2018
POST SHOW REPORT

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

One global industry. One city. One meeting place.
adipec.com
We are at the cusp of a new age of opportunity for our industry, an era in which digital innovation is delivering unprecedented levels of progress, this era, known as the 4th Industrial Age, is creating a paradigm shift in global growth and driving demand for our products.

His Excellency Dr Sultan Ahmed Al Jaber
Minister of State, United Arab Emirates
and CEO ADNOC Group
ONE OF THE WORLD’S PREMIUM EVENTS FOR THE OIL & GAS INDUSTRY

The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) took place from 12 - 15 November 2018. Held under the patronage of H.H. Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates and hosted by the Abu Dhabi National Oil Company (ADNOC), ADIPEC is one of the world’s largest, most important and influential events for the oil and gas industry. ADIPEC once again reached record breaking attendee numbers, bringing together Energy Ministers, global CEOs and leading decision makers alongside the companies that shape the future of oil and gas supply across 4 days of focused business, dialogue and knowledge transfer that addresses today’s energy challenges and define tomorrow’s energy landscape.

His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation and Chief Executive of Emirates Group

H.E Khalid Al Falih, Saudi Arabia’s Minister of Energy, Industry and Mineral Resources, Amin H. Nasser, President and CEO of Saudi Aramco, and H. H. Sheikh Hamed bin Zayed Al Nayhan accompany H.E. Dr. Sultan Ahmed Al Jaber on a tour of ADIPEC

His Highness Sheikh Hazza bin Zayed Al Nahyan, Vice Chairman of the Abu Dhabi Executive Council and His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs

His Highness Sheikh Sultan Bin Khalifa Al Nahyan, Chairman of Humanitarian & Scientific Foundation

Year Established: 1984
Duration: Four Days
Frequency: Annual
Venue: Abu Dhabi National Exhibition Centre
Next Edition: 11-14 November 2019
# ADIPEC 2018 IN NUMBERS

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<th>2,200+</th>
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<th>159</th>
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<td>101,15</td>
<td>2,034</td>
<td>26</td>
<td>130</td>
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<tr>
<td>Visitors</td>
<td>96,374</td>
<td>95,097</td>
<td>2,034</td>
<td>25</td>
<td>135</td>
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<td>International Pavilions</td>
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<td>26</td>
<td>25</td>
<td>2018</td>
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<tr>
<td>Visitors</td>
<td>10,375*</td>
<td>980</td>
<td>161</td>
<td>159</td>
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<td>Conference Delegates</td>
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<td>959</td>
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<td>Conference Speakers</td>
<td>10,009*</td>
<td>75</td>
<td>162</td>
<td>135</td>
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*Based on unique and repeat delegates to all conference sessions

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# ADIPEC 2018 EVENT FEATURES

- ADIPEC Offshore & Marine
- Digitalisation In Energy
- ADIPEC Heavy Machinery
- The Middle East Petroleum Club
- Offshore & Marine Petroleum Club
- Young ADIPEC
- ADIPEC Awards
- Inclusion & Diversity In Energy
- ADIPEC Golf Day
OPENING CEREMONY

ADIPEC 2018 was officially opened by His Excellency Dr Sultan Ahmed Al Jaber, Minister of State for the United Arab Emirates and CEO of ADNOC Group to an audience of 2,500 government ministers, industry CEOs, policy makers and decision makers who convened in Abu Dhabi in November.

The Opening Ceremony marked the start of four days of industry discussions against a global landscape of accelerating change for the industry. As the demand for energy globally continues to grow, the need for the industry to adapt and change increases. Oil & Gas 4.0, ADIPEC’s thought leadership programme, was launched during the Opening Ceremony. As the industry faces a new industrial age that encompasses the rapid digitalisation of manufacturing, automation and data exchange, the oil and gas industry was positioned as a key enabler of the fourth industrial revolution.

“ADIMEC is growing to become the event for the industry, the must-attend event in the calendar of most if not all of the major CEOs. I think now ADIMEC has reached the stage where it’s a world must-attend event for the industry.”

His Excellency Suhail Mohammed Al Mazrouei
Minister of Energy and Industry
United Arab Emirates

“Our industry must step up to enable this massive step-change in global development. In short, this mission can be given a simple name: Oil and Gas 4.0.”

His Excellency Dr Sultan Ahmed Al Jaber
Minister of State
United Arab Emirates and CEO ADNOC Group

“It’s comfortable living here knowing that we are in a good place, going to a good destination with technology, human talent and visionary leadership.”

His Excellency Khalid Al Falih
Minister of Energy, Industry and Mineral Resources
Kingdom of Saudi Arabia

“ADIPEC has become one of the premium global energy events platforms where the entire global energy industry gets together. I like the timing, in the fall, taking stock of the outgoing year, positioning yourself and projecting for the incoming year and in a very suitable environment with no encumbrances.”

