



Host



4-7 November 2024  
Abu Dhabi, UAE

# 2024 Digitalisation brochure

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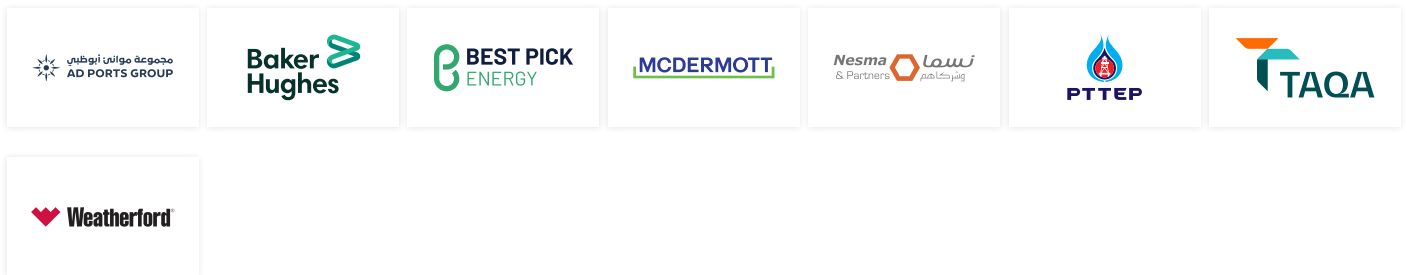
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Digitalisation sponsor



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Knowledge partner	Official travel partner	Technical Conference organised by	Official media partner	ADIPEC brought to you by
S&P Global	flyt	SPE International	Energy Connects	dmg events

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The energy industry was united once again at ADIPEC to further enable collaboration, to accelerate action and to deliver outcomes as we drive forward solutions to help meet sustainability targets. Conversations this year made it clear that the importance of digital technologies cannot be overstated, they are the foundation for sustainability efforts.

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**Antonio Pietri**  
President and CEO  
Aspen Technology



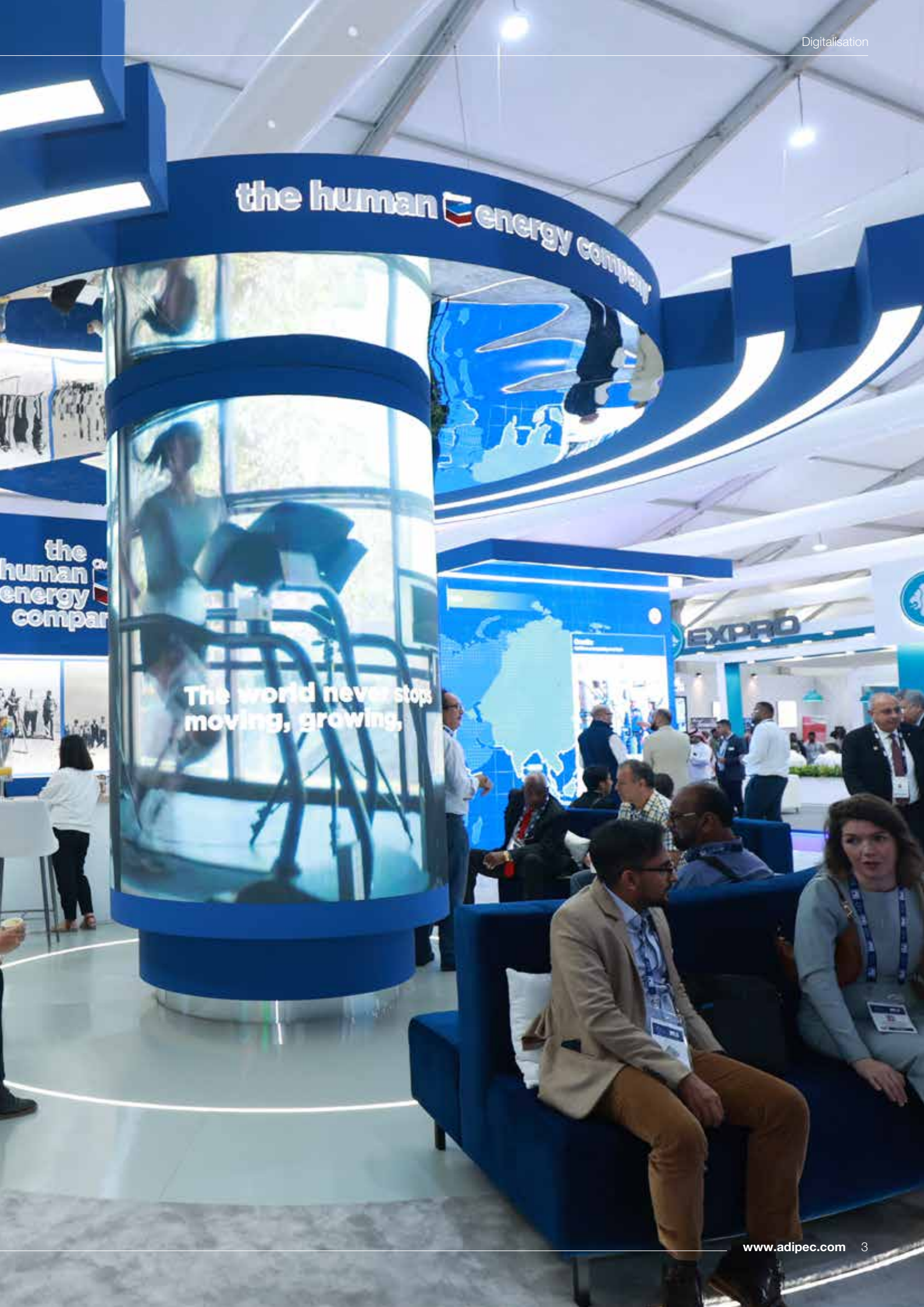
# Enabling a resilient and sustainable energy ecosystem

