

Keynote Address
Total Jamaica Fuel Card Launch
March 22, 2016

Salutations:

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Distinguished guests, ladies and gentlemen, good evening!

It is my pleasure to be sharing with you in this remarkable moment – the re-launch of the Total Fuel card.

This is a moment which symbolizes greater protection and security as well as increased competition for Jamaica's petroleum industry.

Jack Welch is credited with the saying ***“Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion”***

This evening, we are here because a vision that was created has been articulated and pursued. This vision is now being made reality!

The vision is coming to life at a point in our history when there is now a greater synergy being created between Science, Energy and Technology

^{1&2} <http://www.slideshare.net/dstiel/fleet-credit-card-study-2011> ³ <http://www.pymnts.com/in-depth/2015/how-fleet-can-let-fuel-cards-do-most-of-the-work/> ⁴ <http://www.automotive-fleet.com/article/story/2011/05/pros-and-cons-of-using-a-fuel-card-vs-a-corporate-card-for-fleet-fuel-expenses.aspx>

(SET) under one Ministry, and so we know this petroleum sector is SET to take off!

Allow me first of all to extend congratulations to TOTAL Jamaica on the re-launch of the TOTAL Card. This is a positive move for TOTAL as a brand and certainly for the entire local petroleum industry.

Not so long ago, the gas sector, although providing an important service to the citizens of this country, could have been easily perceived as an aged operation with the way transactions were done. Happily, ladies and gentlemen, this scenario is changing.

This evening's re-launch of the TOTAL card is a clear demonstration that the industry is turning the corner and is making use of available technologies to modernise its services to customers.

This is a good move!

Moving Towards Further Improvement in the Sector

Thousands of litres of petroleum are moved across the country on a daily basis. This must be managed well in order to ensure the safety and security of all the stakeholders as well as the security of the fuel.

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I wish to place on record, this time as Minister, my own disappointment with what transpired in the industry late last year and the reports of contaminated gas. I use this opportunity to re-iterate my own commitment and the commitment of this administration to the people of Jamaica to ensure that the existing gaps in the system will be addressed.

We are committed to ensuring that a fully functional inspectorate is in place. **The inspectorate must be responsible for ensuring the quality of the fuel that motorists receive at the pumps.**

As Minister, I will be sparing no effort to guarantee increased accountability on the part of all of the persons in the chain of custody as fuel is transported from sea to pump. **We have a responsibility to the consumers.**

I urge all the players in this very sensitive industry to make a similar commitment to the people of Jamaica, so that together we will ensure this situation is never repeated.

The technologies are available! We can and must learn from best practices across the world and improve Jamaica's petroleum sector.

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Total – Revolutionizing Jamaica’s Petroleum Sector

I am pleased this evening, that Total is a part of revolutionizing Jamaica’s petroleum retail and supply industry, and has helped to change how we do business in the sector.

The management and staff of Total have not been comfortable enough to merely continue doing things in the same way but the company has grown tremendously since its establishment here in Jamaica some twelve (12) years ago.

Jamaica is accustomed to record breaking achievements, and with the launch of this Fuel Card, the first of its kind in Jamaica, Total has stepped into the record books of our country.

Relevance of the card

Undoubtedly, there have been several initiatives worldwide since the 1980s and 1990s that have been geared towards fighting fraud. The fuel card helps to mitigate misuse and provides improved management reporting.²

This aspect of the industry is in a state of ascendancy as many other countries and companies are catching on to this trend. In fact,

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- While the market is highly fragmented, it is highly lucrative. Recent research says the industry will see a market valuation of US\$35 billion globally in the next four years, U\$20 billion higher than where it stands today.³

It is a fact that fuel cards address a number of the challenges that face the industry globally, including:

- Security (cardkey).
- Fraud protection.
- Controls at the pump.
- Centralized billing.
- Rebates/discounts.
- Online account and expense management

Businesses, Evolution and Technology

In contemporary business environment, where there is greater use and inclusion of technology and efficiency, business leaders have to be pre-emptive and proactive.

The combination of various technological features of the Total Card, like the built in security components and centralized billing are evidence of this greater technological inclusion.

As the world moves to a more cashless system, cards and other unique platforms will become increasingly attractive in business operations.

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I anticipate that other players in the industry will in short order be implementing similar technologies to keep our petroleum sector competitive and viable.

Thank you Total for raising the bar and let's all together keep transforming Jamaica's petroleum sector to the benefit of all our people.

Thank you!

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