

10th Offshore Mediterranean Conference

Global Energy and Mediterranean Opportunities

Pala de Andre' – Viale Europa 1 – Ravenna, Italy



POST SHOW REPORT

Established by:



Camera di Commercio
Ravenna



Supporting Industry Associations



International
Association
of Oil & Gas
Producers
formerly E&P Forum



OMC 2011 closed on Friday 25th March confirming its international standing in the Mediterranean region and proving a solid success for all participants.

Delegates, exhibitors and visitors declared that this year's event has been a great opportunity to develop business and establish new contacts. In addition, the overall exhibition attendance and interest of visitors has increased considerably, and the feedback forms collected at the end of the 2011 show reflected overall customer satisfaction from the exhibitors and delegates.

This year the event attracted **10,483 participants, from 38 nations worldwide, which is up 17% from 2009**, a sign that the conference & exhibition, now at its 10th edition, continues to be an important meeting place for all oil & gas operators.

"This edition ended with a great success," said the chairman of OMC 2011, Mr Titone, at the end of the event.

"I am extremely satisfied, beyond all expectations to witness this record attendance".



OMC 2011 in figures

- **1,203 delegates**
- **240 papers** received from **22 countries**
- **12 official delegations** (Algeria, Angola, Australia, Azerbaijan, China, Egypt, Kazakhstan, Mali, Norway, Qatar, Turkey and Turkmenistan)
- **10,483 visitors** from **38 countries**
- **469 exhibiting companies** from **25 countries**
- **18,320 square meters** of exhibiting area including:
 - ✓ 6 conference rooms
 - ✓ Dedicated areas for posters sessions and workshops
 - ✓ Student Arena to host meetings between students and oil & gas companies
- **1,200 square meters** of outdoor exhibition space
- **Renewable Energy Sector:** dedicated spaces for 13 companies from the eolic and photovoltaic sectors



OMC 2011 - THE CONFERENCE

The OMC 2011 Conference held alongside the exhibition during this three day event, provided a high quality seminar agenda and attracted **1.203 delegates** and 12 official delegations (Algeria, Angola, Australia, Azerbaijan, China, Egypt, Kazakhstan, Mali, Norway, Qatar, Turkey and Turkmenistan).

It featured the **presentation of 117 papers, selected from the 240 received, and these were presented during 26 Technical Sessions, with 39 Papers presented in 8 poster sessions and 6 workshops dedicated to specific themes.**

The Opening Ceremony on 23rd March saw the participation of representatives from the Italian Government and from the Governments of other Mediterranean Countries. Innocenzo Titone, Chairman of OMC 2011, together with Fabrizio Matteucci, Mayor of Ravenna, and Gianfranco Bessi, Chairman of Ravenna Chamber of Commerce, introduced the speech of **Stefano Saglia, Undersecretary Italian Ministry for Economic Development** which focused on the theme ***“The Energy Challenge: a Sustainable Approach”***.



The roundtable discussion was moderated by **Alessandro Plateroti** of Il Sole 24 Ore, and included contributions from **Antonio Vella**, Executive V. P. Operations **eni**, **Djamel Dekkouche**, Exploration Manager of **Sonatrach**, **Ibrahim Palaz**, CEO and President of **Botas**, and **Umberto Quadrino**, CEO of **Edison**.

In his introductory speech, **Stefano Saglia**, while stressing that the Italian government will pursue the maximum diversification both in energy resources and in countries and routes of supplies, also stated that it is high time to re-evaluate domestic oil and gas production. This should be done with the development of new rules guaranteeing the highest security.

Vella sees three priorities for the sector: in-sourced competencies, strong relationship with host countries and values/ethics in the corporate culture. This is the recipe to face difficult times and extreme complex challenges. An example of in-sourced competencies is the activity of **eni** 's unconventional resources.

Bekkouche further developed the theme of unconventional resources. In Algeria shale gas reserves are estimated at 2.500 tcf and Sonatrach expects to start a pilot project by 2012. This will assist in meeting the Algerian increased export capacity to 60 bcm by 2015.



Palaz has no doubt that oil will continue to play a significant role in the 21st century, and we must meet the challenges, until a viable alternative becomes available. Europe's most pressing challenge appears to be its increasing dependence on imported gas. A sustainable solution can be attained by building consensus across the value chain. There is no sustainability if any player in the value chain is left out.

Quadrino, after analyzing the different factors that caused the re-occurrence of the gas bubble, shared the same view that hydrocarbons will continue to play a key role in meeting primary energy demand. Therefore and in light of the current uncertainties in the Mediterranean Region, it is essential to take advantage of our domestic resources.



The **technical program** that followed was organized into 26 sessions in parallel with 8 poster sessions complemented by 6 workshops dealing with the topics of the day (shale gas, CCS, safety for the managed pressure drilling etc).