Digital technologies will form the foundations of an energy system that can enable a higher-growth, lower-carbon future. The Digitalisation area at ADIPEC will advocate for the accelerated adoption and integration of transformational digital solutions like smart grids, drone and satellite detection technologies, and shared mobility solutions.

By creating a space to share new ideas, solutions and best practices, the zone seeks to demonstrate how industry leaders and innovators can come together to create the energy system of the future, today.

In addition, the Digitalisation and Technology Conference will bring together energy and technology pioneers to showcase the latest innovations, AI and digital technologies needed for climate mitigation in the energy transition.





the human energy company

The world never stops moving, growing.

EXPRO

# Forging a path to net-zero with digitalisation

## Supporting COP28 outcomes

The COP28 UAE consensus charted a new course for global climate efforts, with a collective move to reduce reliance on fossil fuels and increase renewable energy and energy efficiency worldwide by 2030. Digitalisation offers the tools and insights required to reach these ambitious goals. Through advanced monitoring and analytics, smart technologies and generative AI, we can track and accelerate our progress towards a sustainable future.

## Key technologies driving change:

- Advanced monitoring and analytics for superior energy efficiency
- Smart technologies ensuring optimal energy system performance
- Generative AI to drive cost savings and foster rapid innovation

The Digitalisation invites disruptive SMEs, leading technology companies from the entire digitalisation spectrum, and leading energy companies, to showcase their digital solutions that redefine efficiency and sustainability. By embracing smart grids, IoT, and AI-driven analytics, stakeholders can surpass global sustainability targets and contribute to a net-zero emissions reality.



# Revolutionising energy for tomorrow

## Unleashing efficiency and sustainability through digitalisation

The energy industry is undergoing a major transformation in the face of rapidly advancing technology. The Digitalisation area at ADIPEC is at the forefront of this change, showcasing the latest digital technologies and driving ideas that will shape the future of energy. This zone is where innovation and environmental stewardship meet.

### Digitalisation impact in numbers:

- Renewable energy is set to power 45-50% of the globe by 2030
- Energy sector investments are on an upward trajectory, with an annual growth of 2-4% expected
- A record-breaking US\$1.8 trillion was spent on the energy transition in 2023, up 17% from the previous year
- The investment in clean energy supply chains reached US\$135 billion in 2023, with forecasts up to US\$259 billion by 2025
- The global IoT market is projected to soar to a value of US\$1.386 trillion by 2026

Join the Digitalisation area to present your digital innovations to key industry leaders. This is your opportunity to collaborate with global stakeholders driving the charge towards a net-zero emissions reality.

# Why exhibit?

Exhibiting in the Digitalisation area at ADIPEC will allow companies to showcase cutting-edge digital technologies that are reshaping operations and driving transformative change.

