Abu Dhabi International Petroleum Exhibition & Conference

12–15 November 2018
Abu Dhabi National Exhibition Centre
Abu Dhabi, UAE

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In keeping with the latest developments across the oil and gas industry, the 2018 edition of the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) will once again take a leadership position with the introduction of a dedicated digitalisation zone that covers a range of new technologies, including Artificial Intelligence, Deep Machine Learning, Edge Computing and Blockchain technology across the oil and gas industry. With cutting edge start-ups, SME’s and tech-giants all involved with bringing about and accelerating the transition of the 4th industrial revolution, the advent of a second digital age is upon us and the time to adapt, adopt and implement the wave of new technological advances that will unleash unparalleled productivity and significantly boost performance, is now.

The implementation of digital solutions across the oil and gas sector is expected to slash capital expenditure by 20 per cent and upstream operators can expect to see their operational expenses cut by 3-5%. Furthermore, downstream operators could see their operational expense cut by a further 1-3%. Full digitalisation of assets in the oil and gas sector will drastically improve efficiency and reduce unplanned downtime. Using advanced analytics, oil and gas operators can expect to reduce their maintenance costs by 13 per cent and boost efficiency by 10 per cent.

UNLOCKING $1.6 TRILLION OF VALUE FOR THE OIL AND GAS INDUSTRY
ENABLING THE DIGITAL TRANSFORMATION

In order for the industry to maximise the opportunities that today’s digital solutions offer, several external and internal changes need to be adopted and implemented within companies and across the value chain first. From wholesale adoption led by CEOs and executive teams that embody mind-set changes and shifts in corporate cultures to collaboration across value chains and eco-systems, regulatory clarity on data sharing and providing an attractive industry for today’s millennials to enter into the industry, digitalisation offers the opportunity to not only transform oil and gas companies, but also impact across wider aspects of society, from customer savings, productivity solutions and environmental benefits.

New for 2018, ADIPEC provides a dedicated focus on digitalisation in energy with an all-encompassing exhibition zone along with high level conference panels that provide the essential building blocks for the industry to embark on the transformation journey. Through the exhibition, start-up businesses, SME’s and global technology companies will have one of the world’s most important oil and gas platforms to demonstrate their solutions and services to 110,000+ industry trade professionals across the supply chain - to break down technical, cultural and organisational barriers to digitalisation for enhanced safety, cost efficiency and sustainability.

Through the strategic conference panels, expert speakers will share their knowledge and experiences with 10,400+ oil and gas conference delegates to provide the latest accurate assessments and best practices – to build trust in the digital domain of safety, efficiency and sustainability.

Which big data and analytics capabilities is your company looking at implementing?

<table>
<thead>
<tr>
<th>Big Data &amp; Analytics Capabilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>3.4%</td>
</tr>
<tr>
<td>Edge computing</td>
<td>13.4%</td>
</tr>
<tr>
<td>Memory computing</td>
<td>17.1%</td>
</tr>
<tr>
<td>Cogenerative computing</td>
<td>18.6%</td>
</tr>
<tr>
<td>Machine learning</td>
<td>19.3%</td>
</tr>
<tr>
<td>IoT</td>
<td>27.0%</td>
</tr>
<tr>
<td>Data science personnel</td>
<td>29.8%</td>
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<tr>
<td>Advanced visualisation</td>
<td>32.9%</td>
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<tr>
<td>Data services</td>
<td>33.2%</td>
</tr>
<tr>
<td>Big data storage</td>
<td>50.3%</td>
</tr>
</tbody>
</table>

Source: Accenture in conjunction with Microsoft, April 2017

Which parts of the oil and gas value chain do you think will benefit most from digital transformation?

- Asset integrity and maintenance: 58%
- Field development: 40%
- Drilling: 27%
- Refining: 19%
- Pipelines: 13%
- Gas processing: 11%
- Transportation (tankers and trucks): 9%
- Product marketing: 8%
- Storage: 6%
- Construction: 6%
- Power generation: 6%
- Liquefaction: 5%
- Other: 12%

Over half of respondents believe asset integrity and maintenance will benefit the most from digital transformation. This was followed by field development and drilling.

Source: Digital Transformation For Oil & Gas, Oil & Gas IQ Surveys in association with OpenText
WHY EXHIBIT?

ADIPEC 2018 attracts senior decision makers from 20 National Oil Companies (NOCs) and 18 International Oil Companies (IOCs). Host to 30 exhibiting country pavilions, and more than 2,200 exhibiting companies from across the globe, ADIPEC provides participants with a direct route to 110,000+ oil and gas professionals from 135 countries. By booking a stand you gain unsurpassed access to the people who matter in the global oil and gas industry. This year ADIPEC will help the oil and gas community to understand how digitalisation can transform the performance of their assets.

With a dedicated innovation zone anchoring the digitalisation zone, startup businesses and SME’s will feature at the heart of the eco-system and will be able to secure an all-inclusive 9sqm exhibition “pod” that is incorporated into a 200sqm purpose built stand.

Surrounding the innovation zone sits the wider eco-system, comprising established technology companies who are already operating within the oil and gas sector across a range of product areas.

With the representation of the entire supply chain from startup to established tech-giants filling the new launch zone, ADIPEC will also provide a dedicated “Tech Tutorial” theatre for senior executives and representatives of the industry to understand first-hand the changing trends and technologies that are shaping the future of the sector in bite-size, easy to digest sessions.

