1st BUSINESS SUMMIT
GO DIGITAL ENERGY
MIDDLE EAST
29-30 SEPTEMBER 2020
100% 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

DELEGATIONS FROM NOCS AND IOCS

DRAGONS’ DEN STYLE START-UP COMPETITION

TROUBLE-SHOOTING ROUND TABLES

INNOVATIVE TECHNOLOGY EXHIBITION

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

Tibor Komróczki
Head of Process Information & Automation
**MOL GROUP**

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

Stuart Millar
SVP & Chief Information and Digital Officer
**TECHNIPFMC**

Amro Suleiman
Digital Lead
**SHELL**

Shane McArdle
Vice President Of Production
**KONGSBERG DIGITAL**

Vinodkumar Raghothamarao
Director Consulting
**IHS MARKIT**

Bilal Abdallah
Director - Middle East
**MAANA**

Gerhard Thonhauser
CEO
**TDE GROUP**

José de Sá
Partner, Global Head of Downstream
**BAIN**

Michael Krause
Principal Data Scientist, Oil & Gas
**BEYOND LIMITS**

Mikhail Korolkov
Head of Strategic IT Development
**GAZPROM NEFT**

Trung Ghi
Head of Energy Practice
**ARTHUR D LITTLE**
SPEAKERS & GUESTS

Ahmed A. Alzahrani
Inspection Senior Group Leader
SATORP

Elias Ghantous
Partner, Oil & Gas Lead
ENERGYEXPERT

Paul Seccombe
VP, Sales & Client Engagement
EMEA, TOUMETIS

Andrea Petrone
Strategic & Leadership Advisor
AP EXECUTIVE

Andreas Berger
Managing Director
WINTERSHALL DEA TECHNOLOGY VENTURES

Elias Ghantous
Partner, Oil & Gas Lead
ENERGYEXPERT

Harshit Sharma
Digital Transformation Analyst
LUX RESEARCH

Norbert Dolle
Managing Partner
WHITE SPACE ENERGY

Ezzat Sabry
Managing Director
GEOMATEX

Qasir Hussain
Senior IT Digital Lead
PETROFAC

Andreas Berger
Managing Director
WINTERSHALL DEA TECHNOLOGY VENTURES

Ezzat Sabry
Managing Director
GEOMATEX

Paul Seccombe
VP, Sales & Client Engagement
EMEA, TOUMETIS

Emanuele Cacciatore
Senior Director Insight & Cloud Strategy
ORACLE
# Agenda

**29 September 2020**

**Day 1 | UAE Time**

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<td><strong>PANEL DISCUSSION. THE SCALABILITY CHALLENGE: HOW TO MAKE THE LEAP FROM EXPERIMENTATION TO TRANSFORMATION?</strong></td>
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<td><strong>SESSION 2: THE OIL COMPANY OF THE FUTURE: ENERGY TRANSITION AND MIDDLE EAST, WHEN WILL THE MOMENTUM COME?</strong></td>
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**Opening Remarks**

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**  
*Khaled Al Blooshi*, Vice President, Digital Projects & Innovation, **ADNOC**  
*George Eapen*, CIO, **Petrofac**  
*Allan Cockriel*, Chief Information Security Officer, **SHELL**  
*Fayez Kharbat*, MESA Middle East Chairman and Board Member, **MESA**

**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?

*Moderator: Omar Saleh*, Head of Energy & Manufacturing, Middle East & Africa, **Microsoft**

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

*TBC*  
**Trung Ghi**, Head of Energy Practice, **Arthur D Little**
12:15 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
Trung Ghi, Head of Energy Practice, Arthur D Little
Mikhail Korolkov, Head of Strategic IT Development, Gazprom Neft
Paolo Cerioli, Group Head of Digital Scouting and Open Innovation, Eni

13:00 EXHIBITION SPECIAL PRESENTATION: INTELLIGENCE PARTNER CHALLENGE

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

13:10 WORKING LUNCH

13:10 DIGITAL TWIN THEMED LUNCH DISCUSSION TABLE WITH KONGSBERG

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

15:00 NETWORKING BREAK
CLOSED TROUBLE-SHOOTING ROUND TABLES.
SOLVING THE INDUSTRY’S GRAND CHALLENGES
(FOR DIGITAL PRO AND OPERATOR TICKET HOLDERS)

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?

Co-chairs:
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: 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?

Co-chairs:
Michael Jones, Sr. Director, Partnerships, Alliances and M&A, Halliburton

16:15

PRIZE DRAW/ VIRTUAL GALA
10:00

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

The Future of Oil & Gas Digitization: Deliver Value with AI in Changing Times
Michael Krause, Principal Data Scientist, Oil & Gas, Beyond Limits

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

11:00

NETWORKING 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.

Moderator:
Paul Seccombe, VP sales EMEA, Toumetis

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

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 Refiners 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

TBC
Georges El Mir, VP OGP Segment, ME, Africa and France, Schneider Electric
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
Emanuele Cacciatore, Senior Director Insight & Cloud Strategy, Oracle

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

How to lead successfully major change initiatives in oil and gas
Andrea Petrone, Strategic & Leadership Advisor, AP Executive
We believe that no digital solution can fully substitute face-to-face communication, but with our Go Digital Energy Middle East conference, we hope to provide you a best-in-class virtual event experience.

This event will provide you exclusive content and meaningful connections, using a virtual platform that is focused on delivering the best experience for our delegates.

• **Shape your personal agenda**

Easily navigate the event with a built-in schedule and shape your personal agenda adding presentations or discussions, business meetings, and sponsored events fitting your routine work agenda.

• **Top-quality content**

Each session will feature Q&A and discussion for the audience to interact with the speakers and discussion members.

• **Business networking**

Find all attendees in the “Participants” tab - filter and search by company, job title, or name. Connect with them via personal chat or schedule a video call.

• **Virtual Expo**

Visit the Expo Area to attend special events organized by the event partners and sponsors. Find sponsor representatives at their booth and book 1:1 inbound meetings with them.

• **Participant rating**

Any action you take on the platform will be rewarded!

Get active - comment, ask questions, visit the Expo Area and take part in the polls and see your personal participant score grow!

The most active participants will get prizes and more exposure during the event.
Choose your ticket to register for the Go Digital Energy Middle East Summit (29–30 September 2020). We will send you the confirmation email in 24 hours after the registration.

**IMPORTANT!** If you are from oil & gas company (IOC, NOC), refinery or petrochemical plant, register for a free pass [here](#).

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**VIEWER PASS**

$0.00

- Watch any talk live during the 2 day conference
- Visit our virtual exhibition during the breaks
- Network via chat or video conferencing
- Access to the attendee list and networking tools
- Access to interactive virtual round tables and brainstorming session
- Watch back any talk on-demand if you miss it

**NETWORKING PASS**

$149 Early Bird ($299)

- Watch any talk live during the 2 day conference
- Visit our virtual exhibition during the breaks
- Network via chat or video conferencing
- Access to the attendee list and networking tools
- Access to interactive virtual round tables and brainstorming session
- Watch back any talk on-demand if you miss it

**DIGITAL PRO PASS**

$299 Early Bird ($499)

- Watch any talk live during the 2 day conference
- Visit our virtual exhibition during the breaks
- Network via chat or video conferencing
- Access to the attendee list and networking tools
- Access to interactive virtual round tables and brainstorming session
- Watch back any talk on-demand if you miss it

Open the registration [page](#), or contact us on customer_service@globuc.com
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