

# Global Digital Innovation and IoT Industry Virtual & In-Person Forum 2021 Amsterdam

02-03 of December 2021 at Mercure Hotel Amsterdam West

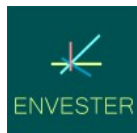
➔ Don't miss your chance to hear:



**Fredrik Tuk**  
Head of Innovation  
Partnering, Commercial &  
Innovation



**Peter van den Heuvel**  
Product Manager Real  
Time Data



**Erlend Fjøsna**  
Founder



**Mohamed El-Mehalawi**  
Global Improvement  
Leader -Projects Delivery



**Giacomo Silvestri**  
Group Digital Strategy,  
Innovation & Portfolio  
Management



**Alexandre Juncker,**  
Technology Expert, DLT



**Jaco Fok**  
Chief Innovation &  
Digitalization



**Maan M. Iskander**  
Manager Technical  
Services Department



**Join Miguel Pieters**  
Account Director



**Roberto Calandrini**  
Head of Data Science and  
IIoT



**Alexander Klebanov**  
Data Scientist



**Vitaly Elichev**  
Senior Production  
Technologist, Global  
Technology and  
Innovation



**Dr. Oscar A. Abbink**  
Director Upstream



**Mohammad Yasir**  
Industry Solutions Advisor



**Ruben Martinho**  
Digitalisation Lead



**Marco Scognamiglio**  
Data Scientist | TÜV  
Functional Safety Engineer

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Darktrace is the world's leading cyber AI company and the creator of Autonomous Response technology. Its self-learning AI is modeled on the human immune system and used by over 4,500 organizations to protect against threats to the cloud, email, IoT, networks and industrial systems.

The company has over 1,500 employees and is headquartered in Cambridge, UK. Every 3 seconds, Darktrace AI fights back against a cyber-threat, preventing it from causing damage

**08:30** Registration & morning coffee

**09:00** Opening address from the Chair

## KEYNOTE ADDRESS

### **09:10 DLT-for-Power Standardization Initiative**

- Introduction
- 1. Strategic outlook – Why do we need to transform the IT infrastructure for the Power sector
- 2. Approach – How the Initiative is set up
- 3. Technical guidelines – Technical principles for the design of a Decentralized Energy Information Platform (DEIP)
  - Governance
  - Interoperability & Scalability
  - Data Management & Information Treatment
- Conclusion
- 

**Alexandre Juncker**, Technology Expert, DLT, Alpiq

### **09:50 A new generation of threats facing the industrial sector Threat discovery: Serpent ransomware infection in the oil and gas industry**

Will uncover the evolving challenges of securing industrial control systems, including digitized OT, exponential connections to Industrial IoT, and expanding internet-connected supply chains – and why artificial intelligence could be the answer

**Join Miguel Pieters**, Account Director, Darktrace

**10:30** Coffee Break – Ice-breaking session

**11:00** TBA

**Dr. Oscar A. Abbink**, Director Upstream, IHS Markit

### **11:40 Discovering efficient IoT (Internet of Things) security methods for detecting and locking down potential cyber threats**

- Selecting technologies that can enable companies to react rapidly to cyber threats
- Equipping workplaces and training employees to deal with cyber threats and data breaches on time
- Protecting your legacy systems and operations against cyber-attacks
- Battling the complexity of the threat landscape due to rising digitization IIoT (Industrial Internet of Things)

**Mohamed El-Mehalawi** Global Improvement Leader – Projects Delivery, Dow

**12:20** Lunch

### **13:20 Humanizing IoT whilst changing the culture of employees**

- Understanding and undertaking a total digital revolution as one team
- What cultural and organizational changes are needed?
- Making digital innovation a priority for senior executives
- Attracting new talents in parallel of digital transformation and upgrading existing workplace

**Peter van den Heuvel** Product Manager Real Time Data, Shell

### **14:00 READI JIP Asset Information Modelling Framework, and how it paves the way for digital twin as the source of information from day one**