His Excellency Mohammad Barkindo
Secretary General
Organization of the Petroleum Exporting Countries (OPEC)
THE STRATEGIC CONFERENCE

The ADIPEC Strategic Conference was the industry’s global platform that convened the oil and gas sectors brightest and most influential minds to connect, do business and initiate change that propel decision-making and policy-making that will drive transformational growth and innovation across the oil and gas value chain.

ADIPEC Strategic Sessions:
- Management Agenda Sessions - Global Business Leaders, Roundtables & C-Suite Dialogues
- Critical Market Insight Sessions - C-Suite Dialogues

Global insights and commentary across the upstream, midstream and downstream value chain
Covered perspectives on the new forward looking oil and gas agenda from critical global countries and markets
With specific opinions and observations on the development of a new industrial infrastructure to support and act as an enabler of the fourth industrial revolution

Upstream
- Exploration
- Production

Midstream
- Gas
- LNG

Downstream
- Refining
- Petrochemicals
THE STRATEGIC ROUNDTABLES

ADIPEC is a leading force that drove the business agenda and intellectual thought leadership and capability across the global oil and gas sector value chain, covering management agendas to drive innovation, growth and relevance across three core emerging areas including:

- Digitalisation
  Breaking boundaries with disruptive innovation and paving the way for the era of digital transformation across the oil and gas sector including the adoption of advanced AI and predictive data technologies

- People
  Re-addressing the human capital landscape by embracing and leveraging equality, inclusion and diversity across the industry, plus renewed career opportunities and prospects to entice millennials and the tech savvy generation

- Partnerships
  Creating new agile partnership eco-systems of the future where operators and their counterparts share, innovate and compete together, both operationally and commercially

A NEW AGE FOR OUR INDUSTRY BECKONS

- Oil and gas value chain: upstream, midstream, downstream
- Covering management agenda: growth, innovation, relevance
- Across digital, people, partnerships

Providing intellectual thought leadership and capability, the Roundtables helped define forward looking business models and influence transformative strategies to steer growth across the industry, setting the agenda for the future of oil and gas.

Intellectual Roundtable Thought Leader Partners

- Upstream Roundtable: Oil & gas exploration & production
- Midstream Roundtable: Gas & LNG
- Downstream Roundtable: Refining & petrochemicals

Accenture Digital, PWC, AT Kearney
We are in Abu Dhabi, we are with our peers, we elaborate on the issues, we share strategy – in an environment that is tailored to the future and with a strong technological base and a very strong will to go forward together.

Claudio Descalzi
Chief Executive Officer
Eni
# A GLOBAL HUB - BRINGING TOGETHER EAST AND WEST

## EXHIBITOR SURVEY RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Met or Exceeded Their ROI</td>
<td>92%</td>
</tr>
<tr>
<td>Met or Exceeded Their Objectives</td>
<td>93%</td>
</tr>
<tr>
<td>Booked Onsite or Confirmed Plans to Participate in 2019</td>
<td>86%</td>
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**ADIPEC is a one stop shop where we meet the people we want to meet – but we are also able to listen and learn about the latest in this industry. It’s my 4th year in a row to come to ADIPEC, each year it’s getting more attendees, more Ministers and more CEOs.**

*His Excellency Tarek El Molla*  
Minister of Petroleum & Mineral Resources  
Arab Republic of Egypt
2,034 EXHIBITORS FROM 59 COUNTRIES

THE WORLD’S MOST INFLUENTIAL MEETING POINT FOR OIL & GAS PROFESSIONALS

12% THE AMERICAS
21% EUROPE
35% MENA
10% AFRICA
22% ASIA

ABU DHABI, UAE
LEADING NOCs AND IOCs PARTICIPATED AT ADIPEC

**Exhibiting National Oil Companies included:**

- Adnoc
- AAPL
- CNPC
- CNPC International
- Emrc
- Eg Gen
- Egpc
- Geo
- Gecf
- Gpex
- Gsp
- Sgc
- Zrdn

**Exhibiting International Oil Companies included:**

- Bp
- Cepsa
- Exom
- Gs Energy
- Imapex
- Lukoil
- Mubadla Petroleum
- Omv
- Oxy
- Shell
- Equinor

**Exhibiting Service Companies Included:**

- Aker
- Alder
- Cosl
- Halliburton
- Nps
- Olserv
- Petrofac
- Schlumberger
- Subsea7
- Weatherford
- Wood

**Exhibiting EPC Contractors Included:**

- Cfe
- Ch2m
- Jacobs
- Mcc
- Modernott
- Npcc
- Smc
- Technipfmc
ADIPEC hosted national & international manufacturers from 29 countries to support and position their products and services at the forefront of 145,000+ attendees.

Hundreds of exhibitors gained new opportunities for business enhancing bi-lateral trade, creating the foundation for long lasting partnerships and agreements.

