



**Euro Mechanical**



**EMPOWERING EMPLOYEES AND  
EMBRACING INDUSTRY 4.0**



# A Champion of **TRUST**

**Abu Dhabi-based Euro Mechanical is at the forefront of progress in the energy sector, empowering its employees and embracing 'oil and gas 4.0' at every opportunity**

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Jon Rawding, CEO

Why don't spiders get stuck in their own webs? Why can't I see my eyes? Why were swear words invented if we're not allowed to say them?

It's almost impossible to spend time around children without avoiding a barrage of the most common of

childhood queries: "Why?"

Curiosity is a fundamental part of human cognition. It's not long after we're able to talk that the intuitive desire to understand the motive behind any action or process begins to spill out of our mouths, often in the most weird and wonderful ways. Recent research has in fact shown that





children ask more than 70 questions every day... a study that is undeniably ironic; a catch-22 of human nature.

While it may fade over time, our innate inquisitiveness never truly disappears. And in the world of business, this aptitude can often be more useful than many might realise.

"Have you heard of a man named Simon Sinek?"

Euro Mechanical CEO Jon Rawding poses me a question of his own as we sit down for a long discussion over the phone. "He's the author of a number of books including *Start With Why*, and a thought leader that our company takes great inspiration from.

"When I came on board in 2018, I asked a simple question: What is the purpose of Euro Mechanical? Why does it exist?"

Originally set up in 1976 in the fledgling oil industry of Abu Dhabi, the founders saw an opportunity to create a long-term sustainable business that would grow in tandem with the sector in the Emirate. And it has been

a success, Euro Mechanical having built a reputation for long-term, trusting relationships along the way, forged from the strong family values held by the owners that are endemic in the UAE.

"We quickly identified this as being a central pillar of the company's ethos – to add value to the lives of the employees, the local and international suppliers that work with us, and the clients we work for," Rawding reveals.

"Ultimately, the goal is to make a positive contribution to Abu Dhabi and the region."

### UNLOCKING AN UNDERLYING POTENTIAL

A man after Sinek's own heart, and a keen advocate of the need to understand why something should be done before it is actioned, Rawding spent the next two years remodelling the company in line with this realised philosophy – a process vastly easier than the one that was initially anticipated.

"We rebranded the company in 2018,

but I quickly worked out that it didn't require much effort at all," he affirms.

"The brand identity of giving back was ingrained within the culture of the company long before I arrived. Testament to the Al Hurr family, the foundations upon which Euro Mechanical has been built are not short sighted – they've been nurturing a company that will stand the test of time and maintain a legacy.

"In respect to that, all of our partnerships and decisions are focused on the long term – on developing relationships of trust and creating credibility in the industry, both now and for years to come."

A newly cultivated approach to leadership provides the proof in the pudding, the company having discarded what it deemed to be an outdated, restrictive command and control policy, replacing it with new management techniques designed to empower employees.

Each member of staff is given ownership and responsibility, while

management have been encouraged to deliver empathetic leadership.

"The idea is to create an environment for our workforce that allows them to perform to the very best of their natural ability," Rawding reveals. "Operating in such a manner makes us more accountable to ourselves than even the client.

"By taking greater ownership, our staff have become entirely aware of the fact that Euro Mechanical's reputation is theirs to maintain at the same time, which backs up our promise that

we will do what we say we're going to do when working with any customer."

## TECHNOLOGICAL TRANSFORMATION

It is not just the organisation's approach to management that has taken a progressive turn, however.

Technological transformation driven by industry 4.0 (or oil and gas 4.0 as it is known locally) has likewise been highly prioritised at the firm, which is in the process of positioning itself as a stalwart of energy-centric innovation.

## INTRODUCING EURO MECHANICAL

Euro Mechanical provides experienced maintenance, construction, control and automation solutions to the oil and gas, petrochemical and power generation industries, typically serving oil and gas producers and EPC contractors.

The business has supported the growth of Abu Dhabi's energy sector for more than 40 years and currently comprises six divisions:

**ADVANCED TECHNOLOGIES AND SOLUTIONS:** Offering a wide range of authentic products and services to its customers in the UAE, sourced from world renowned principals.

