1st BUSINESS SUMMIT
GO DIGITAL ENERGY MIDDLE EAST
29-30 SEPTEMBER 2020
ABU DHABI AND ONLINE

CAPTURING BUSINESS VALUE AT SCALE
Go Digital Energy Middle East is all about digitalisation initiatives that drive the most value and make the highest impact. Concrete ideas. Practical case studies. And actionable strategies.

The event has one simple goal: cut through the noise and focus on what is impactful. Beyond the hype and jargon.

**KEY AGENDA HIGHLIGHTS**

- Navigating the Digitalisation Jungle
- Moving from Pilot Success to Company-Wide Rollout
- The Oil Company of the Future
- Lessons Learnt from the Decade of Digital Transformations
- Bringing the Transformation from the Boardroom to the Field
- Sharing, Innovating and Competing in a New Collaborative Ecosystem
**HIGHLIGHTS**

- +200 Senior Attendees
- Shisha Evening Reception
- Delegations from NOCS and IOCs
- Troubleshooting Round Tables
- Innovative Technology Exhibition
- Dragons’ Den Style Start-Up Competition
- Testimonials

**TESTIMONIALS**

- Oil & Gas Industry Solutions Leader, Rockwell Automation
  - "I found the IIoT and Digital Solutions for Oil & Gas to be both an informative and interesting conference. It was encouraging to see the industry’s activity from end users to suppliers."

- Global Advisory Oil & Gas Sector Resident, EY
  - "I have to say this was a great conference. You achieved a very different level of interaction from the participants. I feel like I have come away with friends, not just contacts."

- HR Business Partner, Shell
  - "The IIoT and Digital solutions for O&G is a great occasion to connect and get a broad view of where the different players of the industry are."

- Subsurface General Manager, Exploration & Production, Dana Energy
  - "A must-attend event! Very informative and practical for small E&P companies who want to be proactive and steadily grow in this ever changing digital age."
SPEAKERS & GUESTS

Eugen Negutu
Chief Information Officer
BAHRAIN PETROLEUM COMPANY

Khaled Al Blooshi
Vice President, Digital Projects & Innovation
ADNOC

Nabil A. Al-Nuaim
Chief Digitalization Officer
SAUDI ARAMCO

Ed Alford
VP Digital Transformation IT&S
BP

Eva-Marie Muller-Stuler
Chief Data Scientist
IBM MEA

Khaled Yousef Al Awadhi
Digital Project Manager
ADNOC

Allan Cockriel
Group Chief Information Officer
SHELL

Anders Brun
Partner
MCKINSEY & COMPANY

Bart Cornelissen
Managing Partner, Head of Energy & Resources Middle East
MONITOR DELLOITTE

Michael Jones
Sr. Director, Partnerships, Alliances and M&A
HALLIBURTON

Fayez Kharbat
MESA Middle East Chairman and Board Member
MESA

Tibor Komróczki
Head of Process Information & Automation
MOL GROUP
SPEAKERS & GUESTS

Vitaly Elichev
Venture Manager ai2flow, Technology and Innovation Division
WINTERSHALL DEA

Stuart Millar
SVP & Chief Information and Digital Officer
TECHNIPFMC

Shane McArdle
Vice President Of Production
KONGSBERG DIGITAL

Rajan Palakkal
Manager, IT Applications Information Technology Division
ADNOC DRILLING

Vinodkumar Raghothamarao
Director Consulting
IHS MARKIT

José de Sá
Partner, Global Head of Downstream
BAIN

Jean-Paul Sacy
Regional Director - Middle East
BAKER HUGHES C3.AI

Abdul Hamid Chaudhry
Team Leader, Process Technology Research Centre Division
ADNOC REFINING

Ahmed Alshmakhy
Program Manager | Senior Specialist
ADNOC

Stephen Rogers
Partner, Head of Global Energy
ARTHUR D LITTLE

Dhasleem Mohamed Mahroof
Acting Section Leader, Maintenance (E&I-C)
ADNOC REFINING

Aleksandr Zykov
ARV Process Improvement Lead
PETROLEUM DEVELOPMENT OMAN
SPEAKERS & GUESTS

