

RESET

RE-IMAGINING MALAYSIA ASSETS
5-8 APRIL 2021



EMBRACING
RESILIENCE
THROUGH
INNOVATION

Hosted By:



Organised By:



In Collaboration with:



www.reset-upstream.com

MESSAGE FROM HOST

On behalf of the committee, it is my great pleasure and privilege to welcome everyone to the inaugural technology-based conference "Re-imagining Malaysia Assets" also known as RESET 2021. This initiative is hosted by PETRONAS Carigali Sdn. Bhd. and organised by Society of Petroleum Engineers (SPE Kuala Lumpur) in collaboration with Malaysian Oil & Gas Services Council (MOGSC) and Informa Markets.

In these trying times, as we are entering into an energy transition era, the Oil and Gas industry is becoming more volatile than ever. As such, it is timely for RESET 2021 to be launched as an effective platform to drive the adoption of technological solutions and new thought processes, ultimately to ensure the sustainability of the industry. It is imperative that Malaysia continues to highlight its potential in various sectors while keeping up to date with latest innovations and technologies to assert its position, not just as a strong oil and gas nation and leader, but also a leading figure in innovation within the ASEAN region.

Over the course of four days, RESET is proud to bring high-level strategic conference content with an extensive lineup of speakers across industries to highlight technological breakthroughs and valuable learnings. RESET is committed to driving this event and providing a global platform where industry leaders can come together to discuss shared solutions to common challenges, during this period of reduced mobility.

I look forward to this gathering of thought innovators and industry players for the further advancement of the O&G Community.

BACHO PILONG

Vice President, Malaysia Asset & CEO, PETRONAS Carigali Sdn. Bhd.

STRATEGIC SPEAKERS INCLUDE..



WELCOME REMARKS

Date: 5/4/2021 Time: 0900 - 1000

BACHO PILONG

VICE PRESIDENT, MALAYSIA ASSET &
CEO, PETRONAS CARIGALI SDN. BHD.



KEYNOTE ADDRESS

Date: 5/4/2021 Time: 0900 - 1000

ADIF ZULKIFLI

EXECUTIVE VICE PRESIDENT & CEO,
UPSTREAM, PETRONAS

COMMITTEE MEMBERS

RESET
RE-IMAGINING MALAYSIA ASSETS
5-8 APRIL 2021



ORGANIZING CHAIRMAN

MOHD ZAMRI BIN ABDUL GHANI

HEAD (JV MALAYSIA - SECTOR 2),
PETRONAS CARIGALI SDN BHD



CO-CHAIRMAN

MOHAMAD B ABU BAKAR

HEAD (RDM-SABAH),
MALAYSIA PETROLEUM MANAGEMENT,
PETRONAS
CHAIRPERSON, SPE KUALA LUMPUR SECTION



CHIEF SECRETARIAT

ROSMAWATI ABDUL RAHMAN

SENIOR RESERVOIR ENGINEER,
INDEPENDENT
SECRETARY, SPE KUALA LUMPUR SECTION



PROGRAM DIRECTOR

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HEAD (FLOW ASSURANCE),
PETROLEUM ENGINEERING,
CENTRE OF EXCELLENCE, PETRONAS
PROGRAM CHAIRPERSON,
SPE KUALA LUMPUR SECTION



