

TANKER Operator

Media planning guide and editorial calendar

2020

Helping the Tanker Operator industry solve problems since 2002



The tanker industry gets more complex year after year – with new regulations particularly about environment issues, increasing demands from the crew you employ and challenges keeping them motivated and engaged, challenges from Iran, and difficulty predicting the market as the oil industry both grows and becomes subject to complex environmental controls.

The use of digital technology is expanding, but it is often poorly understood and oversold, with senior managers expecting automated chat bots and receiving software which barely seems to understand how the industry works.

Our customers in the oil industry are becoming more demanding, the reach of OCIMF's inspectors spreading into cyber security and the human element.

In short, the industry may appear the same on the surface, but under the skin big changes are happening. Tanker Operator magazine is the place the industry comes to share ideas and news about how to handle them – and map the path through the challenges ahead.

Our shipping industry readers are still buying a wide range of equipment, services and training. If you provide products and services to this sector, we give you a great reach to your customers and opportunity to tell your story.

Our magazine is still published on paper, as many of our readers tell us they much prefer, and which, we feel, can often provide much better value to advertisers than online advertising. We also have a pdf version of our magazine, and a weekly e-mail newsletter which reaches about 8,500 people, including links to download the latest magazine in electronic format.

Our magazine is supported by face to face events, planned in 2020 for Athens (October) and Hamburg (October), on the theme of the human element – the toughest and most pertinent issue for tanker executives today. As we have all seen, face to face discussion can elicit learning and understanding in ways that reading printed material cannot.

Further detail about Tanker Operator, how it works and what we offer, is contained in this media guide.

PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP & EXHIBITIONS

Contact David Jeffries

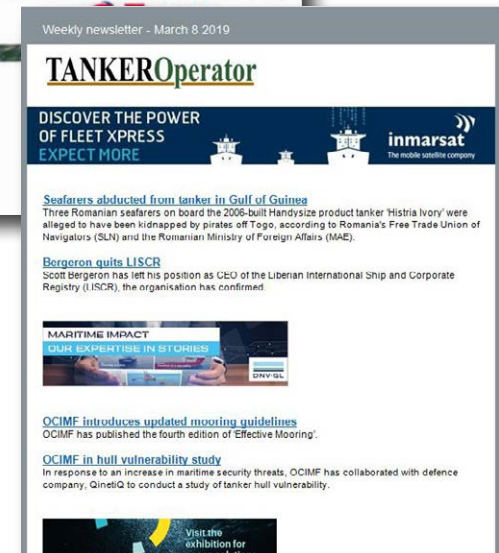
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Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

- Print / pdf advertising - large printed (or pdf) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading e-mail. Print advertising can have a long shelf-life, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.
- Banner advertising (on website or newsletter) - fast results - book an ad on Monday, it can go online on Monday, to our global audience.
- Event sponsorship - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event that attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

The next few pages will explain our offerings in more detail.



Our print magazine, Tanker Operator, is published 7 times a year, and mailed to people from tanker companies who have requested to receive it in the past 2 years, past conference delegates, paying subscribers, and a small sample to our advertisers.

Here is a sample list of companies who have employees who have requested, and receive, regular copies:

AFRICA

Algeria - Sonatrach

Cameroon - SONARA Limbe, DJIBOUTI, Horizon Djibouti Terminals Limited

Egypt - EGPC, Fleet Marine Services, OMEC Offshore

Ghana - Bereg Enterprise, Uniship Ghana Limited

Nigeria - Alonzo Nig. , BW Offshore Nigeria Lagos, Central Marine Shipping Services Limited, Elcrest E & P Limited, Funaco Energy, Nigerian Maritime Administration and Safety Agency,

Voltron Shipping Agencies

South Africa - Total South Africa

ASIA PACIFIC

Australia - Dolphin Spirit, Indian Ocean Oil, Intertek Australia, QSIS, Salazar Holdings, Tasmanian Ports Corporation, Teekay Shipping (Australia), Trafigura, AET Shipmanagement

