

SPE Intelligent EnergyTM

23–25 March | **2010**
Jaarbeurs, Utrecht

SPE Intelligent Energy 2010

Post Show Report

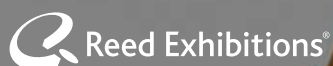
Delivering Value – Creating Opportunities

www.intelligentenergyevent.com

ORGANISED BY



Society of Petroleum Engineers



Overview

SPE Intelligent Energy 2010 attracted more than 2,000 attendees from 37 countries, with 700 delegates participating in the conference's peer-reviewed technical and panel sessions. The exhibition, meanwhile, saw 55 companies display their expertise including BP, Saudi Aramco, Schlumberger, Halliburton, Baker Hughes, FMC Technologies, Kongsberg Oil & Gas Technologies, Weatherford, Cisco, IBM, ABB and Roxar.

EXECUTIVE COMMITTEE

EXECUTIVE COMMITTEE CO-CHAIRMEN

David Latin
Vice President
of E&P Technology
BP

Brady Murphy
Vice President Europe-
Sub-Saharan Africa
Halliburton

Mohammed Y. Al-Qahtani
Saudi Aramco

Richard Ames
TNK-BP

Jaap van Ballegooijen
Shell

Randy Clark
Energiestics

Mohammad Ehteshami
GE Oil & Gas

Mike Hauser
Chevron

Judson L Jacobs
Cambridge Energy Research
Associates

Neil Kavanagh
Woodside Energy Ltd

Nicolas Kessler
TOTAL

Bente Nyland
Norwegian Petroleum
Directorate

Helen Ratcliffe
PIPC

Svein Ivar Sagatun
Statoil ASA

Jon Starkebye
IBM

Prasad Thrikutam
Infosys Technologies Ltd

Ihab Toma
Transocean

PROGRAMME COMMITTEE

PROGRAMME COMMITTEE CHAIR

Helen Ratcliffe
Managing Consultant
PIPC

Tope Adeyemi
Chevron Africa
& Latin America E&P

Amol Bakshi
University of
Southern California

Adrian Chapman
IBM

Tofiq Dhubaib
Saudi Aramco

Domenico Di Renzo
Eni

Jeff Dickens
BP

Tony Edwards
Stepchange Global Ltd

Philippe Flichy
IO - hub

Adolfo Henriquez
Petoro AS

Mike Herbert
ConocoPhillips

Sanjay Kanvinde
Schlumberger

Pieter Kapteijn
Maersk Oil

Trond Lilleng
Statoil ASA

Mark Lochmann
Halliburton

Mark Miller
Cisco Systems, Inc.

Ian Moore
Capgemini Consulting

Tim Passingham
BT Global Services

Spencer Roberts
BG Group

Geraldo Spinelli
Petrobras

Frans van den Berg
Shell International E&P



Conference Highlights

The 2010 conference provided leading E&P oil & gas professionals with a unique platform to discuss digitally enabled and associated products as well as the opportunity to debate key issues including people, processes and change management.

OPENING ADDRESS: INTELLIGENT ENERGY. DELIVERING VALUE - CREATING OPPORTUNITIES

Doug Suttles
Chief Operating Officer
BP Exploration & Production

PLENARY 1: TODAY - VALUE IN ANY PART OF THE CYCLE

Jon Rigby (Moderator)
Managing Director
UBS European Oil and Gas Research

Satish Pai
Vice President Operations
Schlumberger Oilfield Services

Mohammed Al-Qahtani
Executive Director, Petroleum
Engineering & Development
Saudi Aramco

Melody Meyer
President
Chevron Energy Technology Company

Matthias Bichsel
Director Projects and Technology
Shell

Tim Probert
President, Global Business Lines
and Corporate Development
Halliburton

PLENARY 2: THE FUTURE - TAKING THINGS TO THE NEXT LEVEL

Pieter Kapteijn (Moderator)
Director Technology
& Innovation
Maersk Oil & Gas AS

Ashok Belani
President Reservoir
Characterization Group
Schlumberger

Margareth Ovrum
Executive Vice President
Technology & New Energy
Statoil

Samer AlAshgar
Manager EXPEC Advanced
Research Center
Saudi Aramco

John Brantley
General Manager for
Chemicals and Petroleum
IBM

Derek Mathieson
President Technology
& Product Lines
Baker Hughes

PLENARY 3: MAKING INTELLIGENT ENERGY HAPPEN

Mike Hauser (Moderator)
Manager, i-field
Chevron Global Upstream

Judson Jacobs (Moderator)
Research Director
CERA

Bernard Looney
Managing Director
BP North Sea

Gerbert Schoonman
Asset Manager - East (EM) Brunei
Shell Petroleum Co Sdn Bhd

Waleed Al-Mulhim
Manager, Southern Area
Reservoir Management
Saudi Aramco

Rick Kennedy
General Manager
- Marine Services Group
Chevron Shipping Company

Sponsors

SPONSORS



HALLIBURTON



Schlumberger



ORGANISED BY



Society of Petroleum Engineers



Exhibiting Companies

ABB

ActionPhoto International AS

Assai Software Services

Atlas Tristar

BAE Systems

Baker Hughes

BB Visual Group

BP

Cisco

Comos Industry Solutions B.V.

