



OPENING & INTRODUCTION

Adelmo Schenato Eni E&P

SPE Italian Section Workshop
“Competitiveness: what future in the E&P Industry?”

FIRST SESSION

- **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)**

SECOND SESSION

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)**

ROUND TABLE

17.15 – 18.00

Round Table

- **Moderator: A. Schenato (Eni E&P Division)**
- **Invited panellists:**
- **C. A. Marcoaldi (ERM)**
- **A. Piatti (AVSI)**

WHY?

Change requires *some* unconventional approach.

Some thoughts on:

Market (strengths are weaknesses and weaknesses are strengths)

Partners, Competitors, NOC's

Values (broad sense) and Needs

How we can reduce the business risk (acceptability and costs vs. benefits)

How we can improve the value (asset life extension)

Are the same we had?

BUSINESS DRIVE

Competitiveness in “*Business as usual*” means:

- Nothing more than what is requested and directly impacting in “*my business*”
- Give ethic and social value in what I do and do it “*at my best*”
- Targets and strategies of NOC’s and Producing Countries are not necessarily the same of Oil Co’s
- Access to technology is not the problem: “*what does it make the difference?*”
- Technology is fundamental but necessary pre-requisite for Oil Majors:
“*no doubts we should have it!*”
- Volatility of oil price increase the risk and worsen our perception

We do need elements of competitiveness original and distinctive, coherent with our principles

BUSINESS FOCUS

Integrate Hard with Soft, Know-How with Know-Why

Some aspects are critical:

- Yield to the change
- Consciousness of our role
- Focus to hard (produce asap at the lowest cost ... and then ...?)
- Commitment to the “*vision*”
- Go beyond business, from “*passive added value*” to proactive

We are not alone, there is a world of partners: let's make it profitable

THANK YOU FOR THE ATTENTION



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La realtà industriale di Assomineraria: un universo di imprese impegnate nel ciclo della valorizzazione delle risorse del Paese

Produzione (2007)

- Petrolio: 5,8 Mtep (115.000 bbl/g)
- Gas: 8,3 Mtep (9,6 mld mc/a)

- Minerali industriali: 10 Mt



Più di 110 Imprese coinvolte
(60% straniere)

Fatturato
5.000 milioni di euro

Occupazione
>7.000 diretti
+ 15.000 indotto

