



## INTRODUCTION TO WPC



Sander Nieuwenhuizen, VP Recruitment

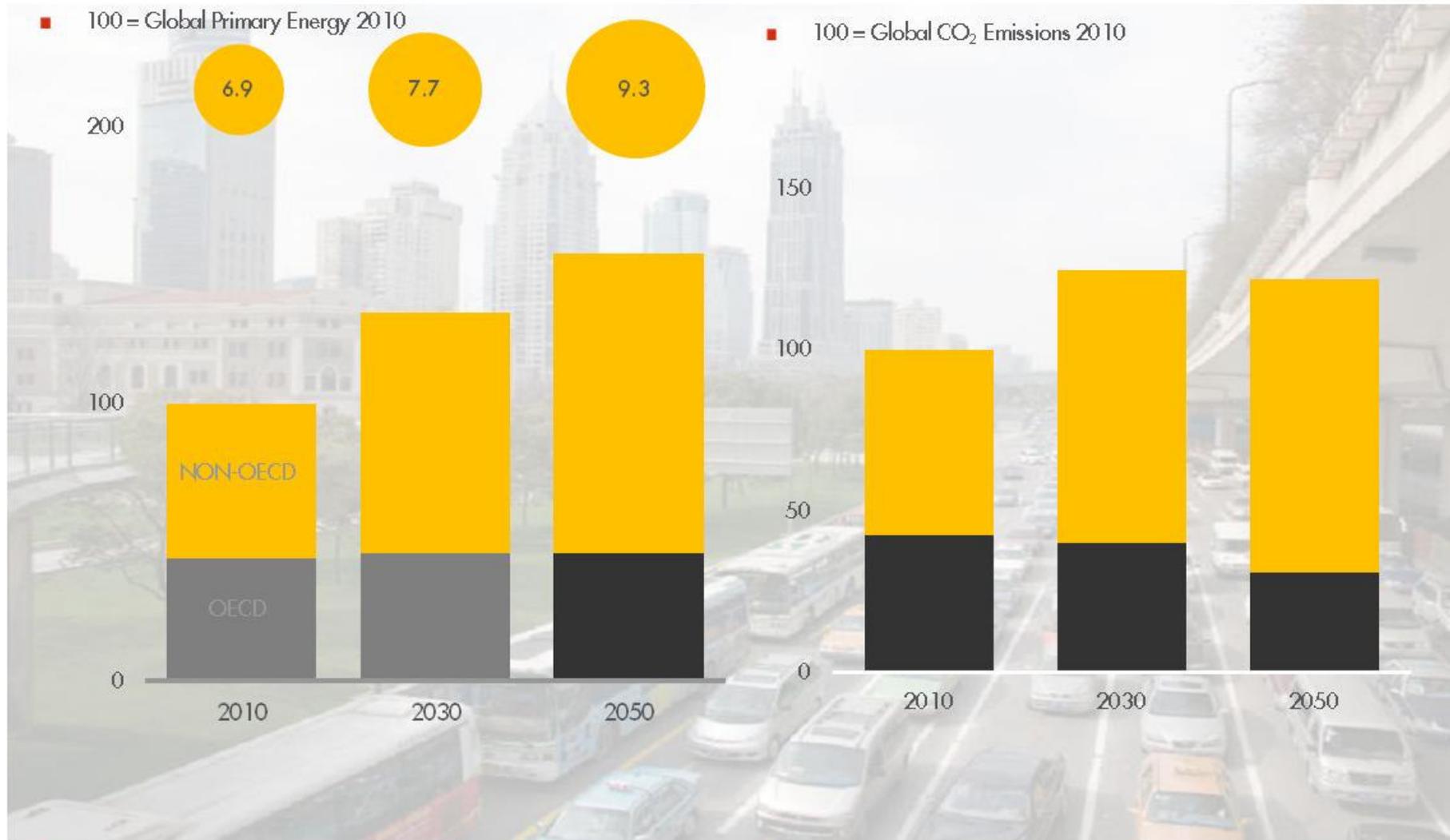
# POPULATION AND PROSPERITY DRIVES ENERGY DEMAND