CSC

ELSEVIER

Energistics

Energy Intelligence

Epsis

Fardux

FMC Technologies

GE - Satcom

Halliburton

IBM UK Ltd

IDS

locom

Kongsberg Oil & Gas Technologies

Matrikon

Merrick Systems

Neotec

NSI Upstream

OSIsoft

PanTerra Geoconsultants B.V.

Peloton

Petroleum Experts Ltd

Petrotechnical Data Systems

Platform Computing Ltd

PointCross Inc

Quick Wells Ltd

Reality Mobile LLC

Roxar

SAIC

Saudi Aramco

Schlumberger

Society of Petroleum Engineers

SPT Group

StepChange Global Ltd

Stormfjord

Tampnet AS

Tendeka

Tessella

TNO

Upstream AS

Verdande Technology AS

Weatherford International

Wellwise Group

Wireless Measurement Ltd

Xait

Zencus International



Types of Products & Services on Display

DRILLING AND COMPLETIONS

Business Intelligence and Decision Support

Collaborative Environments

Conceptual Engineering

Consultancy Services

Deep Water

Directional Drilling

Downhole Flow Control Techniques

Drilling Optimisation

Fibre Optics

Global Information Systems

Intelligent Wells

Intelligent Workflow and Processes

Measurement & Instrumentation

Pressure & Temperature Control

Measurement Equipment

Process Engineering

R&D Organisations

Real-time Monitoring & Operations

Remote Monitoring Technology

Well Completion

Well Control

FACILITIES AND CONSTRUCTION

Business Intelligence and Decision Support

Collaborative Environments

Fibre Optics

Global Information Systems

Intelligent Workflow and Processes

Mobile Communications

Real-time Monitoring & Operations

HEALTH, SAFETY AND ENVIRONMENT (HSE)

Business Intelligence and Decision Support

Collaborative Environments

Real-time Monitoring & Operations

MANAGEMENT AND INFORMATION

Application Software

Asset Management

Automation and Interpretation Technology

Business Intelligence and Decision Support

Collaborative Environments

Computer-based Training,
Multimedia & Interactive Docs

Data Acquisition & Storage

Data Interpretation, Management & Processing

Global Information Systems

Intelligent Workflow and Processes

Internet Enabled Interfaces

Oilfield Connectivity

R&D Organisations

Real-time Monitoring & Operations

Remote Monitoring Technology

Satellite Communications

Secure Connected Infrastructure

Simulation & Forecasting

Simulation & Training

Visualisation

Web-based/ Network Communications

PERSONNEL, TRAINING, EDUCATION & RECRUITMENT

Business Intelligence and Decision Support

Collaborative Environments

Global Information Systems

Intelligent Workflow and Processes

Real-time Monitoring & Operations

Recruitment

PRODUCTION AND OPERATIONS

Business Intelligence and Decision Support

Collaborative Environments

Global Information Systems

Intelligent Wells

Intelligent Workflow and Processes

Measurement & Instrumentation

Pressure & Temperature Control Measurement

Equipment

Real-time Monitoring & Operations

RESERVOIR DESCRIPTION AND DYNAMICS

Advanced Seismic Services

Business Intelligence and Decision Support

Displays/Mapping/Graphics

Geosteering

Global Information Systems

Intelligent Workflow and Processes

R&D Organisations

Real-time Data Solutions

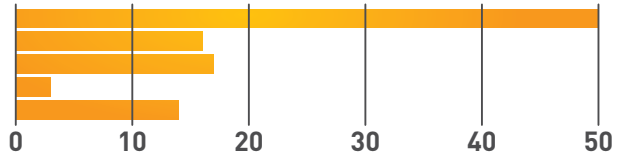
Real-time Monitoring & Operations



Attendee Profile

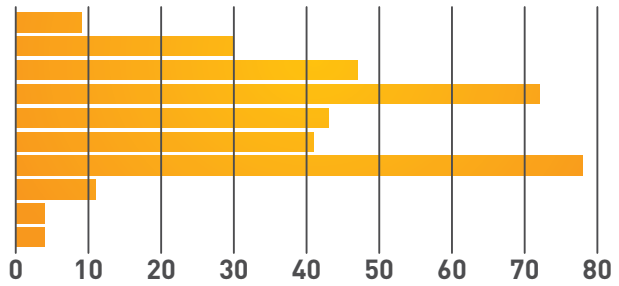
COMPANY ACTIVITY

International/National/Independent Oil Company	50%
Oilfield Services	16%
Supplier to Oil & Gas Industry	17%
Contractor (Engineering/Drilling/Subsea)	3%
Other	14%



