

Principia-Lylysens Brunei Sdn Bhd aims to boost place in oil and gas

French firm, local startup form JV

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LOCAL project management and engineering firm Lylysens Sdn Bhd, has teamed up with the Principia Group, a French firm specialising in offshore engineering, to strengthen its place in the oil and gas sector.

The joint venture agreement signed at the Jubilee Plaza yesterday between Laila POKS DSP hj Md Saleh, managing director of Lylysens, and Benoit Valleteau de Moulliac, chairman and chief executive of Principia, established the partnership that Laila said would allow the company to be sustainable in the oil and gas sector.

The signing of the agreement marks the incorporation of the joint venture company, Principia-Lylysens Brunei Sdn Bhd.

Witnessed by Thierry LeRoux, chairman of Principia Asia Sdn Bhd, and Hj Hidayati POKS DSP Hj Md Saleh, director of Lylysens, the contract is expected to make the local startup more competitive in the field, bringing highly specialised services to the Brunei market.

Laila explained that when the company first started about two years ago, it was "very ambitious", believing that it could be fully run and supported by a local workforce and expertise.

She said that while there have



Laila POKS DSP Hj Md Saleh (L), managing director of Lylysens Sdn Bhd, and Benoit Valleteau de Moulliac, chairman and chief executive of the Principia Group, sign the agreement for the incorporation of Principia-Lylysens Brunei Sdn Bhd. Picture: BT/Debbie Too

been negative comments on training locals, her company has had no problems to date.

"We have decided not to listen to them, and we went ahead with the training," she said, adding that currently there are young people being trained in Lylysens from the Youth Development Centre.

"I think companies should be ac-

tive themselves, and if they are managing directors, just sit down with them and give them the resources they need with some incentives of course," she said.

But she also said that down the road, the company realised that it needed expertise and know-how to grow.

Principia came into the picture,

after collaborating on a project together in December 2012, she added. "This relationship is a proven relationship and it makes it so much easier to work together," said Laila, adding that Principia is allowing Lylysens to grow at its own pace while providing it with resources as a starting company.

"We will have our challenges, to

secure smaller contracts, and to keep everything consistent, because in Brunei there are a lot of big projects," said Laila.

De Moulliac said that having a global presence allows Principia to transfer its knowledge to the local firms that it partners with in each country.

"This is part of our global and international strategy, to develop the know-how in oil and gas, a high level know-how, which also happens to be ASEAN," he said.

On the market size of Brunei, Laila said that while a small market has its own set of challenges, it can also be an advantage, because by producing and delivering high quality products and services, the work is quickly recognised in the industry.

She also said that there are not many local companies that provide highly specialised offshore and marine services for the oil and gas industry which the joint venture offers.

"These products and services are required not only by the big operators but also contractors offshore, even outside of the oil and gas," she said.

"What Lylysens can bring into this is the local and international experience in project management and project engineering for on-shore services, and I think it is very complimentary in the products that we provide alongside the Principia Group." **The Brunei Times**