Philippe Herve  
VP Oil & Gas Solutions  
**SPARK COGNITION**

Norbert Dolle  
Managing Partner  
**WHITE SPACE ENERGY**

Andrea Petrone  
Strategic & Leadership Advisor  
**AP EXECUTIVE**

Amro Suleiman  
Digital Lead  
**SHELL**

Andreas Berger  
Managing Director  
**WINTERSHALL DEA TECHNOLOGY VENTURES**

William Shea  
CEO  
**SHARP REFLECTIONS**

Ezzat Sabry  
Managing Director  
**GEOMATEX**

Tony Melendez  
Team Lead, Knowledge Management Group  
**SAUDI ARAMCO**

Gerhard Thonhauser  
CEO  
**TDE GROUP**
SESSION 1: NAVIGATING THE DIGITALISATION JUNGLE IN THE POST-COVID WORLD

For many larger oil & gas companies, there are layers of decentralised processes, technologies and systems. Multiply it by all the media hype, marketing claims and general confusion about what to do, and progress becomes very difficult. How to define the right priority amidst a rapidly evolving technology ecosystem in the post-covid world?

Moderator: Fayez Kharbat, MESA Middle East Chairman and Board Member, MESA

Industry 4.0: How to navigate the digital transformation of the oil & gas industry
Anders Brun, Partner, McKinsey & Company

Transforming and Modernising the Global IT Function enabling BP to be the Digital Leader in the Industry
Ed Alford, VP Digital Transformation IT&S, BP

PANEL DISCUSSION. THE SCALABILITY CHALLENGE: HOW TO MAKE THE LEAP FROM EXPERIMENTATION TO TRANSFORMATION?

Before the crisis digital transformation failure rates ranged anywhere from 60 to 90 percent. What have we learnt from the crisis to overcome the scalability challenge? How can oil & gas majors handle the hurdles that stand between pilot success and company-wide rollout?

Anders Brun, Partner, McKinsey & Company
Stuart Millar, SVP & Chief Information and Digital Officer, TechnipFMC
Ed Alford, VP Digital Transformation IT&S, BP
Allan Cockriel, Group Chief Information Officer, Shell
Khaled Al Blooshi, Vice President, Digital Projects & Innovation, ADNOC
SESSION 2: THE OIL COMPANY OF THE FUTURE: ENERGY TRANSITION AND MIDDLE EAST, WHEN WILL THE MOMENTUM COME?

In the face of the roiling change and the accelerated shift to energy transition and decarbonisation, oil majors can no longer proceed with business as usual. What will the oil company of the future look like? How will this affect the Middle Eastern oil & gas industry and the companies’ strategies to adapt?

The Future of Energy – Implications for the O&G industry
Bart Cornelissen, Managing Partner, Head of Energy & Resources Middle East, Monitor Deloitte

Shaping the oil company of the future
Stephen Rogers, Partner Energy & Utilities, Arthur D Little

11:45

PANEL DISCUSSION. HOW TO BUILD A COMPANY OF TOMORROW USING THE SOLUTIONS OF TODAY?

What overarching strategies and technological initiatives should oil and gas companies adopt to respond to a large spectrum of megatrends ranging from the energy transition, stiff competition, changes in the market landscape and the pressure to embrace new technologies?

Bart Cornelissen, Managing Partner, Head of Energy & Resources Middle East, Monitor Deloitte
Stephen Rogers, Partner Energy & Utilities, Arthur D Little
Dr. Satyam Priyadarshy, Technology Fellow & Chief Data Scientist, HALLIBURTON
Mikhail Korolkov, Head of Strategic IT Development, Gazprom Neft

12:30

SPECIAL PRESENTATION: INTELLIGENCE PARTNER CHALLENGE

Starting with the Challenge, not the Data
Elias Ghantous, Partner, Oil & Gas Lead, EnergyExpert

12:45

WORKING LUNCH

13:45

SESSION 3: CONQUERING THE DATA MONSTER

Oil and gas companies generate huge volumes of data through sensors and logging tools. Yet only a tiny fraction of this data is ever analysed and used for decision-making. What are the biggest data challenges facing the oil and gas industry? How to create the new structures and processes necessary to get the right data to the right people at the right time? What are the best strategies to extract and act on the value of the collected data?