The presence of so many country pavilions underlines the global importance of ADIPEC as the preferred platform to meet and do business.
ONE GLOBAL INDUSTRY. ONE CITY. ONE MEETING PLACE.

VISITOR SURVEY RESPONSES

- 97% Visitors left satisfied with their participation
- 95% Consider ADIPEC an important event
- 93% Met objectives
- 92% Met or exceeded expectations

Estimated value of business concluded onsite at ADIPEC 2018, and over the next 12 months As a result of attending and doing business

- 22% Up to - US$ 250,000
- 12% US$250,000 - US$500,000
- 9% US$500,000 - US$1,000,000
- 8% US$1,000,000 - US$5,000,000
- 4% US$5,000,000 - US$50,000,000
- 2% US$50,000,000 - US$100,000,000

PURCHASING AUTHORITY BY JOB FUNCTION

- 37% Joint responsibility
- 27% Influence decision
- 16% Sole responsibility
WHY DO EXHIBITORS PARTICIPATE AT ADIPEC?

EXHIBITOR SURVEY RESPONSES

- 70% Generate New Sales Leads
- 67% Increase Their Brand’s Products / Services
- 53% Meet / Sell to Existing Clients
- 53% Enter Into a New Markets

WHY DO VISITORS ATTEND THE EXHIBITION?

VISITOR SURVEY RESPONSES

- 77% Keep Up to Date with Market Trends
- 60% See New Products / Innovations
- 58% Identify New Opportunities / Markets
- 57% Source New Suppliers
- 56% Seek Potential Business Partners
Offshore & Marine exhibition and conference offers an opportunity for NOCs and IOCs to come face-to-face with the owners and operators of work boats, drilling rigs and offshore support providers. The fourth edition of the Offshore & Marine exhibition has once again built on the success of previous years. According to a study by research firm Markets and Markets, the global offshore drilling rigs industry is expected to grow to US$102.47 billion by 2019, this was reflected in the products and services displayed at the exhibition this year. Delegates heard from the world’s leading authorities on pipeline infrastructure and transportation, shallow and deep water exploration and production, oil field developments and other relevant technological advances as part of a dedicated Offshore and Marine conference.

**ADIPEC 2018 OFFSHORE & MARINE IN NUMBERS**

- **15,000** Offshore & Marine Attendees
- **15,000** Gross SQM Space
- **250+** Conference Delegates
- **150+** Exhibiting Companies

**NEW FOR 2018**

- **Commercial Dive Zone**
  - An extensive range of commercial diving equipment and services supported the offshore and marine sector.

- **Offshore & Marine Petroleum Club**
  - For the first time in 2018, Offshore & Marine had a dedicated Petroleum Club for ship owners and operators, C-level executives from NOCs and IOCs, business leaders and key decision makers to network in a private and comfortable environment.
ADIPEC OFFSHORE & MARINE SHIP & VESSELS

Offshore & Marine Ships & Vessels is a one of a kind feature offered an no other oil and gas event. The Marina Waterfront temporary quayside hosted a series of state-of-the-art offshore vessels berthed directly alongside the exhibition. Visitors were able to participate in tours and view first hand how these huge feats of engineering are operated. Zakher Marine International conducted a naming ceremony for the regional launch of its jack-up barge. ADNOC Offshore conducted Oil Spill Response Preparedness demonstrations live at Offshore & Marine each day, offering an engaging experience for exhibitors and visitors.

SHIP & VESSEL TOURS

- ADNOC LOGISTICS & SERVICES
  - Hanyurah - Harbor ASD Tug

- ZAKHER MARINE
  - JACK UP BARGE (REGIONAL LAUNCH)

- KHALID FARAJ SHIPPING
  - LANDING CRAFT (REGIONAL LAUNCH)

- DULAM INTERNATIONAL
  - DIVING VESSEL (REGIONAL LAUNCH)

- ADNOC LOGISTICS & SERVICES
  - ESNAAD E230 – Platform Supply Vessel (DP-II)

- ASTRO OFFSHORE
  - Astro Canopus – Anchor Handling Supply Tug

“Exhibiting at ADIPEC 2018 for the first time in the offshore and marine hall 15 was a great success for UTEC. We are planning to get involved in the 2019 edition at an even bigger scale than this year. Participation in ADIPEC Offshore & Marine is very important as we continue to grow our presence in the Middle East and reinforce our commitment as a credible partner for offshore survey services, including vessel-based geophysical scopes.”

Paul Smith
Group Managing Director
UTEC
DIGITALISATION IN ENERGY
UNLOCKING $1.6 TRILLION OF VALUE FOR THE OIL AND GAS INDUSTRY

This year ADIPEC introduced for the first time, a Digitalisation In Energy Zone, to help the oil and gas community understand how digitalisation can transform the performance of their assets.