The program was quite varied and received **240 technical contributions** from 22 different areas of the world, almost double that of the previous conference.



A particular mention goes to the **special plenary session “The Macondo legacy: perception, reputation, reaction”** that took place on March 25th . It was a great success with an attendance of over 300 people and included the presence of all the stakeholders. The Ministry of Economic Development, the EU DG Coal & Oil, OGP, DNV, and Assomineraria were part of the panel and among the attendees also three representatives of European Commission for Emergency in the Mediterranean. A good occasion for the industry to face the public reaction with a global response.

In some additional events, OMC also provided room for a fruitful dialog and an open exchange of ideas:

- The **Italian-Norwegian Energy forum** presented an exchange of views and technologies among the two associations of offshore contractors INTSOK and ROCA. The forum was attended by the ambassadors of Norway and Italy.
- The **Italian Chamber of Commerce of Perth** in the presence of Kerry Sanderson, Agent for Europe of the Government of West Australia, and presented to exhibitors and contractors the business opportunities in Australia.
- **Assomineraria** also held its workshop to discuss the energy policy in Italy with the contribution of Tabarelli of Nomisma and Terlizzese of MSE (Ministry for Economic Development).

Some issues raised and debated during the Plenary Sessions and in the workshops were reported and commented by the local, national and international press, including *Il Sole 24 Ore* and *The Financial Times*.



Student Arena:

Over 300 students from the Politecnico of Turin, University of Bologna, University of Chieti, University of Aquila, University of Basilicata, had the possibility to meet and discuss career opportunities with eni, Rosetti Marino, Halliburton, Schlumberger and Total.

After the Macondo session, all attendees were invited to the **Awards Ceremony** which marked the closing day of OMC 2011:

- Paul Worthington (Gaffney Cline) for the *Best Paper*
- Claudio Molaschi (Eni) for the *Best Presentation*
- A. Casarotti and G. Viadana (Eni) for the *Best Paper* by a Young Talent
- Allaoua Nazef (Sonatrach) for the *Best Poster Session*

“Art and Energy” contest:

Winners of the painting and mosaic composition were also announced.

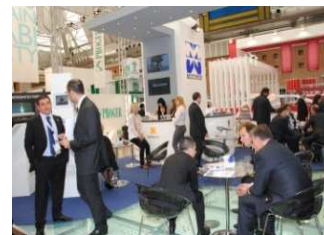
Pamela Belletti won the first prize for painting with “Soffio di energia” while the best mosaic award for the work “Lampa-dino” went to the team composed by Francesca Metalli, Sara Ramaglia, Isaia Baldo e Filippo Fogli.



OMC 2011 - THE EXHIBITION

The participation of **469 exhibitors from 25 Countries** worldwide made OMC 2011 the largest exhibition ever in the OMC series!

OMC 2011 exhibition covered a total area of **over 18.000 square meters (+ 20% on 2009)** in order to accommodate the requests of exhibiting companies, and the conference and workshops requirements as well. In 2011 OMC saw **469 exhibitors, on 343 exhibit stands** which compared to 276 companies in 2009 show a **growth of 24%**.



Products and Services displayed:

Drilling and Completion, Production, Marine Equipment & Services, Reservoir Description and Dynamics, Platforms (Fixed & Floating), Safety, Environmental Protection & Regulatory Services , Management & Information Technology, Pumps & Compressors, Power Supply, Tubulars & Piping, Valves & Actuators, Process Equipment & Services, Corrosion & Control, Transportation & Communication: these are the main product categories, among many others!



Exhibiting nations: 25

Algeria, Austria, Belgium, Brasil, Canada, China, Cyprus, Egypt, Finland, France, Germany, Italy, Kazakhstan, Malta, Mexico, Norway, Qatar, Romania, Russia, Switzerland, The Netherlands, Turkey, United Arab Emirates, United Kingdom, United States of America.

New countries for 2011 were **Brasil, Canada, Finland, Malta, Romania and Russia.**

Special Exhibit Features

Micoperi brought its recently revamped **Seminole pipe-laying ship** which was berthed at the Dalmatia quay in Marina di Ravenna. Special visits were organised between the Exhibition site and the quay.



RENEWABLE ENERGY SECTOR:

For the first time in 20 years, OMC saw the presence of 13 companies occupying an area of some 1200 sqm in the following sectors:

- eolic energy
- photovoltaic energy
- automation renewable energy



The History of Petrol Filling Stations on display at OMC

On the occasion of the celebrations for the 10th edition, OMC hosted the biggest mobile exhibition on the filling stations theme.

On exhibit for all OMC attendees: originals and replicas of equipment from the petroleum industry, such as petrol pumps, as well as merchandising, posters, and decorations going right back to the beginning of the twentieth century, from different periods of time and various countries.



