

iCEP APPEARANCES

AOG 2013 Perth, Australia: 20 – 22 February 2013



By Sabrina Sabri
Reporting from Perth



It's summertime in the Southern hemisphere and Australia's sunniest city, Perth, was iCEP's first destination to kick-off a series of marketing activities for the year 2013. What better way to start the new year by collaborating with one of the biggest brands in Australia – Boost Juice Bars at Australia's largest oil and gas exhibitions, Australasian Oil and Gas (AOG), held from 20 – 22 February 2013 at Perth Convention and Exhibition Centre.

Fans of Boost Juice original creations such as 'Mango Magic', 'Berry Crush' and 'Tropical Storm' were seen making a beeline to iCEP's juice bar as soon as it opened for business.

iCEP recognises the importance of networking in any conference and exhibition. The decision to sponsor a networking bar on the show floor was indeed a wise decision to generate awareness of iCEP and its events.

We were delighted to see iCEP's brand exposure at the event which included floor stickers directing visitors to the bar, hanging ceiling banners, show guides, daily news, sponsors' acknowledgement board and wraparound the juice bar itself.



IPTC 2013 BEIJING, CHINA: 26 – 28 MARCH 2013



By Hans Nadzry
Reporting from Beijing

It was a cold, crisp winter morning in Beijing but spirits and the energy were high in anticipation for the International Petroleum Technology Conference 2013 (IPTC 2013), keeping delegates warm and excited for the prospect of gaining updates on the latest technology and information.

iCEP, as exhibitors, were not excluded in this buzz of excitement and activity. We collaborated with PETRONAS on the exhibition booth, which was located at Lot C04, Hall 2, 1st Floor Beijing International Convention Centre, a very strategic location in garnering a steady and encouraging stream of visitors.

An array of interesting activities were planned to attract and maintain a constant group of visitors to the booth. In a series of mini technical presentations, professionals from PETRONAS shared with the trade visitors the latest technological advancements in areas of Deepwater Capability, Enhanced Oil Recovery (EOR) Capabilities, CO₂ Management and High Pressure High Temperature (HPHT) Capability. The display of the PN1 model for more effective CO₂ management also generated interest amongst the crowd.

iCEP's contribution to the exhibition were in terms of crowd-puller activities creatively called 'The Puzzler', 'The Juggler' and 'The Paparazzi', which piqued the curiosity of booth visitors and garnered a lot of fun and laughter.

'The Puzzler' required visitors to transform a snake-like puzzle into a 3-by-3 cube in order to solve the puzzle. This game proved to be the most challenging as the focus and patience of visitors were tested to their limit.

'The Juggler' is a game whereby visitors were invited to try their hand at juggling three balls at the same time. This seemingly easy feat turned out to be not as easy as timing and balance were of the essence. Many visitors were able to perform the act after much practice.



'The Paparazzi' turned out to be the activity that generated the most interest from the crowd. Visitors had the chance to have their picture taken against the PETRONAS Twin Towers view as the background. In line with our promotional activities for AOGC 2013 and OTCA 2014, this feature was also our opportunity to promote Malaysia and invite international delegates to experience the sights and sounds of Kuala Lumpur during the conference. News of this activity spread through word-of-mouth and many visitors turned up for their chance to snap some shots at the booth, making this activity a huge success.

Commenting on the activity lineup, Fadhil Hisham Mansor, Head of Exhibition, iCEP, said, "One of the most important elements when participating as exhibitors is the organisation of crowd-puller exercises. Having a state-of-the-art booth alone is not sufficient without interesting activities to attract visitors."



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Fadhil Hisham Mansor
Head of Exhibition, iCEP

Overall, the activities contributed to the success of iCEP's participation at IPTC 2013, Beijing. The PETRONAS booth served as a platform for intellectual engagement as well as an avenue to relax and unwind. The stand was constantly packed with delegates and visitors who benefited from the presentation sessions and enjoyed the games and activities. It is highly recommended that the activities should be elevated to a permanent stature for any future collaboration between iCEP and PETRONAS.

OTC 2013 | 6 – 9 MAY HOUSTON

Be on the lookout for iCEP and PETRONAS participants at Offshore Technology Conference 2013 in Houston! Exciting activities, lucky draws and amazing prizes await trade visitors at the PETRONAS booth, Lot 11909, Malaysian Pavilion.

expect

CONFERENCE • EXHIBITION • NEWS

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ALL ABOARD FOR
AOGC 2013!

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Are You The
Lucky Winner?

WGC2012
Affiliates Reunited!

iCEP Appearances

AOG 2013 | Perth, Australia: 20 – 22 February 2013

IPTC 2013 | Beijing, China: 26 – 28 March 2013

OTC 2013 | Houston: 6 – 9 May 2013

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EDITOR'S NOTE:

The month of April has arrived with approximately 2 months to go till the 17th Asia Oil & Gas Conference (AOGC 2013) on 9 – 11 June 2013. This quest can be a sight to experience as Kuala Lumpur will once more play host to local and international delegates from the oil and gas industry. The event organised by PETRONAS, and in collaboration with International Conference & Exhibition Professionals (iCEP) the team that staged the 25th World Gas Conference, has emerged as one of the leading oil and gas industry gatherings.

iCEP has made a commitment to express gratitude to event sponsors, partners and supporters during a recent WGC2012 Appreciation Reception on 7 February 2013.

