Urban) and Semar Prototype(Prototype)



## Facts on SEM ITS vehicles

### Specification of Sapuangin 1 - ITS Mesin 1

Chassis	Alumina
Body/Shell	Fibreglass/polyurethane foam
Length/height/width	280cm / 60cm / 60cm
Wheelbase/track	149cm / 51cm
Weight	Target of 40kg (without driver)
Rim Tyres	21 inches
Engine	Pex-02 (paijo experiment-02) 90 cc, super-long stroke
Fuel System	Carburetor
Fuel	Gasoline
Transmission	Sprocket and chain system
Steering system	Ackermann steering
Brake	Disc brake hydraulic actuated system
2010 SEM Asia result (prototype)	234 km/l, ranked 1st in Indonesia
2011 SEM target	1500 km/l, to be number 1 in Asia
Guiding Lecturer	Dr. Sutikno, ST

### Specification of Sapuangin 2 - ITS Mesin 2

Chassis	Custom Alumina
Body/Shell	Fibreglass/polyurethane foam
Length/height/width	220cm / 112cm / 125cm
Wheelbase	150cm
Track width	110cm for front and 85cm for rear
Weight	Target of 90kg (without driver)
Rim Tyres	17 inches

Engine	Diesel engine 210cc
Fuel System	Direct injection
Fuel	Diesel fuel > solar
Transmission	Sprocket and chain system
Steering system	Ackermann steering
Brake	Disc brake hydraulic actuated system
2010 SEM Asia result	n/a
2011 SEM target	300 km/l, to be number 1 in Asia (urban concept)
Guiding Lecturer	Ir. Witantyo Msc

### **Specification of Sapuangin 3 - ITS Mesin 3**

Chassis	Custom Alumina
Body/Shell	Fibreglass/polyurethane foam
Length/height/width	220cm / 112cm / 125cm
Wheelbase	150cm
Track width	110cm for front and 85cm for rear
Weight	Target of 90kg (without driver)
Rim Tyres	17 inches
Engine	Honda Revo 110cc
Fuel System	Carburator
Fuel	Gasoline
Transmission	Sprocket and chain system
Steering system	Ackermann steering
Brake	Disc brake hydraulic actuated system

2010 SEM Asia result	238 km/l, ranked 1 in Asia (urban concept gasoline ice)
2011 SEM target	300 km/l, to be number 1 in Asia (urban concept)
Guiding Lecturer	Ir. Bambang Sampurno

## Search of Global Future Young Entrepreneurs from Indonesia

Mar 31, 2011

Over the past three years, the Shell LiveWIRE BSA has been able to gather 40 young entrepreneurs providing employment opportunities to 283 people. This year, BSA is expected to gather more young entrepreneurs ready to compete in global arena.

### [Press Release in Indonesian](#)

PT Shell Indonesia holds another round of Shell LiveWIRE “Business Start-Up Awards” (BSA) 2011. It is an event to search for young start-up entrepreneurs expected to inspire many other young Indonesians. The event targeting potential and inspirational start-up entrepreneurs (from 18 years – 32 years) from Java and Bali, opens its registration from 7 March 2011 and closed on 7 July 2011.

Shell LiveWIRE BSA is a part of Shell Indonesia social investment programs held since 2003. Its objective is to recognize and appreciate young people over the business they have started. Since 2008 alone, Shell has coached 40 young entrepreneurs . They have successfully provided employment for 283 people around their neighbourhood.

Darwin Silalahi, President Director dan Country Chairman PT Shell Indonesia said, ” We need to grow more young entrepreneurs to develop national economic resilience to enter the free trade era in 2015. The contribution of micro business in the rescue and recovery of economic condition after the crisis is beyond any doubt. Through the program of Shell LiveWIRE, we would like to give positive contribution in developing the economic resilience by motivating young people to develop their own business as their alternative career.”

This start-up young entrepreneurs competition of Shell LiveWIRE puts emphasis on the aspects of entrepreneurship, business performance and future business planning. For entrepreneurship aspect, the judgment includes: business idea, innovation, objectives and personal motivation. While for business performance aspect, includes: operating performance such as efficiency, sales and marketing, finance, human resources, technology and intellectual rights. The final aspect is on future planning, such as: long term objectives, strategic plan and opportunities for business development

In 2010, there were 384 people registered to take part in this Shell LiveWIRE BSA coming from Jakarta Greater Area, Bandung, Yogyakarta, Central Java, East Java and Bali. The number of applicants continues to increase than previous years. In 2008 there were 271 participants, 2009 were 301 participants. Believing that many Indonesians young generation who chose entrepreneurship as their career choice, the number of applicants for this year is expected to increase.