Bangladesh – Alihsan, Bangladesh Shipping Corporation, Sunshine Bangla Transport, Victory Shipping and Logistics

China - Empresa Nacional del Petroleo ENAP, Link Marine, Suttons international

Hong Kong – CTTIC, London Offshore Consultants, OOCL, Univan, Wallem Group

India - Adonai Shipping, AET, AMET, Anglo Eastern Ship Management, APL SINGAPORE, Arya Offshore Services, BAHRI, Bergshav Management, BG India, Bhange, BP Shipping, BVC Logistics, Campbell Shipping, Chevron, Coastal police, Cochin Shipyard, Dynacom tankers, Eaglestar ship mmgt

India, Eastern Pacific Shipping, Eisa, Elegant Ship Management, Elektrans Shipping, Equator Maritime, ESM, Essar shipping, Euronav, Executive Ship Management, Fleet Management, FSMHK, GEM, GESCO, Globe Marine, Goodwood Ship Management, Great Eastern Shipping Company, Great Lakes Dredge & Dock Co., Gulf Energy Maritime Service, Haldia Petrochemicals Limited, Hongfang Glory, HOSH Ship Management, Imu kochi, Indian Register Of Shipping, Indship Chartering, International Andromeda Shipping, Interoccean, Jise, K-Line, Japan, Kuwait Oil Tanker Company, Maersk, Mangalore Refinery, Marlow Navigation India, Mercator, Mideast ship management, MMS Co, MOL Synergy Marine India Pvt , MSI, Nakilat, Navigate Ship Management, Nimbus, Noble Shiptrade, Northern Marine Management, NYK, NYK LNG, Omni Offshore Terminals, Quadrant Maritime, Prudent Marine Services, Ravens Shipping, Rent A Port nv, Sai Chandhok Group, Sanmar Shipping Company, SBM OFFHORE

SCI, Scorpio Marine Management, Scorpio

Tankers, Seaarland, SeaTeam Management,

Selandia, Sembawang shipyard, Sethumadhavan Rajasekar, Shell Shipping, Shun SHing Group,

Thome Ship Management, TME, Tolani shipping, Torm Shipping India Pvt

United Fabrikraft, Univan Ship Management, Universal Agencies, V R Maritime, V ships, Vairavar International, Victore Ships, Vships India, Wallem Shipmanagement, Westline shipping

Wilhelmsen ship management, Xpress feeders, Zodiac Maritime Limited

Indonesia - Port Authority of Banjarmasin, Pertamina Patraniaga, PT Buana Lintas Lautan Tbk,

PT Hayumi Seiko Maru, PT Prima Mandiri Lines, PT. Anggaraksa Adisarana, PT. Pertamina (PERSERO), PT. Indonesia Ferry, Sinarmas Forestry, Singapore shipping line, SMIT Terminal Kuwait, TBNP, Total Indonesia

Japan - Kinoura-kou, MC Shipping, MMS Co, Uyeno Transtech,

Korea - NAV Maritime, SK Shipping

Malaysia - Azimuth, BASF, Eaglestar, Malaysian Maritime Academy, MISC Berhad,

Myanmar - ASP Shipping Management, Castle

Oil, Maersk Tankers, Norstar Ship Management

Pakistan – Fall Shipping, MISC, Oman Ship Management, Pakistan National Shipping Corporation

Sea Team Management (A Frontline Group Company), Teekay Marine Limited

Philippines - Friendly Maritime, Islas Tankers SeaTransport Corporation, Solvang ASA, STOC, Eastern Pacific Shipping, International Tankers Corporation, Petrolift ., Tanker Pacific,

