

SPECIAL FEATURE

OIC TODAY

Business &
Investment
Magazine

READERS OF TODAY LEADERS OF TOMORROW



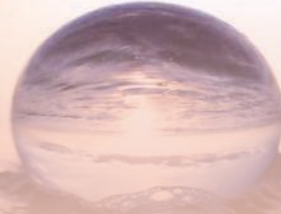
**PROVIDING WORLD-CLASS
SOLUTIONS TO OIL
AND GAS INDUSTRY
A COMPANY WITH PROMISING FUTURE**

MR. MOHD ANNAS MUHAMMAD

MANAGING DIRECTOR OF NORLAN PETROLEUM SDN BHD



OASIS EMBUN
Energy & Water Revolution



Atmospheric Water Generator - Purest water form the air

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READERS OF TODAY
LEADERS OF TOMORROW

IN COOPERATION & ADVISORY BODIES



ISLAMIC CENTRE FOR
DEVELOPMENT OF TRADE (ICDT)



ORGANIZATION OF THE
ISLAMIC CONFERENCE (OIC)

SUPPORTED BY



ASSOCIATION OF
ARAB UNIVERSITIES



ASSOCIATION OF
MUSLIM WORLD
BUSINESS, MALAYSIA



FEDERATION OF
ARAB BUSINESSMEN



ISLAMIC CHAMBER OF
COMMERCE KUALA LUMPUR

JOINT COLLABORATION WITH

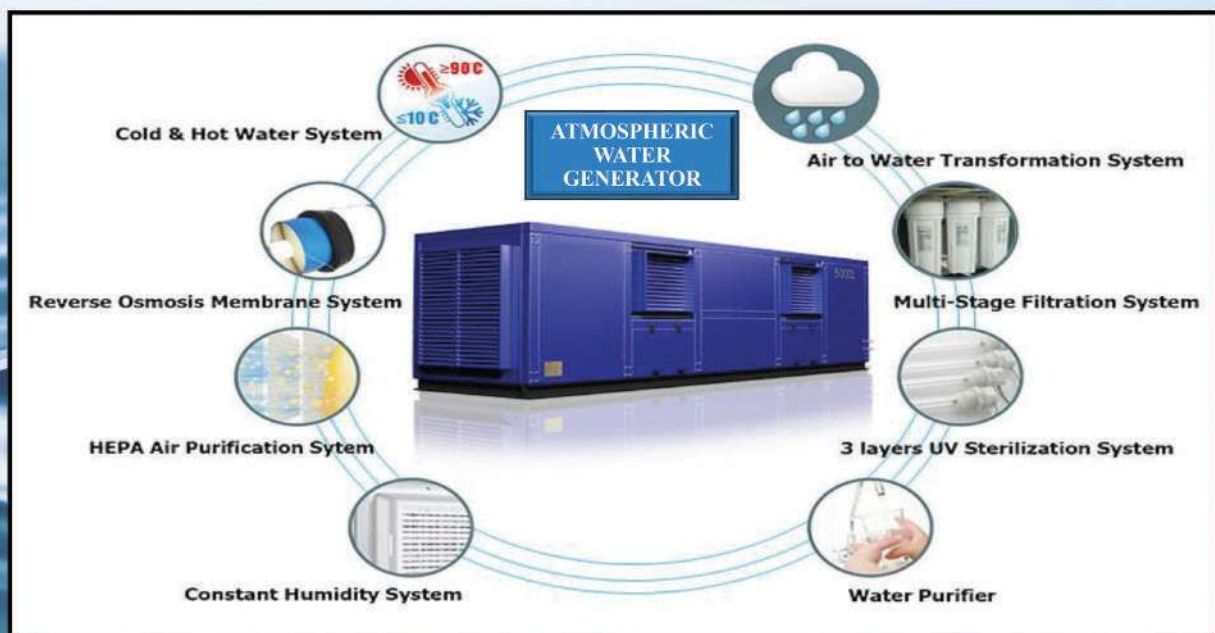


RAMCEL MEDIA

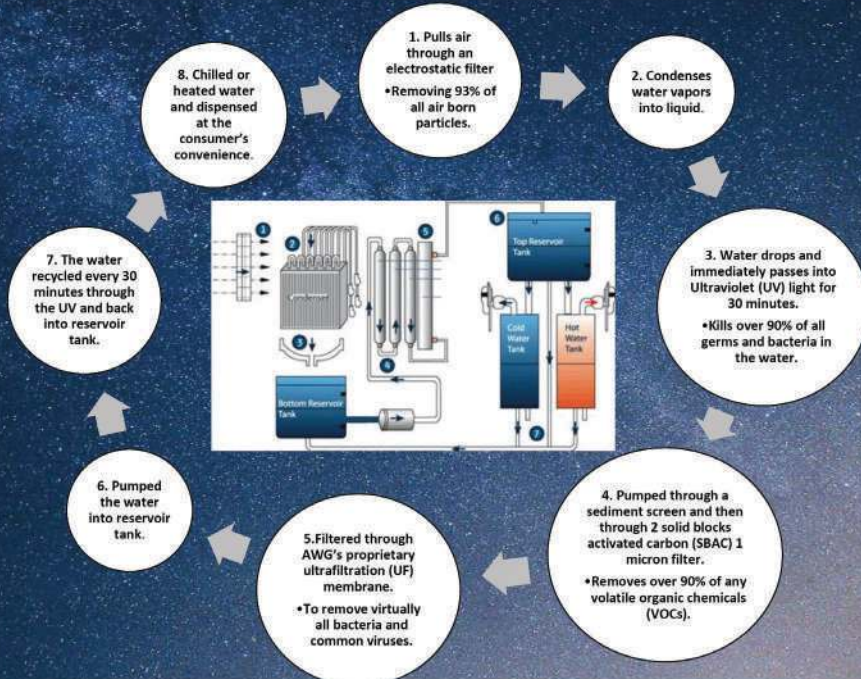
PROBLEM

- Increased treatment costs due to contaminated water
- Water Diseases
- Disruption in water supply, especially to rural areas due to lack of infrastructure or water source
- Corroded OR leaking pipelines
- Pollution of natural water (ie:rivers) due to waste dumping
- Water wastage of current water filter machines
- Environmental harm caused by plastic wastes from bottled water

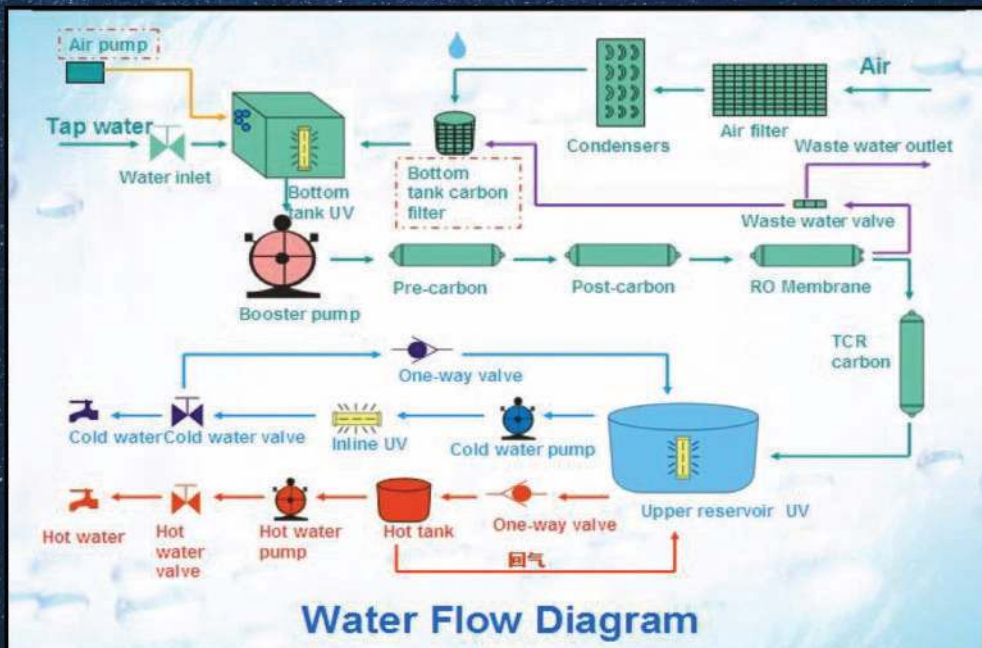
THE SOLUTION



HOW DOES AWG WORKS?



HOW DOES AWG WORKS?



