



Press release
For immediate release

ADIPEC 2021'S FIRST SMART MANUFACTURING CONFERENCE TO REDEFINE THE GLOBAL INDUSTRIAL SECTOR

- *A key part of the world's most influential gathering for the energy sector, the ADIPEC Smart Manufacturing Exhibition and Conference will bring together energy, manufacturing and high-tech industry leaders to redefine the future of production*
- *Taking place only days after COP26, the global conference will focus on developing smart manufacturing systems that will strengthen resilience, navigate growth opportunities in green technology and meet net-zero carbon targets*

Abu Dhabi, 15 November 2021: Held under the patronage of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates, and hosted by the Abu Dhabi National Oil Company (ADNOC), [ADIPEC](#) is the largest annual gathering for the energy sector. A new addition to the landmark event, the Smart Manufacturing Exhibition and Conference, will provide a unique platform from which to shape the global manufacturing agenda in 2021 and beyond.

As governments look for a surge of sustainable industrial investment following COP26, ADIPEC's Smart Manufacturing Exhibition Zone and Conference will form the bridge between local, regional and international manufacturers as the industry faces rapidly evolving strategies and operating environments. The Zone will host an array of state-of-the-art digital technologies that will enhance industrial production, including nanotechnology, responsive smart materials, artificial intelligence, computer-designed manufacturing and more.



The Conference, which begins tomorrow, 16 November, will address the transition from linear to circular economies, the transformation of supply chains, and the development of smart manufacturing ecosystems for the next generation. ADIPEC will welcome Her Excellency Sarah Bint Yousif Al Amiri, Minister of State for Advanced Technology, His Excellency Omar Al Suwaidi, Undersecretary of the Minister of State for Advanced Technology along with senior representatives from the Ministry as speakers at the event.

Leading technical experts set to speak on sessions at the Smart Manufacturing Conference include:

- **Astrid Poupart-Lafarge**, President of Oil, Gas and Petrochemical Segment at Schneider Electric, will share insight on the smart manufacturing hubs of the future, and how local and international companies can utilise them to support diversification and low carbon economies.
- **Fahmi Al Shawwa**, Founder & CEO of Immensa Technology Labs, will lead a panel session on transforming manufacturing supply chains, especially how sustainable materials pay in implementing a successful circular economy.
- **Karl W. Feilder**, CEO of Neutral Fuels, will speak on the integration of industrial parks and petrochemical derivatives with a smart ecosystem, and how these smart manufacturing hubs offer new opportunities for partnerships and investments.

H.E. Omar Al Suwaidi, Undersecretary for the Ministry of Industry and Advanced Technology said the Smart Manufacturing Zone aligns closely with the ministry's efforts to champion digital technologies across the UAE's industrial sector.

"In the year the United Arab Emirates celebrates its 50th anniversary, we have launched a series of initiatives that will pave the way for the nation's growth and development over the next 50 years. Chief among them is UAE Industry 4.0, which seeks to enhance the integration of the tools of the Fourth Industrial Revolution and transform the nation's industrial sector into a long-term, sustainable engine of growth.

"Smart manufacturing deploys technologies such as artificial intelligence, the internet of things, data analysis and 3D printing to boost efficiency, productivity and product



quality, and will be a vital component in our future global competitiveness. It will also play a major role in meeting our Net Zero commitment by reducing energy consumption and conserving vital resources,” he added.

“By hosting some of the leading smart manufacturing companies and their technologies, the UAE will underline its status as a regional hub for innovation while also providing our companies with first-hand access to global best-practice. It is an important step in inspiring a new era for our industry sector and strengthening our economic diversification program,” he concluded.

Vidya Ramnath, President of Emerson Automation Solutions in the Middle East and Africa, commented: *“As governments embrace the spread of smart manufacturing hubs across the world, ADIPEC 2021 offers an unmatched position from which to accelerate access to new digital strategies and technologies. In the fast-paced world of industrial development, from wireless technologies to IoT solutions, collaboration between policymakers and manufacturing industry leaders have never been more important. The next step forward from COP26, this conference will be the place to build resilience and energise decarbonised production – to discuss and shape the manufacturing sector’s contribution to net-zero targets and green investments.”*

Astrid Poupart-Lafarge, Schneider Electric’s Global Segment President for the Oil and Gas and Petrochemical Industry

“I am delighted to be representing Schneider Electric in ADIPEC’s Smart Manufacturing Conference. With more and more smart manufacturing hubs in development, there is enormous opportunity to enhance diversification and empower businesses to take a greater role in the digital transformations of their sectors. ADIPEC provides a valuable opportunity to talk through some of the profound changes that both the manufacturing and energy sectors have undergone over the past few years.”

Registrations for ADIPEC are open. To register, go to www.adipec.com/visreg.

Members of the press can register at www.adipec.com/mediareg.

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About ADIPEC

ADIPEC is the world’s largest and most influential event for the energy industry. Attracting a record breaking 155,000+ attendees in 2019, the event brings together Energy Ministers, global CEOs and leading decision makers alongside the businesses that shape the future of energy supply across four



days of focused commerce, dialogue and knowledge transfer that addresses today's energy needs and defines tomorrow's energy landscape.

ADIPEC gives 2,200+ exhibitors unparalleled access to the top decision-makers in the energy industry and is the ideal platform to create new business opportunities, strengthen existing relationships and network across the entire energy sector, with an estimated \$18.9 Billion worth of business agreements taking place during the event.

For more information visit: www.adipec.com

About ADNOC

ADNOC is a leading diversified energy and petrochemicals group wholly owned by the Emirate of Abu Dhabi. ADNOC's objective is to maximise the value of the Emirate's vast hydrocarbon reserves through responsible and sustainable exploration and production to support the United Arab Emirates' economic growth and diversification. To find out more, visit: www.adnoc.ae

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