Singapore - ACKM, AET Shipmanagement (Singapore), AET Tankers, Al Meridian Marine Services, Anglo Eastern Shipmanagement, APL Singapore, Arian Marine Services, BB Energy , Ben Line Agencies Singapore, Bernhard Schulte Shipmanagement, BP Shipping, BW Tankers, CCI Asia Holdings, Chevron, Columbia Shipmanagement Singapore, ConocoPhillips, Crowley Maritime Co, Eastern Pacific Shipping, Exxonmobil Chemical, Goodwood Ship Management, Gulf Petrochem, IMC Industrial Group, hcape Shipping Services, International Marine Transportation Singapore, Keppel Shipyard , Kylin Offshore Engineering, Link Youn Asia, Maersk Tankers, MPA, MSI SHIP MANAGEMENT, Neptune Ship Management, Norstar Shipmanagement, NYK Bulkship, Ocean Tankers, PSA Marine, PVM Oil Associates, Raffles Ship Chartering, RTBS Group, Sanyang Marine, Sasol Chemicals Pacific, Shell Marine Products, Simpson Spence Young, Standard Chartered Bank, Stolt Nielsen Singapore, Sukhpal Maritime Transport, Thome Ship Management, Trustal Vite Trading, Viswa lab, Yujin Chartering, Sri Lanka, NOL, Sri Lanka, Nord,

Taiwan - SIMOSA Shipping (Taiwan), Winson, Yeun Maan Ship Management

Togo - Unity Express Marine Service

Vietnam - Vosco, Gas Shipping JSC, Prime Shipping Corporation, Tan Cang Offshore Services JSC

CENTRAL AND SOUTH AMERICA

Argentina - National Shipping S.A

Brazil, - Aldridge & Cardoso CO., Cipriano, Petrobras, Stolt Nielsen, Transpetro

Chile - Enap, Humboldt Shipmanagement, Ultrana

Cuba- Caroil Transport Marine

Ecuador - Oceanbat

Mexico - Blue Marine Technology Group, BSM, Grupo TMM, Jan de Nul, PEMEX

Peru - Naviera Transoceanica, Rasan S.A., Refineria La Pampilla - REPSOL

Transgas shipping lines

Saint Lucia - Saint Lucia Air & Sea Ports Authority

Venezuela - PDVSA, V & V Rending Ltd

EUROPE, TURKEY, RUSSIA

Belgium - Exmar Marine, Fluvia Tanker Chartering, Yara Belgium, Yorglobe

Bulgaria – Thome

Croatia - Almi Tankers, Tankerska Next Generation, Teekay Shipping

Cyprus - Columbia Ship Management, Optimum Ship Services, UPT Product Tanks, V-Fleet

Shipmanagement

Denmark - Casos Shipping, Leerskov Maritime, Maersk Tankers, Team Tankers International

Estonia - Klip Marine Shipmanagement

Finland – Trafi

France - Agena Tramp, TOTAL, Vegase Controle

Georgia - Maritime Transport Agency of Georgia, Ocean Tankers

Germany - Ahrenkiel Shipmanagement, Barracuda Shipping, Bernhard Schulte Shipmanagement

Claus-Peter Offen Tankschireederei, E.ON Newbuild & Technology, International Tanker Manager (Germany), Interorient Navigation Hamburg

Greece - Aegean Marine Petroleum Network, Almi Tankers, Ancora Investment Trust, Avin, BNS ALE MARIN, Byzantine Maritime Gas, Capital Ship Management Corp, Centrofin management, Delta Shipping & Trading Corp., Delta Tankers, Dynagas, Enesel SA, ERMA FIRST SA, EST, Eurotank Maritime Management, GASLOG LNG Services, Gmz Ship Management Co (Hellas), Hellenic tankers co , Holland Hellenic Shipping Agencies, Iver Ships – Vroon, Kyla Shipping, Laskaridis shipping, LMM, Maran Tankers Management, Mare Mobilis, , Marine Management Services, Meridian Brokerage, Millenia (Greece), Millenia Maritime, Minerva Marine, MM Marine, Olympic Vision Maritime Co, OSG Ship Management GR , Pegasus, Pyxis Maritime Corp, Samos Steamship Co, Segaline SA, Seven Mare Sa, Spring Marine Management, StealthGas, TMS Tankers, Transocean Shipping & Trading Co. SA, Tsakos Shipping and Trading S.A., Zaurak

Maritime.

