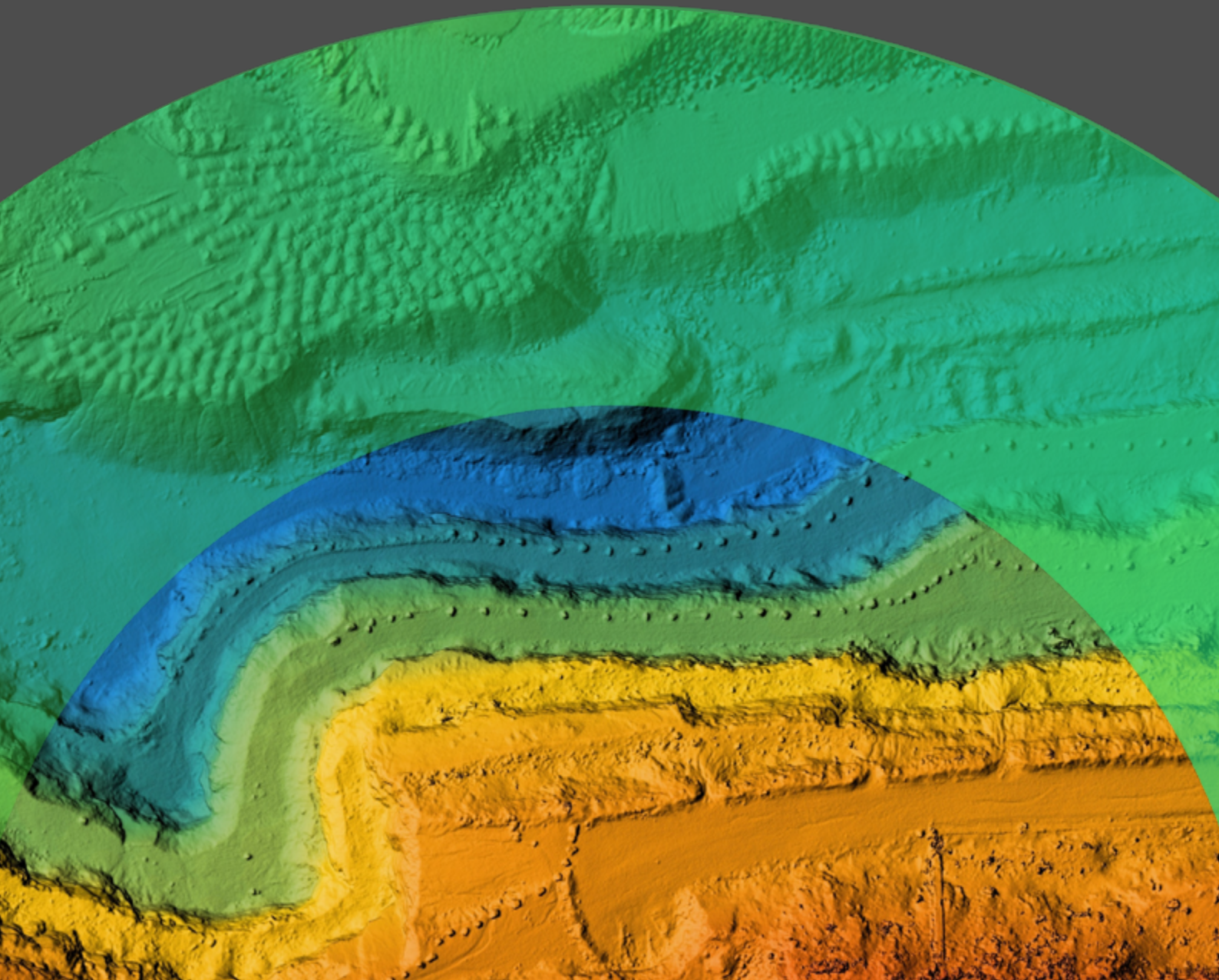


IMPACT REPORT





ACCESS, INFLUENCE, AND OPPORTUNITY

BUILDING UPSTREAM COLLABORATION IN A FOCUSED, HIGH- VALUE ENVIRONMENT

Bapco energies

MEOS GEO 2025 took place at a period of market uncertainty and shifting investment priorities for the upstream oil and gas sector. Against this backdrop, MEOS GEO delivered a platform where regional access meets global expertise - enabling the industry to turn technical dialogue into operational decisions.



