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# Special Message



**Mr. Asaad Ahmad Al-Saad**

**Chief Executive Officer, Petrochemical Industries Company  
Chairman, Kuwait National Petroleum Company (KNPC)**

Participant of a regular course on Personnel Management offered in October 1989

It gives me great pleasure to write a message on the occasion of the 30th Anniversary of Japan Cooperation Center, Petroleum (JCCP).

In October 1989, I had the opportunity to attend my first JCCP seminar in Japan on “Personnel Management.” We explored Japanese-style management practices, and realized that they are firmly founded on Japanese culture and values. We also learned that ongoing pursuit of education and innovation is a salient characteristic of Japanese-style management and performance, and that the quality assurance system in Japan today is uniquely made up of a number of different components. The components, however, are all based on the “Total Quality Circle” concept. This experience has provided a foundation for my principles of management and leadership since 25 years ago.

I have high expectations that JCCP will continue to impart valuable knowledge through tailor-made programs that cover diverse aspects of the oil industry.

I wish JCCP management and staff all the best, and look forward to JCCP’s further contribution to the world’s oil industries. I also wish to encourage JCCP training program participants to make full use of the valuable learning opportunities offered by JCCP.

Thank you very much.



*Mr. Al-Saad giving a speech at the reception of the 28th JCCP International Symposium (January 2010)*



*Mr. Al-Saad’s participation in a JCCP regular course in October 1989 (front row, third from right)*