## □ Lead generation

Gain quality leads and potential customers from the energy industry by showcasing how your digital solutions can prepare energy businesses for a decarbonised future.

## □ Market positioning

Establish a stronger brand presence and position your company as an industry leader in the marketplace by tapping into the eagerness of the audience to adopt innovative digital technologies.

## □ Networking opportunities

Build valuable connections with decision-makers, C-level executives, government authorities, and potential partners looking to grow and transform their business models and operations digitally.

## □ Brand awareness

Expand your brand visibility and increase brand recognition by showcasing your digital solutions at the largest and most influential gathering of energy industry professionals.

## □ Increased revenue

Gain new business opportunities and drive revenue growth by demonstrating the value and benefits of your digital solutions in the energy industry

## □ Competitive advantage

Stand out from your competitors as a digital champion as the energy industry continues shifting to a digitalised landscape with tremendous growth opportunities.





 Microsoft

AVEVA



centure

Microsoft

# Who should exhibit?

The Digitalisation area showcases a wide range of disruptive small and medium enterprises (SMEs) and leading technology companies, offering everything from artificial intelligence, blockchain technology, big data, machine learning, equipment sensors, cloud and edge computing, cyber security, robotics, drones and IoT.

- ❑ 5G
- ❑ Artificial Intelligence (AI)
- ❑ Additive manufacturing
- ❑ Big data/analytics
- ❑ Blockchain technology
- ❑ Cloud computing
- ❑ Cloud service
- ❑ Consultancy
- ❑ Cyber security
- ❑ Data management
- ❑ Digital automation
- ❑ Digital twin technology
- ❑ Drone technology
- ❑ Edge computing
- ❑ Enterprise software
- ❑ Smart sensors
- ❑ Integrated services
- ❑ Internet of Things (IoT)
- ❑ Machine Learning (ML)
- ❑ Network infrastructure & security
- ❑ Remote monitoring
- ❑ Robotics & automation
- ❑ Satellite companies & manufacturers
- ❑ Software services
- ❑ Systems integration
- ❑ Transport & automotive
- ❑ Virtual & augmented reality





# Who will you meet?

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The Digitalisation area will bring together the entire spectrum of the energy and digital technology industries under one roof. You will have the chance to connect with decision-makers, government representatives and technology experts from the energy industry looking for the latest trends and cutting-edge technologies to revolutionise the energy industry digitally.

- ❑ CIOs, CTOs, CDOs and CSOs
- ❑ Data curators
- ❑ Government representatives
- ❑ Data evangelists
- ❑ Heads of innovation
- ❑ Digital knowledge managers
- ❑ Heads of procurement
- ❑ Digital strategists
- ❑ AI interaction designers
- ❑ Investors & private equity specialists
- ❑ AI trainers
- ❑ Machine learning engineers
- ❑ Chief AI officers
- ❑ Robotics process analysts
- ❑ Cognitive copywriters
- ❑ Venture capitalists





SAMSON

# Digitalisation & Technology



The rapid growth of next generation technologies such as AI, IIoT, and blockchain, have the potential to accelerate the energy transition and mitigate climate change at the pace needed to meet ambitious climate targets. From renewable energy supply and demand forecasting, the optimisation of energy assets, and the modelling of transition pathways these technologies are already advancing progress and driving measurable improvements.

To realise the full potential of these 4IR technologies global collaboration will be required to create new materials, develop nurturing policy, and funding mechanisms that will drive innovation and support the interoperability of connected systems and data sharing at an unprecedented scale. Enabling a secure supply of critical raw materials and identifying new opportunities for resource sharing across global value chains will be crucial in ensuring the scale up of critical climate technologies.

Beyond this, next generation technologies have the capability to transform the security and sustainability of food systems and unlock new opportunities in the blue economy. While the possibilities are far reaching, these technologies will not be a silver bullet to transformation, scaling them requires extensive energy use and carries its own emissions profile, which must be carefully managed to ensure transformative benefit with minimal emissions.

The Digitalisation and Technology conference will bring together energy and technology pioneers to showcase the latest innovations, AI and digital technologies needed for climate mitigation in the energy transition.



