

2020 CAPA Lunch and Learning Event
二零二零华人石油协会午餐与学习活动

Event
活动内容

Origin of the Modern Petroleum Industry
现代石油工业的起源

Date
日期

Saturday, July 18, 2020, 10:00 AM to Noon
星期六，2020年7月18日上午十点到十二点

Invited Speaker
嘉宾



刘牧 Mu Liu
经济决策咨询社 Economic Decision Consulting

Details
通告内容

CAPA 邀请了资深石油工程师刘牧先生，带您一同领略现代石油工业的起源。古人不见今日月，今月曾经照古人。这次讲座把真实的石油历史做为商业案例学习，跟大家一起探讨石油行业的经营秘诀。

Where
地点

Zoom Meeting
Zoom 在线会议

Cost
费用

Free
免费

RSVP
预约

Please RSVP at <http://www.capaus.org/event-3898306> Zoom meeting will be sent to your email by July 17.
请到 <http://www.capaus.org/event-3898306> 预约，注册成功后，登录方法将于会议前一日寄到您的注册邮箱。

Contact
联系人

For questions please contact:
Mr. Qi Zhang: zhang.qi.chee@gmail.com
如有问题，请与张琦先生联系: zhang.qi.chee@gmail.com



刘 牧
经济决策咨询社

现代石油工业的诞生是以 1859 年在美国宾夕法尼亚泰特斯维尔第一口石油井出油为起点标志，这口石油井的出现从根本上改变了人们对石油在自然界地下分布和蕴藏量的认知，从而一下子吸引了大批创业人员投入到石油钻探、石油运输、石油交易和炼制销售等经营之中，形成了一个崭新的工业。可是，当我们回顾那些创建现代石油工业的先驱们，可能很难想象出来他们创业之艰辛，他们经历过的艰难仍然激励今天那些有志在石油行业创业的人们。

在早期经营实践中，人们就发现这个新的工业体系有其独特的行业特点。最显著的表现就是石油价格呈周期性的剧烈波动，给整个行业在自由市场经济下带来不定期的冲击，会造成许多近于自我毁灭的灾难。如今石油行业又在面临一次低油价的轮回，在谷底的从业人员或许通过了解石油工业发展过程，可以找到一些走出困境的启示。

当时，为了避免这种自我毁灭的悲剧，美国历史上第一次产生了行业中的高度垄断企业，成就了超级首富约翰-洛克菲勒，也是美国最伟大的慈善先行者。从某种意义讲，洛克菲勒创建的标准石油托拉斯有序经营，挽救了美国的石油工业，没有让它被行业的自身发展给扼杀在摇篮之中。这对整个行业而言，洛克菲勒的标准石油是一个伟大的经营创新模式，成为了所有工商管理学习的经典案例。

不过，这种经营模式违背了美国的企业精神，经过一段时间的民主诉求，最后美国联邦法院判决垄断经营是违法行为，标准石油不得不自行解体成为 34 家独立石油公司，其中包括今天美国石油行业的几家巨头。与中国的计划经济不同，美国的石油工业始终在市场经济下发展壮大起来。

毫无疑问，早期的宾夕法尼亚的石油经营探索奠定了现代石油工业的基础，为美国后来的石油工业发展提供了大量宝贵经验和技能人员，同时也为美国的整体工业化进程，源源不断地提供工业血液。古人不见今日月，今月曾经照古人。这次讲座就是把真实的石油历史做为商业案例学习，跟大家一起探讨石油行业的经营秘诀。

主讲人简介：

刘牧，英文 Mu Liu，拥有石油地质学和经济学双重教育背景，曾在国际石油公司从事商务分析及经济决策工作多年，是美国石油历史协会和决策分析人员会员，现居住在美国休斯敦。热爱网球、篮球、乒乓球等体育活动，有兴趣于人文历史和石油文化。



Mu Liu

Economic Decision Consulting

The birth of the modern oil industry was marked by the first oil well drilled in Titusville, Pennsylvania, the USA in 1859. The emergence of this oil well fundamentally changed people's perception of the oil reserve volume and distribution in nature. Thus, it suddenly attracted a large number of individual entrepreneurs to invest in oil drilling, oil transportation, oil trading, and refining sales, which formed a brand-new industry.

However, in the early oil industry stage, it was found that this new industry has its unique characteristics. The most notable one is that the oil price fluctuates cyclically and violently, which brings irregular shocks to the entire industry under a free market economy, which caused many disasters towards self-destruction. In order to avoid this catastrophic destruction, for the first time in US history, a highly monopolistic company in the oil industry has been created, and the founder of the company, John D. Rockefeller, has become the richest man in the world, also the greatest charity pioneer in America.

In a perspective, the orderly operation of the Standard Oil created by John D. Rockefeller had saved the US oil industry from letting it be strangled by the industry chaotic development, but the monopolistic model kills the American entrepreneurial spirit. After a period of democratic demands, the United States federal court finally ruled that monopoly operation was illegal. Standard Oil had to disintegrate itself into 34 independent oil companies, including today's major oil companies.

There is no doubt that the early oil industry activities in Pennsylvania laid the foundation and pathway for the modern oil industry, and provided a lot of valuable experience and skilled personnel for the subsequent oil industry development. The oil produced from Pennsylvania was like industrial blood for the overall industrialization process in the United States.

Presenter Bio:

Liu Mu, English Mu Liu, has a dual education background in petroleum geology and economics. He has worked in international oil companies for many years in business analysis and economic decision-making. He is a member of the Petroleum History Institute and Society of Decision Professionals. He currently lives in Houston, USA. He likes tennis, basketball, table tennis, other sports activities, He is interested in US oil history and culture.