

CONFERENCE PROGRAM



aug 2019
26 to 30
AQWA Corporate - RJ

An edition:

O&G TechWeek



CONFERENCE PROGRAM

AUGUST | 26

09:00 - 09:15	Security Moment
09:15 - 10:15	Opening Ceremony:
	Milton Costa Filho – Secretary General – IBP
	Gerardo Uria - Secretary US National Committee - WPC
	Orlando Ribeiro – Executive Manager – Petrobras/Cenpes
	Fernando Rizzo – Director – Instituto Nacional de Tecnologia (INT)

TECH TALK: What is the vision of the Brazilian government on industry 4.0?

Objective: Industry 4.0, also referred as the fourth industrial revolution, including innovations in the automation field and uses digital technologies such as the Internet of Things and cloud computing, for example. The market brings opportunities to create new business models and increase the productivity supported by science, technology and innovation. The panel aims to present the Brazilian Government initiatives in this field, to increase the competitiveness of the country's industrial production.

10:15 - 11:00	Fernando Rizzo – Director – Instituto Nacional de Tecnologia (INT)
11:00 - 11:30	Coffee Break

TREND TALK: The impact of digital technologies on the future of the Oil and Gas industry 4.0?

Objective: Technology has been shaping our industry and it will play an important role in the future of the industry. Development of new technologies has been a key factor of success on the exploration of O&G deepwater, heavy oil treatment and O&G production from shale. Digital Technology can lead to a positive impact of our industry by increasing its competitiveness and productivity, lowering the operational costs and maximizing the value of the resources. This panel aims to address how technology will affect the future of the O&G industry and how it can change the course of energy resources in the future.

11:30 - 12:30	Moderator: Aspen Andersen – CIO – BR Distribuidora
	S1: Glaucia Alves - Innovation Director – Deloitte
	S2: Oliver Cunningham – Transformation Architect – KPMG
	S3: Viviane Costa - Senior Manager - Accenture
12:30 - 12:45	Survey
12:45 - 14:15	Lunch

TECH CHALLENGES: What are the challenges of the O&G sector for industry 4.0?

Objective: As organizations start to embrace industry 4.0, they are finding that digital business is not as simple as buying the latest technology – it requires significant changes to culture and systems. This panel aims to discuss the barriers that our sector must overcome to transform their organization into a digital business.

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14:15 - 15:15	Moderator: Tamara Garcia Bermejo - R&D Manager - Repsol Sinopec Brazil
	S1: Sylvia dos Anjos – General Manager of Applied Technologies of Libra – Petrobras
	S2: Hege Færø – Vice President Operations Technology & Excellence – Equinor
	S3: Ana Hoffman - Manufacturing Lead – Microsoft Brazil
15:15 - 15:20	TECH BITS

TECH CASE: Where the digital transformation makes a difference?

Industry 4.0 has both expanded the possibilities of digital transformation and increased its importance to the O&G companies. Digital transformation typically has profound implications for an organization—affecting strategy, talent, business models, and even the way the company is organized. This panel aims to discuss where digital transformation makes difference for our industry.

15:20 - 16:20	Moderator: Hércules Padilha – Digital Transformation Manager – Petrobras
	S1: Jane Zhang - General Manager - Shell Technology Brazil
	S2: Denis Balaguer – Latin America South Innovation Leader – EY
	S3: Anderson Moraes – Digitalization & Technology Manager - Aker Solutions
	S4: Rich McAvey – Global Leader O&G - Gartner
16:20 - 16:25	Cyber Security Moment - PWC
16:25 - 16:55	Coffee Break
16:55 - 17:00	TECH BITS

TECH SHOW: How to change the culture of your company regarding the importance of digital?

Objective: Shortcomings in an organizational culture could be one of the main barriers to a company success in the digital age. Digital transformation is affecting every aspect of business, including customer relationship, human resources, sales & marketing, operational performance and provision of services. Corporate cultures must reflect the quickness and agility of digitalization to remain competitive and to continue attracting the best talents to the companies. This panel aims to discuss how we can change the culture of O&G companies considering the digital age.

17:00 - 18:15	Moderator: Augusto Borella – Digital Transformation General Manager – Petrobras
	S1: Edilson Cardoso - Innovation & Digital Manager, Services & Support – Embraer
	S2: Itzhak "Tsahi" Reich - Consul for Economic Affairs – Israel Trade & Investment
	S3: Cristina Jeronimides - Enterprise Sales - Amazon
18:15 - 18:20	BITS AND ENDS: information and tips on the O&G TechWeek.
18:20 - 18:50	Happy Hour

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09:00 - 09:15

Security Moment

TECH TALK: The Future of Energy

Objective: The Energy sector is a vital part of the global economy and a key to building a sustainable future. From a historical focus on productivity and profits, the tide is turning slowly toward responsible and renewable energy production to support increasing global energy demands. Exponential advances in technology are helping us to create cleaner, more sustainable energy sources, production, and storage methods.