The **OUTDOOR EXHIBIT AREA** also recorded an outstanding performance in the 2011 edition: occupying a total area of some 1200 square meters for displaying floating equipment, deck equipment, generators, demonstrations of corrosion prevention technology, pigs and pig equipment.

DRILLMEC DRILLING RIG SHOWCASED AT OMC 2011

For the second consecutive year, Drillmec exhibited both the internal and external functions of this equipment.

STOPAQ 's diving pool had live demonstrations of pipe coating procedures underwater at OMC 2011



During the **closing ceremony of OMC 2011**, held on March 25th , *awards for the best stands* were given to:

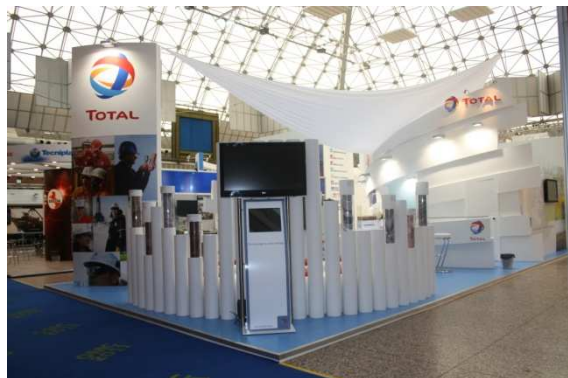
OVERALL QUALITY:



DESIGN :



TECHNICAL CONTENT:



SPECIAL MENTION & FOR "ENDURANCE":



*Underwater
Demonstrations*



MEDIA & ADVERTISING CAMPAIGN

**OFFICIAL
MAGAZINE**



**SHOW DAILY
PUBLISHER**



**REGIONAL OFFICIAL
MAGAZINES**



An extensive international marketing campaign was provided by the official editors and trade magazines, and in addition many associations contributed to the promotion of OMC 2011:

- ROCA – Ravenna Oil & Gas Contractors Association
- OGP Oil & Gas Producers Association
- SPE Italy Section – Society of Petroleum Engineers
- OME Observatoire Méditerranéen de l'Énergie
- WEC World Energy Council
- ISA International Society of Automation
- NOMISMA ENERGIA

... plus **20 International Publications** who supported the promotion of OMC 2011 as media partners:



OMC 2011 – SOCIAL PROGRAMME

An extensive social programme offered OMC attendees 3 days of sport, cultural experiences and a taste of the local cuisine!



19th GOLF TOURNAMENT – 22nd MARCH 2011

Adriatic Golf Club - Milano Marittima Cervia (RA)

Ravenna Oil & Gas Contractors Association (ROCA) in Co-operation with Air France KLM Flying Blue Petroleum, organised the 19th OMC Golf Tournament at the Adriatic Golf Club in Cervia on Tuesday, 22nd March, the day before OMC 2011 opening.

18 Holes Stableford formula

1st Gross Score Guido Leoni - 26

1st Oil company Carmine De Lorenzo - 36

1st Oil Man Francesco Palma - 36

1st Contractor Edwards Jonathan - 42

1st Oil Lady Abdellatif Ines - 31

1st Lady – Marisa Dal Monte - 27

1st Pioneer Massimo Pulga - 35

1st Friend – Paolo Callegari – 33

Special prizes by Air France and KLM : Alfredo Sangiorgi, Francesco Bianchi





WELCOME PARTY ON MARCH 22nd

The first social meeting for OMC attendees was hosted by the Ravenna Chamber of Commerce and provided a charming traditional dinner accompanied by music and entertainment. A relaxing evening before the official opening!



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Ravenna



GALA DINNER ON MARCH 23rd

OMC 2011 Gala dinner gathered over 800 guests from the oil & gas industry offering a networking opportunity in a typically Italian style atmosphere.



GALA CONCERT ON MARCH 24th

The traditional OMC Gala Concert was held in the wonderful setting of the Basilica of Sant'Apollinare in Classe, where attendees enjoyed a wonderful performance by ORCHESTRA ICO DELLA MAGNA GRECIA.

Conductor – Piero Romano

Piano – Luis Bacalov, Edoardo Hubert



A SPECIAL THANKS TO THE SPONSORS OF OMC 2011 :

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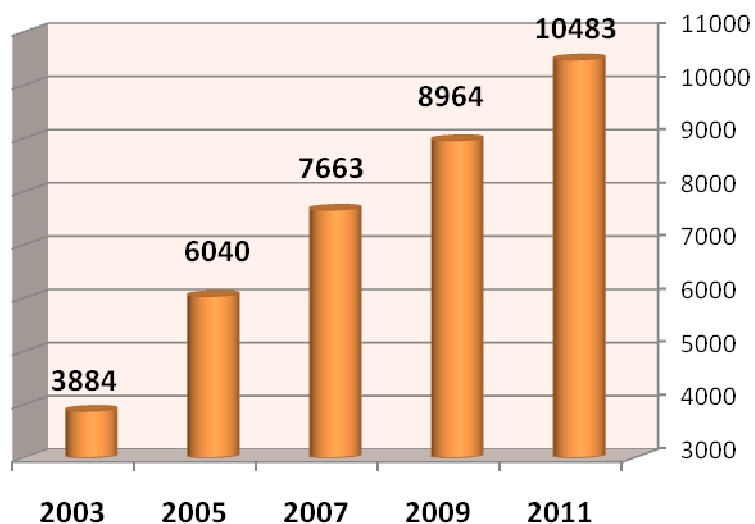
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BRONZE SPONSORS

