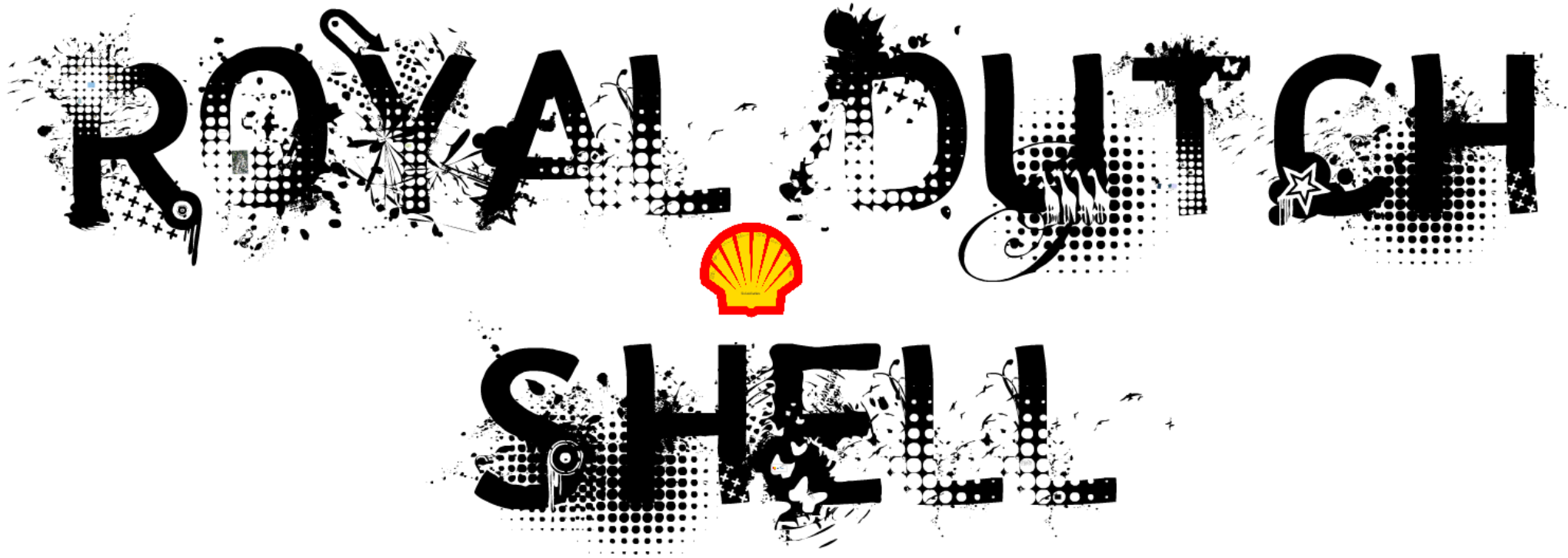
