



Society of Petroleum Engineers

## Technical Programme Committee

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China National Petroleum Corp.

### Cameron Manifold

Advanced Well Technologies

### Mohd Azriyuddin B.

Yaakub  
Scomi Group Bhd.

## SPE Applied Technology Workshop

16-20 March 2008

Westin Langkawi Resort & Spa  
Langkawi, Malaysia

# MANAGEMENT OF TECHNOLOGY

Registration deadline:

**15 February 2008**

Apply inside or online at

[www.spe.org/atws](http://www.spe.org/atws)

## Workshop Description

Development and proper use of technology is becoming an important prerequisite for business success. It is a strategic resource for competitive advantage. Many companies sometimes struggle to find the most appropriate business/organisational model for effective management of their technology resources. What works for one, may not equally work for another. This workshop can offer useful insights to participants on current best-practices on various aspects of managing technology.

## Workshop Objectives and Deliverables:

This workshop will allow participants to share best-practices amongst industry players on various aspects of Research and Development and Technology Management in E&P. The objectives of the workshop are:

- Exchange ideas and experiences in the development, adaptation, and application of technology.
- Identify challenges, strategies and processes to enhance technology organisational and skills development.
- Discuss barriers to developing, utilising, and exploiting technology.
- Encourage inter-company, inter-society and cross-discipline collaboration to develop and manage needed technology.
- Promote application of technology that could change the way we work.
- Establish networking opportunities.
- Learning from others.

## Workshop Focus:

The aim is to conduct a workshop involving professionals from various industry players to share their perspectives on effectiveness in managing technology resources. The workshop agenda will encompass the following topics:

- Technology Management (from ideas to R&D, to deployment of technology)
- The Role of Different Entities
- Technology for Asia Pacific Region
- Human Factors
- Environment Issues
- Unconventional Energy
- Role of New Technologies
- Technology Strategies: Lead Developer/Implementer vs. Fast Follower
- Collaboration in Technology Development and Application

## Who Should Attend

This is a limited attendance workshop designed for industry professionals who are interested in debating how technology resources can best be managed. Innovation knows no limits or borders, so professionals from all geographic areas, from within and outside the E&P fraternity, are invited to participate and bring their ideas to the workshop.

#### Documentation:

1. Proceedings will not be published; therefore, formal papers and handouts are not expected from speakers.
2. Work in progress, new ideas, and interesting projects are sought.
3. Professionally-prepared visual aids are not required; handwritten viewgraphs are entirely acceptable.
4. Note-taking by participants is encouraged. However, to ensure free and open discussions, no formal records will be kept.

#### Workshop Deliverable:

- The committee will prepare a full report containing the highlights of the Workshop discussions. This report will be circulated to all attendees. A one-page summary will be prepared by the Workshop Co-Chairperson, which will be posted on the SPE Web Site, and published in the Journal of Petroleum Technology (JPT), if space permits. The copyright of the Summary Report will belong to SPE.
- PowerPoint presentation materials will be posted on a specific SPE URL address after the Workshop. Provision of the materials by the discussion leaders will signify their permission for SPE to do so.

#### Commercialism:

In keeping with ATW objectives and the SPE mission, excessive commercialism in posters or presentations will not be permitted. Company logos must be limited to the title slide and used only to indicate the affiliation of the presenter and others involved in the work.

#### Attendance Certificate:

All attendees will receive an attendance certificate attesting to their participation in the Workshop. This certificate will be provided in exchange for a completed Workshop Questionnaire.

#### Continuing Education Units:

This workshop qualifies for SPE Continuing Education Units (CEU) at the rate of 0.1 CEU per hour of the ATW.

#### Attendees' Information:

General and detailed accommodation information will be provided with the attendee package upon registration.

#### Dress Code:

Casual clothing is recommended. The Workshop atmosphere is informal.

