

- ***TAQA Arabia***
“crisis communication”

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TAQA Arabia

- TAQA Arabia is the largest private sector energy distribution company in Egypt with over 18 years of experience with a diversified sources of energy, investing and operating Energy infrastructure including gas transmission and distribution, power generation & distribution and marketing of petroleum products.
- [TAQA Gas](#)
- [TAQA E.P.C.](#)
- [TAQA Power](#)
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Problem Statement:

- A group of workers formed a sit-in in front of City Gas's headquarter; one of TAQA subsidiary, demanding City Gas to offer them permanent jobs. Although these workers are sub contracted by another company with whom they have a temporary agreement to be in charge of collecting gas services fees from the housing units in the Suez governorate.



Main Messages:



MESSAGES

- The company's main goal is to sustain the workers' rights and will not put the workers at risk nor will it lay them off as they are the company's main asset.
- The company had laid off workers either because of violation of code of ethics of the working environment or because of delinquent behavior as per the labor law or they are subcontracted through another company i.e. they are not City Gas employees .
- The company announces that it is currently considering all the requests submitted by the workers.
- The company is doing its utmost effort to fulfill the worker's demands and to reach a satisfactory solution.
- The company is keen to provide its workers with the right atmosphere for work.

Internal communication strategy



External Communication





Thank you