OUR PRODUCTS

SOHO UNIT



INDUSTRIAL, COMMERCIAL AND EMERGENCY UNIT



SOHO HR -90HK



Volt: 110V/220V
 Frequency: 50/60 Hz
 Overall performance: 1.150 W
 Water production: 500 W
 Heating/cooling: 500 W
 Water temperature: 4 – 95 Celsius
 Temperature: 15 – 40 Celsius
 Air humidity: 35 – 95%
 Weight: 49g
 Dimensions (cm): 45*43*112

Features

- Luxury key touch screen
- LCD Display
- Pre+Pre+Post+RO(DOW)+TCR(E2)+UV
- Hot/Cold Function
- External water connection
- Storage capacity: 14L
- Production capacity 30L per day (80% Humidity: 30°C)

AWG filter specifications

- Electrostatic air filter
- Sediment filter
- Pre-carbon filter
- UV sterilization
- Reverse osmosis filter membrane
- Post-carbon filter
- Optional mineral filter
- Molecular micro filter



ATMOSPHERIC WATER GENERATOR MODELS

A 10-layered filtration system based on a reverse osmosis membrane, carbon filters, 2-fold UV technology, micro-filters and a constant circulation system, produces up to 30 liters of pure drinking water per day.

SOHO HR-88C
 SOHO HR-88H



Volt: 110V/220V
 Frequency: 50/60 Hz
 Overall performance: 1.150 W
 Water production: 500 W
 Heating/cooling: 500 W
 Water temperature: 4 – 95 Celsius
 Temperature: 15 – 40 Celsius
 Air humidity: 35 – 95%
 Weight: 46.7kg
 Dimensions (cm): 40*40.7*111

Features

- Popular Electronic Switch
- LCD Display
- Compressor cooling
- Hot OR Cold function ONLY
- External water connection
- Storage capacity: 12.5L
- Production capacity 30L per day (80% Humidity: 30°C)

AWG filter specifications

- Electrostatic air filter
- Sediment filter
- Pre-carbon filter
- UV sterilization
- Reverse osmosis filter membrane
- Post-carbon filter
- Optional mineral filter
- Molecular micro filter

Discover a world of opportunities for AWG in a variety of applications:

- Homes & New Housing Developments
- Health Clinic & Hospital
- School, College & University
- Worksites & Remote Villages
- Government & Corporate Office





PROVIDING WORLD-CLASS SOLUTIONS TO OIL AND GAS INDUSTRY: A COMPANY WITH PROMISING FUTURE

AN INTERVIEW WITH

MR. MOHD ANNAS MUHAMMAD

MANAGING DIRECTOR, NORLAN PETROLEUM SDN BHD

I would like to greet you and thank you on behalf of OIC Today for agreeing to our interview session. I want to hear some of your personal perspectives before I discuss the company and your position in it. What makes you interested in the field of oil and gas industry? What do you aspire to achieve in life?

I am thankful to the OIC Today team for conducting this interview and featuring my story as well as the company. Basically, my interest in the oil and gas industry is rooted very deeply. Since my university years, I have been interested in this sector. I studied at Universiti Teknologi PETRONAS (UTP). The university (UTP) is established and sponsored by Petroleum Nasional Berhad (commonly known as Petronas). While studying, I got some exposure to the oil and gas industry. After graduation, many seniors embark into fascinating careers. This inspired me a lot. They were joining companies like ExxonMobil, Shell and Petronas. Other than that, I was also looking into Petronas as a company which was one of the newest companies at that time, yet it managed to bring lots of success in the oil and gas industry. Established in 1974, Petronas started from scratch. All the resources related to the oil and gas industry were maintained by the US-based company, ExxonMobil. Since 1974, Malaysia as a nation did not have to look back, but indeed we were learning and we are still learning.

I am providing this background because this is the root of my dream and the inspiration behind establishing my own company, Norlan Petroleum Sdn Bhd. I learned from Petronas that there is always hope for new companies to emerge and become successful. To be honest, another thing that attracted me in the oil and gas industry is that this sector provides some of the highest salaries to employees and handsome profit to the company owners. I graduated in 2009, and I immediately started my career in the oil and gas sector as Project Engineer in one of Petronas-registered vendors. Working about four years, I gathered valuable experience in the sector. Later on, I changed my career path and became a Procurement Engineer, dealing with and overseeing the

purchase of technical equipment for industrial operations. Later, I moved to a Japan-based company in Malaysia. In 2014-15, I moved to Japan in a project operated by Petronas. This was also a big part of my career.

In my life, other than generating income, I want to make the company successful. Other than this, I want to make sure that all the employees are well taken care of. I want to provide career opportunities, especially the engineers and technicians, by helping them have steady jobs that pay well.

How has Norlan Petroleum been able to maintain its commitment to world-class equipment and solutions at competitive prices, and what is your approach to achieving this balance?