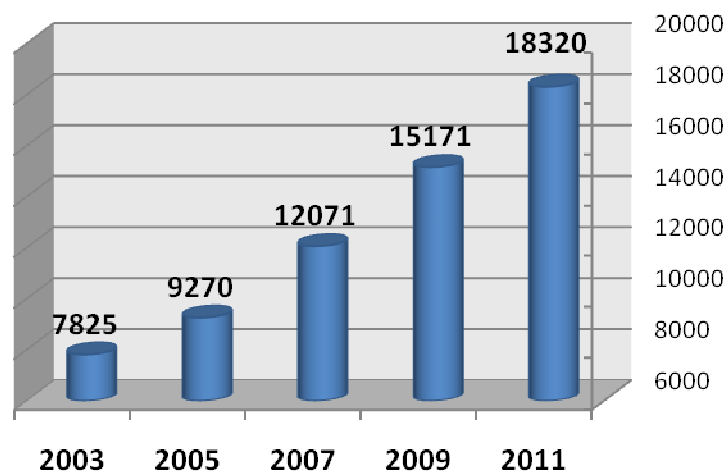


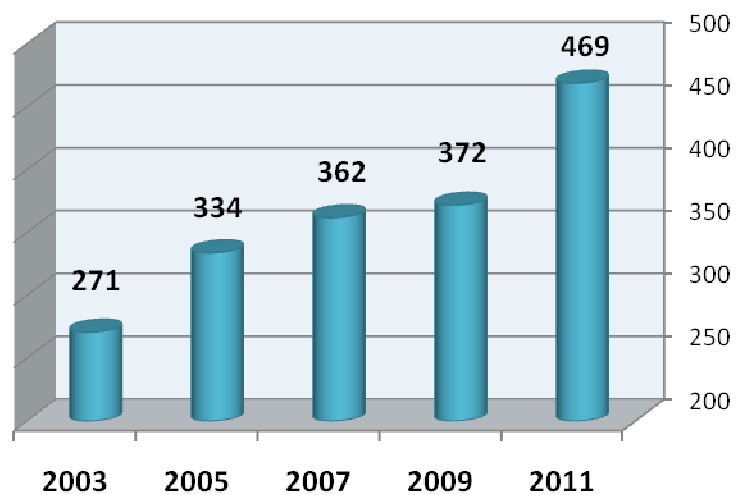
OMC 2011 GENERAL STATISTICS



GENERAL ATTENDANCE
Number of Attendees

OVERALL EXHIBITION SPACE
(Square Meters)

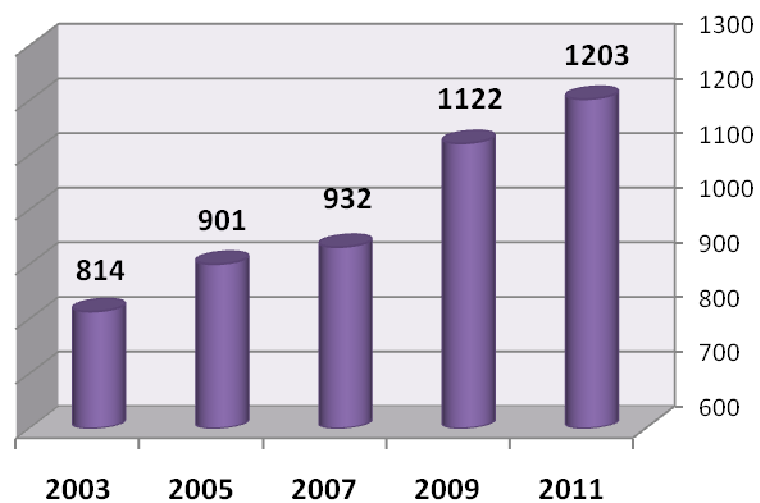




EXHIBITING COMPANIES



CONFERENCE ATTENDANCE
Number of Delegates



*We look forward to
welcoming you back to
Ravenna in 2013!*

For information please contact:



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OMC 2013
OFFSHORE MEDITERRANEAN CONFERENCE

11th

Offshore Mediterranean Conference

Ravenna, Italy
March 20-22, 2013

OMC is organized in Association with

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