## ■ RISING GLOBAL POPULATION, ENERGY DEMAND

■ 100 = Global Primary Energy 2010

## ■ AND CO<sub>2</sub> EMISSIONS

■ 100 = Global CO<sub>2</sub> Emissions 2010

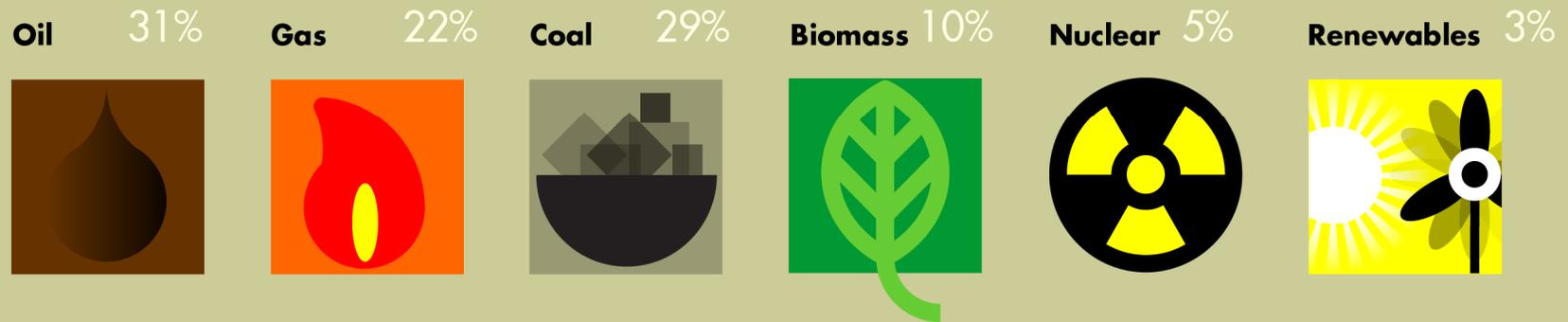


■ SOURCE: SHELL ESTIMATES, UN

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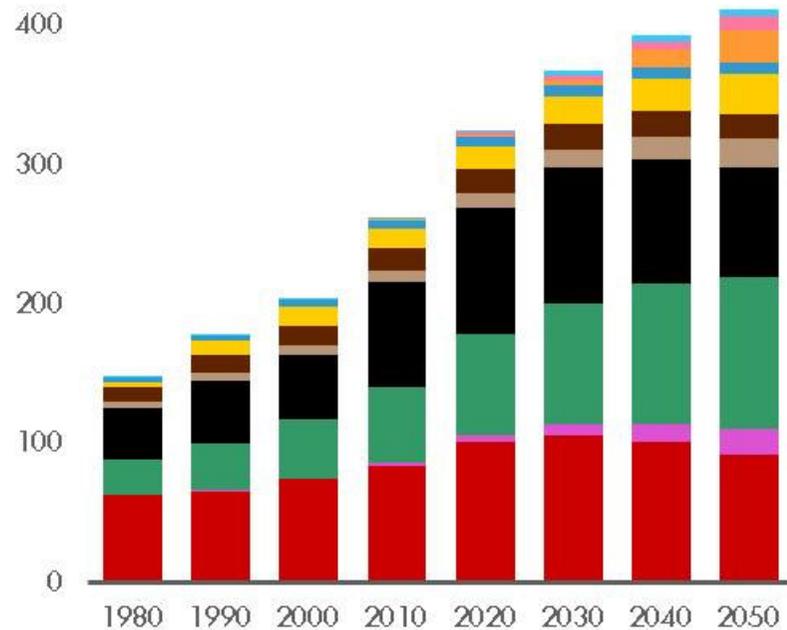
# THE ENERGY SYSTEM TODAY SETS THE CONTEXT FOR THE FUTURE