## Previous speakers on digitalisation included:



**Devrim Celal**  
CEO  
KrakenFlex



**Fiona Howarth**  
CEO  
Octopus Electric Vehicles



**Uwa Airhiavbere**  
Chief Commercial Officer  
Worldwide Energy &  
Resources Industry Group  
Microsoft



**Rishi Vaish**  
CTO and VP  
IBM Sustainability  
Software  
IBM



**Saravan Penubarthi**  
CTO  
AIQ



**Dr. Fan Zhu**  
CTO  
Bayanat



**Justin Rounce**  
EVP and CTO  
TechnipFMC



**James P. Brady**  
Chief Digital Officer - OFSE  
Baker Hughes



**Alvaro Perez**  
Chief Digital Officer  
ACWA Power



**Dr. Sami Ben Jamaa**  
Senior Managing  
Executive Officer  
Chief Innovation and  
Digital Officer (CIDO)  
JERA Co. Inc



**Sean Spicer**  
Senior Vice President,  
Analytics & Data Science  
ADNOC



**Amr Adel**  
SVP  
Mobility Asia  
Shell



**Naveed Tariq**  
VP  
Strategy & Innovation  
Operations  
E.ON



**Frank Cassulo**  
VP  
International Exploration  
and Production  
Chevron



**Andrei Covataru**  
Co-Chair, Task Force on  
"Digitalization in Energy"  
Vice-Chair of the Group of  
Experts on Energy Efficiency  
UN Economic Commission  
for Europe

**Register your interest for the 2024 Conferences**

visit [www.adipec.com/confenquiry](http://www.adipec.com/confenquiry)



# Join the world's largest energy event

ADIPEC 2024 will explore the power of energy in accelerating an economy-wide transformation that delivers for people, the planet and our collective prosperity.

Hosted by ADNOC, ADIPEC builds on its 40-year legacy, creating a unified, inclusive platform for the entire energy ecosystem, convening communities, nations, and industries, the world's largest energy producers and consumers, as well as enablers in government, finance and technology to find collective solutions towards affordable, secure, and sustainable energy for all.

The event takes place ahead of COP29, presenting a crucial opportunity for the energy industry to demonstrate collaborative progress on climate action commitments made and targets set as part of the UAE Consensus at COP28.

Across more than 350 conference sessions featuring over 1,600 diverse voices, and across its 16 exhibition halls, ADIPEC will advance tangible action and build the critical cross-sector partnerships needed to mobilise finance and investment, fast-track innovation and accelerate technology adoption, and advance the decarbonisation of heavy industries.