The zone covered 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 zone featured over 40 exhibitors and included a theatre with a programme of talks by exhibiting companies, and 4 special sessions called ‘Digital Oil Talks’ organised by SPE, including speakers from ADNOC, IHS Markit, Microsoft, NOV and Saudi Aramco.

“Any company, any government that merges data and oil is going to get yields that we have never seen before. We are going to see lower costs, with profits that cannot be found elsewhere. The opportunities are endless. Some estimates say AI can have a $2.85 billion contribution in the energy industry by 2022, that’s a start, but the impact is going to be much bigger than that.”

His Excellency Omar bin Sultan Al Olama
Minister of State for Artificial Intelligence
United Arab Emirates
EXHIBITOR GLOBAL MEETINGS PROGRAMME

ADIPEC’s Global Meetings Programme acts as a vehicle to drive bi-lateral trade as buyers and sellers from all around the world converge at ADIPEC. This bespoke networking and matchmaking service gives conference delegates, exhibitors and VIPs an efficient way to search for and connect with new and existing business contacts, and pre-arrange meetings either in a dedicated lounge or on exhibitor stands.

“Well organised and gave me the chance to meet the major players in the oil and gas industry. This programme provided a great opportunity for us.”

Ralph Samaha
Senior Sales Engineer
Al Masaood Oil and Gas

2018 STATS

- 4,243 Scheduled meetings
- 87% of users said they would use the meetings programme again
- 25,266 Exhibitor, Visitor & Delegate Profiles within the Meetings Programme
- 3,198 Exhibitor to Delegate meetings scheduled
Over the last few years ADIPEC has become much more significant as a place of dialogue, on the thinking, on the outlook, and the different forces that are at play in the industry.

Dr Daniel Yergin
Vice Chairman
IHS Markit
# SHAPING THE FUTURE OF THE WORLD’S OIL & GAS INDUSTRY

Delegate survey results

<table>
<thead>
<tr>
<th></th>
<th>97%</th>
<th>92%</th>
<th>85%</th>
<th>97%</th>
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<tbody>
<tr>
<td>Said the value received from the conferences exceeded the value of the time invested</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Met their objectives by attending the conferences</td>
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<tr>
<td>Said they would Return in 2019</td>
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<td></td>
<td></td>
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<tr>
<td>Would recommend the ADIPEC Conferences</td>
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## Strategic Conferences

1. ADIPEC 2018 Official Opening Forum
2. Ministerial Sessions
3. Global Business Leaders Sessions
5. C-Suite Dialogues Sessions
6. CEO Finance Breakfast Briefings

## Technical Conferences

1. Technical Panel Sessions
2. Technical Conference Sessions

## Downstream Technical Sessions

1. Downstream Technical Conference Sessions
2. Inclusion & Diversity in Energy Sessions

## Stand Alone Conferences

1. Technical Conference Sessions
2. Technical Conference Sessions

These results indicate high satisfaction and a strong recommendation for future attendance and participation, highlighting the conferences’ success in meeting the objectives of the delegates.
GLOBAL MINISTERS, INDUSTRY LEADERS AND INFLUENCERS COME TOGETHER AT ADIPEC TO CONNECT, STRATEGISE, INNOVATE AND MAKE CHANGE
As a new age for our industry beckons, Ministers and policymakers came together at ADIPEC to put in place oil and gas strategies and policy capable of navigating a number of new industry and country dynamics. Discussions took place across 161 conference sessions at ADIPEC setting the agenda for the future of oil and gas amidst the fourth industrial revolution. Providing intellectual thought leadership and capability, the ADIPEC strategic conference programme defined forward looking business models and influenced transformative strategies to steer growth across the industry.

Bob Dudley
Group Chief Executive
BP

“...If you look at the map, Abu Dhabi geographically is in the middle, it’s not just a Middle Eastern conference now, it’s people from all over the world. The delegates, the ministers are here, it’s quite an extraordinary place and we’ll be back every year.”
TECHNICAL PANEL SESSIONS

The multi-disciplinary panel sessions hosted international and regional oil and gas professionals and industry experts providing technical insights on key issues shaping the industry.

The energy level here is the best I have seen in a long time, there is a sense of optimism behind the market and it’s an honour and privilege to be able to see ADIPEC grow over the past decade.