Representing your business with the opportunity to liaise with the industry’s most influential stakeholders.

ADIPEC is a world class gathering that attracts oil and gas experts from across the full value chain:

ADIPEC 2018 offers unparalleled networking opportunities in the upstream, midstream and downstream sectors of the oil and gas industry. 91% of exhibiting companies met or exceeded their Return on Investment at ADIPEC 2017, and 82 per cent have re-booked to exhibit in 2018.

With over $10.34 billion worth of business deals concluded in 2017, ADIPEC is one of the world’s most successful energy marketplaces.

Exhibiting enables your business to reach the right people in the oil and gas world to transform their businesses and boost their profitability. The event is host to thousands of senior oil and gas professionals who believe that greater use of digitalisation is needed to increase profitability in 2018.

ADIPEC 2018 is projected to attract the biggest and best companies from the ICT industries, who are looking for partners in the energy sector. By booking a stand at ADIPEC 2018 you can ensure that your company is seen by 110,000+ energy trade professionals as one of the first adopters and trend setters of digitalisation in the oil and gas sector.

JOIN THE INDUSTRY LEADERS AT ADIPEC DIGITALISATION IN ENERGY 2018. BOOK YOUR PRIME LOCATION TODAY.

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WHO SHOULD EXHIBIT?

- Startup companies that have been operational for 1 year or more with 25 or less employees.
- SME’s who have fewer than 250 employees with an annual turnover not exceeding $50m.
- Established technology companies operating on a global scale with a track record of technological success.

ARTIFICIAL INTELLIGENCE
BLOCKCHAIN TECHNOLOGY
BIG DATA
MACHINE LEARNING
EQUIPMENT SENSORS
CLOUD COMPUTING
CYBER-SECURITY
EDGE COMPUTING
ROBOTICS
DRONES
HOW DIGITALISATION CAN BENEFIT THE OIL & GAS INDUSTRY

Planning & Forecasting
On a macro scale, deep machine learning can help increase awareness of macroeconomic trends to drive investment decisions in exploration and production.

Reduce the cost of risk
Artificial Intelligence can help optimise drilling operations by driving decisions such as direction and speed in real time, and it can predict failure of equipment such as semi-submersible pumps (ESPs) to reduce unplanned downtime and equipment costs.

Well reservoir facility management
Artificial Intelligence can help to create tools that allow asset teams to build professional understanding and identify opportunities to improve operational performance. AI techniques can also be applied in other activities such as reservoir characterization, modeling and field surveillance. Fuzzy logic, artificial neural networks and expert systems are used extensively across the industry to accurately characterize reservoirs in order to attain optimum production level.

Predictive maintenance
AI-powered software and sensor hardware enables us to use very large amounts of data to gain real-time responses on the best future course of action. With predictive analytics and cognitive security, for example, oil and gas companies can operate equipment safely and securely while receiving recommendations on how to avoid future equipment failure or mediate potential security breaches.

Remote logistics
AI-enhanced drones can be used to deliver materials to remote offshore locations.

WHO WILL YOU MEET?

TRADITIONAL JOB TITLES
- IT decision makers – CIO, CTO & CSO
- Developers & designers
- Heads of innovation
- Brand managers
- Data analysts and scientists
- Start-ups and innovators
- Tech providers
- Venture capitalists
- Government representatives
- Consultants
- IT students

EMERGING DIGITAL RELATED JOB TITLES
- AI Trainers
- Machine Learning Engineers
- AI Interaction Designer
- Data Curator
- Data Evangelist
- Robotics Process Analyst
- Digital Knowledge Manager
- Cognitive Copywriter
- AI Interaction Designer
- Chief AI Officer

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DIGITALISATION IN ENERGY CONFERENCE SESSIONS

Digitalisation is the number one IT trend that will fundamentally change the face the oil and gas industry. How is your business preparing for the transformation? Are you at the forefront with your digital journey mapped out and already deployed? Or are you still evaluating your digital investment and its potential benefits to your business?

New for 2018, ADIPEC provides key insights into the world of digitalisation and how innovative disruptive technologies are transforming business models with the use of artificial intelligence, blockchain, robotics, machine learning, real-time data analytics and cloud computing.

KEY TOPICS IN FOCUS:

Redefining the rules with the digitisation megatrend: accelerating the delivery of global E&P digitalisation initiatives. What can we learn from other industry digital transformations in creating a connected, real-time and information rich oil and gas industry?

Trusting data-driven decisions: the new downstream digital leadership. Embracing digitalisation strategies to drive commercial value chain optimisation with end-to-end visibility to enable fact-based decisions, actions and profitable results.

Blockchain technologies: the promise and desire to transform supply chains, asset tracking systems and contract processing, furthering the case for disruptive business models and digital investment.

Legacy platforms and technology: barrier or enabler to leveraging the power of oil and gas digitalisation? The business value of digital transformation vs the $ investment in next generation data-driven operations.

The downstream leadership of tomorrow: today’s necessary mind-set shifts and willingness to drive and encourage digital adoption across the eco-system and the early enticement of next generation tech savvy AI and blockchain architects, robotics and data analysts and digital designers to the business.

INTERESTED TO JOIN THE DIGITAL ENERGY DISCUSSION?
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