PROGRAM DIRECTOR

IZWAN SHAHMIN

HEAD (PE-SB CLUSTER 2), RDM,
MALAYSIA PETROLEUM MANAGEMENT,
PETRONAS
VICE SECRETARY, SPE KUALA LUMPUR SECTION



INDUSTRY CHAIR

Ts. ANWARUDIN SAIDU MOHAMED

CTO, RESERVOIR LINK ENERGY BERHAD
VICE CHAIRPERSON,
SPE KUALA LUMPUR SECTION
EXCO, MOGSC



INDUSTRY CHAIR

ZAHRI SHAM ABU MUSA

GLOBAL ACCOUNT DIRECTOR,
SCHLUMBERGER
EXCO, MOGSC



LOCAL/ SME PROGRAM TEAM

ARISKA KUMALA PUTRI BT A RAHIM

MANAGER, STAKEHOLDER MANAGEMENT,
UPSTREAM STRATEGIC COMMUNICATION,
PETRONAS



LOCAL/ SME PROGRAM TEAM

JUAREZ SALIH LOWE

CEO, VROC AI, SOUTH EAST ASIA
INNOVATION WORKING GROUP CHAIRPERSON,
MOGSC



LOCAL/ SME PROGRAM TEAM

M SHAHRIL M SHAH

FIELD CSR, PNLP BUK AREA,
PENINSULAR MALAYSIA ASSET,
PETRONAS CARIGALI SDN BHD

AGENDA

MONDAY

APRIL 5, 2021

TIME	EVENT
0900 - 1000	OFFICIAL OPENING WELCOMING REMARKS & CONTEXT SETTING <i>Mr Bacho Pilon, Vice President Malaysia Asset & CEO, PETRONAS Carigali Sdn. Bhd.</i> KEYNOTE ADDRESS <i>Mr Adif Zulkifli, Executive Vice President & CEO, Upstream, PETRONAS</i>
1015 - 1215	EXECUTIVE PANEL SESSION #1 <i>Resetting the Upstream Operating Model in Malaysia</i>
1400 - 1500	CRYSTAL BALL SESSION
1500 - 1700	RESET TALK #1: <i>Technology & Innovation - Digitalisation</i>

TUESDAY

APRIL 6, 2021

TIME	EVENT
0900 - 1100	EXECUTIVE PANEL SESSION #2 <i>Resetting The Scene (Transforming Mindset, Processes & Innovation)</i>
1100 - 1300	RESET TALK #2: <i>Technology & Innovation - DNA for Resilience & Competitiveness</i>

WEDNESDAY

APRIL 7, 2021

TIME	EVENT
0900 - 1100	PLENARY #1 <i>Thriving in the Lower for Longer Era</i>
1100 - 1300	RESET TALK #3: <i>Business Innovation</i>

THURSDAY

APRIL 8, 2021

TIME	EVENT
1000 - 1200	PLENARY #2 <i>Margin Mindset</i>
1400 - 1600	INDUSTRY DIALOGUE <i>Effort in Addressing Industry Pain Points</i>
1600 - 1630	OFFICIAL CLOSING

As of Date 19/2/2021

SESSION OVERVIEW DAY 1

MONDAY, 5 APRIL 2021

Executive Panel Session #1: Resetting the Upstream Operating Model in Malaysia

At this challenging time facing the industry, disruption is inevitable. The prolonged depressed economic environment and subdued oil and gas activity levels require radical changes and non-traditional thinking in embracing resilience to navigate through the storm.

The current climate due to COVID-19 in Malaysia and the region has had significant impact on investments of new developments and affected the much-needed recovery of the industry post-recession of 2015. Resetting (i.e., Reimagining the Malaysia Asset or Operation) of the way in which industry patrons conduct their operation requires innovative and breakthrough solutions.

Focus shifting is required to maximise value creation from existing and new investments via innovation and technologies which bring new lifelines to the industry to continue to provide affordable energy to the people. Learning from other industry practices can be adopted to improve the health level of the industry while meeting the demanding current and future requirements in consideration of the environment and the society with sustainability of the ecosystem.

The industry needs intense collaboration among operators, contractors, frontier leaders of other industries, and government officials towards further developing technologies and working methods to responsibly stretch economic returns that have never been seen before. Innovative development in enabling technologies, advancement of practices, data driven solutions, operational synergies, and non-traditional processes and business models will continue to evolve to adapt to the environment and elevate the industry to new levels of resilience. Particularly, shaping of human capital and re-tooling will be pivotal in transforming the current workforce to be able to make the Malaysia upstream sector resilient.

