



Host



4-7 November 2024
Abu Dhabi, UAE

2024 Digitalisation brochure

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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.

”

Antonio Pietri
President and CEO
Aspen Technology



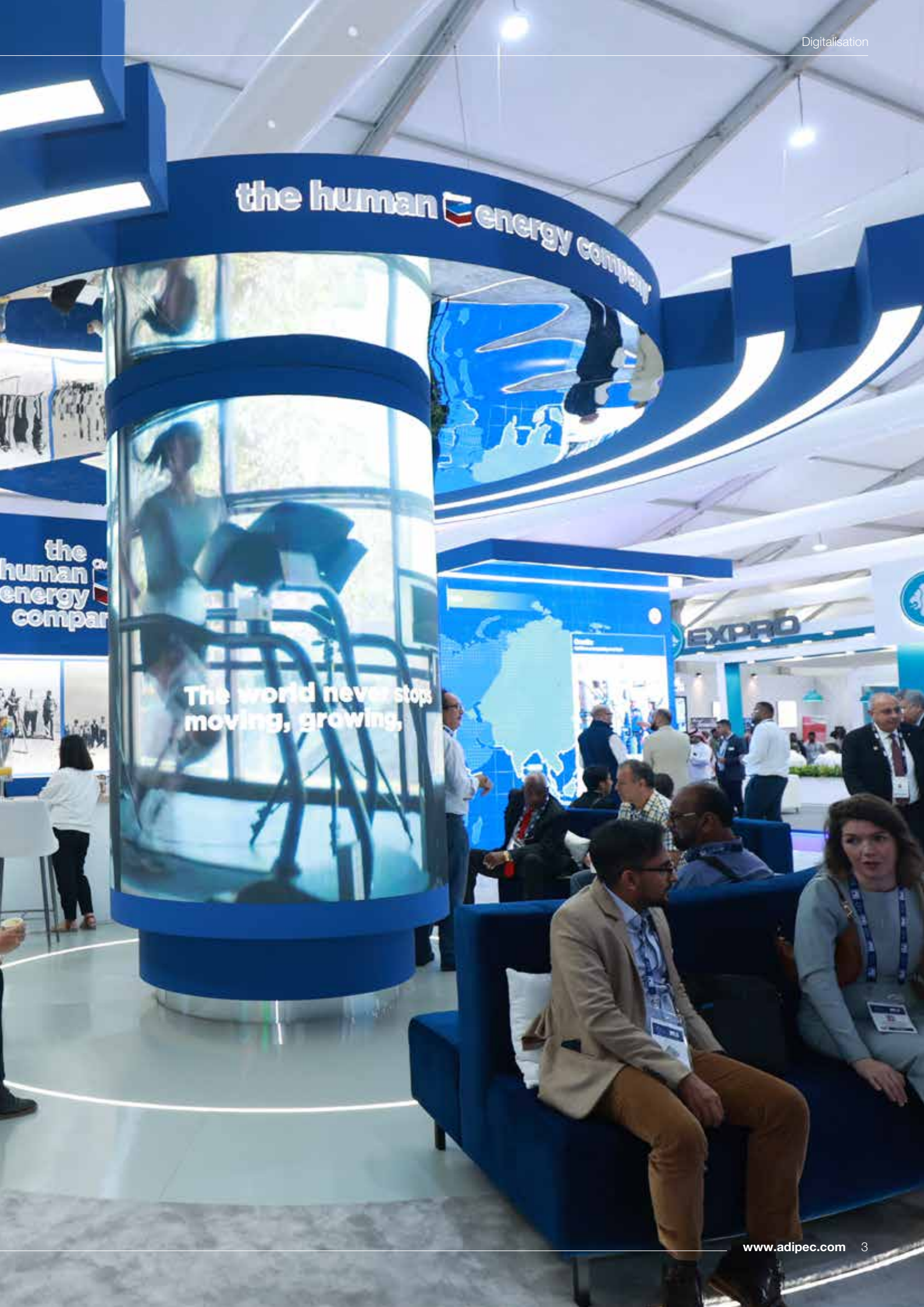
Enabling a resilient and sustainable energy ecosystem

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

the human energy company

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



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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?