#### Transportation/Visa:

All delegates are advised to book their international airline tickets early from their country to Langkawi, Malaysia. Further detailed transportation information will be available and included in the attendee package upon registration. All travellers to Malaysia must be in possession of passport valid for at least six (6) months with proof of onward passage, either return or through tickets. Please check with your travel agent for information on visa requirements to Malaysia.

#### Venue

Langkawi, part of yet situated just off the coast of Kedah, is actually made up of 99 islands. The largest of which is Pulau Langkawi, while some of the others appear to be mere dots in the emerald green ocean when viewed from the air. Langkawi offers natural attractions unsurpassed by any other in the region.

#### Workshop Venue & Hotel Accommodation:

##### The Westin Langkawi Resort & Spa

Jalan Pantai Dato' Syed Omar, 07000 Pulau Langkawi  
Kedah Darul Aman, Malaysia  
Tel: 60.4.960.8888 • Fax: 60.4.966.6414

#### REGISTRATION FEES:

##### Registration Deadline 15 February 2008

- **SPE MEMBER: US\$2,250.00(MYR7,650.00)/person**
- **NONMEMBER: US\$2,350.00(MYR7,990.00)/person**

##### Fee includes the following:

- Three and a half-day registration fee for all Workshop sessions;
- Four nights accommodation based on single occupancy with arrival Sunday, 16 March 2008 and departure Thursday, 20 March 2008;
- Welcome reception followed by dinner (Sunday Evening);
- Three meals per day except two on Monday and Tuesday;
- Daily coffee/tea-breaks;
- Workshop Workbook and Certificate of Continuing Education Unit (CEU).

**Note:** Registration fee does not include hotel accommodation and meal costs for additional family member(s).

#### Registration Policy:

- Registration fee **MUST** be paid in advance for attending the Applied Technology Workshop.
- Full fixed fee plus **US\$100.00** handling fee will be charged for registration received after the registration deadline: **15 February 2008**.
- Full Fixed fee is charged regardless of the length of time that the registrant attends the Workshop.
- Fixed fee cannot be prorated or reduced for anyone (Workshop chairpersons, committee members, speakers, discussion leaders, students and registrants).
- Workshop is designed to be fully residential. Attendees are expected to attend all Workshop sessions and are not permitted to attend on a partial basis.

#### Cancellation & Refund Policy:

- A processing fee of **US\$100.00** will be charged for cancellation received before the registration deadline **15 February 2008**.
- For cancellation received after the registration deadline **15 February 2008**, a 25% refund will be made to the registrant.
- No refund on cancellation received seven (7) days prior to the starting of the Workshop date, on or after **9 March 2008**.
- Substitutions will not be accepted without prior Programme Committee approval.
- **No refund** will be issued, if a registrant fails to show up at the Workshop on-site.

**ATTENTION NON-MEMBERS  
JOIN SPE DURING THIS WORKSHOP AND  
RECEIVE YOUR FIRST YEAR'S  
MEMBERSHIP FREE!  
SUBMIT YOUR MEMBERSHIP APPLICATION ONSITE!**

## MANAGEMENT OF TECHNOLOGY

## Preliminary Daily Activities Agenda

Note: While every attempt will be made to adhere to the schedule, the status/availabilities of session topics, discussion leaders and moderators are subject to change. For updated technical agenda information, please visit the SPE website at [www.spe.org/atws](http://www.spe.org/atws).

