



Digital innovation themed at the Abu Dhabi International Downstream Summit

Abu Dhabi (20 July 2017) – the downstream business is looking to further optimise processes with the aim of reducing downtime and increasing efficiency. Digitalisation is the key to unlocking hitherto unachievable productivity gains. The Abu Dhabi International Downstream Summit will be focussing on that digital future, where big data analysis will provide the clues to incremental process improvements, using data from hundreds of sensors embedded within plant assets.

But digitalisation is just one of the key themes that is drawing business leaders and engineers from the Middle East's refining and petrochemical industry to the Abu Dhabi International Downstream Summit which will be taking place at Sofitel, Abu Dhabi in the UAE on 18 and 19 September 2017.

Officially supported by Takreer and Borouge and accompanied by 14 other key industry sponsors all leaders in their field. There is a packed conference program including 25 key spokes persons representing companies such as Borouge, Takeer, KIPIC, SABIC, Saudi Aramco, Shell, Ruwais Refinery, Petro Rabigh, Borealis, Orpic, Gunvor Petroleum including many others.

In addition to listening to the speakers that will focus on digitisation and innovation, attendees will have the opportunity to meet with a large delegation from Takreer and Borouge, in addition to learning about "Crude Chemicals" which is now recognised as an industry game changer.

In an ever more competitive environment four specialist streams are being run leveraging the experience of some of the industry's leading technology, service companies and operators that will provide their recommendations on keeping one step ahead of the competition.

Finally, the issues of equality will be addressed in the, "Women in Downstream" panel with representatives from Saudi Aramco, KIPIC and Borouge who will discuss the importance of mentoring for women's career and advancement opportunities.

As Essam Al Sheibany, GM Mina Al Fahal Refinery Operations at Orpic, put it, "All the other conferences look to the past, the Abu Dhabi International Downstream Summit differentiates itself by looking forward to the future while addressing the ways that we can drive our businesses forward".



18th Annual

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This year's two-day conference, in addition to addressing the broad subjects of "Innovation, Investment & Collaboration" and "Investing in future growth, sustainability & profitability" will have a total of four separate technical streams plus speed networking and interactive round tables.

Kay Mitchell, ADID Event Director said: "The Abu Dhabi International Downstream Summit is once again heading for a record attendance which reflects the importance of the event and the Middle East region. The event last year attracted over 222 delegates from over 21 countries and we hope to exceed that in 2017".

Delegate registration is now open; anyone wishing to attend the event can register online.

For more information about Abu Dhabi International Downstream Summit, and to register, please go to adid.wraconferences.com



(Caption – Abu Dhabi International Downstream Summit attracts record numbers)

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About Abu Dhabi International Downstream Summit

The Abu Dhabi International Downstream Summit (ADID) is an important annual fixture in the UAE's downstream calendar. Now in its 18th year with the long-



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standing support of Takreer and the new involvement of Borouge, it is the place to discuss everything and anything to do with the refining and petrochemical sectors in the UAE and wider GCC. At ADID 2017 you will have the opportunity to engage with senior management in Takreer and Borouge as they play a fundamental role in ADNOC's 2030 strategy as well as meet the process and maintenance engineers from plants across the UAE. With the Summit located conveniently across from their offices at the Sofitel Hotel, you will have access to the leading figures framing the UAE's downstream industry.