During the reception, Puan Zahariah (Liza) Abdul Rahman, Chief Executive Officer (CEO) of iCEP, stated that the upward trend of Kuala Lumpur being the preferred venue in Asia for hosting such events is imminent. In due time and with continued effort in striving for excellence Malaysian hospitality and capabilities are able to be showcased at its best.

As the approach of innovation and creativity is a familiar friend to the business world today, AOGC 2013 will not be short of interesting features to enhance delegate experience.

Furthermore, AOGC 2013 lines up prominent speakers to give way for knowledge partaking during the event. Among the familiar names attending are Dr Fereidun Fesharaki, Chairman of FACTS Global Energy, Emma Cochrane, Vice President of Asia Pacific & Power, ExxonMobil Gas & Power Marketing, Georges Liens, Senior Executive Vice President of STORENGY and Martin Houston, Chief Operation Officer of BG Group, United Kingdom.

Additionally, this effort continues as iCEP sent out a team to Beijing to promote AOGC 2013 as well as Offshore Technology Conference Asia 2014 (OTCA 2014) at IPTC 2013, held on the 26 to 28 March 2013. It was an opportunity for iCEP to expand the AOGC 2013 and OTCA 2014 exposure across globe.

To sum up a great deal of quality features, AOGC 2013 is presenting lucky draw prizes for delegate registrations. Not only will you get Early Bird discounts, but you will also have the opportunity to grab the new Blackberry Z10 or Samsung Galaxy Note II which will be given away weekly starting on the 15th April 2013 and 30th April 2013. So, what are you waiting for? Register now and be the first few who gets it all!

Best wishes,
iCEP Editor

WGC2012 Affiliates Reunited!

The former WGC2012 National Organising Committee showed gratitude to sponsors, partners and event supporters during the WGC2012 Appreciation Reception held on 7 February 2013 at Impiana KLCC Hotel.

The heavy rain did not deter around 100 guests from attending the event, a symbol of goodwill and support by WGC2012 affiliates. Invitees were greeted by ushers clad in orange, welcoming them to an exciting afternoon of fun, food and friendship.

Puan Zahariah (Liza) Abdul Rahman, Chief Executive Officer of iCEP, kickstarted the reception with her Appreciation Speech to the reception guests, crediting the 96% success rate to the hard work and relentless dedication extended by all those who had been instrumental in the event.

Speaking at the reception, she said, "Together, we have extended a warm hospitality to the delegates, and showed them that their arrival was welcomed, not just by the National Organising Committee, but by the entire country. For this success, which was beyond our expectations, we thank all of you."

Organising the 25th World Gas Conference has also highlighted Malaysia as the destination of choice for international conferences and exhibitions. "The upward trend of Kuala Lumpur being the preferred venue in Asia and rising on the very competitive global stage, for hosting such events is imminent. And the momentum of this trend has spurred from hereon to the next few years ahead", she said.

A number of leading regional and international conferences and exhibitions have been planned in Kuala Lumpur over the next few years.

In a couple of months' time, the city will play host to a targeted 1,500 delegates for the 17th Asia Oil & Gas Conference (AOGC 2013), from 9 – 11 June. The inaugural Offshore Technology Asia (OTCA) and International Petroleum Technology Conference (IPTC) are also scheduled to come to Kuala Lumpur's shores from 25 – 28 March 2014 and 10 – 12 December 2014 respectively.

Orange was the theme for the afternoon, with having not only iCEP staff clad in orange, but the entire reception hall adorned in a modern and vibrant orange, black and white 'Living Room' concept. The setup was conducive for networking and creating awareness on iCEP's upcoming events, and also to generate meaningful conversations, making guests feel at home.

Towards the end of the reception, the fun escalated with trivia games and puzzles. Exciting prizes such as iPad minis, cameras, external hard disks, iPods and iPhones awaited guests who were able to guess the correct answer.



All Aboard for AOGC 2013!

With 2 months to go till the 17th AOGC, preparations for the event is well underway.

A Meeting of Minds

This year's impressive speaker lineup will feature familiar names from major oil and gas corporations, eager to share exclusive insights into the industry. Among those who will be speaking at the conference are:



Dr Fereidun Fesharaki
Chairman
FACTS Global Energy
USA



Emma Cochrane
Vice President of Asia Pacific & Power
ExxonMobil Gas & Power Marketing
USA



Georges Liens
Senior Executive Vice President
STORENGY
France



Martin Houston
Chief Operating Officer
BG Group
UK



Md Arif Mahmood
Vice President, Corporate Strategic Planning
PETRONAS
Malaysia



Marianne S Kah
Chief Economist
ConocoPhillips
USA



Mark F Lewis
Group Vice Chairman & Managing Director
FGE London
UK

*Speaker lineup is subject to change

Are You The Lucky Winner?

Stand a chance to win the new Blackberry Z10 or Samsung Galaxy Note II when you register before 30th April! Our lucky draw picks will happen on the following dates for the following prizes:

- 15th April 2013 for a Blackberry Z10
- 30th April 2013 for a Samsung Galaxy Note II

Terms and conditions apply

Visit www.icep.com.my to register and be in the running for our Lucky Draw.

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The Early Bird likes to stay ahead of the pack while others try to catch up.

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- Do you arrive to appointments early?
- Do you finish projects and tasks ahead of deadlines?
- Do you register early for AOGC 2013?

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GOOD!

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