## Specialised industry exhibition areas at ADIPEC

**Decarbonisation**

**Maritime & Logistics**

**Digitalisation**





# ADIPEC in numbers

## Exhibition

**184,000+**  
Attendees

**2,200+**  
Exhibiting  
companies

**54**  
NOCs, IOCs,  
NECs, and IECs

**30**  
Country  
pavilions

## Conference

**16,500+**  
Delegates

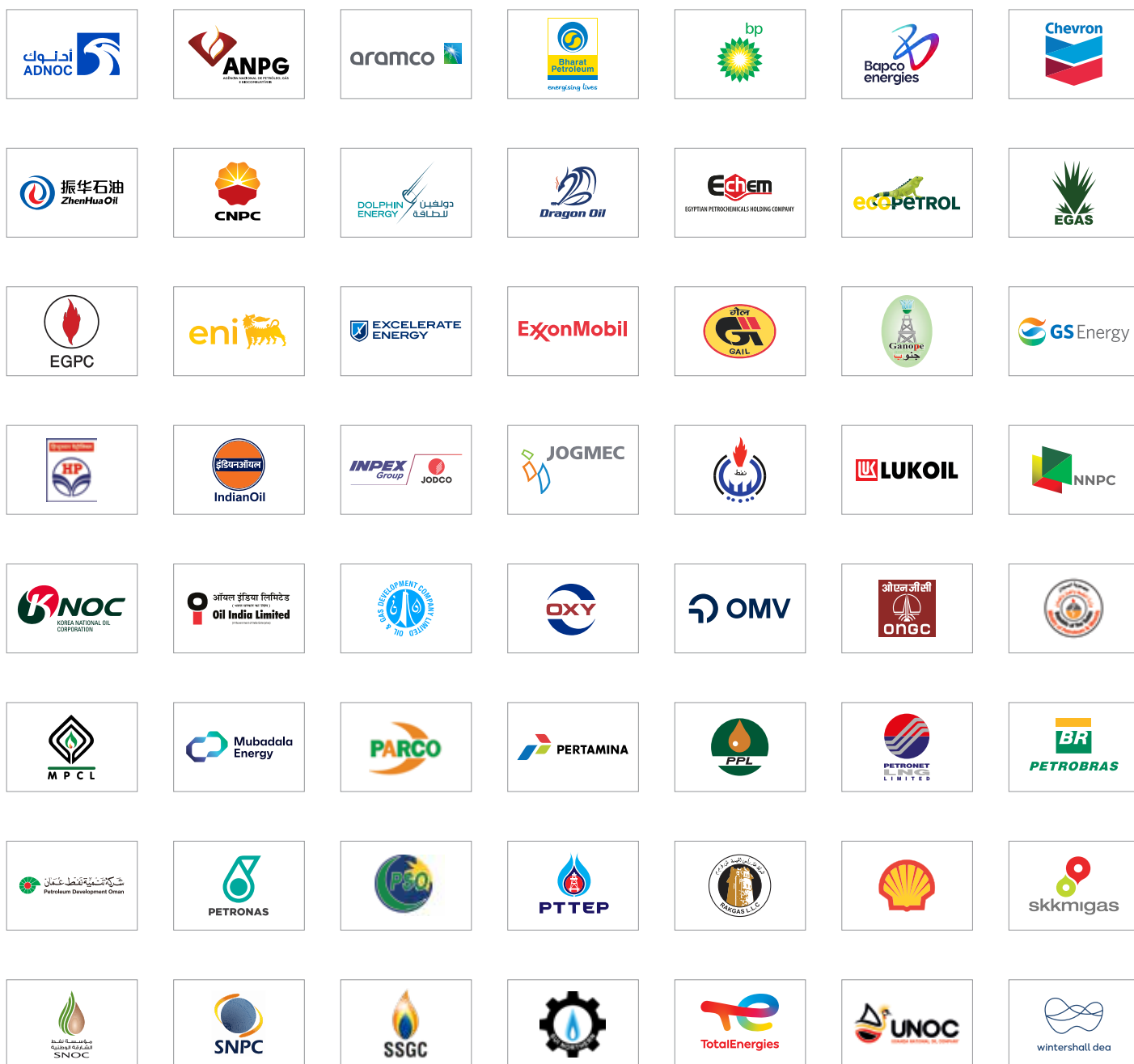
**1,600+**  
Speakers

**350+**  
Sessions

**10**  
Conferences

# A platform for interaction between leading NOCs, IOCs, NECs and IECs

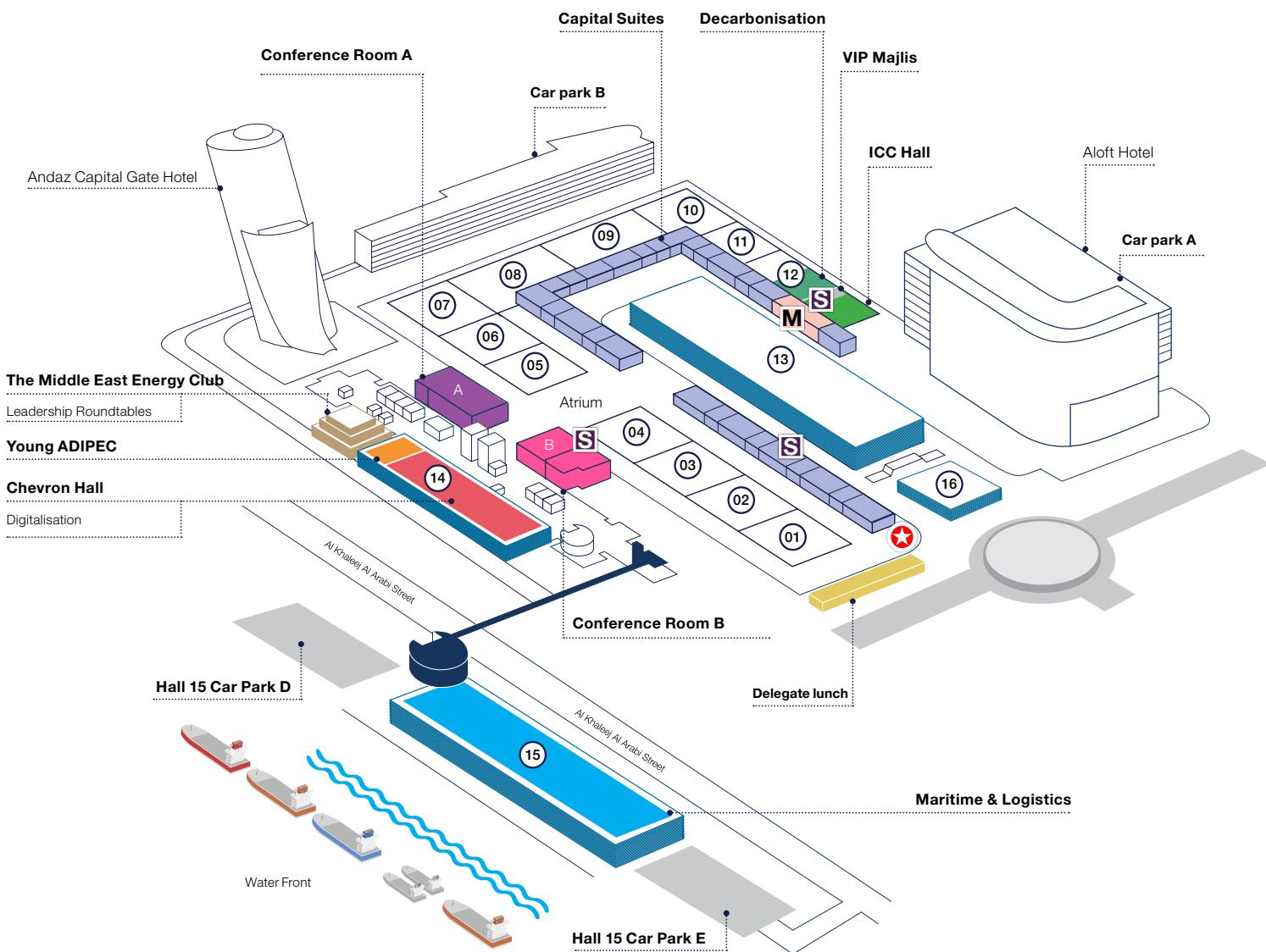
ADIPEC welcomes the participation of more than 54 energy companies, offering a platform to showcase the latest innovations, technologies and solutions driving energy progress. Participants include:



# ADIPEC venue map

ADIPEC 2024 will take place in Abu Dhabi from 4-7 November 2024 edition will continue to engage industries, governments, businesses and individuals, offering a global platform for the energy industry to reinforce its commitments to supporting the energy transition towards a cleaner, more secure energy future.

With the growing demand for exhibition space, book your stand today for the opportunity to position your brand before the global energy market.



To secure your participation today call +971(0)2 4444 909 or email our team at [sales@adipec.com](mailto:sales@adipec.com)

- |                             |                      |   |
|-----------------------------|----------------------|---|