3 Days



+4,300 conference
participants



+17,400 visits



63 countries
represented



732 speakers



123 Technical
sessions



7 strategic
panels



120 exhibitors

All of this drove focused, high-impact engagement. The event enabled decision-makers to connect and form partnerships and evaluate the technologies that will be critical for the next phase of industry development.

This impact report distills the knowledge shared and commercial value generated - showing why MEOS GEO continues to be a strategic platform for upstream engagement in the Middle East.

A PLATFORM DEFINED BY ACCESS AND INFLUENCE

DIRECT ACCESS TO REGIONAL DECISION-MAKERS

MEOS GEO's strategic positioning is grounded in its ability to connect participants with decision-makers from one of the world's most active upstream regions.

63,78%

of attendees intend to return

16.3%

final decision-makers,

29.3%

strong influencers

Strong participation from UAE, Bahrain, Kuwait, and international markets

This concentration of influence is reinforced by location.

"The proximity to Saudi Arabia makes it a unique location... a lot of Saudi companies are coming."

Hassan Al Somali
ArcelorMittal Products

For international participants, this access is critical:

"If you're not here, it's very difficult to connect. But as soon as you're here, everything changes."

Ana Saez Fuentes
S&P Global



MEOS GEO operates as a gateway to regional opportunity, particularly for organisations targeting Saudi Arabia and the wider GCC.



ENGAGEMENT THAT TRANSLATES INTO VALUE

HIGH SATISFACTION AND STRONG RETURN INTENT

More important than the number of attendees, MEOS GEO's impact is reflected in engagement and intent:

Net Promoter Score:

59 (vs industry average: 30.3)

84.3%

of attendees intend to return

70.5%

rate it as value for money

86.28%

consider it an important event

82.6%

of exhibitors likely to return in 2027

These indicators highlight MEOS GEO's value as a platform that consistently delivers relevant audiences and measurable value.



TURNING CONNECTION INTO COMMERCIAL OUTCOME

"We've been able to liaise with several key customers and meet potential clients."

Geoteric

"We got a lot of connections, a lot of opportunities."

Pacific Middle East

"Helping contractors find the right vendors at the right time."

ARO Drilling

"The best opportunity to showcase our technology and connect with clients."

NOR Solutions

"We could meet several clients... and deploy technologies very easily."

Atomics Chemical

And beyond initial engagement, the event supports relationship continuity. Many attendees use it as a place to re-energise relationships and introduce teams to clients.

THE EVENT FUNCTIONS AS A COMMERCIAL ACCELERATOR, ENABLING:



LEAD GENERATION



CLIENT ENGAGEMENT



TECHNOLOGY ADOPTION



LONG-TERM PARTNERSHIP
DEVELOPMENT

EXHIBITOR IN DETAIL: CNPC AT MEOS GEO 2025

FROM FIRST APPEARANCE TO LIVE DEAL FLOW

“We’ve realised all of our ambitions for MEOS GEO 2025 – the whole event was very successful for us. We met with clients and expanded our reach in the local region; it’s our dream to work in this market, as Aramco and Bapco Energies have the highest standards for technology and for people.”



China’s largest drilling services company turned a first-time booth at MEOS GEO 2025 into regional momentum – and three new commercial tracks with Aramco, Bapco Energies and local partners.



THE CHALLENGE

When CNPC’s Xibu Drilling Engineering Company decided to exhibit at MEOS GEO 2025, they knew they wanted to make the most of this opportunity to showcase their capabilities.

As China’s strongest drilling and workover contractor, the team at Xibu Drilling recognised MEOS GEO as the right platform to mark a major step towards internationalisation – and to truly make that step count.

Zhu Heping (Deputy General Manager of CNPC Engineering Company, Saudi Branch) said:

“For me, MEOS GEO is more focused on our field of service than other events. Saudi Aramco and Bapco Energies are our major clients in the region, and they’re key partners at this event.”



Zhu Heping
Deputy General Manager
CNPC Engineering Company
Saudi Branch



With this in mind, Bahrain and Saudi Arabia were the markets that Xibu Drilling needed to reach. And the goal was to convert a booth at MEOS GEO into conversations that lead to business.



THE OBJECTIVES

Zhu Heping shared CNPC's initiative at MEOS GEO 2025. He laid out four key objectives:



Meet and engage with Aramco – particularly representatives from the unconventional, drilling, and workover departments.