09:15 - 10:00

Gil Giardelli - Global MBA Professor, Columnist at BandNewsFM, Founder at 5era and PlugInBot

10:00 - 10:05

TECH BITS

TREND TALK: Cooperation between O&G and technology-based companies to develop innovative projects for industry

Objective: The oil & gas sector, in the context of digital transformation and energy transition, has been facing technological challenges and, consequently, new demands arise. Cooperation between O&G and technology companies is the most effective way to develop new technologies and innovations. Developing technologies that enable a safer and more accurate decision-making process, enabling the development of fields and maximizing asset results, as well as preserving the environment and the safety of operators, are the goals pursued by O&G companies in partnership projects with technology companies.

10:05 - 11:05

Moderator: **Daniel Michilini Carocha** - Latin America Digital Innovation & Acceleration Leader – Chevron

S1: **Vinicius Girardi** - Business Development Manager - Oil & Gas Software and Services - ESSS

S2: **Cássio Brandão** – Business Development Manager - Google

S3: **Fábio Zuvanov** – Brasil Energy Director - Intel

11:05 - 11:35

Coffee Break

TECH CHALLENGE: What are the challenges of the supply chain in the digital transformation of the O&G sector?

Objective: The Digital transformation technologies adopted by companies have been essential to drive greater productivity, efficiency and cost savings. What are the potential challenges and how can they be overcome? The panel will discuss strategies that can help companies in the industry to evaluate all of their operations and identify digital metrics to achieve business goals.

11:35 - 12:35

Moderator: **Rafael Tristão** – Supply Chain South America Director– Equinor

S1: **Soichi Ide** – Vice President - Modec

S2: **Marcelo Xavier** – Brazil Vice President - Subsea 7

S3: **Veronica Gouvea** - Process Improvement Manager - Schlumberger

12:35 - 12:50

Survey

12:50 - 14:20

Lunch

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TECH CASE: Digital Transformation: Case Studies

Objective: This Tech Case will provide a selection of case studies illustrating the challenges and opportunities faced by organizations in their journey to digital transformation, the projects outputs and the key lessons to be learnt from their experiences.

14:20 - 15:20	Moderator: Isabel Waclawek – R&D Director – TOTAL
	S1: Pedro Leal Noce - Digital and Innovation Manager - Pulse Raízen Innovation Hub
	S2: Marcelo Inojosa - Oil & Gas Industry Consultant - Rockwell Automation
	S3: Tarcisio Romero de Oliveira – Digital Acceleration Consulting – AVEVA
15:20 - 15:25	Cyber Security Moment - PWC
15:25 - 15:55	Coffee Break

TECH CHALLENGE: Digital Transformation: Brazilian Case Studies

Objective: This Tech Case will provide a selection of case studies illustrating the challenges and opportunities faced by organizations in their journey to digital transformation, the projects outputs and the key lessons to be learnt from their experiences.

15:55 - 16:55	Moderator: Orlando Ribeiro – Executive Manager – Petrobras/Cenpes
	S1: Geraldo Luiz Rochocz - Director – Radix
	S2: Eduardo Costa – CEO - Ouro Negro
	S3: Lélio Souza – CEO – Intelie
16:55 - 17:00	TECH BITS

TECH SHOW: Digital Transformation: Skills And Talent Management

Objective: The digital transformation impacts people, it is also done to improve people's lives, so we need to look at the skills and talent topic holistically and alongside the other pillars we are discussing in this series: mindset, digital destiny, technology, and organizational evolution. In looking at skills and talent, we primarily focus on the impact of change in two areas: skills, and talent management.

17:00 - 18:15	Moderator: Rafael Torres - Business Development Director - SBM Offshore
	S1: Laercio Lamarca – Senior Digital Technology Manager – Indra
	S2: Rachel Goldgrob Milech - Senior Associate – Korn Ferry
	S3: Lucia Madeira – President – ABRH Rio de Janeiro
18:15 - 18:20	BITS AND ENDS: information and tips on the O&G TechWeek.
18:20 - 18:50	Happy Hour