The Shell LiveWIRE BSA 2011 will give a prize of Rp. 20 million per person for maximum of 10 winners. The winners will receive trainings and business advice as well as media expose.

The perseverance of young entrepreneurs as well as the business coaching gave encouraging results. Ari Wibowo, one of winners of BSA 2010 the owner of ”RestDoor” restaurant is able to employ 24 people with sales of Rp500 million in 2010. He started his business with was Rp. 30 million which was given from his best friend who liked his unique idea.

Andina Nabila Irvani and her sister Nerissa Arviana, the owners of creative business ”Spotlight” painting shoes also started their business with capital of Rp2 million borrowed from their parents.

Now, Dina and Icha employ six employees with sales between Rp180 million to Rp240 million per annum.

Get Shell LiveWIRE BSA 2011 information in [www.livewire-indonesia.org](http://www.livewire-indonesia.org) or [www.shell.com/indonesia](http://www.shell.com/indonesia).

Further information can also be obtained from [livewirebsa.id@shell.com](mailto:livewirebsa.id@shell.com) or [livewire.indonesia@gmail.com](mailto:livewire.indonesia@gmail.com)

- End -

## About Shell LiveWIRE

Shell LiveWIRE is part of social investment / CSR of Shell Indonesia held since 2003. Apart from “Business Start-Up Awards” (BSA), Shell LiveWIRE also provides training program on digging out business ideas, business consultation and business discussion to assist young people to start their own business or developing their start-up business.

As part of Shell International Social Program, Shell LiveWIRE has been implemented in more than 25 countries globally. It has helped to develop more than 2,800 new businesses and created employment for 8,900 workforce. Since its inception in 1982, this program already contributed to 1.3 million young people in developing their ideas and business through information, advices and supports

Shell LiveWIRE in Indonesia was bestowed the award of Excellence Award for Best Corporate Sustainability for Community Development at the INA (Indonesian Netherlands Association) Corporate Sustainability Awards 2009. In the same year, 5 of the 9 young Indonesian nominated for Asian Best Young Entrepreneurs by BusinessWeek Asia magazine were winners of Shell LiveWIRE Business Start-Up Awards.

Shell LiveWIRE Indonesia was bestowed with Excellence Award for Poverty Alleviation Category at the Asian CSR Awards 2010. In February 2011, Darwin Silalahi as Country Chairman & President Director of PT. Shell Indonesia received an award as Best Entrepreneurship Motivator from the Ministry of Cooperative and SME during the Inauguration of National Entrepreneurial Initiative in SMESCO UKM building. Two winners of BSA 2010, Ali Bagus Antra from Bebek Garang and Nur Kartika Indah from Nata de Cassava were also bestowed with award of Young Successful Entrepreneurs at the same event.

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## Shell and Showa Shell Sekiyu supporting relief efforts in Japan

Mar 23, 2011

Showa Shell Sekiyu K.K. and Shell said today they would make a combined donation of US \$2 million to the Japanese Red Cross Society to provide disaster relief assistance in response to the catastrophic earthquake and tsunami in Japan.

### [Press Release in Indonesian](#)

The Shell Group, in addition to this, has implemented a worldwide employee donation program to further support Japan's disaster relief efforts.

Shell's Country Chairman for Japan, Chris Gunner, said "Our hearts are heavy as we reflect on the thousands of lives lost and the enormous damage due to the earthquakes and the tsunami. Shell has been part of the Japanese community for more than 100 years. Financial support will not dull the pain of this tragedy, but it is important in helping to rebuild lives."

"Given the scale of this catastrophe and resulting human suffering, we want to do our part to assist with the relief and reconstruction efforts," said Shigeya Kato, Chairman of Showa Shell Sekiyu K.K.

All Showa Shell Sekiyu and Shell employees in Japan are safely accounted for and Showa Shell's refineries, marketing and distribution businesses are operational, apart from numerous retail service stations and a small number depots which were impacted in the Tohoku area. However, as a result of the earthquake and tsunami, and the nuclear power plant issues, Japan has suffered significant power generation loss, and refinery and depot shutdowns.