KEY OBJECTIVES

Meet a current supplier	9%
Attend a seminar	30%
See the industry players in one place	47%
Network with other visitors	72%
Talk to product experts/technical staff	43%
Find Ideas/inspiration away from the workplace	41%
Keep up to date/see what's new	78%
Find a business partner	11%
Source a specific product/service	4%
Find a new supplier	4%



AREA OF INTEREST

Academia	6.51%
Administration/Finance	3.14%
Asset Management	9.65%
Business Development/Sales/Marketing	19.42%
Business Systems Analyst	4.7%
Consulting	20.00%
Data Capture, Storage & Transfer	15.23%
Drilling & Completions Management	11.28%
Electrical, Control & Instrumentation	7.21%
Facilities	6.16%
Field Optimisation Management	13.26%
Geology & Geophysics	10.23%
Government	1.63%
High Performance Computing	6.40%
HR, Training & Education	3.14%
Information Management	24.42%
Information Visualisation	21.16%
Interpretation	5.58%
Integrated Operations	30.47%
Intelligent Well Engineering	14.77%
Network Communications	8.49%
Network Security	5.23%
Offshore Engineering	7.44%
Process Control	12.09%
Procurement & Logistics	3.49%
Production Engineering	16.74%
Project Management	15.00%
Real Time Operations	32.44%
Research & Development	19.07%
Reservoir Management	15.12%
Reservoir Monitoring & Testing	12.09%
Satellite Communications	3.37%
Smart Fields/Field Operations	32.21%
Software Development	18.60%
Subsea Engineering	5.47%
Technology Strategy & Planning	20.23%
Telecommunications	6.74%
Well Completions Management	5.93%
Other	5.19%

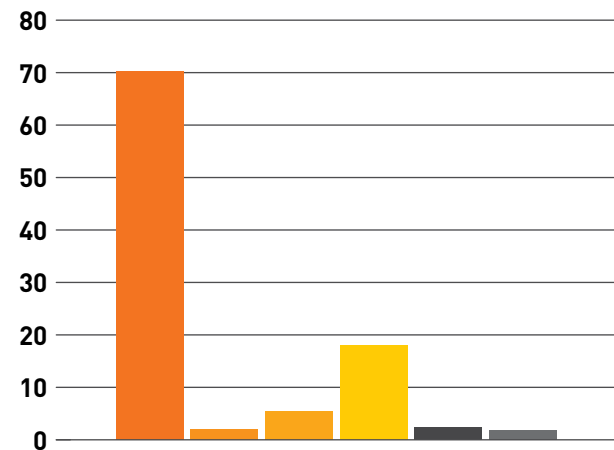
JOB FUNCTION

CEO/Chairman	3.26%
President/MD/GM/VP/Director	15.27%
Asset Manager	1.52%
Senior Engineer	17.13%
Engineer	9.67%
Manager	32.17%
Academic	2.56%
Student	3.85%
Press	1.28%
Other	13.29%



GEOGRAPHICAL BREAKDOWN

Western Europe	70.33%
Eastern Europe	2.07%
Middle East	5.41%
North America	17.94%
Southern/Central America	2.43%
Rest of World	1.82%



Sample Attendee List

SPE Intelligent Energy attracts key industry figures who attend to discuss and discover digitally enabled and associated technology including:

ABB	AS Head of Integrated Operations Department
Accenture	Senior Manager-Upstream Energy
Adco	Senior Petroleum Engineer
Adnoc	Senior Drilling Engineer
Adti Transocean	Lead Production Technologist
Aker Solutions	Manager Innovation
Alcatel	VP Sales & Marketing
Aspen Technology	Vice President Global E&P
BAE Systems	Strategy Manager
Baker Hughes	CIO IT
Baker Hughes	Director Global Operations
Baker Hughes	Director Production Decision Services
Baker Hughes	President Technology & Product Lines
Barco	Market Director Simulation V&AR & O&G
BG Group	Head of Global Advanced Technologies
BG Group	Ivalue Manager-Operations
BJ Services	Director of Engineering-Completions
Booz & Company	Vice President
BP Exploration	Manager FieldoftheFuture Program Office
BP North Sea	Managing Director
Brunei Shell Petroleum Co Sdn Bhd	Asset Manager East
Cairn Energy Plc	Chief Operating Officer
Cambridge Energy Research Associates	Director Upstream Technology
Cappemini	Senior Manager
Chevron Energy Technology Company	President
Chevron Global Upstream	Manager I-Field
Cisco Systems	Global Energy Leader
Conocophillips	Director-Performance Improvement
CSC	CTO
Deloitte	Director
DET Norske Veritas Research & Innovation	Chief Research Scientist
Energistics	President & CEO
Energy Intelligence	Director
Energy Scitech (Roxar)	Director
ENI E&P	Integrated Operations Project Manager
ExxonMobil	Reservoir Engineer
FMC Technologies	Global Development Manager
Gazprom JSC	Chief Technologist
Halliburton	Global Technical Advisor
Halliburton	Manager Integrated Operations
Halliburton	President D&E & Corporate Development
Halliburton Co.	Vice President
Hewlett-Packard	Director E&P
Honeywell	Upstream Business Manager
IBM	General Manager Chemicals & Petroleum
Intelligent Agent Corporation	CTO
ION	Director ISS Europe
Kongsberg Intellifield	CEO
Kongsberg Oil & Gas Technologies	General Manager Kongsberg Intellifield
Kongsberg Oil & Gas Technologies	Manager Decision Support Technologies