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09:00 - 09:15	Security Moment
09:15 - 10:30	Opening Ceremony:
	Milton Costa Filho – Secretary General – IBP
	Pablo Roberto Fava - Senior Vice-President Digital Industries - Siemens Brazil
	Marco Saltini - Vice President - German-Brazilian Chamber of Commerce Rio de Janeiro
	Johannes Bloos – Deputy Consul General – German Consulate General Rio de Janeiro
	Pedro Doria - Co-funder and Editor at Meio, Columnist at CBN, Globo and Estadão
10:30 - 11:00	Coffee Break
The impact of digital technologies in the german O&G industry	
<p>Objective: Supporting the development of digital technologies through Industry 4.0 is a German government strategy for consolidating the country as a technology leader and for developing its global capacity. This context technology development and integrated internet impacting the industrial development process in country. The panel aims to discuss the challenges generated by the challenges and paths of German industry.</p>	
11:00 - 12:00	Moderator: Gloria Rose - Germany Trade & Invest Director – São Paulo, Brazil
	S1: Patrick von Pattay – VP of Digital Portfolio & Transformation – Wintershall DEA - Kassel, Germany
	S2: Bernd Riedl – Product Manager - Innophone AG - São Paulo, Brazil
12:00 - 12:05	TECH BITS
German Tech Cases	
<p>Objective: A selection of case studies from Germany illustrating the opportunities and challenges facing organizations on their journey to digital transformation and the key lessons to learn from their experiences.</p>	
12:05 - 12:50	Moderator: Thomas Junqueira Ayres Ulbrich - Executive Director - VDMA Brazil
	S1: Jens Hüren – Managing Director & Director Turbo Division - MAN Energy Solutions Brazil
	S2: Jaime Barros - Vice President – SAP - São Paulo, Brazil
12:50 - 13:05	Survey
13:05 - 14:20	Lunch

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Research and innovation in the digital era

Objective: The increased competitiveness imposed by globalization makes research and development (R&D) essential for companies wishing to survive and reinvent themselves in the digital age. The objective of the panel is to present R&D development focusing on digital development.

14:20 - 15:05

Moderator: **Sthener Campos** - Digital Transformation Coordinator – Petrobras/CENPES

S1: **Thomas Bauer** – Researcher - Fraunhofer Institute IESE – Kaiserslautern, Germany

S2: **Claudio Makarovsky** – Head O&G Sales - Siemens – Rio de Janeiro, Brazil

15:05 - 15:10

Cyber Security Moment - PWC

German Tech Cases

Objective: A selection of case studies from Germany illustrating the opportunities and challenges facing organizations on their journey to digital transformation and the key lessons to learn from their experiences.

15:10 - 15:55

Moderator: **Milton Costa Filho** – Secretary General - IBP - Rio de Janeiro, Brazil

S1: **Rolf Pickert** – General Manager – Brasbauer / NEORig - São Paulo, Brazil

S2: **Joachim Fritz** - Managing Director – Leser - Rio de Janeiro, Brazil

S3: **Alan Ferreira** - Manager – Samson Control - São Paulo, Brazil

15:55 - 16:25

Coffee Break

TREND TALK: The future of the industry 4.0

Objective: Technology is constantly developing. In recent years, when we talk about the future of Industry, we see how digital transformation technologies are bringing innovations to the areas of control, automation and information technology. This objective of this panel is to discuss what the future of industry 4.0 will be.

16:25 - 17:10

Moderator: **Gloria Rose** - Germany Trade & Invest Director – São Paulo, Brazil

S1: **José Folha Mós Neto** - Product Portfolio Manager for South America – Festo Brasil – São Paulo, Brazil

S2: **Johannes Klingberg** – Executive Director – Germany Engineers Association Brazil (VDI) – São Paulo, Brazil

17:10 - 17:15

TECH BITS

TECH SHOW: The impact of digital transformation in the management of big companies

Objective: Technology has profoundly transformed habits, values and customs. The introduction of digital transformation in large companies is a necessary adaptation in the context of exponential and more agile organizations for repositioning in the face of external pressure, resulting from a scenario of rapid and constant changes. The panel will discuss the real impact of digital transformation on companies.

17:15 - 18:00

Moderator: **Pedro Doria** – Co-founder and Editor at Meio, Columnist at CBN, Globo and Estadão

S1: **Pablo Roberto Fava** - Senior Vice-President Digital Industries - Siemens Brazil

S2: **Augusto Borella** - Digital Transformation General Manager - Petrobras

18:00 - 18:05

BITS AND ENDS: information and tips on the O&G TechWeek.

18:05 - 18:35

Happy Hour

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09:00 - 09:15

Security Moment

TECH TALK: The geopolitics of digital technology

Objective: Digital technology is increasingly present in corporate business. From smartphones, tablets and computers to the use of more sophisticated technologies such as AI, Machine Learning, Augmented Reality, are already present in the operational and strategic routine of companies. In short time, technology has exploded in the market and now many operations and processes are technology dependent to happen.

The panel aims to make a brief analysis of this evolution and highlight Brazil's position in the rankings of technology and innovation.