Ireland - Hamilton Shipping

Italy, ENI, Marfo Shipping, Socomar, Synergas

Monaco - Scorpio Commercial management, Belbers Shipping

Netherlands - Anthony Veder Rederijzaken, BMT De Beer B.V., Clearwater Group, Fairplay Towage, Green Award, Iskes Towage & Salvage, Maersk Damco, Serromah Shipping B.V., Stolt Tankers B.V.

Supermaritime, Van Ameyde Marine

Norway - Andreas K. L. Ugland, Ars Magna, Aurora LPG Holdings, CM Olsen, DSD Shipping, EMS Sevenses, Odfjell Management, Rederiet Stenersen, Teekay Norway Utkilen AS, Westfal-Larsen Management

Poland - Remontowa, Rigel, Thenamaris

Romania - Midia Marine Terminal, Navios Tankers Management, NMM, Romanian Naval Authority

Russia, Advantage Tankers, BSM Hellas, Dryden Trader Corp, Krylov Shipbuilding Research Centre, Maersk Tankers, Russian Maritime Register of Shipping, Seabroker, Top Crew

Serbia - Mitsui OSK Lines

Spain- Agencia Maritima Transhispanica, Fred Olsen, Ibaizabal Tankers, Iberica Maritima Barcelona, Nimex Petroleum,

Sweden - Marininvest Shipping, Stena Rederi

Turkey, Atlantik Denizcilik, BEYKIM, Cebi Maritime and Trading, DeepBlue Maritime Agency, DITAS, Dragon Ship Agency and

Services, FMT, GEMAK, Gungen Maritime and Trading, Namar Shipping, PRU, Transteck Marine, UN Ro Ro, Vnt Tankercilik & Gemi, Zodiac maritime agencies

Ukraine - Columbia Shipmanagement, Maersk Tankers, Red Sea Marine Management

United Kingdom - Alibra Shipping, Amano Shipping, AMI Marine, BP Shipping, Chevron Tankers, d Amico Tankers, Daddo Maritime Services, Glencore UK, L&I Maritime (UK), Manisa Bulk, Maritime & Coastguard Agency, Mercury Global Trading Company, Mitsui OSK Bulk Shipping Europe, MOL Tankship Management (Europe), Nidas Shipping Service Agency, Norbulk shipping, Petroineos Trading Limited, Portland Maritime, Poseidon Navigation Services, Shell, Teekay, Vitol, Walklate and Co, Zebu Marine

MIDDLE EAST

Brunei Darussalam - BSP CO SDN BHP

Iran - Mazand Darya Shipping Agency, MPK shipping, NITC, Petroasia Shipping Company, Rahpooyan Ship Management Company, Triton, ACS

Iraq - Sharaf Shipping Co Ltd

Kuwait - Kuwait Oil Tanker Company

Qatar - WOGOD Marine

Saudi Arabia - Saudi Aramco

United Arab Emirates - ADNOC logistic and services, Auburn Shipmanagement DMCC, Bahri Chemicals, Blue Lines Shipping DMCEST, Drydocks World- Dubai, Eastport Maritime, Fujairah Oil Tanker Terminals Port of Fujairah UAE, GAC transfer services, GEM (PJSC), Gulf Energy Maritime, Gulf First Container

Line Uk, Gulf Petroleum, International Tanker Management, Kanoo Shipping, Maersk, Maruti Energy Dmcc, Mideast Ship Management, Monjasa, National Transport Authority, Pangea Oceanic Maritime, Seamaster Maritime, Sharaf Shipping, Shell, Shipstec Marine FZE, StenaBulk, Topaz tankers Shipmanagement, Tristar Transport (Agility group)