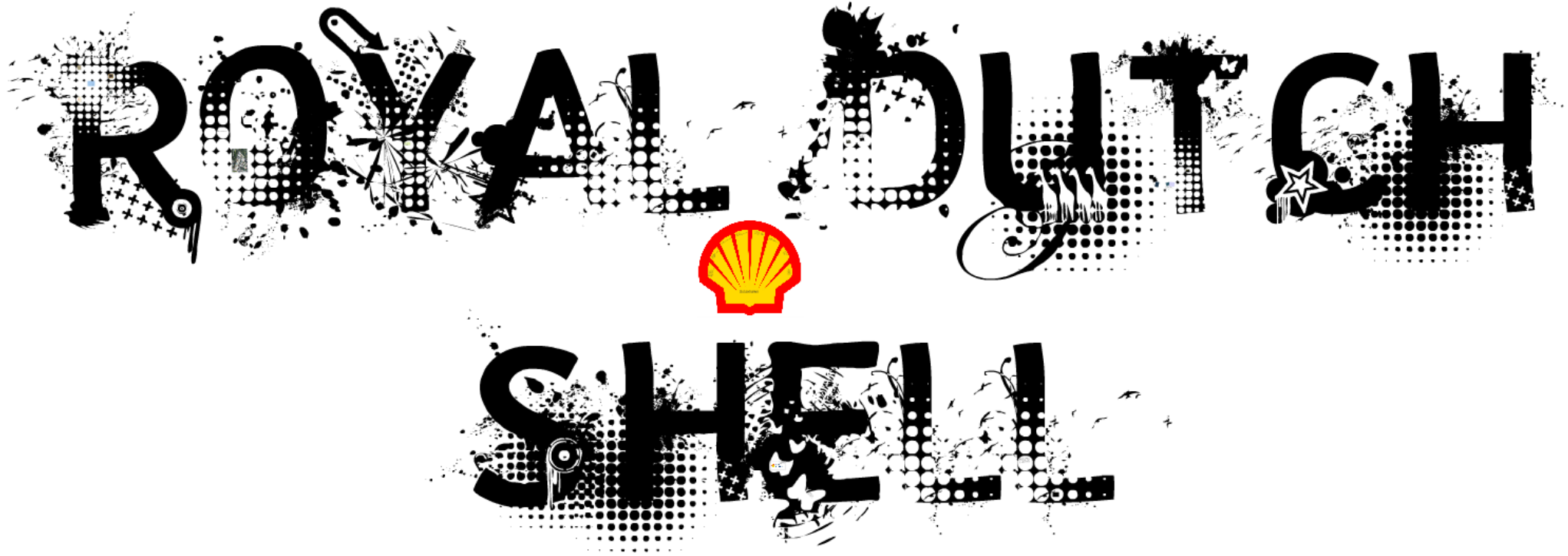