Karen Green David
Vice President of Investor Relations, Marketing, and Communications
Weatherford

2018 TECHNICAL PANELISTS INCLUDED:

Chandler T. Wilhelm
Vice President
Portfolio & Emerging Basins
Shell

Hisham Abou El Azm
President-IPS
Schlumberger

Khalid M Al Abdulqader
General Manager
Unconventionals
Saudi Aramco

Rustom Mody
Vice President, Technical Excellence-Enterprise Technology
Baker Hughes, a GE company

Bakheet Al Kathiri
CEO
Mubadala Petroleum

Dean Bell
President
Well Construction
Weatherford

Mazin bin Ismail
Senior Vice President
Project Delivery & Technology Division
PETRONAS

Ibrahim Al Alawi
Deputy CEO
AlMansoori

Abdulkarim Al Ghasani
Vice President
Supply Chain
Oxy Oman

Saif Sultan Al Nasseri
CEO
ADNOC Gas Processing
INCLUSION & DIVERSITY IN ENERGY

Bringing together inclusion and diversity advocates, industry leaders and decision makers to a global platform, ADIPEC’s Inclusion & Diversity In Energy raised awareness, addressed biases, and created an implementable agenda to shape a diverse and inclusive oil and gas industry for the future. The conference championed diversity of perspectives, and numbers, through quantitative data, critical experiences, and strategic dialogues.

"It is only natural that the oil and gas industry should harness the magnitude of talent that is flowing into the country and the industry. ADIPEC’s Inclusion and Diversity in Energy Conference is of paramount importance to bring everyone together and direct change."

Omar Al Qurashi
Director – Corporate Communications and General Services, Supreme Council of Energy, and a 2018 Inclusion and Diversity in Energy Advisory Board Member

CEO FINANCE BREAKFAST BRIEFINGS

Spurring portfolio reinforcement to drive new global ventures and ensure market dominance is spearheading the oil and gas investor decisions of today at this crucial time, ADIPEC once again set the stage for conversations on IPO, M&A, JV trends and oil and gas project financing to support maximum profits and greater returns.

"What’s extraordinary about this conference, taking place against a backdrop of a lot of volatility in these markets, you had the most powerful leaders in the industry here to really comment on what is going on."

Helima Croft
Managing Director and the Global Head of Commodity Strategy
RBC Capital Markets
"It was like the Oil & Gas Industry renaissance proof, with tangible signs of a new impulse in terms of technology and innovation."

Fabrizio Botta
General Manager, Abu Dhabi
Saipem Spa

2,879 Abstract submissions

541 Submitting companies from 58 countries resulted in 111 technical sessions

748 Abstracts selected (443 Technical and 305 E-poster) from 202 companies and 48 countries

111 Technical Conference Sessions

9 Technical Panel Sessions
The downstream community connects at ADIPEC at a time when integration and collaboration across the industry’s value chain continues to become ever more significant.

Hosting 9 technical sessions, ADIPEC continues to champion downstream investment, integration, expansion, diversification and collaboration.

### DOWNSTREAM TECHNICAL CATEGORIES

1. Refining Technology, Operations and Marketing (RTOM)
2. Petrochemicals Technology, Operations (PTO)
3. Marketing and Distribution of Refined Products (MDRP)
4. Artificial Intelligence and Connected Performance Technology and Services (AICTPS)
5. Gas Processing Technology and Operations (GPHTO)
6. Project Management, Engineering Technology and Implementation (PMETI)
7. Operational Excellence, Maintenance and HSE (OEMH)
8. Energy Efficiency and Energy Management (EEM)

### 2018 DOWNSTREAM TECHNICAL SPEAKERS INCLUDED:

- **Saad Bedir**
  Chairman Assistant for HSE
  GASCO, Egypt

- **Araceli Fernandez Pales**
  Energy Technology Analyst
  International Energy Agency

- **Rob McGreevy**
  Vice President - Portfolio and Strategy
  AVEVA

- **Ali Eccleston**
  Refining Technology and Engineering-Manager
  Crude Knowledge

- **Hisham Gouda**
  Chief Solution Expert
  SAP

- **Ali Eccleston**
  Climate Change, Energy Efficiency and New Issues | GHG Manager
  Eni

- **Jiri Hajek**
  Director of Development and Innovation
  Unipetrol

- **Partha Pratim Chaudhury**
  Senior Process Engineer
  Saudi Aramco

- **Mabruk Suleiman**
  Advisor Research and Development
  ADNOC Refining- RCD

- **Miguel Angel Calderon**
  Chief Technology Officer
  CEPSA

**The downstream is becoming mainstream. ADIPEC is getting the momentum – this is going to add value and at the right time.**

**Ahmed Omar Abdulla**
Chief Executive Officer
Borouge
MIDDLE EAST PETROLEUM CLUB

The Middle East Petroleum Club at ADIPEC offered an exclusive business platform for connectivity and knowledge sharing and connectivity among the global oil and gas industry’s top decision makers and influencers during the four days of ADIPEC. From policy makers to corporate leaders, the Club provided unparalleled opportunities for business-critical conversations that influence the future of the industry.

