



Why should you participate in the Congress?



The question in the title of this editorial has always guided the organisation of the 17th World Petroleum Congress. From the beginning, we have questioned what the motives would be that would make oil industry executives want to participate in a congress. To obtain an answer, we carried out a survey among delegates of the 2001 18th World Energy Congress, in Argentina. Our objective was to discover how to meet expectations, to make our meeting a historic moment for the sector, a landmark for the market and an unforgettable event for those who take part.

Networking, such a fundamental aspect of success in business, is the number one factor that motivates executives to participate in a congress. With the proposal of making the 17th WPC the ideal place to set up and cultivate a network of business contacts, we created different opportunities in this field in the programming of the event. Two ceremonies — one at the opening and another at the closing — the Brazilian Night and the Maracanã Night were all social events carefully planned to allow executives to meet. The Maracanã Night, at the well-known football stadium, holds a special thrill: having a taste of what five-time-champion football is like and discovering the Brazilian enthusiasm and all the excitement this sport, one of the country's greatest passions, arises.

The official luncheons with leaders and top executives of the oil and gas industry, and the lounge environments created at the convention centre itself are designed to bring executives together for networking.

The Rio Oil & Gas Expo 2002, one of the world's main sector exhibitions is yet another good environment for meeting sector suppliers, service professionals and equipment manufacturers. The expo, which will take place concurrently with the 17th WPC and in the same convention facility, will cover 30,000 m² of totally commercialised space. The 800 exhibiting companies are expected to be visited by 35,000 people.

Networking generates business opportunities, which is the second item of importance for executives. 17th WPC participants will be able to become acquainted with business projects and opportunities currently being developed by the companies present at the congress, as well as at the Rio Oil & Gas Expo 2002. The host country, Brazil offers a huge market with its 170 million inhabitants and its estimated oil-consumption yearly increase

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of 80 thousand b/d over the coming years. Its natural gas market, which currently holds a small share of the Brazilian energy matrix, is growing at spectacular rates. This is a moment you cannot afford to miss.

Updating and acquiring new knowledge is the third main factor of interest to executives. To meet these expectations, we have programmed more than 300 technical presentations, with forums, review and forecast papers and poster sessions. The most eagerly awaited are the plenary sessions with the participation of leaders and executives of the main oil companies from different regions of the globe. It will be an opportunity to get to know the market trends and analyses of the critical issues of the sector. At the end of the debates, such insight will allow the delegates to compose a global panorama of the oil and gas market, its perspectives, opportunities, risks and new directions.

To complement the talks, technical visits

were programmed in which executives can learn how the local oil industry develops its activities on- and offshore. The sustainable exploration of oil and gas in the Amazon, the reprocessing of used tyres and the advanced E&P technology in deep waters are some examples of the Brazilian expertise that will be revealed during the visits.

Tourism is also among the factors that stimulate executives to participate in an overseas congress. September, when this congress is to be held, sees the beginning of spring in Brazil, a time when the natural beauty of Rio de Janeiro is even more exuberant. The pleasant climate around the city turns Rio into the ideal place to spend some leisure time to relax and have fun. To facilitate a pleasurable stay, we have carefully elaborated some tours, before and after the congress, including not only the most beautiful spots in Rio, but also the main tourist cities and spots in the country.

This is a brief description of what delegates may expect. There are many other surprises, I would rather not disclose. Only those who come to Rio will know. We already have more than two thousand registrations, and will soon be reaching the three thousand mark. We are now in the countdown for the arrival of the executives, for the opening of the debates and for the celebration of this great moment of the global oil industry. We invite all those who have not yet registered to contact us, since the 17th World Petroleum Congress will surely be the best place for networking, hard working and even for not working.

To the delegates, the satisfaction of the Brazilian Organising Committee for the honour of having your presence in September.

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