How to be successful in Data Science: why enterprises fail and how to develop and implement a successful strategy
Eva-Marie Muller-Stuler, Chief Data Scientist, IBM MEA

Improving the data quality with ML- Asset Register Verification (ARV) project at PDO
Aleksandr Zykov, ARV Process Improvement Lead, Petroleum Development Oman

Digital transformation: experience of Gazprom Neft,
Mikhail Korolkov, Head of Strategic IT Development, Gazprom Neft

TBC
Amro Suleiman, Digital Lead, Shell
Trouble-Shooting Round Tables. Solving the Industry’s Grand Challenges

Round table 1. How to reinvent your business model and develop the right digital transformation strategy?

Arguably the true impact of digital will be the transformation of business models for entities throughout the oil and gas value chain. But what does this transformation even mean? Where to start, and in what order? How to unlock value and which initiatives can help drive that value?

Harshit Sharma, Digital Transformation Analyst, Lux Research

Round table 2. How to bring the transformation from the boardroom to the field?

Even if digital strategy is endorsed by the board, the translation of that to the people doing the work and impacted by the work needs to be black and white. What are the critical moves companies must make to build an enduring digital culture at the leadership and operational levels?

Co-chair: Tony Melendez, Team Lead, Knowledge Management Group, Saudi Aramco
Vinodkumar Raghothamarao, Director Consulting, IHS Markit

Round table 3. Is collaboration the new competition?

The path to success no longer lies in clawing your way to the top of the heap, but in nudging your way to the centre of the network. How is digital transformation redefining the relationship between oil & gas companies and their suppliers, customers, and other stakeholders? What will it take to succeed when this competitive shift really takes place?

Michael Jones, Sr. Director, Partnerships, Alliances and M&A, Halliburton

Evening Shisha Reception and Prize Draw
AGENDA

30 SEPTEMBER 2020
DAY 2

8:30

WELCOME COFFEE

9:00

SESSION 1: ANATOMY OF DIGITAL TRANSFORMATIONS. WHERE EXACTLY IS THE VALUE?

From digital twins to blockchain to IIoT and AI to edge computing and AR/VR. Rapid digital technology advancement is one of the biggest challenges for global oil & gas leaders. What digital technologies will drive the most value and make the highest impact in the near future?

Dynamic Digital Twin – the road to autonomy.
Shane McArdle, Vice President Of Production, Kongsberg Digital

Enabling Digital Transformation through the establishment of a AI CoE: The case of an IoC
Jean-Paul Sacy, Regional Director Middle East, Baker Hughes C3.ai

TBC
Philippe Herve, VP Oil & Gas Solutions, Spark Cognition

10:45

COFFEE BREAK

11:15

SESSION 2: LESSONS LEARNED FROM A DECADE OF DIGITAL TRANSFORMATIONS

With no playbook to draw on, most of the industry players have embarked on the journey of digital transformation over the past several years. What experience have these early movers gained that can help others as they undergo their own transformation?

TECHNICAL TRACK 1. UPSTREAM OIL & GAS

The session will present real use cases of how some of the most progressive oil and gas companies are leveraging digital technologies to capture huge prizes on offer at every stage of the upstream lifecycle.

ai2flow: conversion of data to hydrocarbon flow
Vitaly Elichev, Venture Manager ai2flow, Technology and Innovation Division, Wintershall Dea

Knowledge technology and its applications in oil and gas
Bilal Abdallah, Director – Middle East, MAANA
SESSION 2: LESSONS LEARNED FROM A DECADE OF DIGITAL TRANSFORMATIONS

With no playbook to draw on, most of the industry players have embarked on the journey of digital transformation over the past several years. What experience have these early movers gained that can help others as they undergo their own transformation?

TECHNICAL TRACK 2. DOWNSTREAM OIL & GAS

The session will explore how the leading refining and chemical companies are digitally transforming their plant and work processes, capital projects and operations in search of new efficiencies and value.

