

TUROGE 2009 POST SHOW REPORT



“8th TURKISH INTERNATIONAL OIL & GAS CONFERENCE and SHOWCASE”

TUROGE remains Turkey’s largest and most prestigious international oil and gas event. It brings together many of the most influential domestic and international oil and gas sector professionals from government ministries, associations, institutions and commercial companies. It is a forum for learning, debate and business.

The 8th edition of TUROGE was held on 11 – 13 March at the Sheraton Hotel & Convention Centre with the full support and participation of the Ministry of Energy & Natural Resources of Turkey, the Turkish Petroleum Corporation (TPAO) and the Petroleum Pipeline Corporation (BOTAŞ).

TUROGE is co-organised with two key associations: TPJD Turkish Petroleum Geologists and JFMO Uctea Chamber of Geophysical Engineers.

TUROGE 2009 STATISTICS :

SHOWCASE exhibition :

Date:	11-13 March 2009
Venue:	Sheraton Hotel & Convention Centre, Ankara, Turkey
Net Total Sqm:	581.75
Gross Total Space, Sqm:	1175
Exhibitors:	34
Number of National Exhibitors:	14
Number of International Exhibitors:	20
Number of Visitors:	(850)

PARTICIPATING COUNTRIES;

Turkey, Austria, Azerbaijan, Kazakhstan, Russia, China, Iran, Romania, Georgia, Ukraine, France, UK, Greece, Bulgaria, Germany, Taiwan, Italy, Belgium, Netherlands, USA, Kuwait, Norway, Singapore, Czech Republic, USA, Slovakia...

PARTICIPATING COMPANIES :

- Al Fajr
- Armatury Group
- Atikol Dış Tic.
- Aveva
- Botaş
- Dizel Turbo
- Drillmec SPA
- Esm Publishing
- Fugro Group
- Gas & Power Magazine
- JFMO
- MTA
- Meke Marine
- Merty Energy.
- Mokveld Valves
- MSA
- MSP Drillex
- National Iranian Gas Company
- Omas Ltd.
- Prefi Prefabricated
- Rotork Controls Ltd.
- Rotork Fluid System
- Saudi Aramco
- Schlumberger
- Sontek
- Sumy Frunze
- Teknik Publishing
- TMK
- Totalgaz Industries.
- TPJD
- Turkish Petroleum (TPAO)
- Universal Ensco Inc.
- Upetrom Group
- Wuhi Yangtong

CONFERENCE :

Date:	11 – 12 March 2009
Delegates:	372
VIPs:	186
Speakers:	39

Key Speakers:

- **Neil England**, Director, ITE Group Plc.
- **Matthew J. Bryza**, Deputy Assistant Secretary, USA
- **Selahattin Çimen**, Undersecretary, Ministry of Energy, Turkey
- **Mehmet Uysal**, President, TPAO
- **Şakir Arıkan**, Deputy General Manager, BOTAŞ
- **Richard Smelie**, Partner, Fenwick Elliott
- **Dr. Volkan S. Ediger**, Energy Adviser to the President, Turkey
- **Reinhard Mitschek**, Managing Director , Nabucco Gas Pipeline
- **Can Suphi**, Country Manager, BP Turkey
- **Sergiy Korsunsky**, Ambassador of Ukraine
- **Jean- Arnold Vinois**, Directorate General for Energy and Transport, EU

Main Topics:

- The Role of Turkey as a Bridge Between Middle East and Europe
- Turkey: Exploration and Production. Black Sea, Mediterranean and Beyond
- Investment in Turkey's Oil & Gas Sector
- Energy Security in the Region: Geopolitical Outlook
- Energy Security in the Region: Diversification of Energy Supply to Europe

SPONSORS:



ExxonMobil



Fenwick Elliott
Solutions



GDF SUEZ



SUPPORTING AND PARTICIPATING PRESS and MEDIA :

PRESS and MEDIA PARTICIPATION:

Following media corporations participated to the event; Anadolu Agency, Ata TV, Bloomberg News, Bugün Newspaper, CİHAN News Agency, CNBC-e Channel, Dünya Newspaper, Ekoenerji Magazine, Energy Agency, Energy Politics Magazine, Habertürk Newspaper, Hürses Newspaper, IRIB Channel, İhlas News Agency, NTV Channel, PM Communication, Press TV, Referans Newspaper, Platts, Reuters, Taraf, The Oil&Gas Year Magazine, Today's Zaman, TRT Channel, Turkish Economic Press Agency, Ulus Newspaper, Yatırımlar Magazine..

EXHIBITOR RESEARCH:

91% of respondents had exhibited at TUROGE before.

92% of respondents stated that one of their main reasons for exhibiting was to develop new business relations. Of these respondents, 91% stated that they had achieved this goal.

79% of respondents stated that one of their main reasons for exhibiting was to improve brand image in the Turkish market. Of these respondents, 90% stated that they had achieved this goal.

58% of respondents stated that one of their main reasons for exhibiting was to obtain knowledge about the Turkish market. Of these respondents, 86% stated that they had achieved this goal.

Perhaps unsurprisingly, 96% of respondents stated that the Turkish market was a target for their company. 54% stated that the Caspian region was also a target and a further 38% quoted Middle and Eastern Europe as a target market.

87% of respondents used brochures to market their presence at the event and 57% sent invitations to clients and prospects.

75% of respondents rated their participation at TUROGE as 'very good' or 'good' and a similar number rated the quality of visitors as 'very good' or 'good'.

83% of exhibitors were 'totally satisfied' or 'satisfied' with their participation at TUROGE 2009.

VISITOR RESEARCH:

27% of respondents were owners or general managers of their company.

23% were government staff

20% were involved in sales

17% were regional managers

10% were involved in marketing

3% were specifically from purchasing departments

The areas of greatest interest were:-

Oil & gas equipment: 54%

Transportation & storage: 17%

Upstream equipment: 10%

Exploration and production: 7%

97% of respondents were either 'totally satisfied' or 'satisfied' with TUROGE 2009.

CONTACTS:

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