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



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

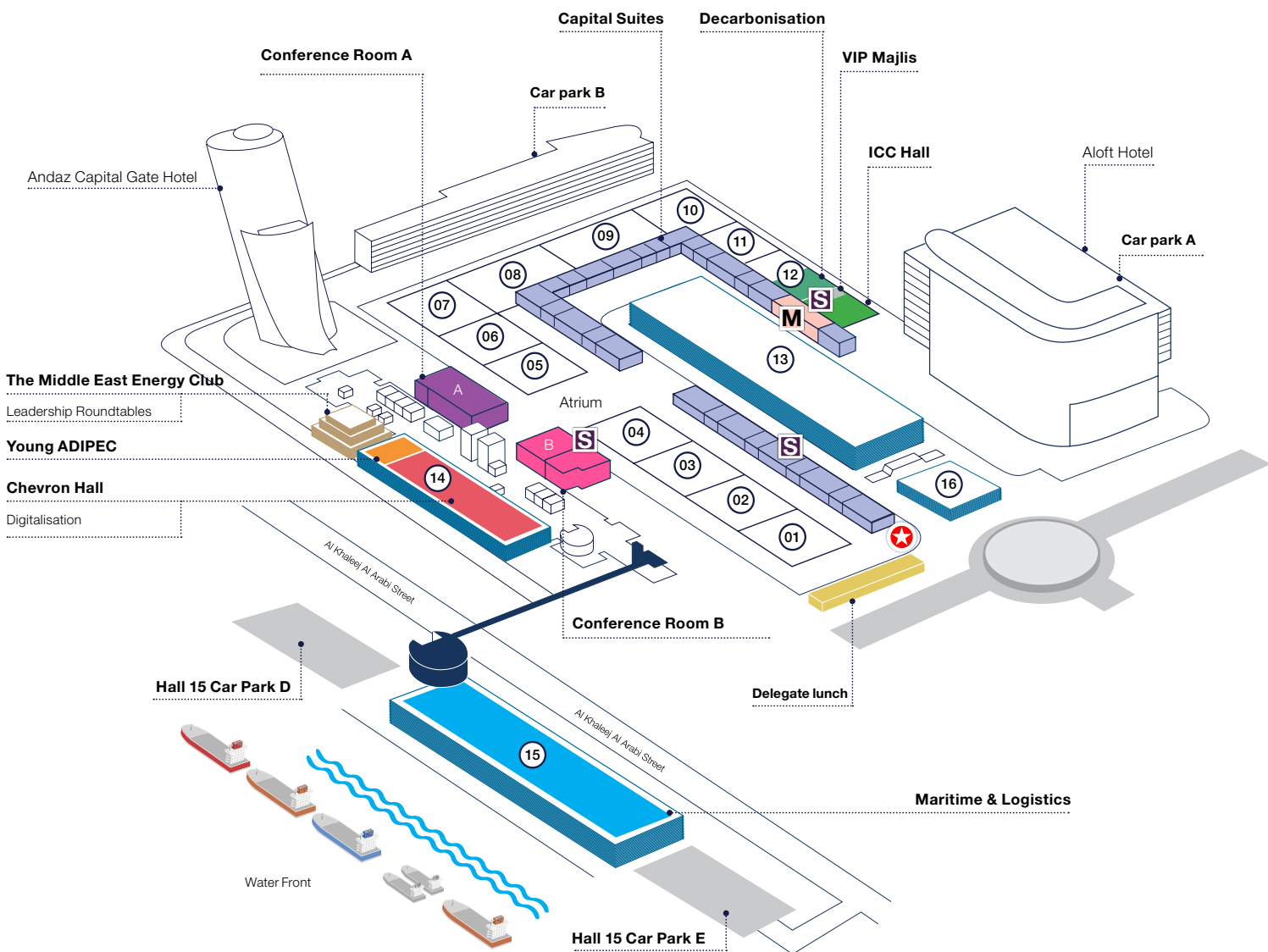
ADIPEC welcomes the participation of more than 54 energy companies, offering a platform to showcase the latest innovations, technologies and solutions driving energy progress. Participants include:



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

- | | | |
|-----------------------------|----------------------|---|
| 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

☎ +971 (0) 2 444 4909

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Headquarters

Yas Creative Hub, Yas Island Tower 4, Level 6,
office C40-L06-10, P.O. Box 769256, Abu Dhabi, UAE
T: +971 2 4444909

Country Offices

Dubai, UAE

5th Floor, The Palladium,
Cluster C, Jumeirah Lakes
Towers,
P.O. Box 33817, Dubai, UAE
T: +971 (0) 4 438 0355

Johannesburg, South Africa

Benmore 2010
P.O. Box 650302
2196, Johannesburg,
South Africa

Calgary, Canada

#1510 140 10th Ave SE
Calgary, Alberta
T2G 0R1

Cape Town, South Africa

31 Bell Crescent
Westlake Business Park
Tokai, PO Box 30875
7966, Cape Town, South Africa

Cairo, Egypt

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

Riyadh, Saudi Arabia

Office 502, Al Madar building
Ad Diyar street, Al Ulaya district
ZIP Code 12611
Riyadh, Saudi Arabia

Jeddah, Saudi Arabia

Al Madinah, Al Munawarah
Road
As Salamah District
P.O. Box 3650 Jeddah,
Saudi Arabia

Lagos, Nigeria

3rd Floor, Mulliner Towers
Alfred Rewane Road, Ikoyi,
Lagos

London, UK

Northcliffe House, 2 Derry
Street, London W8 5TT,
United Kingdom

Singapore

19 Cecil Street #3-01
The Quadrant
049704
Singapore

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