

26th March 2009

14.00 – 18.00 – ROOM F

## Competitiveness: what future in the E&P Industry?

promoted by SPE Italian Section

Change in the Global Market is occurring at a speed never before experienced and new scenarios are in front of us. The challenge is to find solutions to stay in competition in spite of market volatility.

The approach of our industry is pragmatic: we are proud of our excellence in Technology, R&D and their deployment; our capability in implementing activities and project time to market are considered *the* elements of competitiveness. The question is: "today, is this enough?" Are we conscious that this is a pre-requisite more than a need?

Aspects of competitiveness in the E&P industry will be discussed along with the opportunities in considering the business in its global context. The debate on consequences of ongoing market and socio-economic changes and eventual requirements for our industry to adopt new strategies in partnership and projects definition will be promoted.

The program is articulated in two Sessions and a final Round Table to deliver conclusions.

At the beginning, the vision required for increasing competitiveness and the long term business value will be considered. The recipe for sustainable business value is not just one. Various elements concur in creating value: competition, partnership, *win-win* agreements are all ingredients of the strategy to create industry appeal. But new approaches and solutions have to face several steeplechases. On the Upstream Industry stage, Public Institutions and NOCs are leading actors, they play an active role in our business development and in its acceptability, and they make the difference. Discussion will be promoted for identifying possible factors of business success and routes for cooperation.

The final round table will integrate the two sessions' discussion and will wrap-up conclusions: the use of standard answers to solve unusual problems might not be the proper solution.

### Chairperson:

*Adelmo Schenato, ENI E&P Division*

**14.00 – 14.15**

### Opening and Introduction

Adelmo Schenato, ENI E&P Division

**14.15 – 15.45**

### What Vision for Competitiveness in the E&P?

Guest Speakers:

- **Prof. E. Missoni** (Univ. Bocconi - The value of health in the industrial activity)
- **D. Vassallo** (Arthur D. Little – HSE approach to deliver long term business value)
- **C. Bowens** (OGP – Value of people in company's competitiveness)
- **E. Garland** (Total – Technical and financial state of the art is part of the business)

**15.45 – 16.00 Coffee Break**

**16.00 – 17.15**

### **Steeplechase Competitiveness**

Guest Speakers:

- **C. A. Marcoaldi** (ERM – Industrial value of business sustainability)
- **C. Anderson** (Baker Hughes – Competition or partnership – value creation?)
- **B. Cerasetti** (Università Bologna – Cooperative environment to support local development)
- **A. Piatti** (AVSI)

**17.15 – 18.00**

### **Round Table**

Moderator: **A. Schenato** (Eni E&P Division)

Invited panellists:

- **C. A. Marcoaldi** (ERM)
- **A. Piatti** (AVSI)