

# Humaid Salim Al Amri

## CEO, Sembcorp Salalah Power & Water Company



**DOB:** April 12, 1976

**Marital status:** Married, has five children

**Education:**  
2000 - Bachelor's degree, Electrical Engineering, Manchester University, UK

2001 - Master of Science, Power Distribution Engineering, Manchester University, UK

**Spoken Languages:** English & Arabic

**Interests & Hobbies:** Reading, Travelling, Hunting

**Sector:** Utilities

**Ownership:** Private

**Established in:** 2009

An expert in power system with over 22 years of experience in the oil & gas sector, it is no surprise that Humaid Al Amri is now managing the Oman arm of one of the top international players in the power and utilities sector. It's a job he relishes, but he's equally proud of the other steps he took on the career ladder. Mr. Al Amri's career got a huge boost right after he finished his studies in the UK, when he received an award for developing an advanced wireless hearing device and his success was recognized globally. Back in Oman, he started working for Petroleum Development Oman (PDO), first as a field engineer, then in the technical support department, and finally becoming the head of the Power System Operation and Maintenance department, where he was in charge of managing all the components of the power sector - generation, transmission, and distribution. It was a role that allowed Mr. Al Amri to gain a substantial amount of experience and knowledge by being exposed to all kinds of challenges impacting the entire operation on a daily basis. The experience proved invaluable to him in years to come. After PDO, Mr. Al Amri joined a newly formed company called KAYAN Al Omania Construction as a general manager, and although he invested a lot of time and effort into pushing out a series of projects, the oil crisis happened, and the government decided to delay things indefinitely. As someone who likes to finish what he's started, Mr. Al Amri left the company to start offering consultation services on his own. When Sembcorp came calling he decided to take the opportunity to become CEO of Sembcorp Salalah. Headquartered in Singapore, Sembcorp operates across multiple countries around the

world. In the Middle East, it has branches in the UAE, in Fujairah, and in Oman, in Salalah.

There are now two power plants in Salalah, as market demand remains high. One is owned by Sembcorp and another one, called Dhofar Generating Company. On water side, Sembcorp currently is the only water producer and the 2nd plant will be owned and operated by another company starting in 2020. Sembcorp, however, is currently the only seawater desalination operator in Salalah. As Mr. Al Amri explains, Sembcorp as a group invests heavily in waste management and transforming waste into energy, which has a great positive impact on the environment and promotes sustainability.

Sembcorp Salalah is a publicly listed company, but Sembcorp makes sure it keeps its decision making power by owning 40% of shares. All subsidiaries of the group have the freedom to set up their own systems and procedures, but as Mr. Al Amri explains, it's much more cost effective to align with the standard procedures of the group as a whole. In addition, acting as a representative of the Sembcorp group gives him an advantage in discussions and negotiations with other big market players, as opposed to just representing the local branch.

The company has a contract with the government for providing it with gas for power generation, which will expire in 2027. As of now, Sembcorp Salalah is producing more energy than is needed, and the government has a plan in place to start making the companies more competitive by selling the surplus in an auction-based process, which means it will be able to buy the excess energy at a better price. However, this plan will only start applying when a company's contract expires, so Sembcorp Salalah still has enough time to devise a good strategy.

The key factor in Sembcorp Salalah's success, in Mr. Al Amri's opinion, is its efficiency, which he tries to implement or improve in all areas of the organization. Whether it's adopting new technologies or optimizing processes, he believes that if it's not efficient, the company won't be in a good position to compete

### My advice to youth:

Spend the early years of your career wisely, because the more challenges you face at an earlier stage in life, the better for you. The first few years of your career will determine which road you're heading for.

### My message about Oman:

Oman is a very unique, nice, and safe country, with a lot of attractions. It's a good destination for holidays, as well as for business. Omanis are very simple and welcoming. We respect people for who they are, not for what they believe in.

with other players. Aside from doing research and putting together a yearly plan, the company also has a technical support team that looks for new and innovative ideas to help it improve. For Mr. Al Amri, efficiency also applies to the staff, so there's a lot of effort being put into mentorship, training employees, and exposing them to various roles in order to expand their skills and experience.

Personally, Humaid Al Amri says he wouldn't be where he is today if it weren't for his life-changing experience working for PDO, but also for his family, who have supported him in everything he's done in his career. He's determined to do his best in his current role, and to help take Sembcorp Salalah to the next level. *"I'm really enjoying my job," he says. "I've got unlimited support, and it's an environment that I love."*

Looking toward the future of the energy sector, Mr. Al Amri is thrilled that the Omani government is planning to build solar plants and has just commissioned the first wind turbine in the GCC region, which will be located 80 km from Salalah. This will be a phenomenal opportunity for Sembcorp to get involved in wind energy in Oman, as the company is already one of the wind turbine market leaders in India and has all the necessary sector knowledge and expertise.

