The Offshore Technology Conference (OTC) is the world’s principal event for the development of offshore resources that obtains exhibiting companies and visitors from around the globe.

The offshore industry is at the threshold of a brave new world where digitalization, automation, and machine learning reign. Significant transformations to the way the sector functions seem inevitable and there is no better place to obtain an in-depth understanding of how the biggest names in the field are preparing for the new era than the Offshore Technology Conference (OTC).

Celebrating its 50th anniversary in 2019, the OTC established its reputation as a must-see event-long ago, primarily because of its ability to line up a star-studded panel of keynote speakers operating at the highest possible level of the energy industry. This year’s exhibition will kick off on the morning of 6 May (Monday) under the theme: “OTC: The Next 50 Years” and will feature senior figures from some of the biggest organisations working with offshore.

We find among the confirmed speakers at the event: Tulip’s Exploration & Production President Arnaud Breuil; Tullow OIL’s CEO Doug Madshus; Saúl Saúl, who is Chairman and President of BP America; ESP and COO of Sproule president Nelson; as well as Maria Claudia Barrios, the Offshore Services President & CEO at Baker Hughes. In addition, the world of academia will also be represented in the line-up: Scott Turner, Director of the Bureau of Economic Geology at the University of Texas. Finally, appearing as a special guest speaker will be Malcolm Frank – EVP of Strategy and Marketing for Cognizant and co-author of What to Do When Machines Do Everything.

Paraded with technical presentations, networking events, and exhibitions, the four days of OTC 2019 will also feature a series of panels where recognized industry leaders will bring some of the hottest topics across the industry. Starting on Monday, a discussion of the impact venture capital, mergers and acquisitions, and innovators have had on the advancement of technologies within the energy industry, will take place at 14:30 under the title Venture Capital Investment Driving Innovation in Offshore Deepwater.

On the following day, a panel will assemble to hash out the rapid growth in wind energy activities offshore the US. Composed of offshore wind energy project developers and supporting organisations, the panel will discuss the technological, commercial, and regulatory challenges this new industry faces from 14:00 until 15:30 on 7 May.

Then, on the evening of the conference final day (Friday), two sessions on digitalisation will take place simultaneously. The first one, titled “Digitalisation and New Technology Safety in the 21st Century” will be presented by the Center for Offshore Safety, while the second one will build on prior successful panel sessions in 2017 and 2018, which set the stage of the world of Big Data and its potential to revolutionise the offshore industry. This year’s theme: “Big Data Success/ Applications of Digital Transformation and Future Advancements” will showcase specific solutions for added value from digitisation technologies, its trends and how to demonstrate the industry’s acceptance of digital transformation.

Connected to providing a platform for industry professionals from all corners of the world to share their experiences, this year’s edition of the OTC will be the inauguration of a newly-established programme called ‘Around the World Series’, Scheduled to take place in the first three days.
Industry leaders have the chance to discuss new coatings and business opportunities, and present recently introduced technologies. As one mid-February, representatives from Australia, Norway, Mexico, France, the UK, Brazil, Canada, and Guyana have been invited to offer insight on what is new in their respective countries.

For centuries in the Western revolutions, the academic world has been locked up as a center of blossoming hubs of innovation and fresh and forward-thinking. It is the place where the biggest projects are set in motion to change the conventions of the industry and very often. A better source to be followed, in order to give exposure to universities' latest achievements, the OTC will once again run its already traditional University & R&D Showcase programme that will enable institutions of higher education to share with exhibition attendees their current and planned R&D projects that are relevant to offshore technology.

The application process to participate in this year's University & R&D Showcase may now be closed, but it is nonetheless worth sharing the thoughts of previous years' exhibitors to highlight the value of being part of the programme.


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Professor Zeus Medica Cicois of the Department of Civil & Petroleum Engineering at the Texas A&M University emphasized the networking benefits the event has brought for the institution. "It provided an opportunity to get face-to-face feedback and true mentors for collaboration."

A similar sentiment was expressed by John Marino, Director of Operations at The Richard E. Smalley Institute for Nanoscale Science and Technology at Rice University. "Rice University has participated in the University & R&D Showcase since its inception and each year we are able to highlight the novel research work of several of our top graduate students. To me, that is the most important thing: sharing the excitement of discovery with the people who are going to make the highest and best use of those results."

It is estimated that since 1996, the OTC has made an economic impact in Houston worth $3 billion. In 2018 alone, the event's venue — NRG Park — welcomed over 9600 exhibiting companies from more than 40 countries. A total of 22,200 booths and 22,000 people, 11 panels, and more than 400 technical presentations were held, and over 61,000 visitors attended the conference.

All these figures mean to reveal the virtually endless opportunities for exhibitors and attendees alike to mingle with each other, learn from the best, and set up possibly invaluable business connections with peers from all over the world. Furthermore, as this will be the OTC's 50th Anniversary, the 2019 edition of the conference will be history in itself, which promises another incentive to everyone who wishes to be involved. But in only three months away, there is still time to become part of OTC’s history. Three weeks away!

OTC 2019
Venue: NRG Park, Houston, TX
Dates: 5–9 May 2019
Exhibition hours:
Monday, 6 May 09:00 – 17:30
Tuesday, 7 May 09:00 – 17:30
Wednesday, 8 May 09:00 – 17:30
Thursday, 9 May 09:00 – 14:00
For further information please visit: www.otc2019.org

TAGS: 50 years OTC