**Sunday, 16 March 2008**

9:00 a.m. – 12:00 noon	Programme Committee Meeting
3:00 p.m.	Hotel Check-in
4:30 p.m. – 6:30 p.m.	SPE Registration
5:00 p.m. – 6:00 p.m.	Poster Set-Up
5:30 p.m. – 6:30 p.m.	Discussion Leaders and Session Managers/Moderators Briefing
7:00 p.m. – 9:00 p.m.	Welcome Reception/Dinner

**Monday, 17 March 2008**

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 9:30 a.m.	<b>Session 1: Introduction/Opening/Keynote Addresses</b>
9:30 a.m. – 10:00 a.m.	Group Photo/Coffee Break
10:00 a.m. – 12:30 p.m.	<b>Session 2: Technology Management I (From Ideas to R&amp;D)</b>
	<ul style="list-style-type: none"> <li>• Innovation, Recognition of Ideas, Business Models</li> <li>• Funding, Value of Technology</li> <li>• Idea Management, IP Management, Business/Technology Integration</li> <li>• Fore-sighting, Intelligence, Business to Technology Mapping</li> </ul>
12:30 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 3:30 p.m.	<b>Session 3: Technology Management II (Deployment and Replication)</b>
	<ul style="list-style-type: none"> <li>• Lessons from Other Industries</li> <li>• How Can We Do It Faster</li> <li>• Knowledge Management</li> <li>• Commercialisation of Technology</li> <li>• Change Management When Implementing New Technology</li> </ul>
3:30 p.m. – 3:45 p.m.	Coffee Break
3:45 p.m. – 6:00 p.m.	<b>Session 4: The Role of Different Entities</b>
	<ul style="list-style-type: none"> <li>• Independent Oil Companies (IOC)</li> <li>• National Oil Companies (NOC)</li> <li>• Service Companies</li> <li>• Academia</li> <li>• Government Bodies</li> <li>• Professional Societies</li> </ul>
6:00 p.m. – 7:30 p.m.	<b>Session 5: Poster Session/Reception</b>
Evening	Dinner on own

**Tuesday, 18 March 2008**

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 10:15 a.m.	<b>Session 6: Technology for Asia Pacific Region</b>
	<ul style="list-style-type: none"> <li>• Matured Fields, Small Fields, IOR/EOR</li> <li>• High CO<sub>2</sub> Gas Fields</li> <li>• Deepwater</li> <li>• Examples of Recently Developed Technology, Successfully Implemented</li> <li>• Technology on the Horizon</li> </ul>
10:15 a.m. – 10:45 a.m.	Coffee Break
10:45 a.m. – 1:00 p.m.	<b>Session 7: Human Factors</b>
	<ul style="list-style-type: none"> <li>• Manpower Development, Talent Management, Staff Retention</li> <li>• Culture/Environment for Effective Innovation</li> <li>• Reward System for Innovators</li> </ul>
1:00 p.m. – 2:00 p.m.	Lunch
2:30 p.m. – Evening	Group Outing/Networking Opportunities/Dinner on own

**Wednesday, 19 March 2008**

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 10:30 a.m.	<b>Session 8: Environmental Issues</b>
	<ul style="list-style-type: none"> <li>• CO<sub>2</sub> Sequestration, CO<sub>2</sub> Management</li> <li>• Greenhouse Gas Emission</li> <li>• Energy Efficiency</li> </ul>

**MANAGEMENT OF TECHNOLOGY****Wednesday, 19 March 2008 (Cont'd)**

10:30 a.m. – 11:00 a.m.	Coffee Break
11:00 a.m. – 12:30 p.m.	<b>Session 9: Unconventional Energy</b> • Methane Hydrates • Coalbed Methane • Geothermal • Tight Gas • Heavy/Extra Heavy Oil
12:30 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 3:45 p.m.	<b>Session 10: Role of New Technologies</b> • i Field • Nano Technology • Expandables (Tubing, Packer, Cement) • Integration between Geology/Geophysics/Petroleum Engineering/Production Engineering
3:45 p.m. – 4:15 p.m.	Coffee Break
4:15 p.m. – 5:45 p.m.	<b>Session 11: Panel Session – Technology Strategies</b> • Lead Developer/Implementer vs. Fast Follower
7:00 p.m. – 10:00 p.m.	Group Dinner