During ADIPEC, the Suite owners are the sponsors of the Middle East Petroleum Club sponsors utilised their personal and receive a suites to host private meetings, the suites are home to where some of the most pivotal conversations across the 4 days took place. Club sponsors enjoyed to take place at ADIPEC, with a personalised meeting service connecting them to the top 10% of industry executives at ADIPEC.
As part of the Middle East Petroleum Club programme, influential decision makers took part in closed-door Roundtable meetings that were held over days two and three of ADIPEC. Organised in collaboration with three leading international consultancies – Accenture, PwC and A.T. Kearney, these Roundtables have identified digitalisation, integration across the value chain, talent acquisition, and access to fast-growing emerging markets, as some of the key forces defining the industry’s future.

Outcomes have been compiled into a short declaration that sets a shared strategic vision for the global industry. Each roundtable covered a separate layer of the oil and gas value chain, facilitated by one thought-leadership partner. Accenture was the partner for the upstream sector, PwC for midstream, and A.T. Kearney for downstream.

**INTELLECTUAL ROUNDTABLE THOUGHT LEADER PARTNERS**

- **Upstream Roundtable**
  - Oil & gas exploration & production

- **Midstream Roundtable**
  - Gas & LNG

- **Downstream Roundtable**
  - Refining & petrochemicals
YOUNG ADIPEC

FOSTERING YOUTH. RESHAPING THE ENERGY SECTOR OF THE FUTURE

Held under the patronage of His Excellency Sheikh Nahyan Mabarak Al Nahyan, Minister of Tolerance, Young ADIPEC 2019 will host the 7th edition of the programme, fully supported by Abu Dhabi Department of Education and Knowledge (ADEK). Since its creation back in 2013, the Young ADIPEC programme has received praise and recognition from across the oil and gas industry. Aimed at High School students aged between 14 and 17 years old, Young ADIPEC is designed to win the hearts and minds of today’s youth and highlight the wealth and diversity of career opportunities in the sector. Over 2500 students from across the UAE have passed through the programme since its inception in 2013 and our aim is to continue to grow this number in 2019 as we prepare to engage and encourage students to explore what the industry has to offer.

Shaping the energy sector of the future, the Young ADIPEC programme incorporates field trips, invaluable in providing hands-on experience for the students to further highlight what it means to choose a career in the oil and gas sector. At ADIPEC there are experiential and edutainment programmes allowing students to learn in an interactive and fun environment, and a Young ADIPEC Talks agenda to answer questions on working in the industry.
ADIPEC AWARDS

The ADIPEC Awards Gala Dinner recognised the achievements of Businesses, initiatives, projects, technologies and people that have displayed a level of excellence in shaping the rapidly changing industry.

CONGRATULATIONS TO THE 2018 WINNERS

- Breakthrough Technological Project of the Year
- Breakthrough Research of the Year
- Outstanding Project of the Year For Driving Performance & Efficiency
- Digital Transformation Project of the Year
- Social Contribution and In-Country Value Project of the Year
- Young ADIPEC Engineer of the Year

8 Rivers, NET Power, McDermott, Exelon
Saudi Aramco
Saudi Aramco
BP Oman
Mubadala Petroleum
Saudi Aramco

Clean Energy Production Technology, A Low-Cost Cornerstone for a Climate Friendly O&G Industry
Saudi Aramco Research Project Of The Detection Of Corrosion Under Insulation (DCUI)
World’s first 3D Dispersed Source Array Seismic Acquisition
Transforming the Khazzan Giant Gas Field, Machine Learning to Optimise Production
Innovative school and community development and empowerment programme in Thailand

The inspiring, innovative and creative entries received reflect the success of these Awards in bringing the best of the best to our industry. They also reinforce ADIPEC as a platform for knowledge sharing, adopting best practices from around the world, and promoting innovation and excellence across the oil and gas industry.

Abdalla Saeed Al-Suwaidi
Chief Executive Officer
ADNOC Drilling

KEY FACTS

488 Entries
33 Countries
172 Companies
34 Judges
9th Edition
6 Categories
24 Finalists
6 Winners
INTERNATIONAL MEDIA VILLAGE AND MEDIA REPRESENTATION AT ADIPEC 2018

For the first time, ADIPEC 2018 hosted a dedicated International Media Village with global media representation from broadcast partners such as CNBC, Bloomberg and Sky News Arabia along with 300+ trade and non-trade global press. Over 700 journalists from leading news agencies worldwide used the state-of-the-art media village as a base to report from, and conduct interviews during the four days of ADIPEC 2018. The International Media Village was situated in front of the Central Plaza at ADNEC, a prominent location positioning situating media at the heart of the Show, in the hub of the event.

Exhibitors and sponsors used the media village to make press announcements about their product launches and latest industry activities developments. Through this accessibility, exhibitors were successful in generating additional media coverage onsite. Exhibitors were able to reach hundreds of international journalists eager to learn about the latest developments in the oil and gas industry.

