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|  | Abu Dhabi, Oct 31, 2017 |

**Abu Dhabi International Petroleum Exhibition and Conference,** **ADNEC,
Booth No. 3550, Hall 3**

Siemens addresses oil and gas challenges with digitalization at ADIPEC 2017

* Cyber security, data analytics and productivity are focus topics for Siemens
* Alia Al Rifai, CFO Siemens Middle East, to speak at Global Business Leaders

Digitalizing the oil and gas industry will be a key focus for Siemens at the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) this year, demonstrating how digital technologies can address cost, efficiency and security challenges in the sector. Siemens will show that with the right combination of solutions, services and products, companies can boost productivity and competitiveness and increase safety and reliability while cutting costs, even in an environment of continuing low oil prices.

Unlocking the value of data in the oil and gas industry is one of the main themes Siemens will address at ADIPEC. The company supports customers by combining operational technology (OT) and information technology (IT), merging the physical and virtual worlds with software to manage and analyze big data, optimizing asset design, performance and maintenance throughout the full lifecycle.

“Our top priority is supporting our regional customers in driving down costs and increasing productivity, while staying secure in a challenging environment,” said Dietmar Siersdorfer, CEO, Siemens Middle East and UAE. “The future of the industry depends on higher efficiency and lower capital costs, and we believe both can be achieved with fully-automated, digitalized solutions in both on and offshore operations.”

During ADIPEC Alia Al Rifai, CFO, Siemens Middle East and UAE, will be taking part in the ‘Global Business Leaders’ sessions, discussing the topic of ‘Igniting and leveraging energy finance, investment, consolidation and diversification’. Leo Simonovich, Vice President, and General Manager, Industrial Cyber and Digital Security at Siemens will also discuss how regional oil and gas firms can increase their resilience to cyber security threats, during the ‘Security in Energy’ sessions.

Cyber security is a core element of Siemens’ presence at ADIPEC, where Siemens will show its full portfolio of products and solutions aimed at keeping critical infrastructure safe from cyber security threats, taking customers on a journey which brings maturity to their cyber enterprise. The company will demonstrate a holistic approach to cyber security, starting with fundamental strategy and environment response through building capacity to monitor and respond to threats, from the oilfields to control centers and enterprise networks.

Siemens will also showcase technology for Totally Integrated Power and Control solutions, designed to make projects more economically viable by enabling long-distance subsea tiebacks, processing and heating. Siemens’ approach significantly reduces topside and umbilical costs through use of a subsea power grid, and the Siemens Subsea DigiGrid open-architecture control system.

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**Siemens AG** (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world’s largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2016, which ended on September 30, 2016, Siemens generated revenue of €79.6 billion and net income of €5.6 billion. At the end of September 2016, the company had around 351,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).