# Wiwa v. Royal Dutch/Shell Case Solution



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*History*

*Early Beginnings*

Marcus Samuel a shopkeeper in London, 1833, who decided to expand his business to farther reaches in foreign countries. Originally he sold antiques in his shop and later seashells to the Far East to supply fashion interior designs for rooms. This laid down the basic foundations of his importing and exporting business. He had a partnership with his younger brother Samuel founder of Samuel Samuel & Co with his own business Shell Transport and Trading Company. They opened a way to exporting British machinery, Textiles, and tools to the early industrializing Japan, on return they imported rice, silk, china, and copper wares to the Middle East and Europe. The store in London, mainly traded sugar, flour, and wheat worldwide.



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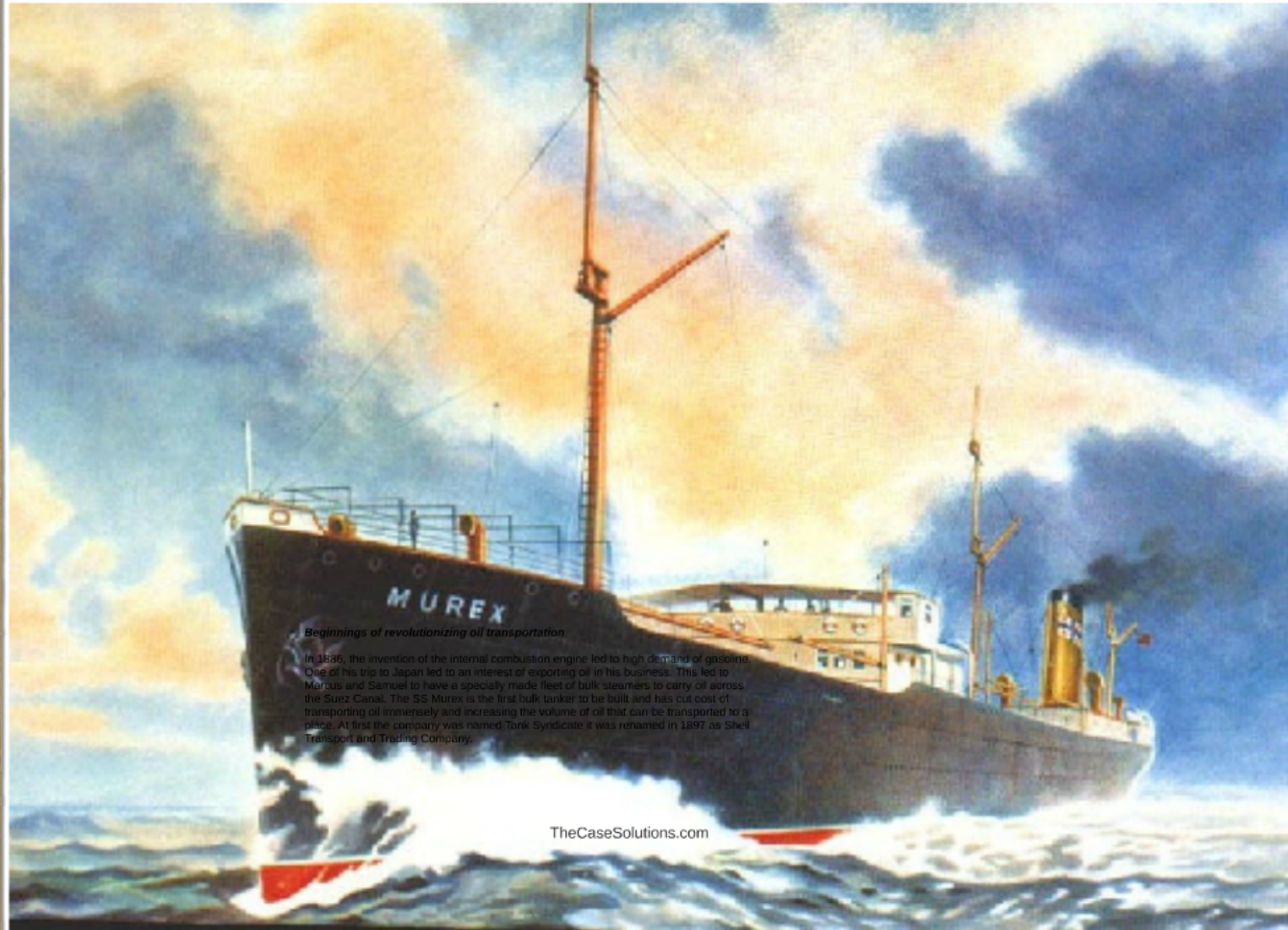
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# SS Murex