**CONSTRUCTION AND MAINTENANCE SERVICES:** Includes erection and installation of turbines, piping/structural fabrication and installation works, shutdowns and mechanical works, electrical and instrumentations works, specialised services like hot tapping and more.

**FABRICATION:** Skilled in the fabrication and assembly of pressure vessels, water bath heaters, heat exchangers, columns, fin fan coolers, pipe spools and full skid packages with painting and E&I.

**BOLTING AND MACHINING SOLUTIONS:** Offers one of the largest ranges of bolting and machining related services, equipment rentals and sales in the UAE. A range of bolt tensioners, torque wrenches, nut splitters, flange spreaders and flange pullers are all stocked and readily available. It also offers flange facing services, cold-cutting and bevelling machines, while subsea aquajacks are available at short notice.

**NDT AND TESTING MACHINES:** Provides a wide range of state-of-the-art non-destructive testing instruments, material testing systems, aircraft wheels and brakes service equipment, aircraft recovery equipment and image analysers.

**MANPOWER SERVICES:** Provides quality manpower solutions across the United Arab Emirates for long term operations and/or maintenance activities; shutdown personnel for specific overhaul works on a short duration basis; reliable project teams for execution of site activities; specialist support teams.

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Founded in 1971, it is a certified ISO 9001:2015, ISO 14001:2015, OHSAS 18001:2007 organisation and has accumulated nearly half a century's worth of experience in supporting the exponential growth of Abu Dhabi's oil and gas industry, completing a vast multitude of projects to the absolute satisfaction of its customers.

Its key areas of specialisation include:

- EPC contracts for accommodation, industrial and non-process buildings.
- Civil works including site development in the industrial plants, temporary camps, rehabilitation and mission-critical civil works during plant shutdown.
- The construction of water retaining structures and storage tanks including LPG concrete, STP and RO plant civil works.

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## COMMITTED TO COMMUNITY CARE

Corporate social responsibility is a key part of Euro Mechanical's ethos, the company contributing towards the betterment of society in numerous ways.

**PEOPLE:** Euro Mechanical is dedicated to creating and maintaining a safe, healthy and enjoyable working environment for each of its employees, where individual rights, customs and traditions are respected and valued.

**ENVIRONMENT:** Protecting the environment is viewed as a crucial responsibility, the company ensuring it complies with all relevant environmental legislation and regulations, minimises contributions to pollution of land, air and water, as well as training staff to be more environmentally conscious.

**CHARITABLE WORK:** Euro Mechanical is associated with a number of charitable organisations including Smile, Water Aid, Future Hope, Centre for Humanitarian Services & Ashraya Charitable Society, and Anawin Lay Missions Foundation.



Indeed, with an eye-watering \$680 billion estimated as the added value that can potentially benefit the oil and gas sector as a result of new technologies, it's easy to understand the motivation behind Euro Mechanical's shift from reactive to proactive adoption.

"The industry is changing so quickly that we have to change with it," the CEO advises.

"You only need to look at ADNOC, the main client here in Abu Dhabi. They've changed dramatically in the last two or three years, and we're moving with them. It's another necessity in terms of achieving longevity."

Euro Mechanical's partnership with Silicon Valley-based TACHYUS stands as a particular highlight, the company now able to provide solutions to optimise energy production and unlock significant value for its customers by using data-driven decisions powered by machine learning and artificial intelligence.

Meanwhile, the organisation's internal business processes have equally become the subject of

technological improvement, a new enterprise resource planning system and enhanced IT infrastructure having helped to better measure operational progress.

"When I first joined this industry, I was one of only a handful of people using the most sophisticated technologies while working on oil rigs," Rawding recalls.

"Since then, the technology has vastly improved. And that's exciting. It's exciting for younger people entering the industry because so much is new and changing right now, and it's exciting for people like myself who can see this change in mindset.

"The scope to apply new technologies is expansive. Our sector has lagged behind others in the past, but because of that implementing state-of-the-art innovations is now quite often like working with a blank canvas."