Yes, it is true that quality and price are both interconnected. Generally speaking, the higher the price is, the better the quality. At Norlan Petroleum, we take the quality of the product and services very seriously. For example, one of the products we sell is a pump. The quality of the pump is so important for the clients because if it collapses or does not work properly, the production would be jeopardized. So, in order for us to provide the best quality services to our clients, ensuring quality and working with due diligence are very vital. By 'due diligence', I mean that we do a rigorous technical background check of the product. Before buying from foreign sellers (most of the products in this sector are from abroad), we see two aspects carefully. First of all, we look at their experience list, where the company has supplied before. Is it Malaysia only or other countries as well? Second, we look at their after sale support system. We also consider how fast they can provide after-sale-service if anything goes wrong with the pumps. So, our clients can rely on us as we maintain high quality and extreme levels of precautions before buying products from foreign companies.

Now the question is how we provide the best quality product with a very competitive price. This is very subjective actually. For instance, the sea water lift pump is quite expensive equipment. We first try to lower the profit margin so that we can offer a competitive

price. We also try to minimize costs like transportation costs. We order products from the US, and sometimes from Europe, so a huge portion of money goes on to the transportation process. We also minimize custom cost because we know the process thoroughly. So, overall, we are able to provide the highest quality products to our clients while giving them the most competitive price in the market.

Can you give us an example of a time when Norlan Petroleum was able to offer flexibility to meet a customer's needs, and how did you accomplish this?

By flexibility, we mean that the clients can get our services smoothly and get the best after-sale-support. When it comes to an urgent situation, the management of the company takes prompt action. I can talk about my experience of such a situation while working in this company, then it will be clear how seriously we take our customers and how we ensure flexibility. It happened 3-4 years ago, before the pandemic. One of the clients reported that a pump (our product) was broken. That was a monsoon time in the East coast of Malaysia where the platform was located. The pump was located under the sea water, and there was heavy rain and extreme winds. Due to the heavy wave, the pump was lost and we couldn't locate it. The director of the company called me and asked me to supply a new pump within a week. I did not have such an experience before. Most of the pumps' stock is in Italy and some of the pumps are out of stock.

We had only a week in hand. So, I personally contacted a pump supplier whose office was based in Singapore. I informed the supplier that it was an urgent case and the client's production would be hugely disrupted if it was not managed within a week. Luckily they had a similar pump in their stock and it was in Italy. Moreover, it was Raya holiday (Eid holiday) and most of the people were out of work. I made a video conference call to Italy and talked about how to move the pump faster. There were lots of procedures while moving a pump from one country to another. Finally, I managed to convince



them and the process of sending the pump to Malaysia began within a day. The pump arrived in Kuala Lumpur within a week and, despite holiday, I asked my staff to work. Just a day before Hari Raya (Eid Holiday), the pump arrived and installed it, assuring the quality as well as satisfying customer's urgent needs. This is how we ensure flexibility. I am thankful to both my staff and my client for doing it successfully. This example demonstrates how sincere and serious we are when it comes to serving our customers, both new and old.

What are the major factors that drive customer satisfaction for Norlan Petroleum, and how do you measure and address customer feedback?

From my experience as a client in this sector (while working in other companies), I know what the client looks for and how to satisfy the customers. As a Procurement Engineer, I had to deal with more than 40 vendors all around the world. So, I know precisely what the clients want to hear and do not want to hear. For example, they do not like any news of delay. Even when we do everything perfectly, the delays might happen due to unavoidable circumstances. What we do when we know the item is delayed, we promptly communicate with the client and let them know that an

item will be delayed and this is the solution. So, as I understand, it is very important to be honest and transparent with the client.

Norlan Petroleum maintains this transparency principle with the clients. We tell the clients about the issues as well as solutions so that they do not get panicked. So, if there is any issue with delivery or other matters, we come up with a solution first then, we contact the clients. Client satisfaction is one of the highest priorities in our company. We also take clients' feedback with due process and if there is a real issue to deal with, we go for it.

How does Norlan Petroleum prioritize the safety of its employees and contractors in the work that you do, and what measures do you have in place to ensure safe operations?

Norlan Petroleum places the utmost priority on the safety of its employees and contractors in all its operations. The company has a strong safety culture that permeates every level of its organization. The safety of its employees and contractors is a core value of Norlan Petroleum, and it is reflected in the company's policies, procedures, and operations.

In addition, we conduct regular safety audits and inspections of its facilities and operations to identify and address any potential hazards. The

company also encourages a culture of open communication and reporting, where employees and contractors are encouraged to report any safety concerns or incidents, without fear of reprisal. Norlan Petroleum also takes a proactive approach to safety by using technology and innovation to minimize risks. For example, the company uses advanced monitoring systems to detect and prevent leaks and other potential hazards. Norlan Petroleum also conducts regular risk assessments to identify potential risks and develop plans to mitigate those risks.