 
SPE Intelligent Energy™
23-25 March | 2010
Jaarbeurs, Utrecht



Sample Attendee List

SPE Intelligent Energy attracts key industry figures who attend to discuss and discover digitally enabled and associated technology including:

Kuwait Oil Company	Reservoir Engineering Specialist
Landmark	Director, Production Operation
Maersk OLI OG GAS	Director Technology & Innovation
Matrikon Europe Ltd	Vice President EMEA
Merrick Systems	CEO
Microsoft Corporation	Director EMEA Manufacturing & Resources
Mubadala	CEO
Mubadala	VP Asset Management & Operations
National Oilwell Varco	European Operations Manager
National Oilwell Varco	Manager Drilling Systems
Oracle Corporate	VP OIL & GAS Industries
Oracle Corporation	Senior Director OIL & GAS
Osisoft INC	VP Research
Paradigm Group BV	CEO
Parker Drilling	Managing Director
Petrobras	E&P Director
Petrofac Energy Developments Ltd	Asset Manager
Petroleo Brasileiro S A	Information Technology Manager
Petrotechnical Data Systems	Director
Rosneft	Chief Specialist
Roxar ASA	Managing Director
Saic	Global Digital Oilfield Practice Lead
Saudi Aramco	Senior Reservoir Engineer
Saudi Aramco	Senior Vice President Exploration & Prod
Schlumberger	Vice President-Operations
Schlumberger Limited	Chief Technology Officer
Seawell Management AS	Information Systems Manager
Shell	Director Projects & Technology
Shell	VP Hydrocarbon Recovery Technologies
Smith International	Director Applied Research
SPT Group	Senior Vice President
Statoil	Executive Vice President Technology
Statoil	Leader Integrated Operations
Statoil ASA	Vice President Asset Owner Åsgard
Statoilhydro ASA	President
Stepchange Global	CEO
TNK-BP	Director
TNO	Manager OIL & GAS
Total	Field Monitoring Project Leader
Total	Senior Reservoir Engineer
UBS European OIL & GAS Research	Managing Director
Verdande Technology	CEO
Weatherford	VP Production Optimization
Weatherford International	Drilling Optimisation Manager
Welldynamics	Reservoir Solutions Manager
Welltec	CEO
Welltec INC	V.P. & General Manager
Woodside Energy Ltd	Chief of Production System ENG



About SPE Intelligent Energy

Each SPE Intelligent Energy event marks a milestone on the Oil & Gas industry's road map to fully integrated operations.

SPE Intelligent Energy responds to the need for innovative and more efficient methods to maximise production, increase recovery and improve HSE.

The event provides the E&P Oil & Gas industry with a platform to discuss digitally enabled and associated technology as well as debate the issues of people, process and change management in a collaborative conference and exhibition environment.

New For 2011

SPE INTELLIGENT ENERGY INTERNATIONAL 2011, BAHRAIN

Following the unprecedented success of SPE Intelligent Energy 2010, we are pleased to announce the launch of SPE Intelligent Energy International 2011, which will take place 3 - 5 October 2011 in Bahrain. Usually a bi-ennial event, the demand for an event like this in the Middle East has led to the conception of this new installment of the already successful exhibition & conference

SPE Intelligent Energy International 2011

3 - 5 October 2011

Bahrain International Exhibition & Convention Centre

Manama, Kingdom of Bahrain

www.intelligentenergyevent.com/bahrain

Contact Us

For more information, please visit www.intelligentenergyevent.com or contact:

Adam Evan-Cook

Key Account Manager

T: +44 (0) 20 8439 8905

E: adam.evan-cook@reedexpo.co.uk

Nataliya Yatsenko

Sales Executive

T: +44 (0) 20 8910 7194

E: nataliya.yatsenko@reedexpo.co.uk