The shutdown of power plants in Japan and rolling power blackouts in the northern half of the main island, including around Tokyo, has seen an increase demand for imports of Liquefied Natural Gas (LNG) and other fuels. Shell and its LNG joint ventures are working with their Japanese customers to help ensure continuing and additional supplies of LNG into the country to meet these critical requirements. Since the time of the earthquake, six shipments of LNG from Brunei, two from Sakhalin and one diverted cargo from Nigeria have unloaded in Tokyo Bay, as well as cargoes to other locations in Japan, providing much needed gas supply. Further cargoes are expected to follow in the coming days.

In addition to the financial donation, Showa Shell Sekiyu has an emergency task force working with the Japanese government in prioritizing supply of petroleum products to the affected areas and maintaining the energy supply 'lifeline'. Its actions include:

- Terminating the export of refined petroleum products, including gasoline and diesel, this month to strengthen supply to the domestic market;
- Working around the clock to supply petroleum products to its service stations, and supplying other petroleum companies and government agencies in response to their requests;
- Expanding its distribution capabilities in Tokyo by strengthening the deployment of lorries;
- Providing food relief to the disaster area.

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## **Shell LiveWIRE Business Start-Up Awards 2011 is NOW OPEN!**

Mar 09, 2011

Are you between the age of 18 - 32 years old and have been running an exciting business for at least 3 months? If so, then the Shell LiveWIRE Business Start-Up Awards 2011 is the channel for you!

Shell LiveWIRE Business Start-Up Awards 2011 opens TODAY!

If you fulfill the following criteria:

- between the age of 18-32 years old (by July 7, 2011)
- have been running a business for at least 3 months and 2 years at the most
- residing and running the business in Java & Bali area
- have never won any other similar business competitions regionally or nationally

And wish to have:

- Cash prize of IDR 20 million as business capital
- Business coaching dan mentoring for 2 years
- Media publication for the business in print/electronic media

Then you can [download and fill in the form](#) (opens in new window) and send it to: [livewirebsa.id@shell.com](mailto:livewirebsa.id@shell.com) cc: [livewire.indonesia@gmail.com](mailto:livewire.indonesia@gmail.com).

Alternatively, you can also submit your registration by mail. Complete the form along with copy of ID card and pictures of business activities and send them to:

**Shell LiveWIRE Programme (CX)**

**PT. Shell Indonesia**

**Talavera Office Park Lt. 22-26**

**Jl. Letjen TB Simatupang Kav. 22-26**

**Jakarta 12430**

Please be reminded that the final date for registration is July 7, 2011 (stamp post).

For further information, feel free to send an email to [livewire.indonesia@gmail.com](mailto:livewire.indonesia@gmail.com) or check out Shell LiveWIRE Indonesia website: [www.livewire-indonesia.org](http://www.livewire-indonesia.org)

Salam Raih Mimpimu, Jadi Pengusaha!

## Starting A Business Without Any Start-Up Capital? Yes You Can!

Feb 21, 2011

Sometimes finding the financial support for a business start-up is not always possible but not having capital is not the end of a business idea.

Ari Wibowo, the owner of Restdoor (Restoran Dorong) proved it. Having no money to realize his business idea, he tried to approach his campus mate and sell his creative thought of combining a food-stall and restaurant in the concept of wheelbarrow. He was inspired by this idea after observing that most of students in his campus need a comfortable and cool place to dine in and WiFi facility to work on their assignments. However, they do not always have sufficient cash to spend at this type of restaurant. Interested in his idea, his friend gave him Rp. 30 Million in cash. In all RestDoor outlets and carts, most menus are priced similar to food at the traditional local stalls. Starting with only one outlet with four helpers, now Ari has six outlets with 24 helpers. His business turnover in 2010 reached Rp. 500 M.

“My resto assistants are mostly the drop-outs from elementary & junior school since they do not have access to job markets. I want to help them get the proper job,” said Ari.

Ridho Andiko has the same experience. Excited with his research on pure coconut as cooking oil, this 24 year-old UGM graduate used his only savings amounted Rp. 300,000 to initiate his business. He put his focus on building his business by doing more researches to remove the rancid smell from coconut oil. Using the comfilter system, he could finally produce a healthy coconut oil “Sahara” with no preservatives. His turnover in 2010 is Rp. 90M.