This session will decode various aspects of the current climate the industry is facing, its potential impact to the industry, and our ability as an industry to embrace the future and elevate sustainability of the ecosystem with new levels of resilience through innovation and technology.

SESSION OVERVIEW DAY 1

MONDAY, 5 APRIL 2021

**RESET Talk #1:
Technology & Innovation
- Digitalisation**

With low crude prices as the new normal, the oil and gas industry must use digitalisation to reduce full lifecycle cost and boost profitability. Digitalisation includes key technologies such as Industrial Internet of Things (IIoT), Cloud Computing, Augmented Reality, 3D Printing, Mobility Solutions, Big Data Analytics and more. Either alone or stacked together as wider reaching solutions, digitalisation offers the potential of strategic transformation of management, operations and business models.

Various solution providers have begun sharing the transformational power of technology through adoption of digital technologies and integrated data flows into our industry.

This session intends to seek your participation regarding solutions and opinions on the opportunities, latest technologies and challenges within the industry. Case studies and examples regarding the use of digitalisation in the oil and gas industry would further allow RESET conference participants to realise opportunities here in Malaysia, and more broadly the region and globally.

Selection criteria for the entry to be accepted are based on:

1. Technical Readiness Level (TRL)
2. Current application in Malaysian market
3. Current application in international market
4. Value creation per platform (average over 12 months)
5. Potential speed of implementation in the market
6. Cost per platform
7. Cost-benefit ratio in one year
8. Technology offered must demonstrate margin mindset

3 separate virtual rooms are available and divided into different topics:

- Room 1: Predictive maintenance and process optimization
- Room 2: Cloud computing & Big Data (Digital Oilfield)
- Room 3: Prototype Technologies

SESSION OVERVIEW DAY 2

TUESDAY, 6 APRIL 2021

**Executive Panel Session #2:
Resetting the Scene
(Transforming Mindset,
Processes & Innovation)**

The approaches focus on field lifecycle cost reduction, operational excellence, adoption and innovation of new ways of working, edge technology maturation and execution, non-traditional collaboration, conceptual technology and methodology, ongoing research works and replication from other industries, etc.

This session will address important questions on: "What does it take for the industry to be successful in terms of the transformational efforts?" The panellists will share ongoing initiatives on approaches, best practices and lessons learned that have been experienced throughout the transformative journey moving forward. Among topics that will be discussed are:

- Enabling Technology & Innovation
- End-to-end technology
- Molecule to customer
- Agile operation at low cost

**RESET Talk #2:
Technology & Innovation -
DNA for Resilience &
Competitiveness**

The oil and gas industry is behind in adopting technology. The current demanding operating environment has increased the pace of adapting to new technological solutions to keep ahead of the curve. This session depicts discussions on technologies, both hardware and methodological solutions, that can be applied to bring radical change in upstream operations to stay ahead in the current challenging climate. It will comprise invention and technological solutions in driving the value from asset throughout field lifecycle. The industry players from various backgrounds will share their latest solutions that can provide significant value and advancement of practices in the O&G upstream sector.

This session will uncover the latest development in Remote Operations, Hydrocarbon Recovery & Production, Facilities of Future and Sustainable Development.

SESSION OVERVIEW DAY 3

WEDNESDAY, 7 APRIL 2021

**Plenary #1:
Thriving in the Lower
for Longer Era**

The oil and gas industry is foreseeing the lower for longer era and the need to thrive within this context to emerge stronger and more resilient. As the industry weathers through unprecedented challenges, uncertainties and volatility compounded with compressed margins and compromised economic return, it is presented with risks and opportunities. Addressing these challenges requires a paradigm shift in operating model, significant transformation and new sustainable practices to ensure the Malaysia upstream sector can continue to be a vital component of the energy industry for the foreseeable future. Emerging technologies and inventions can address these challenges to thrive in the lower for longer era. The industry's ability to drive operational excellence, increase efficiency and improve practices and be ready to embrace a paradigm shift in approach will determine our very existence and future. The session will cover the key ingredients of the transformation such as shaping to reach new levels of resilience in the new norm, innovation or out-of-the-box thinking, margin mindset and customer focus.

