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# MAXIMUM ENERGY, MINIMUM EMISSIONS

**H**is Excellency Dr. Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology and Managing Director and Group CEO of Abu Dhabi National Oil Company (ADNOC) on Monday called for maximum energy with minimum emissions to ensure global energy security in his opening address at the 38th edition of the Abu Dhabi International Petroleum Exhibition Conference (ADIPEC), held under the patronage of the UAE President His Highness Sheikh Mohamed bin Zayed Al Nahyan.

H.E. Dr. Al Jaber was speaking in the presence of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of the Presidential Court, His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Member of the Abu Dhabi Executive Council, Chairman of Abu Dhabi Executive Office and Chairman of the Executive Committee of ADNOC's Board of Directors, ministers, senior government officials and chief executives from the global energy industry. ADIPEC is taking place against the backdrop of complexities which the world is facing and H.E. Dr. Al Jaber sought the wise counsel of the UAE President His Highness Sheikh Mohamed bin Zayed Al



His Excellency Dr. Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology and Managing Director and Group CEO of Abu Dhabi National Oil Company

Nahyan, in deciding whether to dwell on the challenges or focus on the opportunities in his remarks. "A few days ago, as I was updating our President His Highness Sheikh Mohamed bin Zayed Al Nahyan, I asked for his advice. His response was reassuring. He told me 'we cannot ignore the realities on the ground. We need to face them. We don't shy away from challenges. We address them by adopting a positive mindset and by working out solutions with like-minded partners.' And then he added: 'And remember, pursuing progress is in our DNA.'" H.E. Dr. Al Jaber, who is also the Chairman of Abu Dhabi Future Energy Company (Masdar), noted that "energy is everybody's top priority" today as the global energy

landscape goes through what he described as "a perfect storm". He argued that now is not the time to point out that long-term under-investment in oil and gas has made a difficult situation even worse as "the data is clear." "If we zero out hydrocarbon investment, due to natural decline, we would lose 5 million barrels per day of oil each year from current supplies. This would make the shocks we have experienced this year feel like a minor tremor. If this year has taught us anything, it taught us that energy security is the foundation of all progress – economic social and climate progress," H.E. Dr. Al Jaber said. H.E. Dr. Al Jaber went on to explain

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EXHIBITOR: PROSERV STAND: 8336 HALL: 8

# PROSERV PIVOTS TO REFLECT A CHANGING ENERGY LANDSCAPE

**Angus Rodger**, Vice President, Services at Proserv, outlines how the company has strategically fashioned a position to become the service provider of choice, building deep relationships with the region's NOCs and driving innovative technology development

## Proserv has innovation and being at the front of the curve wired into its DNA.

In the Arabian Gulf, over recent years, the business has strategically fashioned a position to become the service provider of choice, building deep relationships with the region's NOCs and biggest players, engaging its agility and extensive capabilities to offer swift, high-quality and bespoke solutions. Angus Rodger, Vice President, Services, explains that listening to the voice of the customer was critical in this particular evolution: "A few years ago we took a fresh look at the journey our business was on, pinpointed exactly where we wanted it to go and prioritised harnessing our considerable skill set. To do that, we sought the feedback of our customers, listened closely to what they wanted from their partners and identified our opportunities," he said.

### OEM AGNOSTIC

Proserv is renowned for its independent, OEM agnostic solutions and Rodger believes that such flexibility allied to its "bandwidth" has aided his team's rapid growth and seen it pick up leading international trade awards for service provision.

Its major clients have benefitted so tangibly from the standards and know-how of Proserv's team that they have indicated where else within their portfolio they would potentially welcome its input. This prompted Rodger to oversee the strategic acquisition of Dron & Dickson's Middle East business last year to broaden Proserv's capabilities and push it into electrical engineering support and the delivery of hazardous area products, driving into other areas of the value chain.

"Businesses must keep evolving



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 “At ADIPEC, we will demonstrate how Proserv, on a global footing, is proactively pushing into truly exciting areas of technology development. That is what the market needs as the landscape begins to change with sustainable energy generation set to accelerate and hydrocarbon production needing to be smarter and more efficient.”  
 .....

– that has been the cornerstone of our regional success – always trying to predict where we can add further benefits to customers.

“At ADIPEC, we will demonstrate how Proserv, on a global footing, is proactively pushing into truly exciting areas of technology development. That is what the market needs as the landscape begins to change with sustainable energy generation set to accelerate and hydrocarbon production needing to be smarter and more efficient.”

### DISRUPTIVE TECHNOLOGIES

Rodger emphasises that a critical part of Proserv's identity revolves around "collaborative innovation". The UK-based firm is one of the world's leading providers of controls with its OEM agnostic philosophy and its system integration capabilities bringing big gains for customers around improved reliability, efficiencies and life extension. Proserv has forged numerous recent partnerships with technology disrupters and start-ups to share

mutual expertise and to build ground-breaking solutions aimed at supplying real-time remote condition monitoring and predictive intelligence insights. Its new holistic cable monitoring system for offshore wind – ECG, has secured a contract on the blue-chip Dogger Bank Wind Farm this year, marking a key early win as Proserv pivots towards the renewables space. Rodger spotlights the methodology:

"We are working with our partners to innovate technologies geared towards enabling asset optimisation no matter what the environment – be that subsea, out in the Arabian desert or on a new wind farm in the North Sea. If critical infrastructure is being monitored closely and performance anomalies are flagged up swiftly, then there will be fewer outages, more productivity, better maintenance planning and equipment will perform better and last longer."

### REMOTE MONITORING

Rodger states that while his team has constructed a highly effective service model in the region, the need to evolve with the market means that Proserv's broader drive into digital technology will offer clear benefits for his customers too. He references the challenging physical environments found in the region and how accessible real-time remote monitoring can be a game-changer for major operators with vast assets to assess. "Strategically, we are aligning and evolving in step with the transition, and that is vital. Yet we recognise, particularly in these times of energy security, that oil and gas production remain critical. If we can offer technologies to assist that process being more reliable, efficient, safer and cleaner, then we are giving real value to our clients."