NORTH AMERICA

Canada - ACGI Shipping, Algoma Central Corporation, Gaflex International, Gold Hill Canada, International Harbour Masters Association, Kuwait Oil Tanker Company, Shree Krishna Kanagasabapathy, Transport Canada

United States - Adaocha Energy, Antares Chartering & Shipping, BHP, Blue Diamond Ship Brokers, Bluefish Charters, BP Shipping USA, Bryce Daniel, Chevron Shipping, ClearLynx, Crowley, Diamond S Shipping, Eastport Maritime USA, Executive Shipping Svcs, Foss Maritime Co, General Maritime Corp. Genesis Marine, Global Tanker Services, Green Owl Capital, ICEX, Integrated Marine Services, Intrepid shipping, Koch Shipping, LOOP, Louis Dreyfus Company, LW Marine, Marine Spill Response Corporation, Marine Transport Management, Navig8 Americas, Navy League of the US, Norstar Chartering, NuStar Energy LP, Odin Marine Group, OSG Ship Management., Parakou Tankers, Phillips66 Company, Polar Tankers /ConocoPhillips, R & R SHIPPING, Ranger Offshore, Ridgebury Tankers, RIL USA, Seabulk, SeaTechnology(USA), Shell LNG Marketing & Trading, Shell Trading, Shipworx Engineering, SMA, Solmar-Universal Tanker Chartering, Statoil, Stolt Nielsen USA, Transigo Marine, U. S. Coast Guard R & D Center, Valero Marketing and Supply, Pripal Maritime Management, Nordic Tankers

Tanker Operator Circulation

To enable us to keep our costs and advertising rates down, we are careful to only mail complementary copies of the print magazine to people who meet all these three criteria

- (1) they are in a group of interest to advertisers (such as an employee of a tanker shipping company)
- (2) they have requested to receive the magazine (so we know they actually want it)
- (3) they have requested, or renewed their request, within 3 years, preferably within the past year.

We additionally send print copies to paying subscribers and a small circulation to current and past advertisers.

The print magazine is also freely available as a pdf for download. We usually get around 2,000 copies of each print magazine

Note on circulation audits

We do not have a 3rd party circulation audit at Tanker Operator magazine because we believe it emphasises the size of the circulation rather than the quality.

For example, most of our competitor's audits tell you the size of their 'non requested controlled circulation'. This simply means that the magazine was sent to someone who did not ask to receive it, in a company category which the auditor agrees is part of the tanker industry (including suppliers). It tells you nothing about the quality of the list, or whether the recipient enjoys reading in English. How is this useful information to a marketer?

There are not large numbers of potential buyers in the tanker industry with around 13,000 tankers, perhaps 500 different companies, a handful of decision makers in each company and a small proportion of these people who enjoy reading enough to request our magazine and update their record with us when we request them to. These are the people our magazine reaches.

Our choice at Tanker Operator magazine is to only post print copies to people who buy or influence purchase of tanker services (ie from shipping companies, charterers, regulators, ports) and who have requested to receive it within the past 3 years. We also post copies to past conference delegates in target groups, paying subscribers and a limited circulation to potential advertisers.

Editorial Calendar

January 2020

Special Report - 'Putting People at the Centre of a Profitable Business' taken from our Hamburg Conference last year.