**Thursday, 20 March 2008**

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 9:30 a.m.	<b>Session 12: Collaboration In Technology Development &amp; Application</b> • The Role of Professional Bodies/Societies
9:30 a.m. – 10:00 a.m.	Coffee Break
10:00 a.m. – 11:00 a.m.	<b>Session 13: Summary &amp; Wrap Up</b>
12:00 noon	Hotel Check-Out

**Poster Solicitation and Information**

As an adjunct to the scheduled presentations, the Programme Committee will incorporate a poster presentation session in this Workshop. The poster session will allow participants an opportunity to present additional new ideas to those interested. The poster session is scheduled from **6:00 p.m. – 7:30 p.m. on Monday, 17 March 2008.**

All participants are encouraged to prepare and bring a poster presentation to the Workshop. Posters will be on display for the entire Workshop period and provide participants an excellent opportunity for networking. As with the session discussions, the poster session will be conducted off the record to encourage frank discussion and presentation of unconfirmed or partial results. Presentations on both research and field experience are solicited.

**SPE WORKSHOPS AND COMMERCIALISM**

The Workshop Programme Committee has a stated policy against the use of commercial trade names, company logos, or language that is commercial in tone. **Note that the Workshop Programme Committee will review all posters prior to display, and reserves the right to refuse permission to display any poster considered by the committee to be commercial in nature.**

The poster display should be designed for eye-level viewing and made from simple graphic materials. Size of the poster board will be advised at a later time. The poster display may include printed materials, tables, graphs, photographs, or illustrations. All the materials should be of sufficient size so as to be easily read and should be prepared in a manner that will accomplish the following:

- Identify topic by title, presenter, affiliation, address, and phone number.
- Include a brief abstract that summarises the technology to be addressed.
- Make the display as self-explanatory as possible.
- Place the information sequentially; beginning with the main idea or problem, method used, result, etc. (Draw a plan keeping the size and number of illustrations in mind).
- Keep illustrations simple by using charts, graphs, drawings, and pictures to create interest and visually explain a point.
- Use contrasting colours.
- Use large print for narrative materials. (We suggest a minimum of 24 points or 3" high letters for the title).

Whether or not you elect to participate in the poster session or have been invited by the Programme Committee to present during one of the regular sessions, please come prepared to participate actively in the discussions. Open interaction is encouraged. With the full cooperation and participation of all attendees, we anticipate an outstanding Workshop.

**MANAGEMENT OF TECHNOLOGY**

**Poster Participation Form**

You are invited to prepare a poster display for presentation. If you are interested in participating, please complete the form and return it to the SPE Asia Pacific Office (Kuala Lumpur, Malaysia), address indicated below by **15 February 2008**.

*(Please print in black ink)*

**DATE:**

**SPE Member:**  Yes  No Membership No. \_\_\_\_\_

**NAME:** \_\_\_\_\_

**POSITION:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

**Please provide the topic with a short abstract of the proposed poster:**

**Topic:** \_\_\_\_\_

**Abstract:** \_\_\_\_\_

**PLEASE RETURN THE POSTER PARTICIPATION FORM BY 15 February 2008 TO:**  
Karen Khooi, SPE Event Administrative Manager  
Society of Petroleum Engineers  
Suite 23-02, Level 23, Centrepoint South, Mid Valley City  
Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia  
Tel: +60.3.2288.1233 • Fax: +60.3.2282.1220  
E-mail: kkhooi@spe.org • Web Site: www.spe.org/atws

**MANAGEMENT OF TECHNOLOGY**

**Registration Form**

Please Print or Type in Black Ink

SPE Member:  Yes Membership No. \_\_\_\_\_  No

Name: \_\_\_\_\_  
(First/Forename) (Middle) (Last/Family Name)

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Town/City: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Would you be willing to give a brief (10 minute) presentation \_\_\_\_ (Yes/No) or a poster presentation \_\_\_\_ (Yes/No)?**

If yes, please provide a title and a detailed description of the presentation in the space below. (Use additional paper if required). One of the Programme Committee members will contact you to discuss your presentation.