BROADCAST PARTNERS

![CNBC](image1.png) Official Broadcast Partner

![Sky News Arabic](image2.png) Regional News Partner

![Bloomberg Media Group](image3.png) International News Partner
Due to its strategic location, it was easy for media to meet industry leaders and publish their views on the industry, conduct face-to-face interviews and distribute the news live via the state of the art facility.
ADIPEC GOLF DAY

Unparalleled networking experience for the oil and gas industry

The ADIPEC Golf Day, hosted at the Abu Dhabi Golf Club, allowed participants the opportunity to engage with key industry players in a social environment. The day began with a warm-up before teams of four played the 18-hole championship course. 135 key industry players participated in the day. The day culminated with a networking dinner and prize-giving.

2018 WINNERS

- **First Place**
  NPCC
  Kevin Moore, John MacMahon, Jeff Davies, Geovanni Vergil
  Score 58 net

- **Second Place**
  Shelf Drilling
  Rahul Mehrotra, Lee Buckley, Graham Robertson, Alistair Walker
  Score 59 net (Countback winner)

- **Third Place**
  Mubadala
  Fraser Mackniven, Jonathan Keeling, Richard Griffith, Thomas Allan
  Score 59 net

- **Hit the gong challenge**
  Alistair Walker
  Shelf Drilling

- **Closest to the Pin Challenge**
  Thomas Allan
  Mubadala Petroleum

- **Straightest Drive**
  Hisham Al Siyabi
  Petroleum Development Oman

- **Longest Drive Challenge**
  Faisal Chaudry, James Fisher
  Subsea Excavation
THANK YOU TO OUR 2018 SPONSORS AND PARTNERS

Host

Supported By

Exclusive Strategic Partner

Diamond Sponsors

Platinum Sponsor

Gold Sponsors

Strategic Digitalisation Partner

Silver Sponsors

Bronze Sponsors

Strategic Technology Partner

Intelligent Enterprise Enabler Partner

Knowledge Partner

Official Airline

Official Hotel Partner

Host City

Official Broadcast Partner

International News Partner

Regional News Partner

Official Freight Forwarder

Official Power & Cooling Partner

Venue

Official Media Partner

Technical Conference Organised By

ADIPEC Organised By
THANK YOU TO OUR 2018 MEDIA PARTNERS
# ADIPEC 2018 GLOBAL MEDIA COVERAGE

## PUBLIC RELATIONS

<table>
<thead>
<tr>
<th>Press Releases Issued</th>
<th>Clippings Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>99</td>
</tr>
</tbody>
</table>

## Onsite Social Media Activity

<table>
<thead>
<tr>
<th>Social Media Impressions</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Million+</td>
<td>192,000</td>
</tr>
</tbody>
</table>

## Website

<table>
<thead>
<tr>
<th>Unique Visitors</th>
<th>820,547</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adipec.com</td>
<td></td>
</tr>
</tbody>
</table>

## Newspaper Reach

<table>
<thead>
<tr>
<th>Newspaper Ads</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>2,238,357</td>
</tr>
</tbody>
</table>

## Industry Professionals Database

<table>
<thead>
<tr>
<th>Email Campaigns</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>198</td>
<td>714,000+</td>
</tr>
</tbody>
</table>

## Third Party Email Campaigns

<table>
<thead>
<tr>
<th>Email Campaigns</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>234</td>
<td>3,612,374</td>
</tr>
</tbody>
</table>

## Airtime Value

<table>
<thead>
<tr>
<th>Airlines &amp; Television Spots</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emarat FM</td>
<td>1,970,000</td>
</tr>
<tr>
<td>CNBC &amp; Sky News Arabia</td>
<td>1,400</td>
</tr>
<tr>
<td>Airtime Value</td>
<td>US$ 193,805</td>
</tr>
</tbody>
</table>

## Newspaper Ads

<table>
<thead>
<tr>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>623,700</td>
</tr>
</tbody>
</table>

## Outdoor Media

<table>
<thead>
<tr>
<th>Outdoor Lamposts Seen</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>6,581,805</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Outdoor Banners</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2,000,000+</td>
</tr>
</tbody>
</table>
INTERNATIONAL MEDIA COVERAGE

**NEW EUROPE**

"This year, ADNOC's CEO, Dr Sultan Ahmed Al Jaber, was one of the world's leading oil and gas leaders.

**Bloomberg**

"In the UAE, ADNOC is the world's largest oil and gas company.

**STRAITS TIMES**

"ADNOC’s 12th largest investor in the world.

**THE TIMES**

"EU today"

"New Europe is the leading English-language newspaper and news website in Brussels, covering politics, business, and finance, and culture. It is read by key opinion leaders in each of the major centres of power in Europe.

"One says Abu Dhabi should be praised for becoming the first industry powerhouse to realise the importance of preventative and protective measures and put them in place."

"The topic will be high on the agenda for industry leaders at this year’s ADIPEC conference in Abu Dhabi.