The industry should be in a partnership role to solve business challenges and improve its resilience using jointly developed solutions while sharing the risks and addressing uncertainties.

This session will discuss why an enterprise and the industry should focus on attaining new levels of resilience and the end goal of such transformation. It will also depict how the industry can thrive in the lower for longer era based on best practices demonstrated by various organisations.

SESSION OVERVIEW DAY 3

WEDNESDAY, 7 APRIL 2021

RESET Talk #3: Business Innovation

As the industry is faced with challenges such as highly volatile crude prices, increasingly stringent environmental regulations and shifting market dynamics, innovation in business strategy is central in responding to these challenges to stay relevant.

This session aims to showcase business innovation in successfully navigating the crisis through efforts such as innovative procurement, rethinking warehousing, resource sharing, uberisation of manpower and logistics, cost compression or pivoting to new business models, ideally with similar core competencies.

Business innovation can be powered by technology, but at its heart, adapting to challenges requires leadership will and a corporate culture willing to change. This session also encourages viewpoints from various industry leaders in the effort to infuse innovation by demonstrating corporate adaptation and change management. Solutions covering the oil and gas sector are a key focus but solutions from other industries are also welcomed.

Selection criteria for the entry to be accepted are based on, among others:

1. Uniqueness – whether the innovations are unique and differentiable from other competitors
2. Value creation
3. Potential cost savings
4. Scalability – can it be duplicated and adapted to a different scale?
5. Sustainability – is the innovation stable over time or just covering a unique need?

3 separate virtual rooms are available and divided into different topics:

Room 1: Process & Operation Innovation Resource sharing
and Uberisation

Room 2: Revenue Model Innovation Cost compression,
rethinking warehouse

Room 3: Innovation Culture Adaptation

SESSION OVERVIEW DAY 4

THURSDAY, 8 APRIL 2021

Plenary #2: Margin Mindset

2020 was a challenging year to the industry and it is imperative to navigate the challenges of today and emerge stronger. Organisations are focusing on stabilising the business and naturally by cutting costs. In the lower for longer environment, it is equally important to employ strategic actions for the longer term by inculcating margin mindset.

This session will address the important question of how to inculcate margin mindset in the entire ecosystem. Among topics that will be discussed are:

- Exploring new areas with new customer segments and market
- Establishing non-traditional partnerships
- Unleashing new value creation through digitalisation
- Repositioning based on market shift and trending
- Cheaper and cleaner technology

Industry Dialogue Effort in Addressing Industry Pain Points

Way Forward: Efforts in Addressing Industry Pain Points

The current climate in the oil and gas industry has caused both domestic and international players to face unprecedented challenges – the pain points associated with this era are requiring players to shift existing philosophy in adapting to lower for longer and embracing the disruptions while innovating for survival and growth.

This session aims to highlight, appreciate and add a human touch in addressing the pain points by way of an interactive and moderated dialogue.

Session Overview: Companies are prepared for the lower for longer environment and are continually looking to innovate, diversify and develop technologies and business processes to stay relevant in this new era. The pain points listed below are expected to be discussed and addressed in this dialogue session:

- Manpower Issues: requirement to reduce/resize/re-tool/re-skill the workforce, challenges faced by the workforce going through the transformation and displacement.
- Technology and Innovation: finding and investing in the right solutions to inculcate margin mindset, defending the profitability and sustainability of the businesses, and positioning to embrace the future of the energy industry.
- Digitalisation: effective use of data to empower the organisation to make effective decisions, improve efficiency and create a leaner business model.
- Funding and Investment: to find innovative investment model to subscribe to the market to continue making progress.
- Transformation: resistance and challenges associated with transformation in terms of people, process and practices.
- Domestic Ecosystem: a special focus on resilience of domestic ecosystem to continue to support the industry to progress into the future.

CONTACT US

+ 603 9771 2688 reset-my@informa.com www.reset-upstream.com