# ENERGY INVESTMENT FUNDAMENTALS POSITIVE

## ROBUST LONGER TERM FUNDAMENTALS

Energy demand outlook in million boe/d

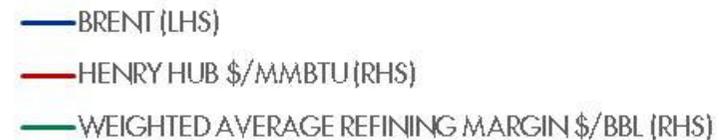
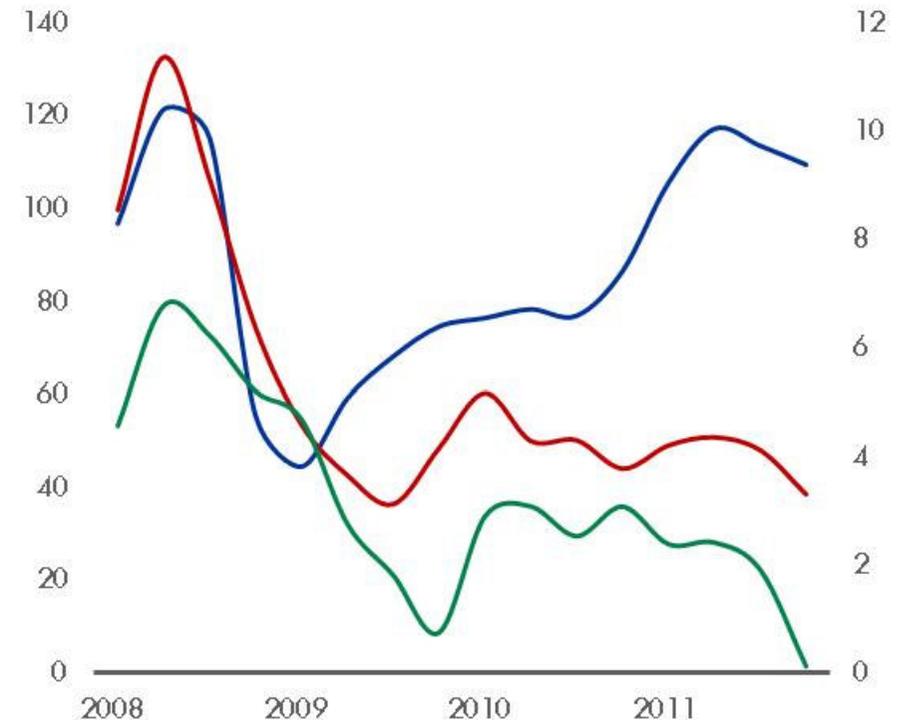


SOURCE: SHELL ANALYSIS

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## MANAGING SHORT-TERM VOLATILITY