## BRIGHT HORIZONS

Talk of the past and present naturally then steers the conversation to the future, a topic of optimism for the CEO.

## THE ADNOC-EURO MECHANICAL RELATIONSHIP

Consistently providing reliability, collaboration, a partnership mindset and solution driven services, Euro Mechanical is often a service provider of choice, its relationship with ADNOC being a prime such example, evidenced by two recent service contracts delivered to ADNOC LNG between 2013 and 2019:

### CONSTRUCTION AND MAINTENANCE SERVICES

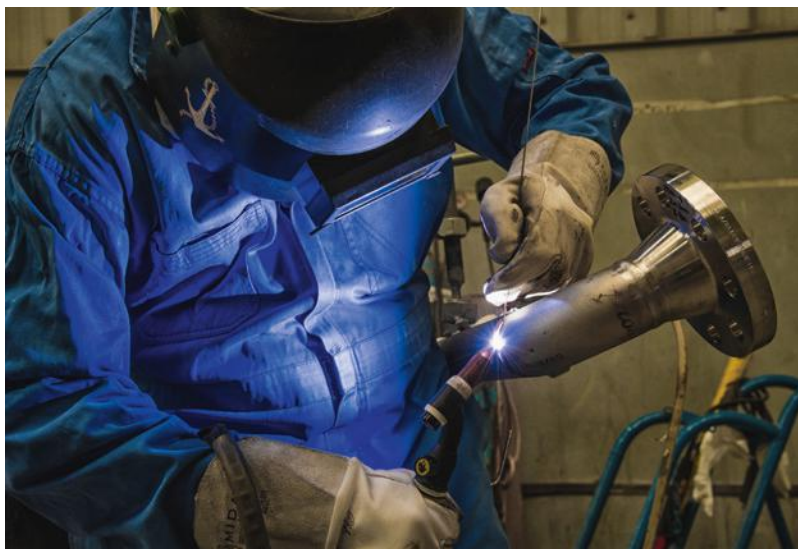
Despite tough market conditions, the company was recently awarded two ADNOC projects for a four-year duration. It is also in the process of bidding on a few important projects for ADNOC and other clients.

### RIGGING SERVICES

Comprised the supply of more than 70 personnel including rigging crews and crane operators to ADNOC LNG, working in its central workshop and plant areas on Das Island. Six years of critical work with an exemplary safety record were achieved in partnership with ADGAS's management team.

### FABRICATION SERVICES

Entailed the repair and modification of existing pipelines, spools and flanges by a fabrication team of more than 60 personnel. Additional teams were regularly requested to support critical shutdown activities where the consistency of personnel, quality and specific plant experience were of major importance.



Here, he reveals that the aforementioned emphasis on technology constitutes one of four elements within Euro Mechanical's strategy for 2020, reiterating the importance of personnel development as the second component of this masterplan.

"Innovation and learning is a critical part of our blueprint and will provide the grounded footing for our organisation to grow," he states.

Beyond this, customer relationship management and strategic partnership development will likewise take precedence as the business looks to maintain momentum.

The former will see the incorporation of a centralised proposals management team whereby Euro Mechanical's six divisions will no longer be siloed, instead working together to pool resources and reap rewards such as more targeted marketing insights.

"We want to increase collaboration and likewise raise awareness about the work that we're doing," Rawding explains. "We've been pretty quiet previously but have a lot to shout about in terms of our achievements and value proposition."

The latter, meanwhile, reiterates the company's position as an entity seeking meaningful relationships with both

new and existing partners alike who share its outlook of longevity and trust.

"The lifeblood of all of these efforts of course is the financials," Rawding adds, "a space that we've also made inroads into, having hired a Chief Financial Officer in 2018 and integrated the appropriate tools to improve monetary transparency.

"We're busy, but that's compelling. We're accelerating the flywheel if you like, getting faster and better in respect to progress and change across the board – looking at the past year alone you can see this heightened enthusiasm.

"The company's becoming much more sophisticated, but not on a corporate level where the numbers are the most important thing. Rather, the numbers are the result of everything else we're doing, and that's truly exciting." ●



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