09:15 - 10:00

Moderator: **Pedro Doria** – Co-founder and Editor at Meio, Columnist at CBN, Globo and Estadão

S1: **Marcelo Marinho Simas** – Economist – BR Distribuidora

S2: **André Miceli** – Columnist at MIT Sloan Review Brazil and Executive Director - Infobase

10:00 - 10:05

TECH BITS

TREND TALK: Venture capital investment driving innovation in O&G

Objective: The energy industry requires reliable technologies born out of innovative ideas and concepts. These have allowed for industry advancement into deepwater assets. The advent of venture capital backed investment within the energy industry has precipitated the current shale revolution and have had a significant impact on energy development and the advancements in deepwater domains in the past decades. This panel will discuss the roles venture capital (VC), mergers and acquisitions (M&A), and innovators have had on the advancement of technologies within our energy industry. While also providing an outlook on future energy challenges, this panel will delve into how technology cross pollination and integration can bridge gaps between hardware and the future digital oilfield.

10:05 - 11:05

Moderador: **Hudson Mendonça** – Researcher Director – ABStartups

S1: **Felipe Gelelete** – Entrepreneurship and Investment Startups Manager - FINEP

S2: **Marcelo de Almeida** - Investor, Founder and Partner - Brain Ventures

S3: **Franklin Ribeiro** - Head Startup Ecosystem – InvestSP

11:05 - 11:35

Coffee Break

TECH CHALLENGE: T&I Ecosystem

Objective: The Brazilian technology and innovation ecosystem has major challenges regarding its consolidation. It is closely supported by the Triple Helix, where a close relationship between government, industry and research centers is fostered.

This Ecosystem has been leveraged and fostered in recent decades by various fronts, such as regulations and laws such as the Informatics Law, the Innovation Law and the Good Law and, recently, by public - private initiatives. The panel aims to discuss the initiatives that exist and new possibilities to make the Brazilian technology and innovation ecosystem sustainable.

11:35 - 12:35

Moderator: **Gustavo Robichez** – Coordinator of Technological Innovation Programs - PUC-Rio

S1: **Antônio Botelho** – Partner - Gavea Angels

S2: **Gustavo Bursztyn**- CFO Upstream - Shell Brazil

S3: **José Carlos Pinto** – President – Parque Tecnológico UFRJ

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11:35 - 12:35	S4: Nivio Ziviani - Professor Emeritus at the Department of Computer Science and Administration Advisor – Petrobras
12:35 - 12:50	Survey
12:50 - 14:20	Lunch
TECH CASE: Innovation experiences: case studies	
Objective: This Tech Case will provide a selection of case studies illustrating the challenges and opportunities faced by organizations in their journey to digital transformation, the projects outputs and the key lessons to be learnt from their experiences.	
14:20 - 15:20	Moderator: Ricardo Ramos – Open Innovation Consultant – Petrobras
	S1: André Souza Oliveira – Business Manager - SENAI CIMATEC
	S2: Alexandre Pfeifer – Business Development Executive - IBM Technology Center
	S3: Jean Winter – CEO - E-Aware
	S4: Robison Souza – Strategic Account Executive – Hexagon
15:20 - 15:40	Hackathon Presentation - Petrobras
15:40 - 16:10	Startup Pitch - Sebrae
16:10 - 16:20	Ideation - Petronect
16:20 - 16:30	Coffee Break
TECH CUP COMPETITION: Which technology will make the difference in the future of the industry 4.0?	
Objective: A competition to discover the technology that will make a difference in industry 4.0 for the O&G industry.	
16:30 - 17:30	Moderator: André Miceli – Columnist at MIT Sloan Review Brazil and Executive Director - Infobase
	S1: Sergei Beserra – O&G Business Director - Gartner
	S2: Augusto Borella – Digital Transformation General Manager – Petrobras
	S3: Carlos Aros – Director - Jovem Pan News
17:30 - 17:35	Cyber Security Moment - PWC
TECH SHOW: Future challenges and opportunities in the digital technology era	
Objective :In a global context of volatility and major transformations, the application of digital transformation technologies is the opportunity to bring new business models, technological levels and extremely competitive costs to the oil industry. The panel aims to discuss what are the challenges and opportunities of the country in this scenario.s scenario.	
17:35 - 18:35	Moderador: Pedro Doria – Co-founder and Editor at Meio, Columnist at CBN, Globo and Estadão
	S1: Gustavo Roque – Founder and Project Leader - Mining Hub de Inovação da Vale
	S2: Alfredo Renault – R&D Superintendent - ANP
	S3: Gianna Saggazio – Innovation Director - CNI
18:35 - 18:40	Closing Cerimony
18:40 - 19:10	Happy Hour

An edition:

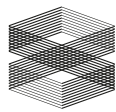
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