ADPPEC (the premier global energy forum for oil & gas exports, and oil & gas companies) and new developments in order to ensure the current trends that remain one step ahead.

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INTERNATIONAL MEDIA COVERAGE

Broadcast interview: Speaking at ADIPEC, Sudan’s Minister of Petroleum and Minerals is optimistic for the future of his country.

Throughout the conference, Project Associates consistently facilitated interviews between senior spokespeople and media. Our engagement spanned coordinating ad hoc and preplanned interviews, to organising and hosting press conferences in the Media Centre.
INTERNATIONAL SOCIAL MEDIA COVERAGE

ROBIN MILLS

Key Activity

Middle East energy guru, CEO of @JafriEnergy, author of "The Myth of the Oil Crisis," offshore at Qatar's Al-Shaheen. Follow @robinenergy on Twitter.

14,370 followers
10 tweets
5 retweets

LAURA EL-KATIRI

Key Activity

Abu Dhabi-based energy critic and author, writing about oil and gas, renewable and sustainable energy in the Middle East. Follow @ElKatiri on Twitter.

2,578 followers
2 tweets

GEOFFREY CANN

Key Activity

Geoffrey Cann is a consultant in energy and finance. Follow @GeoffreyCann on Twitter.

2,388 followers
16 tweets
10 retweets

GAURAV BHARMA

Keen interest in oil and gas policy, focusing on the Middle East and the Indian Ocean region. Follow @GauravBharma on Twitter.

1,858 followers
8 tweets
5 retweets

Gaurav Sharma

Key Activity

Analyst at @OilXchange, oil and gas industry expert. Follow @GauravSharma on Twitter.

1,725 followers
6 tweets
5 retweets

Robin Mills

Bu Hasa expansion from 550 to 650 kbpd key part of ADNOC’s aim to get to 4 Mmbpd capacity by 2025 @ADIPECOfficial. #ADIPEC2018

1,858 followers
8 tweets
5 retweets

Laura El-Katiri

"Leda is a new company that provides a unique service to the oil and gas industry. Follow @ElKatiri on Twitter.

2,578 followers
2 tweets

Geoffrey Cann

"Please see the report on the application of #Blockchain: "

2,388 followers
16 tweets
10 retweets

Gaurav Sharma

"My comment pic" in @BusinessTimes: "Singapore must help lead change in oil and gas sector" #ADIPEC2018 @ADIPECOfficial on oil and gas investments. #Investment

1,725 followers
6 tweets
5 retweets
2018 POST SHOW REPORT

**Dr. Cyril Widershoven**

3.4K followers
29 Tweets
5 Retweets

**Key Activity**

Global energy expert Dr. Cyril Widershoven (3.4K followers) attends ADIPEC at sur-invitation, and shares key messaging for ADIPEC and ADNOC throughout the conference, including several posts on the opening ceremony and launch of OiGasLive. “ADIPEC, the world’s largest oil & gas convention, this year features an all-new Digitalization Zone. The industry is facing unprecedented change & innovation, and it must harness the power of technology.” Follow @ADIPECO and @AdnocGroup #ADIPEC2018.

**James Gingerich**

23.1K followers
10 Tweets
25 Retweets

**Key Activity**

#Adipec2018 attracts record 145,000 visitors. (GDN Online) @AdnocGroup @ADIPECO #OilAndGas40 #OilAndGas40 #OilAndGas40buff.ly/263O4K

**Mark van Rijinem**

27.8K followers
15 Tweets
10 Retweets

**Key Activity**

Mark van Rijinem (screen shot) shares similar posts to Datafloq on Twitter, discussing blockchain, big data, and AI. He is an expert in blockchain, big data, and AI, and is an expert in blockchain, big data, and AI.

**Datafloq**

Datafloq is the one-stop source for all BigData and AI news. We offer information, insights, and opportunities to drive innovation with emerging technologies.

**Key Activity**

Tech-focused source Datafloq (43K followers) shares several posts during the event. For example, the source promotes “The 8th edition of the world’s leading oil & gas event, the Abu Dhabi Petroleum Exhibition and Conference (ADIPEC), has created the new Innovation and Diversity in Energy Conference,” linking to ADIPEC’s conference page including the event’s programme. (15 Nov)
SEE YOU THIS NOVEMBER
11 – 14 November 2019

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CONTACT US:
FOR EXHIBITION ENQUIRIES
adipec.sales@dmgevents.com

FOR SPONSORSHIP ENQUIRIES
adipec.sponsorship@dmgevents.com

FOR CONFERENCE ENQUIRIES
adipec.delegate@dmgevents.com

6th floor, Office #612 Twofour54 Park Rotana Offices,
Salam St. PO Box 769256, Abu Dhabi - UAE
T: +971 2 4444 909
F: +971 2 4444 383
E: adipec@dmgevents.com

www.adipec.com