How Refineries Can Navigate the Challenges of the Energy Transition and Digitalization
José de Sá, Partner, Global Head of Downstream, Bain

Industry 4.0 from field until cloud (New opportunities and challenges layer by layer)
Tibor Komróczki, Head of Process Information & Automation, MOL Group

Improving Plant Integrity at SATORP with Digitalization
Ahmed A. Alzahrani, Inspection Senior Group Leader, SATORP

12:30

COFFEE BREAK

13:00

DRAGONS’ DEN STYLE TECHNOLOGY CONTEST

The shark-tank style contest will showcase some of the latest advances in digitalisation that could transform the oil & gas industry presented by the industry’s most innovative companies.

Judging panel:
Ahmed Alshmakhy, Program Manager | Senior Specialist, ADNOC
Andreas Berger, Managing Director, Wintershall Dea Technology Ventures

Speakers:
Game-changing AI for better decisions
Norbert Dolle, Managing Partner, White Space Energy

Leveraging Elastic Cloud Computing for More Accurate Seismic Reservoir Predictions
William Shea, CEO, Sharp Reflections

Leveraging the value of Reality Modeling in creating intelligent Digital Twins
Ezzat Sabry, Managing Director, Geomatex

Digital Well Delivery System
Gerhard Thonhauser, CEO, TDE Group

14:00

CLOSING KEYNOTE. TOMORROW’S ENERGY INDUSTRY IN THE POST-DIGITAL ERA

How to lead successfully major change initiatives in oil and gas
Andrea Petrone, Strategic & Leadership Advisor, AP Executive

14:15

CLOSING SPEECH AND PRIZE DRAW

14:30

CLOSING LUNCH
WE ARE GOING HYBRID

We want to make sure that you are able to connect with your peers regardless of what the future holds about the lockdown regulations and travel restrictions. This is why Go Digital Energy Middle East summit scheduled for 29-30 September 2020 is going to be hybrid!

What is a hybrid event?

Hybrid format is a type of event which merges a live (offline) and online events. The live event still takes place in a physical venue but it is attended by virtual delegates through the online platform.

The hybrid event setup will give you a chance and flexibility to join us in Abu Dhabi in-person or virtually from anywhere in the world.

WHAT YOU RECEIVE

Content

• Both live and on-demand viewing options to the same speakers, presentations and panel discussions.
• All attendees will get full recordings of the event and can revisit sessions and speakers after the event.
• Live polls, chat, Q&As and contests will help you stay engaged and connected.

Networking

• Regardless of your mode of attendance, you will have access to a single, joined delegate list on our platform/mobile app with the indication of attending status (online or physical)
• You will be able to chat and arrange meetings with anyone, either in-person or via powerful in-app messaging and video conferencing tools.
• Virtual meetings and chats will be open before and after the event.
• You will have an opportunity to network with the attendees participating in a different from yours format (networking between online and physical attendees).
PRICES

2-DAYS STANDARD PACKAGE
1 delegate, 2 days

By 31 Jul
- $999
Super Early Bird

FULL PRICE
- $1599

2-DAYS ONLINE PACKAGE
1 delegate, 2 days

By 31 Jul
- $299
Super Early Bird

FULL PRICE
- $499

EXHIBITOR PACKAGE
Exhibition Stand + 2 delegates

FULL PRICE
- $6500

*You can also make payment in Euro or British pounds

Additional discount for 3 or more delegates from one company
USD, EUR and GBP
Pay in currency convinient for you

THREE EASY WAYS TO REGISTER

Register on the [website](www.globuc.com/go-digital-oil-gas-middle-east/)

Email us with your full details
customer_service@globuc.com

Call us
+44 845 868 8234
Rising above their beachside setting, Jumeirah at Etihad Towers set a new standard for luxury hotels in Abu Dhabi. The multi-award winning 5-star luxury hotel features a number of unique venues for social events, outstanding conference and meeting facilities, and 382 elegant rooms and suites, which offer some of the most stunning views of the Arabian Gulf.

The cost of hotel accommodation is not included in the conference fee. Globuc has negotiated special rates at this hotel for all attendees of the event.

At the end of Day 1 we are hosting an Evening Shisha Reception at the chic poolside restaurant Nahaam. With a panoramic view on the seaside, guests and delegates will be able to network in an informal setting enjoying the live music and a full course arabic meal.
PARTNERS 2020

Digital Twin Partner

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Media Partners
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