**Important:** Registrants for SPE Applied Technology Workshops are accepted on the basis of information submitted by each registrant.

**Technical Disciplines (Check One)**

- |  |  |
|--|--|
| <input type="checkbox"/> Drilling and Completions              | <input type="checkbox"/> Health, Safety, Security, Environment and Social Responsibility |
| <input type="checkbox"/> Management and Information            | <input type="checkbox"/> Production and Operations                                       |
| <input type="checkbox"/> Projects, Facilities and Construction | <input type="checkbox"/> Reservoir Description and Dynamics                              |

**Primary Responsibility (Check One)**

- |  |                                     |   |                                     |                                    |                                      |
|--|-------------------------------------|---|-------------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Drilling & Completion | <input type="checkbox"/> Economics  | <input type="checkbox"/> Education/Training | <input type="checkbox"/> Facilities | <input type="checkbox"/> Geology   | <input type="checkbox"/> Geophysics  |
| <input type="checkbox"/> HSE                   | <input type="checkbox"/> Management | <input type="checkbox"/> Production         | <input type="checkbox"/> R&D        | <input type="checkbox"/> Reservoir | <input type="checkbox"/> Other _____ |

List background and experience. (Use additional paper if required).

List your expectation for the Workshop, so that the committee can tailor a portion of the Workshop to answering attendees' concerns. (Use additional paper if required).

**REGISTRATION FEE:** (Please select appropriate box)

**Registration Deadline 15 February 2008**

*Note: Full fixed fee plus US\$100.00 handling fee will be charged for registration received after the registration deadline: 15 February 2008.*

- SPE MEMBER: US\$2,250.00(MYR7,650.00)/person**  
 **NONMEMBER: US\$2,350.00(MYR7,990.00)/person**

Fee includes workshop registration, workbooks, certificate, 4 nights **SINGLE** accommodation with daily breakfast, 1-welcome reception/dinner, 3 luncheons, 1 dinner and daily coffee breaks

**PAYMENT BY CHEQUE**

- U.S. Dollars Cheque to **Society of Petroleum Engineers**.  
 Malaysian Ringgit Cheque to **SPE-Asia Pacific (M) Sdn. Bhd.**  
 Payment Enclosed (Check No. \_\_\_\_\_) Zipcode/Postal Code of Card \_\_\_\_\_

**PAYMENT BY CREDIT CARD**

Credit Card Payment will be in U.S. Dollars only

- American Express       Master Card  
 Visa       Diners Club

(Discover Cards are not accepted)

Card Number

Exp. Date

Signature (as it appears on your credit card)

Name as it appears on Card \_\_\_\_\_

Billing address of Card \_\_\_\_\_

**Note: Forms will not be processed and space cannot be guaranteed unless accompanied by payment for total amount due.**

**CANCELLATION POLICY:**

- a) A processing fee of US\$100.00 will be charged for cancellation received before the registration deadline, **15 February 2008**.
- b) For cancellation received after the registration deadline, **15 February 2008**, a 25% refund will be made to the registrants.
- c) **No refund** on cancellation received seven (7) days, **9 March 2008**, prior to the starting of the Workshop date.
- d) Substitutions will not be accepted without prior Programme Committee Approval.
- e) **No refund** will be issued, if a registrant fails to show up at the Workshop.

**THIS FORM MAY BE USED AS A COMPANY INVOICE**

Mail completed registration form with remittance and any supporting material to:  
**Society of Petroleum Engineers**  
 Suite 23-02, Level 23, Centrepoint South, Mid Valley City  
 Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia  
 Tel: +60.3.2288.1233 • Fax: +60.3.2282.1220 • E-mail: kkhooi@spe.org

**To submit your registration online, please visit the SPE website at [www.spe.org](http://www.spe.org) (Credit Card Registration Only)**