Overall, we are committed to the safety of our employees, contractors, and the communities in which we operate. The company's robust safety measures and culture help ensure that it can deliver its products and services safely and responsibly.

How does Norlan Petroleum stay up-to-date with the latest developments in the oil and gas, and petrochemical industries, and how do you incorporate new technologies into your products and services?

The company stays up-to-date with the latest developments in the oil and gas and petrochemical industries through ongoing research, attending industry conferences and seminars, and networking with industry professionals. This helps



the company to stay informed about the latest technologies, best practices, and regulations in the industry.

To incorporate new technologies into its products and services, the company has a dedicated team of professionals who specialize in researching and implementing new technologies. The company invests heavily in research and development, and works closely with technology providers to understand how new technologies can be used to improve its operations.

In addition, Norlan Petroleum collaborates with industry partners and customers to develop customized solutions that meet their specific needs. This allows the company to tailor its products and services to meet the unique requirements of its clients, while also incorporating the latest technologies and industry best practices.

What role does sustainability play in Norlan Petroleum's operations, and what steps do you take to minimize the company's environmental impact?

Sustainability is a critical aspect of Norlan Petroleum's operations. The company understands that the oil and gas industry has a significant impact on the environment, and it is committed to minimizing its environmental impact. To achieve this, Norlan Petroleum takes several steps to reduce its environmental footprint. For instance, the company invests heavily in research and development to develop new technologies that can improve the efficiency of its operations and reduce emissions. It also implements rigorous environmental management systems to ensure that all of its activities comply with local and international environmental regulations.

Norlan Petroleum also incorporates sustainable practices into its operations by promoting the efficient use of resources such as water, energy, and raw materials. The company aims to reduce waste and emissions by implementing recycling and reuse programs, and it actively seeks to minimize the environmental impact of its supply chain. Furthermore, Norlan Petroleum is committed to engaging with its stakeholders, including local communities and governments, to ensure that its operations are sustainable and responsible. The company recognizes that it has a responsibility to contribute to the social and economic development of the regions in which it operates, and it works closely with local communities to identify and address their concerns.



Overall, Norlan Petroleum takes a holistic approach to sustainability, integrating it into all aspects of its operations to ensure that it is doing its part to protect the environment and promote sustainable development.

How does Norlan Petroleum foster strong partnerships with suppliers, customers, and other stakeholders, and what are the benefits of these partnerships?

Norlan Petroleum recognizes the importance of building strong partnerships with its suppliers, customers, and other stakeholders. The company believes that these relationships are critical to achieving its business objectives and ensuring its long-term success. To foster strong partnerships, the company emphasizes transparency, communication, and collaboration. The company works closely with its suppliers and customers to understand their needs and expectations, and it seeks to build relationships based on mutual respect and trust.

We also believe in the importance of giving back to the communities in which it operates. The company works with local organizations and stakeholders to support initiatives that promote education, health, and social development.





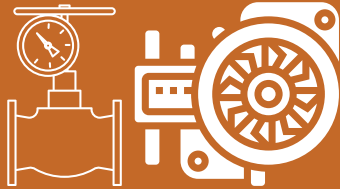
The benefits of these partnerships are numerous. By working closely with suppliers, Norlan Petroleum can ensure the quality and reliability of its inputs, which can help to reduce costs and improve efficiency. Strong partnerships with customers can also lead to increased sales, repeat business, and a better understanding of market needs. Additionally, partnerships with other stakeholders can help Norlan Petroleum to build goodwill, enhance its reputation, and contribute to the long-term sustainability of its operations.

Looking ahead, what are Norlan Petroleum's plans for growth and expansion for the company in the coming years?

Of course, I want to see Norlan Petroleum as one of the best and preferred oil, gas and petrochemical equipment providers in Malaysia. As Managing Director of the company, I aspire to prioritize our customers the most and create long term partnership with the clients. In the near future, we want to diversify our business into other sectors other than oil and gas. We are also interested in hospitality businesses like budget hotels.

Our Scope Range

One Stop Solution for Oil & Gas and Petrochemical Equipment



Special Equipment

Submersible Pump & Motor
Instrument Valve



Tools

Instrument & Electrical Tools
Hand Tools, Power Tools & Cutting
Tools



Marine Consumables &
Operational Parts

25G,1 & 2, Blok A, Jalan Atmosphere 3, Pusat
Perniagaan The Atmosphere, Bandar Putra
Permai, 43300 Seri Kembangan, Selangor

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*"With aspiration of being backbone
for the industry, we are committed to
delivering world standard services"*