**Erlend Fjøsna**, Founder, Envester

**14:40** Coffee & Networking Break

### **15:10 Creating global partnerships and communications in the O&G for the digital transformation**

- How will technology evolve in the next 10 – 15 years?
- Discovering new business models and innovation
- Transform your company today, tomorrow will be late
- Analyzing lessons learned from early adopters

**Roberto Calandrini** Head of Data Science and IIoT, Snam

### **15:50 Boosting the evolution of Oil and Gas IoT connectivity**

- New connections and new possibilities for the O&G sector
- Measuring the Future of IoT in the O&G sector
- Accelerating the oil and gas industry's journey to the Industrial Internet of Things
- Using the IIoT to connect assets, people and processes

**Mohammad Yasir** Industry Solutions Advisor, Halliburton

## ROUND TABLE DISCUSSION

### **16:30 All in: What do you need to maximize your chances of success in the digital and IoT journeys?**

- Establishing leadership strategies for preparation in digital transformation

**16:50** End of Day One – Closing word from the Chairman

08:30 Registration & morning coffee

## OPENING ADDRESS

### 09:10 Data as a new business and digital booster for the O&G sector

- Using Big Data to boost oil and gas industry
- Building up data driven strategies and new business models
- Creating a data-driven culture for internal processes
- Drilling for data: digitizing upstream oil and gas

**Fredrik Tuk** Head of Innovation Partnering, Commercial & Innovation, Maersk Drilling

### 09:50 Using IoT and the cloud to improve your processes forwards

- Implementing the right cloud strategy to store your data and reduce your costs
- Analyzing IoT real cases that are increasing operations for the O&G sector
- Looking ahead: recommendations for a successful IoT strategy
- Establishing business partnerships that are critical to successful IoT deployments

**Giacomo Silvestri** Group Digital Strategy, Innovation & Portfolio Management, Eni

10:30 Coffee Break – Ice-breaking session

### 11:00 7. Applying AI (Artificial Intelligence) and ML (Machine Learning) to the work streams where you have the most data

- Training your employees to use AI effectively and efficiently
- Implementing ML for advanced process control and existing operations
- Predicting the future of Big Data, data Science and AI in the O&G sector
- Does AI seem to create more jobs than it destroys?

**Marco Scognamiglio** Data Scientist | TÜV Functional Safety Engineer, Saipem

### 11:40 (Industrial use of Robotics & RPA driving operational excellence in Aramco

**Maan M. Iskander**, Manager Technical Services Department, Aramco

12:20 Lunch

### 13:20 Rethinking strategies and communications in the Oil & Gas industry

- Moving towards the strategic planning for the Oil and Gas Industry
- Providing more tailored development for key employees to support them during digital transformation
- Building out your own digital talent strategy
- Defining digital skills and capabilities of employees

**Ruben Martinho** Digitalisation Lead, Equinor

### 14:00 Human Factor in Digital Innovation

**Jaco Fok** Chief Innovation & Digitalization, OMV Petrom

14:40 Coffee & Networking Break

### 15:10 Converging digitalization and the human element in digital change

- Creating an efficient digital environment for new technologies implementation
- Empowering digital thinking from the senior till junior representatives
- Investing equally in human capital and digital innovation
- Balancing existing workplace with the technological implementations

**Alexander Klebanov** Data Scientist, Chesapeake

## ROUND TABLE DISCUSSION

### 15:50 Improving operational efficiency and reliability via digital tools and strategies

- Optimizing E&P reliability through an effective digital innovation strategy
- Avoiding unexpected failures by early detection of equipment failure via digital tools
- Driving operational excellence through digital innovation

16:50 Closing word from the Chairman and End of the Conference





Please complete this form, scan and send to:

**Omar Saakr - Project Manager**



Tel.: + 44 20 80892925



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Surname: \_\_\_\_\_  
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This booking is invalid without a signature authorisation.

The signatory must be authorised to sign on behalf of the contracting organisation.

## REGISTRATION CODE: *IOT2021*

Standard In-Person Pass	= € 2899
Virtual Pass (attend Online)	= € 2499
Speaker Package	= € 3999
Group Discount	= € 1999
(3 and more people prince per pass)	

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