Advance discussions with Bapco Energies on gas recovery and workover support for Bahrain's mature fields.



Formalise partnerships through MoUs with local firms in training and gas field services.



Elevate CNPC/Xibu's regional profile among Middle East operators and partners.

SIX MONTHS OF PREPARATION

01

Strategic planning: Focused on maximising MEOS GEO's potential impact on his company's objectives, Zhu launched preparations in **March 2025** – **six months** ahead of the event. He considered every detail, and developed his own **blueprint for success**.

02

Unified presence: CNPC's Xibu Drilling teamed up with sister company BGP to co-brand and co-design their booth for greater impact.

03

Hero exhibits: The stand featured three models – a record-breaking **10,000 metre** ultra-deep well, a gas recovery and liquefaction plant, and a training simulator.

04

Portable content: Over **20 videos** and slide decks were preloaded on **1,000 branded** USB drives for visitors.

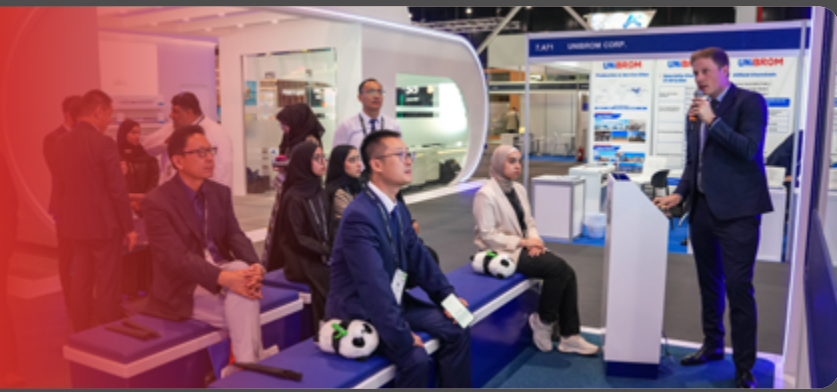
05

Client outreach: Zhu's team reached out to more than **100 partners** and **20 priority clients** in advance, and personally invited them to CNPC's booth.

06

Showtime: A digital presentation highlighted CNPC's scale and integrated service capabilities.

A BOOTH THAT CAPTURED ATTENTION



The centrepiece of CNPC's booth was a model of **China's deepest gas exploration well**. It quickly became a visual landmark at the event, and drew steady traffic from delegates, including senior visitors from **Aramco, Bapco Energies**, and representatives from professional societies such as **SPE**.

People stopped to take photos of the model, and to marvel at it as a feat of engineering; and that created space for the CNPC team to start meaningful conversations with key visitors.

The stand also showcased **Managed Pressure Drilling (MPD)**, gas recovery technologies to reduce flaring, and a drilling simulator reflecting CNPC's push into **digitalised training**.

And in another smart relationship-building move, the team used **MEOS GEO** to deepen education links, inviting three students from **King Fahd University of Petroleum and Minerals (KFUPM)** – who had previously been sponsored by CNPC for a two-month **internship in China**.

THE RESULTS



1

ARAMCO – TECHNICAL PROPOSAL SUBMITTED

Representatives from Aramco visited CNPC's stand to explore cost-effective technical support for the Jafurah gas field. The CNPC team provided detailed solutions and followed up post-event with a full technical and commercial proposal, now under negotiation.

2

BAPCO ENERGIES – WORKOVER AND GAS RECOVERY MOU

Bahrain's national oil company, Bapco Energies, engaged Xibu Drilling in conversations about workover solutions for its 2,000+ mature wells. CNPC also demonstrated its gas-recovery and liquefaction system – a low-emission technology that captured interest from Bapco Energies engineers on-site.

3

TWO NEW LOCAL PARTNERSHIPS SIGNED

The team signed two local MoUs during the event:

- One focused on simulator training and digital skills transfer.
- One centred on gas-field collaboration with a regional partner.

A STORY OF FOCUS AND ENGAGEMENT

CNPC brought a mix of discipline, clarity, and captivating storytelling to make their first MEOS GEO appearance stand out.

- **A HERO STORY:** The deep well model gave visitors an instant and tangible sense of the company's capability.
- **SIX MONTHS OF PLANNING:** This enabled consistent branding, outreach, and streamlined follow-ups.
- **UNIFIED VOICE:** Adjacent to BGP, the two booths shared a consistent colour scheme and design, reinforcing CNPC's technical breadth – from seismic to drilling.
- **ENGAGEMENT THROUGH LEARNING:** The KFUPM link turned a technology showcase into a talent bridge.