Great inspiration comes from individuals who dare, against the odds, to make their dreams come true. Most people are conditioned to think limiting thoughts. Many go to school, only to get a job with a pension and later retire. Shell LiveWIRE aims to encourage young people to change his mindset from job seeker to job creator and motivate them to consider business as a career option. Shell LiveWIRE provides young people access to resources and advice to initiate their business. The Program also give mentoring services to young entrepreneurs in the early stages of their business start-up like Ari and Ridho and thousands of young Indonesians, to enable them to grow their sustainable business.

In average, each Shell LiveWIRE entrepreneur can create 4 - 33 jobs for people in their neighbourhood. With continues coaching, mentoring and media publicity, they also grow their business with significant profit. Ali Bagus with his resto business “Bebek Garang” can increase 600% profit compared to the year before he joined Shell LiveWIRE Business Start-Up Awards 2010. Ridho with his “Sahara cooking oil” has shown remarkable growth in his sales volume, from 25 liters of cooking oil per month to 1000 liters only in his base in Yogyakarta.

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## **Shell's Response to Reader's Letter published in Kompas, January 8, 2011**

Feb 14, 2011

Shell's official response to reader's Letter published in Kompas, January 8, 2011

On January 8, 2011, Mr. Tedjo Sunoto wrote a reader's letter to Kompas regarding the margin between fuel tank capacity and fuel dispenser's meter.

Below is the translation and brief summary of Mr. Tedjo Sunoto's complaint:

Mr. Tedjo Sunoto refuelled his Nissan X-Trail car at the Danau Sunter Shell gasoline station and noticed that the dispenser meter had reached 67.76 litres while his car's full fuel capacity is only 65 litres. When calling Shell, he merely received an apology and was told to report the case to Badan Metrologi Jakarta.

Shell's Response (published in Kompas, January, 17 2011) – translated to English

### **[Shell's Response to Kompas reader's Letter \(Indonesian\)](#)**

Spokesperson: Budiman Moerdijat (GM External Affairs and Communications, PT Shell Indonesia)

Referring to a reader's letter published in Kompas, January 8, 2011 entitled "Margin Between Fuel Tank Capacity and Gasoline Dispenser's Meter" by Mr. Tedjo Sunoto, we would like to inform that Shell guarantees the accuracy of our fuel dispenser's meter.

Following our standard operating procedure to maintain and ensure accuracy of our fuel dispenser's meter, internally we conduct pump test twice a month and calibrated by Badan Metrologi every six (6) months.

Regarding the event on November 27, 2010, at that time we have offered to conduct pump test as part of our standard operating procedure if we encounter customers who has concern over our fuel pump dispenser's meter. We are currently still awaiting for confirmation regarding our proposed pump test to the customer.

We are also responsible to follow up with any customer complaints we receive and to ensure that the complaints are addressed appropriately. We would like to apologise for any inconvenience.

Article published by Otomotif Tabloid (Edition 37: XX) – translated to English

### **[Otomotif Tabloid \(Edition 37: XX\) - Indonesian](#)**

Summary (translated into English)

A customer using Nissan X-Trail made a complaint to Shell retail site through Kompas Reader's Letter on January 8, 2011. In his complaint, Mr. Tedjo Sunoto claimed to have been deceived while refueling at Shell Sunter retail site.

According to Mr. Tedjo, on November 27, 2010, he was surprised to see Shell's dispenser meter has reached 67.76 litres but his car's fuel tank was still not full. Mr. Tedjo was sure that his car's maximum fuel tank capacity is only 65 litres. In addition, upon arrival at the retail site, his fuel tank meter showed that he still had at least 5 litres in the tank.

Mr. Tedjo called the retail site manager and at the same time confirmed to Nissan Sunter regarding the X-trail fuel capacity. Out of curiosity, Mr. Tedjo asked to fill his tank further until it was full. The result was that there was an additional 2.4 litres of Shell Super and the fuel dispenser meter reached 69.8 litres.

Otomotif tried to track the customer to his home address in Kelapa Gading to reconfirm about the case, however they were not successful in contacting Mr. Tedjo.

“Shell guarantees the accuracy of all our retail sites. We conduct pump test twice a month and calibrated by Badan Metrologi every six (6) months” stated Budiman Moerdijat, GM External Affairs and Communication, PT Shell Indonesia.

