



9th annual

ASIAN DOWNSTREAM WEEK

2016

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June 24, 2016

Disruptive Technologies Are Transforming Downstream Industry

Finding Your Digital Sweet Spot

Asian refiners and petrochemical players are constantly looking for new ways to improve operational performance and asset longevity. The agenda for the [9th Annual Asian Downstream Week](#) is designed to help them achieve these objectives.

The conference and exhibition will take place on the 26-27 October 2016 as part of the Singapore International Energy Week organised by Singapore's Energy Market Authority, which is expected to attract over 15,000 visitors this year.

ADW16 is the region's largest conference and exhibition for the downstream refining and petrochemical industries. This year's agenda will revolve around the theme: **"Achieving Operational Excellence through Digital Transformation"**

The three key sub themes are:



**DIGITAL MANUFACTURING
& AUTOMATION**



**CONNECTED
SUPPLY CHAIN**



**OPERATIONAL EXCELLENCE
& ASSET OPTIMISATION**

"Our recent research indicates that Asia's downstream oil and gas industry wants to eliminate as many manual systems as possible with the ultimate aim of going fully digital in functional areas such as operations, maintenance, reliability and safety", says Tanushree Mulraj, programme director for Asian Downstream Week.

She continues: "Asian Downstream Week continues to adapt to market conditions that drive the industry to continue to look for new opportunities. This is one of the main reasons that industry executives and experts attend our show year on year."



With a wider focus on the petrochemical industry (including specialty chemicals) and new focused stream on automation and digitalisation, Asian Downstream Week 2016 will showcase keynotes and presentations led by leading industry experts on the **two-day, three track conference programme** which includes:

- **Claus J. Nehmzow**, Digital Innovation Organisation Asia Pacific, **BP Singapore Pte Ltd**
- **Vishal Mehta**, Head of Digital Strategy, Architecture and Technology, **Reliance Industries Limited**
- **Vikas Prabhu**, CIO – Oil, Gas and Retail, **Essar Group**
- **Martin Hawkins**, COO, **HMEL**
- **Dr Kishor Dongaonkar**, VP –Technology Center of Excellence, **Reliance Industries Limited**
- **P S Moorthy**, Engineering Services Manager - Downstream Manufacturing, **Shell Eastern Petroleum**
- **Dr. Werner Reimann**, Senior Expert Application Development Fuel Additives, **Clariant Produkte**
- **Selva Guru**, Principal Engineer, **Singapore Refining Company**
- **Sharul Rashid**, Principal Engineer - Instrument and Control, **Petronas Penapisan Terengganu**
- **Abdullah Dhafer**, Operational Excellence Leader, **Saudi Aramco**
- **Sudhagar Raghavan**, Manager - Global Lean & Operational Excellence, **BASF**
- **Mai Tuan Dat**, Production Manager, **Binh Son Refining & Petrochemical**
- **Charles Nie**, E-business and Supply Chain Optimization Manager, **Covestro**

Refiners and petrochemical players have also stated their other objectives such as, improved enterprise connectivity, increased real-time analytics and enhanced collaboration by oil and gas and chemical staffs that historically did not interact much or exchange best practices.

Adopting appropriate new technologies can help them achieve their objectives by providing the basis for business process reengineering, improved performance and potentially, a competitive advantage. Refiners and petrochemical companies have significantly improved operational performance with higher reliability, business process automation, and even more transformative changes.

Asian Downstream Week will also feature an interactive exhibition by top information technology, process automation and manufacturing solution providers. Hear and see presentations made by leading industry experts on the latest technological developments at the **FREE-to attend technical seminar** that is also happening on the exhibition floor.

With over **50 speakers, 30+ international exhibitors and 600 attendees**, Asian Downstream Week will once again bring together key players in the oil & gas, refining and petrochemical industries to discuss business-critical issues including: project development, margin improvements, energy efficiency, and integration of petrochemical complexes.

As one of the region's largest downstream-focused events, **Asian Downstream Week** is the ideal platform for networking, seeking partnerships for joint ventures, and learning the latest technologies.

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Event dates and location:

Conference: 26-27 October 2016
Location: Sands Expo & Convention Centre, Singapore
Event website: www.downstream-asia.com

For more information, interviews and media accreditation:

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