And all of this happened on the right stage. With Aramco and Bapco Energies as anchor clients, MEOS GEO delivered direct access to decision-makers that no other event could match.

WILL CNPC COME BACK TO MEOS GEO?

THE SHORT ANSWER IS

YES

Post-show, CNPC continues to progress commercial discussions with Aramco and Bapco Energies. Zhu's team is also interested in expanding university collaborations to help build local energy talent pipelines and strengthen cross-border relationships.

Zhu added that he'll encourage other CNPC companies, from the manufacturing side and the digitalisation side, to establish a presence at MEOS GEO in the future.

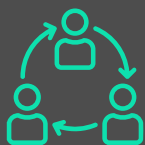
"We've realised all of our ambitions for MEOS GEO 2025 – the whole event was very successful for us. We met with clients and expanded our reach in the local region; it's our dream to work in this market, as Aramco and Bapco Energies have the highest standards for technology and for people."



Zhu Heping
Deputy General Manager
CNPC Engineering Company
Saudi Branch



CNPC DESCRIBED MEOS GEO IN THREE WORDS:



COLLABORATION



INNOVATION



PARTNERSHIP

ABOUT CNPC AND XIBU DRILLING ENGINEERING COMPANY

CNPC is China's largest integrated oil and gas enterprise, and the world's 3rd largest oil company with assets in over 30 countries. Xibu Drilling Engineering Company – a CNPC subsidiary specialising in onshore drilling, workover and engineering services – operates hundreds of rigs and contributes to CNPC's technical services arm.



FOCUSED TECHNICAL AND RELEVANT

A DIFFERENTIATED PLATFORM FOR SUBSURFACE AND UPSTREAM EXPERTISE.

Unlike larger, broader events, MEOS GEO's strength lies in its technical focus and audience alignment.

THE 2025 PROGRAMME ADDRESSED:

- Digitalisation and AI in upstream workflows
- Drilling optimisation and operational efficiency

- Subsurface characterisation and geoscience integration
- Emerging energy solutions, including geothermal and hydrogen

And participants highlighted this differentiation:

"More focused on subsurface and geophysics... allowing us to meet people in a specialised domain."

Bugar Bairamov
Digital Research Lab, EI Group



"It integrates engineers, geoscientists, and supply chain... solving today's challenges together."

Tom Walker
American Association of Petroleum Geologists



MEOS GEO offers relevance over noise – a targeted environment where technical discussions translate into actionable outcomes.





INNOVATION DRIVING UPSTREAM TRANSFORMATION

AI, DIGITALISATION, AND THE FUTURE OF ENERGY

A core theme at MEOS GEO 2025 was the convergence of subsurface expertise with digital technologies.

Key innovation areas included:

- AI-driven seismic interpretation and data utilisation
- Automation in drilling and operations
- Advanced sensing and real-time monitoring
- Integration of new energy pathways alongside conventional assets

As one participant observed:

“At MEOS GEO you can see where the industry is going – hydrogen, geothermal, and new techniques”

Ana Saez Fuentes
S&P Global



As one participant observed:

“AI is enhancing safety and efficiency of rig performance”

Muhammad Al Hori
ARO Drilling Company



Instead of just showcasing innovation, MEOS GEO is enabling its application in real-world upstream environments.



A GLOBAL PLATFORM WITH REGIONAL FOCUS

INTERNATIONAL REACH, LOCAL RELEVANCE

MEOS GEO combines global participation with regional specificity:

“It’s very international and has experts from all over the world.”

Bodong Li
Tencent Tech



We had the chance to meet professionals and present to a wider community.

Bugar Bairamov
Digital Research Lab, EI Group



At the same time, its focus remains tightly aligned to regional challenges:

“What’s really good about MEOS GEO is how focused it is on the challenges that are observed within the region, both geologically and drilling.”

Geoteric



It’s a balance between global expertise, regional applicability, and targeted engagement – and MEOS GEO has got that balance right.





AMPLIFYING VISIBILITY BEYOND THE EVENT

Extending impact through digital and media reach
MEOS GEO delivers value beyond the exhibition floor through strong multi-channel visibility:



11.7M
Google impressions



888K
Instagram reach



111K
LinkedIn impressions



144K
email invitations delivered



91K
website users



584K
YouTube impressions

MEDIA COVERAGE GENERATED:

298 online and
68 offline placements

Estimated value:

USD \$813,148

So participation at
MEOS GEO delivers
extended brand
exposure and sustained
engagement, across
both digital and
traditional channels.