Otomotif Tabloid tried to get clarity of Nissan X-Trail’s fuel tank capacity as what is written on the car manual. The fuel tank capacity on the car manual is correct. However, we need to also calculate other components in the fuel tank system. Teddy Irawan, Vice President PT Nissan Motor Indonesia added “If we thoroughly measure the possibility from hose to fuel tank hole it can measure up to 75 litres.”

Many aspects in which we need to be brought into play when it comes to refueling. For instance, there is a fuel volume increase of around 0.12% every 1 degree Celcius temperature increase. This is due to the molecular gas which expands as the temperature increases.

## Shell LiveWIRE Entrepreneurs Created 218 Job Opportunities

Feb 11, 2011

218 employment opportunities were created by twenty eight Shell LiveWIRE entrepreneurs, for the people around them. With business coaching and related publicity, they have successfully increased their business scale, acquired market access and managed their financial affairs.

### [Press Release in Indonesian](#)

The existence of micro business can no longer be perceived half-heartedly. In reality, they provide support towards employment creation and as source of income for the people around them. This is proven by 28 young Shell LiveWIRE entrepreneurs who are able to provide employment opportunities for 218 people living around them.

Food stall “Kedai Rakyat” targeting university students as its consumer, is able to generate monthly sales up to Rp30 million with 11 permanent and 6 part time employees.

“Thank God, we are able to provide employment opportunity to many people this year. There is a 50% increase this year compared to last year,” said Mu’arif, owner of “Kedai Rakyat” in Yogyakarta. The creative 26 year old, managed to become the first finalist of Shell LiveWIRE Business Start-Up Awards (BSA) 2010.

The same goes with Mirza Akbar, albeit in different terms, this young entrepreneur of 23 year old successfully increased its ice cream outlets from 5 in 2009 to 15 outlets by the end of 2010. He started off with 2 workers, now he employs 10 employees to look after the outlets.

According to President Susilo Bambang Yudhoyono, in his speech at the Inauguration of National Entrepreneurial Movement at 2 February in SMESCO UKM, Jakarta, fostering the entrepreneurial spirit among the youths and university students is very important. This will create not only employment but also reducing poverty.

“Entrepreneurship can reduce the unemployment since it usually started by people with creative ideas and innovative means especially in creating the employment. They also have the courage to perform new things and take the risks involved,” said the President as quoted from the media center of Ministry of Cooperative and Small Medium Enterprises.

"If entrepreneurship is growing, our economy will continue to move and grow," added the President. Poverty remains the problems due to high unemployment figures. According to the data from Bureau of Statistic (BPS) in 2010, the unemployment figure is 8,32 million people or around 7.14% of total workforce in Indonesia.

No Capital to Start-up the Business, why not?

Big inspiration always comes to people willing to take the risks to make their dreams come true. Ari Wibowo, 23 year old, has proved this. From his daily observation around his campus, he finally came up with ideas to have eatery that is affordable, cozy, fresh, and a hang-out place for university students to just chat or finishing their assignments.

Finally, with the capital borrowed from his university friend, Ari opened up “Restoran Dorong” (RestDoor). Ari offered the concept of eatery catered for university students with home made food, comfortable surrounding, with Air Conditioner and WiFi. The food is affordable since it is no

different than the common food stall (Warung Tegal). This concept was well received and now Ari has 6 outlets with 24 employees.

Ari Wibowo is one of the examples of creative young people and can be the source of inspiration from other youths in Indonesia. He is a successful young entrepreneur. He won the Shell LiveWIRE Business Start-Up Awards (BSA) 2010.

The 28 young entrepreneurs from the finalist of Shell LiveWIRE BSA 2009 – 2010, receive intensive Business Coaching on 11-12 February in Grand Kemang Hotel, Jakarta. This Business Coaching is delivered by Consultant of Shell LiveWIRE Internasional, Sandy Ogilvie, and successful young businessman, Sandiaga Uno.

Sandy Ogilvie who brought about the birth of Shell LiveWIRE in more than 25 countries speaks about the importance of building networking among business people in developing the business including utilising international networks provided by Shell LiveWIRE through numerous social medias. According to Sandy Ogilvie, “Shell LiveWIRE currently exists in 25 countries in the world and has produced more than 2,800 new businesses. The growing number of young entrepreneurs will strengthen the economy of each country”

In Indonesia, according to data from Bureau of Statistic in 2009, the number of small business is 520,220 units. Medium enterprises are 39,660 units and large business of 4,370 units. Therefore, the total of formal business is 564,250 units or 0.24% of total population in Indonesia. Last year, the successful young entrepreneurs was only 400 people, although the ideal figure of entrepreneurs would be 2% of total population of around 4,4 million people.