Booking deadline: Jan 17, 2020

Ad copy deadline: Jan 22, 2020

Publication date: Feb 7, 2020

February / March 2020

- Chemical/Product Tankers report
- Ship Management Report
- STS Transfers
- Tugs
- Port call management
- Monitoring – sensors and gauges
- Coatings

Extra distribution:

CMA Shipping 2020

March 31 - April 2

Special Feature

Tanker Operator Top 30 companies

Booking deadline: Feb 7, 2020

Ad copy deadline: Feb 14, 2020

Publication date: Mar 3, 2020

April/May 2020

- Manning & Training
- Ballast water
- Satellite communications
- Bunker management
- Crew management
- Rust blasting equipment
- Navigation technology

Booking deadline: Mar 13, 2020

Ad copy deadline: Mar 20, 2020

Publication date: Apr 3, 2020

June/July 2020

- Greece Report
- Ballast Water Systems
- Weather routing / passage planning
- Salvage
- Port services
- Inert gas systems
- Anchors

Booking deadline: May 1, 2020

Ad copy deadline: May 8, 2020

Publication date: May 24, 2020

August/September 2020

- Shipmanagement
- Bunker management services
- Class societies report
- Hull performance management
- Monitoring – sensors and gauges
- Tank cleaning
- Ropes

Booking deadline: Aug 7, 2020

Ad copy deadline: Aug 14, 2020

Publication date: Aug 28, 2020

October/November 2020

- Satellite Communications
- Propulsion Systems
- Safety Systems
- Data analytics
- Safety / livesaving equipment
- Pumps

Extra distribution:

Extra distribution, CMA Shipping

Connecticut, Oct 14-16

Extra distribution:

Posidonia, Athens, Oct 26-30

Extra distribution:

Tanker Operator Hamburg conference

Booking deadline: Sep 18, 2020

Ad copy deadline: Sep 25, 2020

Publication date: Oct 5, 2020

December 2020

- Ship Registry Report
- Ballast Water Management
- Gibraltar Report
- Training systems
- Rudders
- Coatings
- Advanced lubes

Booking deadline: Nov 13, 2020

Ad copy deadline: Nov 20, 2020

Publication date: Dec 6, 2020

*All dates and features subject to change

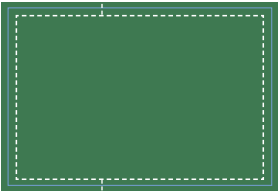
The magazine is A4 and full colour throughout

Preferred file formats

PDF, Acrobat, colour
JPEG, CMYK 300 dpi
TIFF, CMYK, 300 dpi
EPS, CMYK, 300 dpi

E-mail

E-mail advertising copy
to Laura Jones at
laura@veryvermilion.co.uk



RATES

Double page spread:
£2,600

DIMENSIONS

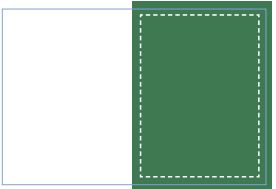
Height x width

Bleed size 303 x 426mm
Trim size 297 x 420mm
Type area 277 x 400mm



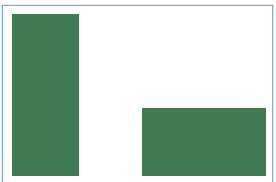
Front Page:
£2,500

Type area 240 x 190mm



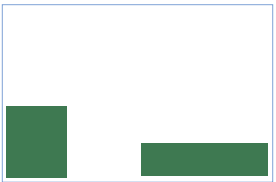
Full page:
£2,100

Bleed size 303 x 216mm
Trim size 297 x 210mm
Type area 277 x 190mm



Half page:
£1,160

Landscape:
Type area 139 x 190mm
Portrait:
Type area 277 x 93mm



Quarter page:
£850

Landscape:
Type area 70 x 190mm
Portrait:
Type area 139 x 93mm

PACKAGE DEAL 1 ONLY £3,900



Outside Front Cover



Front Cover description on Contents Page



Full Page advertisement within issue



4 weeks banner advertising

PACKAGE DEAL 2 ONLY £4,900



Outside Front Cover



Front Cover description on Contents Page



Full Page advertisement within issue



Conference sponsorship

4 weeks banner advertising

Overview

Tanker Operator offers marketing opportunities in its weekly e-mail newsletter and website.

Here is some typical data.

