

2007 SPE/IADC Drilling Conference to reach out for our reserves, our people, our performance

**2007 conference
chairman
Sjoerd Brouwer**



“To replace current production with new reserves, we need smarter wells and responsible solutions. How will we ultimately recover more from existing and new reservoirs alike, whilst venturing into unknown territory deep down or in remote, unexplored and inhospitable areas?”

On 20-22 February 2007, the drilling industry will converge at the SPE/IADC Drilling Conference & Exhibition to share the most up-to-date knowledge about new field applications, equipment innovations and drilling achievements. More than 100 papers by industry leaders and experts will be presented this year at the RAI Congress Centre in Amsterdam.

The Advisory Committee has organized 3 plenary sessions under the theme “Reach Out to Discover and Recover.”

The first plenary session, on 20 February, is titled “Reserves Beyond Our Reach.” It will feature **Ivo Bozon**, global leader of the petroleum practice, European leader of the global energy & materials practice, director, of **McKinsey & Co.**, as moderator. Speakers will be **Saleh Al-Dawas**, manager production and facilities development of **Saudi Aramco**; **Sami Iskander**, president of drilling & measurements of **Schlumberger**; and **Chris Reddick**, technology unit leader of **BP**. This session will attempt to address the question, “Are our future reserves beyond our reach?” These industry leaders will focus on the real barriers to reaching for reserves and try to identify what is achievable, what might be insurmountable, and what solutions there may be.

The second session, on 21 February, is titled “Technology Won’t Solve Our People Problem” and will feature **Walter Simpson**, head of well engineering of **BG Group**, as moderator. Speakers are **Paul Goodfellow**, drill-

ing and completions operations manager of **Shell**; **Vik Rao**, vice president of technology of **Halliburton**; **Jeff Saile**, senior vice president of business development & SHE of **ENSCO**; and **Francois Viaud**, senior vice president of **Total**. Technology has certainly enabled many advances in drilling and production. However, with the personnel issue continuing to be a problem, the industry must ask itself, “Has technology delivered on its promise of doing more with less?”

The final session, on 22 February, is titled “High Prices Prevent High Performance.” It will feature **Bernard**

J Duroc-Danner, chairman, president and CEO of **Weatherford**, as moderator. Speakers will be **Dave Blackwood**, North Sea strategic performance unit leader of **BP**; **Jean Cahuzac**, executive vice president and chief operating officer of **Transocean**; **José Formigli**, executive manager E&P production

engineering of **Petrobras**; and **Chakib Sbiti**, executive vice president of **Schlumberger**. For the past couple of years, the industry has seen a nearly unprecedented high-price environment that is expected to continue. In this session, the audience will get perspectives from operator, drilling contractor and service company on the outlook of oil prices and what their effects are on performance. The measures of performance to be examined include safety, operational performance, innovation, risk aversion, avoiding the waste of excess, and whether the market will work and work in time.

