

Offshore Europe 2001 focuses on region's potential

A POWERFUL AGENDA of leading industry issues has been unveiled for this year's Offshore Europe 2001 conference at the Aberdeen Exhibition & Conference Centre from 4-7 September.

Under the umbrella theme, "Sharp Shooting the Remaining Potential," the conference will strive for interactive debate and learning through panel, round table, workshop and technical sessions. According to program chairman **Alan Curran, Kerr-McGee**, the conference theme encapsulates the approach required for future success.

KEY CONFERENCE ISSUES

In view of the changing face of the North Sea, discussions will explore what changes are required to secure continued success.

"Winning the talent war" will focus on the diminishing human resources pool, a challenge for an industry aiming to meet the vision for 2010 set by the Oil & Gas Industry Task Force.

Discussions at the Conference will also explore the issue of sustainability.

Technology will be a key subject area. A decade of innovation and technological breakthroughs has given the oil industry a number of firsts.

What's next and how the industry can identify and implement new technology will be important discussions. And discussions of e-business will detail its impact on exploration and production.

There will also be a full program of technical sessions covering themes such as smart assets, well engineering, reservoir management, field redevelopment, HSE and decommissioning.

Offshore Europe 2001 is expected to attract more than 25,000 visitors. Over 1,200 exhibitors have booked exhibit space to showcase new technology. The exhibition includes a new "e-zone", featuring companies offering "e" solutions to the industry.

Offshore Europe 2001 is organized by the **Offshore Europe Partnership Ltd**, a partnership between **PGI Spearhead** and the Society of Petroleum Engineers. The event is supported by industry organizations including its patron, the

UK Offshore Operators Association (UKOOA), and sponsors including: the Association of British Independent Oil Exploration Companies (BRINDEX); the International Association of Drilling Contractors (IADC); the International Marine Contractors Association (IMCA);

the Offshore Contractors Association (OCA); and the Well Services Contractors Association (WSCA).

For more information or to pre-register free of charge, visit the website www.offshore-europe.co.uk. ■