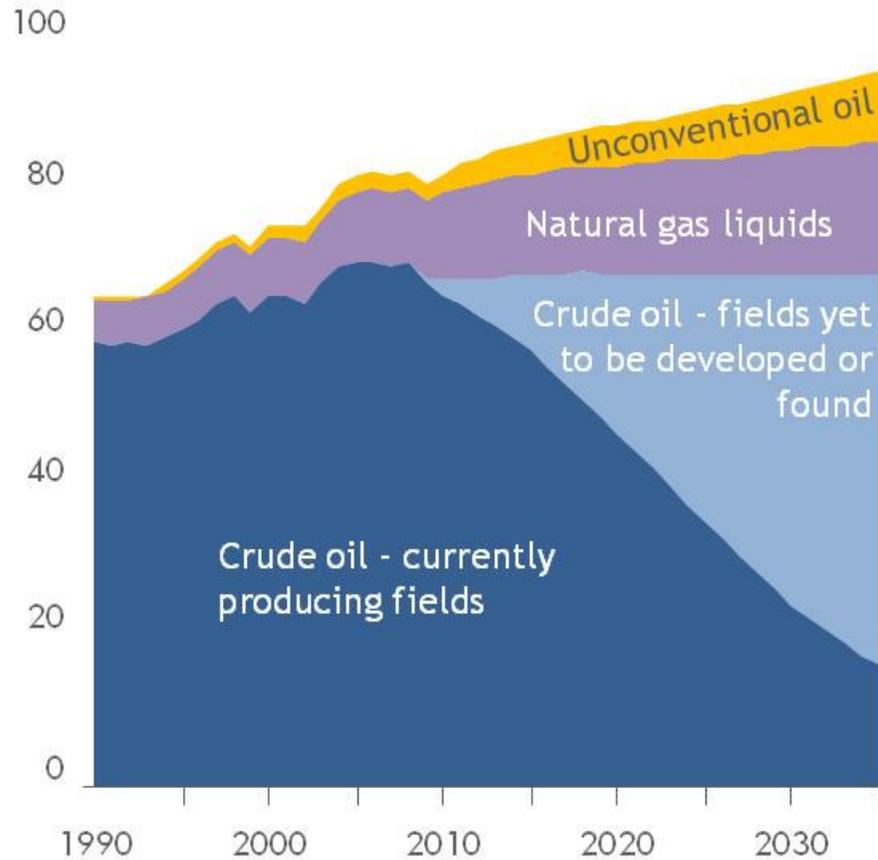
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# OIL MARKET

## CRUDE OIL SUPPLY

Global oil production million boe/d

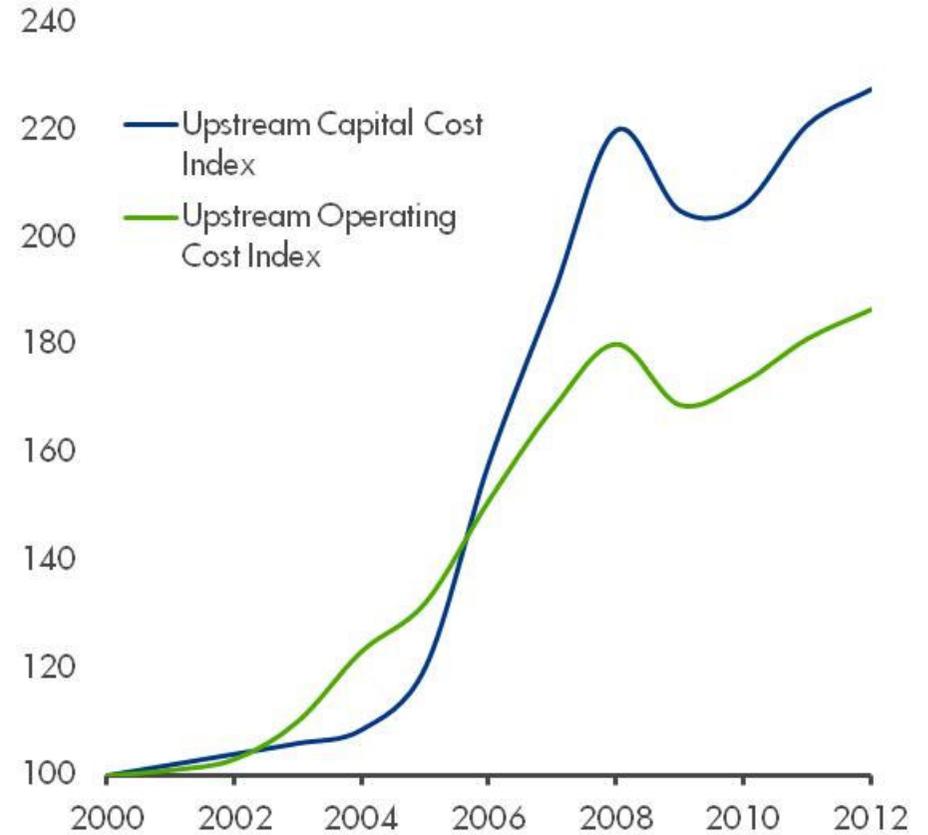


SOURCE: IEA WEO2010

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## INDUSTRY COST ESCALATION

Cost indices Upstream – Year 2000=100



SOURCE: IHS-CERA

# WORLD PETROLEUM COUNCIL

The World Petroleum Council is the world's premier global oil and gas forum and is the only international organization representing all aspects of the petroleum sector.