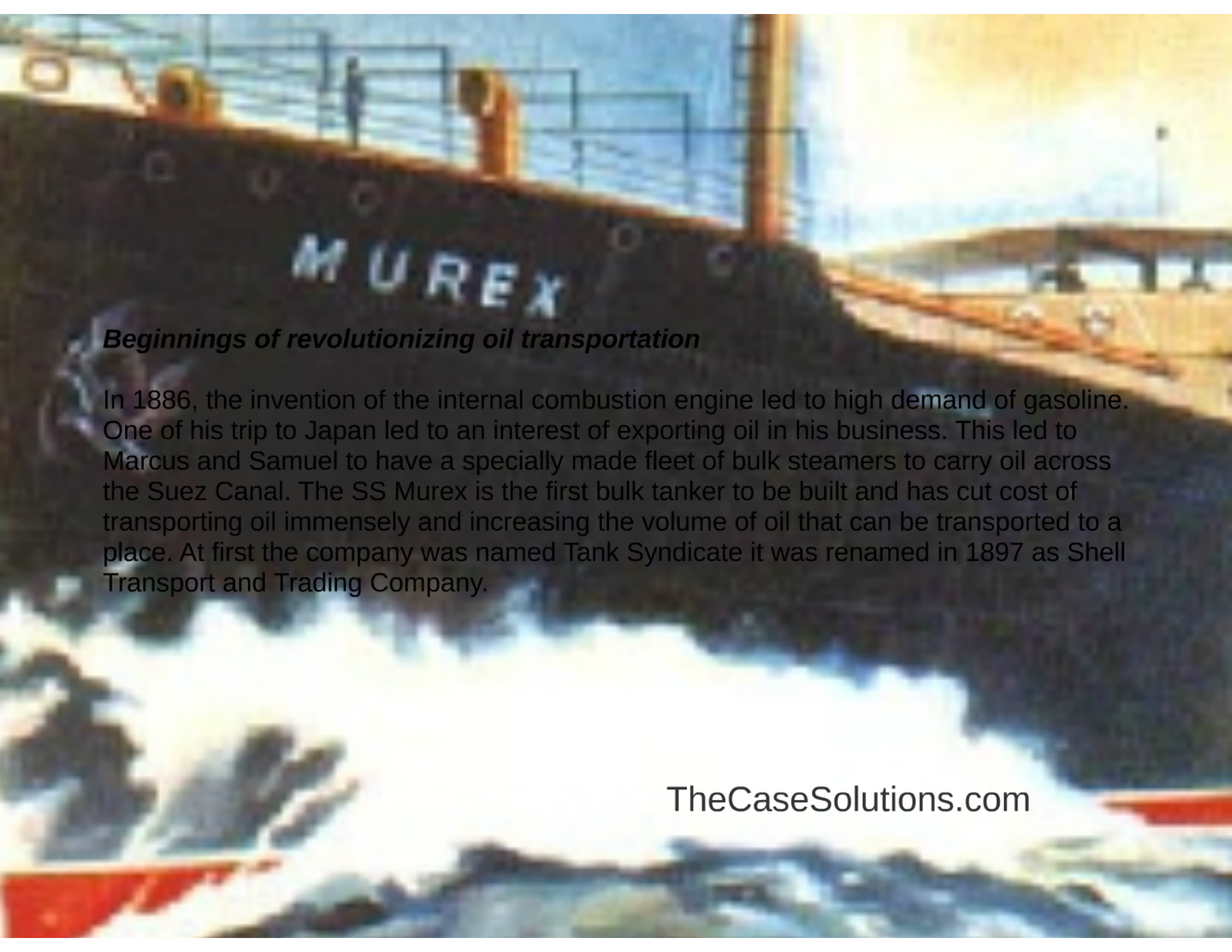


## *Beginnings of revolutionizing oil transportation*

In 1886, the invention of the internal combustion engine led to high demand of gasoline. One of his trip to Japan led to an interest of exporting oil in his business. This led to Marcus and Samuel to have a specially made fleet of bulk steamers to carry oil across the Suez Canal. The SS Murex is the first bulk tanker to be built and has cut cost of transporting oil immensely and increasing the volume of oil that can be transported to a place. At first the company was named Tank Syndicate it was renamed in 1897 as Shell Transport and Trading Company.

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MUREX

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# Joining Together



## *Becoming the Royal Dutch Shell*

In 1907, the two companies Royal Dutch and Shell Transport merged and became the Royal Dutch Shell Group. Henry Deterding turned both of their struggling problems into a successful enterprises in around one year. The successful company rapidly expanded their business across the world into Europe, Asia, Middle East, and the Americas.

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In the First World War it brought the group success and problems. During the First World War, Shell was a major contributions to the Allie forces as their main supplier of fuel. They were also the only supplier of aviation fuel and with over 80% of the Allies TNT in the war. To complement more support they had also volunteer all of their shipping's to the British Admiralty. The German invasion of Romania in 1916 destroyed almost 20% of their global production of fuel. Throughout the Interwar Period the group grew its wealth by a vast amount because of the use of motor cars and the demand of fuel to supply the cars increased. They had luck in finding major oil fields in California South, America, Iraq, and Saudi Arabia also grew it prosperity. In the end of the 1920s they were producing more then 11% of the world crude oil and owning around 10% of oil tankers. The quantity of fuel had an impact on the pricing in the market that led to failure.