| ① - ⑱ Exhibition Halls      | Conference Room B    | Capital Suites - Mezzanine level                      |
| ★ ADIPEC Booking Stand      | Decarbonisation      | Delegate lunch  |
| ICC Hall                    | Maritime & Logistics | M Media Centre  |
| The Middle East Energy Club | Digitalisation       | VIP Majlis - ICC (Hall 12)                            |
| Conference Room A           | Young ADIPEC         | S Speaker Room Locations                              |
|                             |                      | ■ Near Conference Room B                              |
|                             |                      | ■ Capital Suite 6, Mezzanine Level (SPE speaker room) |



أديبيك  
ADIPEC

Host



# 4-7 November 2024

Abu Dhabi, UAE

## Digitalisation

- **For exhibition enquiries**

✉ sales@adipec.com

- **Conference & delegate enquiries**

✉ delegate@adipec.com

- **For sponsorship enquiries**

✉ sponsorship@adipec.com

- **For general enquiries**

✉ enquiry@adipec.com

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#### Cape Town, South Africa

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#### Cairo, Egypt

Office B2, Plaza 2 between  
Halls 3 & 4  
Egypt International  
Exhibition Centre  
El Moushir Tantawy Axis  
New Cairo, Egypt

#### Riyadh, Saudi Arabia

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#### Singapore

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