The WPC was established in 1933 with the intent to promote the management of the world's petroleum resources for the benefit of mankind.

The WPC's prime function is to catalyse and facilitate dialogue among stakeholders, both internal and external to the petroleum industry on key technical, social, environmental and management issues in order to contribute towards seeking solutions to those issues.

## WORLD PETROLEUM COUNCIL, CONT.

- The World Petroleum Council includes over 60 member countries from around the world representing over 95% of global oil and gas production and consumption. WPC membership is unique as it includes both OPEC and Non-OPEC countries with representation of National Oil Companies (NOC's) as well as Independent Oil Companies (IOC's). Each country has a national committee made up from representatives of the oil and gas industry, academia and research institutions and government departments.
- Every three years the Council organises the World Petroleum Congress hosted by one of its member countries. The triennial Congress is also known as the "Olympics" of the petroleum industry and covers all aspects of the industry from technological advances in upstream and downstream operations to the role of natural gas and renewables, management of the industry and its social, economic and environmental impact. In addition, outside stakeholders such as governments, other industry sectors, NGOs and international institutions have also joined in the dialogue.

# WPC "THE OLYMPICS OF OIL & GAS"

Next WPC:

2014 – Moscow

Previous WPC's:

2011 – Doha, Qatar

2008 – Madrid

2005 – Johannesburg

2002 – Rio de Janeiro

2000 – Calgary

1997 – Beijing

1994 – Stavanger

1991 – Buenos Aires

1987 – Houston

1983 – London

1979 – Bucharest

1975 – Tokyo

1971 – Moscow

1963 – Frankfurt

1959 – New York City

1955 – Rome

1951 – The Hague

1937 – Paris

1933 – London

## 20TH WPC, QATAR, 4-8 DECEMBER 2011

- WPC 2011 was held in the newly built Qatar National Convention Center (QNCC) and hosted by Qatar Petroleum
- WPC 2011 attracted 5,200 attendants from all over the world and the exhibition had 1,200 exhibitors and 2.000 visitors (day passes)
- Theme of the 20<sup>th</sup> WPC:
  - Energy solutions for all, Promoting Cooperation, Innovation and Investment



# QATAR NATIONAL CONVENTION CENTER



## 20TH WPC OUTCOME

**The important conclusions that emerged from the debate was that the industry is establishing a new paradigm on cooperation at all levels:**

- producer-consumer dialogue rather than bickering over supply, investment and pricing;
- energy interdependence rather than the pursuit of costly and often ineffective isolationist independence
- IOC-NOC and services company partnerships for the deployment of the massive investments and technologically challenging projects rather than the old nationalistic vs imperialistic mindsets;
- north-south and east-west market integration rather than market closure and excessive protectionism.

# MUCH MORE THAN A CONFERENCE

WPC is not only a conference and a exhibition, it is also a forum where business deals are made, where innovation is shared, and the future of energy is discussed in open forums among IOCs, NOCs, service companies, governments and policy makers



## SHELL AT WPC

- Shell joined forces with the Dutch oil & gas suppliers organisation IRO, and secured the single largest stand at the exhibition (580 sqm) in the country section of the exhibition (centre)
- Shell had 2 keynote speakers, 6 speakers, 3 poster presenters, 3 chair or vice-chairs, and, 3 roundtable participants in the conference program
- Shell was a platinum sponsor and also sponsored signage and buses

# SHELL STAND, LAYOUT

WPC 2011 GRAPHIC DEVELOPMENT  
AXO



# SHELL STAND, FINAL



# VIP VISITS TO SHELL STAND



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**THANK YOU**

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