The newsletter is sent to about 8,500 people (calculated as “sent” minus “bounces”, and typically sees about 2100 “opens” (= people who download the images).

The website has average sessions of 6100 a month, and average pages per session of 2.3.

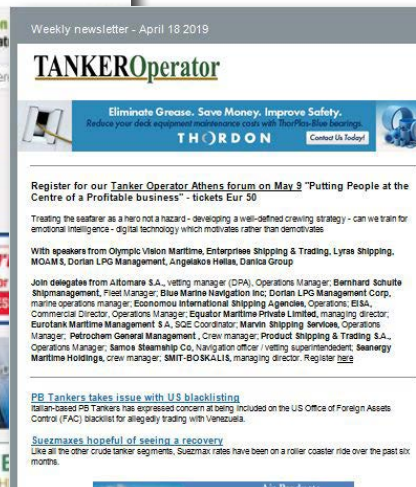
The top 10 countries visiting the website are UK (17%), US (16%), France (13%), Singapore (5%), Greece (5%), India (5%), Germany (5%), Norway (2%), Japan (2%), Netherlands (2%).



The geographical breakdown of the newsletter circulation is similar.

Banner sizes available

- Website: 728 x 90 (leaderboard, at the top of the page) - £2,000 per month. 375 x 100 pixels (right hand side), £1,000 per month, 180 x 60 (right hand side). £300 per month
- Newsletter: 375 x 100 pixels, midway in the news, £1,000 per month for 4 insertions.



Our Tanker Operator conferences, held in Hamburg and Athens, are for sharing ideas and experiences about how to improve the tanker industry business model including ways to improve environmental performance within business constraints, and how to reduce complexity.

Everybody knows what a good tanker shipping operation looks like - the challenge is working out how to get there, particularly under constrained economics.

Common topics we tackle are how to keep crew motivated, how to maintain good relationships with oil majors (and what they are looking for), how to improve environmental performance (with newbuilds, retrofitting and changes to operations), and how to manage costs (while keeping crew motivated and giving oil majors what they are looking for).

Our conferences typically attract oil major fleet managers, technical managers, crew managers and safety managers.

For marketers, opportunities include being an event sponsor, exhibition stands, and speaker slots (subject to meeting the chairman's criteria). For most of our events the criteria for a speaker slot is 'do you have a technology or method which can help total reduce operational costs by over 2 per cent'.

We publish delegate lists of all past events on our website so you can see who we typically attract - to view, please go to the relevant past event web page on

www.tankeroperator.com

(search under events / past events).

Calendar:

Oct 2020 - Athens

Oct 2020 - Hamburg



A Coffee Break Sponsors

2 Inclusive Delegate Tickets for employees or clients
£1,000.00

B Exhibition Stand

3 Inclusive Delegate Tickets for employees or clients
£1,500.00

C Lunch Break Sponsors

Exhibition Stand, 4 Inclusive Delegate Tickets for employees or clients
£1,600.00

D Conference Sponsors

Exhibition Stand, 5 Inclusive Delegate Tickets for employees or clients
£1,850.00

The specific offering at each event will vary - please contact our sponsorship sales manager David Jeffries for a proposal for a specific event on **djeffries@tankeroperator.com**

Note all packages may include a presentation slot subject to agreement by conference chairman that your proposed talk will increase appeal of the conference to delegates

Tanker Operator magazine was launched in 2001. We publish a print magazine (7 issues a year), a website and email newsletter, and conferences every year in Athens, Singapore, Hamburg, Mumbai and Copenhagen.

Tanker Operator magazine is edited by Ian Cochran, who has 50 years experience as a maritime journalist, including working on Tradewinds, Lloyds List and Lloyds Ship Manager.

Tanker Operator magazine is published by Future Energy Publishing Ltd, based in London. We also publish Carbon Capture Journal (about carbon capture and storage), Digital Energy Journal (about digital technology in upstream oil and gas), and organise 30 conferences a year.

Contact us

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