Sandiaga Uno shares his views on the prospects of micro, small and medium business and its challenges in 2011.

This business coaching is part of an appreciation from Shell Indonesia to young entrepreneurs who have successfully entered the final of Shell LiveWIRE Business Start-Up Awards (BSA). The topics covered include Intellectual Property Rights (IPR), SOP (Standard Operational Procedure), basic financial management, marketing, use of social media, management of product quality, access to retail market, human resources management, conflict management and others.

The owner of “Yogya Ice-Cream” Mirza Akbar said, “I feel fortunate with this business coaching from Shell LiveWIRE. The materials are very useful for developing micro business to ensure sustainability of the business”. The appearance of Mr. Sandy Ogilvie gives the spirit for me to expand the business to overseas countries”

#### Appreciation for Shell LiveWIRE

In the meantime, during “Inauguration of National Entrepreneurial Movement at SMESCO UKM” on 2 February 2011, President Director and Country Chairman of Shell Indonesia Darwin Silalahi received an award as Best Entrepreneurship Motivator from the Government. The award was bestowed by Minister of Cooperative and Small Medium Enterprises, Sjarifuddin Hasan. Two winners of Shell LiveWIRE Business Start-Up Awards 2010, Ali Bagus Antra, founder of Bebek Garang restaurant (Bandung) and Nur Kartika Indah Mayasti owner of Nata de Cassava (Yogyakarta) also received awards as “Successful Young Entrepreneur” in this event.

Shell LiveWIRE also received Excellence Award for Best Corporate Sustainability for Community Development 2009 from Indonesian-Netherlands Association (INA) and the Excellence Award for Poverty Alleviation category from Asian Forum on CSR in 2010.

In 2009, Asian edition of Business Week magazine also awarded nine young entrepreneurs from Indonesia as the Best Asia's Young Entrepreneurs of the Year with five of them from Shell LiveWIRE.

#### About Shell LiveWIRE

Shell LiveWIRE is part of the social investment/CSR program of Shell Indonesia held since 2003. Apart from the "Business Start-Up Awards" (BSA), Shell LiveWIRE also provides training program on how to elicit business ideas, business consultation and business discussion to assist youngster to start their business or grow their already-developed business.

As part of global CSR program, up to present moment, Shell LiveWIRE has been applied in more than 25 countries and assisted with developing of more than 2,800 new businesses as well as creation of employment opportunities for 8,900 workers.

From its inception in 1982, this program already provided contribution to 1,3 million young people in developing ideas and businesses through information, suggestions and supports.

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## Government of Indonesia awards Shell Indonesia for Motivating Entrepreneurship

Feb 09, 2011

President Director and Country Chairman of Shell Indonesia, Darwin Silalahi, along with CEOs of Bank Mandiri, Ciputra Group and Bogasari, were given appreciation as the Best Entrepreneurship Motivators for their support and dedication in supporting Indonesian entrepreneurship development.

The award was presented by Minister of Cooperatives and SME, Sjarifuddin Hasan and witnessed by the President of the Republic of Indonesia Susilo Bambang Yudhoyono (SBY), Cabinet Ministers, Governors, University Rectors, Foreign Ambassadors, other Government High Officials and media during the opening of National Entrepreneurship Movement at SMESCO UKM Building on February, 2. Two of Shell LiveWIRE Business Start-Up Awards (BSA) 2010 Winners; [Ali Bagus Antra \(founder of Bebek Garang restaurant in Bandung\)](#) and [Nur Kartika Indah \(owner of Nata de Cassava from Yogyakarta\)](#) also received awards as successful young entrepreneurs along with three other young entrepreneurs in the event. The 3-day event was enlivened by exhibition booths in the UKM Convention Hall filled with small businesses that have gained support from various channels such as Ministries, State-Owned or Private-Owned Companies, Bank, Local Business Association, or Universities. It was also enriched with Entrepreneur Summit, Workshops and Seminars on attention-grabbing topics surrounding current entrepreneurship challenges in Indonesia.

For more information, kindly contact:

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