THE VALUE OF TIME AND CONNECTION

AN ENVIRONMENT DESIGNED FOR MEANINGFUL ENGAGEMENT

In their feedback, attendees kept talking about the quality of interaction.

"People were spending time, they were discussing, they were listening to us."

Chetan Kapadiya
Pacific Middle East, Abu Dhabi



"A fantastic opportunity to connect with clients and peers. The right place to get together and understand technologies and markets."

Kamaro Zaman
NOR Solutions Middle East



This reflects a key differentiator that MEOS GEO is proud of:

LESS TRANSACTIONAL
MORE CONVERSATIONAL
MORE OUTCOME-DRIVEN

And this creates the conditions for productive engagement.

EXHIBITOR IN DETAIL: TGS AT MEOS GEO 2025

A global seismic leader having local conversations

"We're a huge global seismic company – but we're here. We're one short flight away, we visit our clients regularly, and MEOS GEO is where we show that presence."

TGS, a leading energy data and intelligence provider, used MEOS GEO 2025 to reinforce its 'global-plus-local' model, deepen conversations with national oil companies, and stay on the cutting edge of digital geoscience in the Middle East.

THE CHALLENGE

TGS is recognised globally for its seismic data and multi-client library – from the Gulf of Mexico and Brazil to West Africa, the North Sea and Asia Pacific. But in the Middle East, the task is more specific:

How do you turn global seismic scale into visible, local presence with NOCs such as Aramco, ADNOC, KOC, PDO, QatarEnergy, and Babco Energies?

As Regional Business Development Manager for Africa, the Mediterranean and the Middle East, Wathik Alaaraji is responsible for building that bridge. With the closest TGS regional hub in Cairo, his satellite office in Dubai has to:

- Keep TGS front-of-mind with core Middle East customers.
- Demonstrate that TGS understands local geophysical challenges, as well as global trends.
- Use the right platforms to do both, efficiently.

For Wathik, not all events are equal. Larger regional shows can be impressive in scale, but less targeted in content.

In contrast, MEOS GEO is where he knows he'll meet the geophysicists, geoscientists and explorationists he actually works with. It's a smaller show – but for TGS, that focus is precisely the point.



THE OBJECTIVES

For MEOS GEO 2025, TGS built success around four core objectives:

As Wathik puts it, the message TGS wanted to send was very straightforward:

"We're present. We're physically in the region, we know your challenges, and we're available and contactable when you need us."



Strengthen direct engagement with key regional NOCs and partners.



Show that TGS is physically present in the region.



Address local geophysical challenges through technical papers that speak directly to Middle East geology.



Track where the market is heading in digitalisation, AI and large-scale seismic processing, by listening as much as presenting.

A TWO-TRACK STRATEGY: TECHNICAL CONFERENCE AND EXHIBITION

Preparation for MEOS GEO 2025 followed a deliberate two-track approach – half technical, half visibility.

1. Targeted technical marketing

TGS submitted several technical papers to the conference, all focused on concrete geophysical issues in the region. Instead of generic thought leadership, they focused on practical problem-solving around:

- Complex and heterogeneous Middle Eastern geology.
- Country-specific challenges in Kuwait, Saudi Arabia, Qatar, Oman and Bahrain.
- How advanced seismic processing and data workflows can improve exploration outcomes.

These papers were accepted and presented at MEOS GEO – giving TGS a platform to show that they're actively working on the problems Middle East NOCs care about.

Wathik also served on the Technical Committee, reviewing submitted papers and helping shape the programme. That involvement gave TGS months of structured engagement with peers and potential clients even before the show opened.

2. Exhibit design and regional messaging

On the exhibition side, the TGS team focused on clarity of message rather than spectacle. Key questions drove the booth planning:

- What do we want visitors to understand in 30 seconds?
- How do we signal that TGS is both global and locally anchored?
- How do we support and amplify the technical talks happening in the conference rooms?

The result was a stand that emphasised:

- TGS' role as a leading seismic and energy data company.
- Its established presence in Cairo and Dubai.
- Concrete, region-relevant case studies and data examples that visitors could connect with their own assets.

In Wathik's words, preparations were "50% academic and 50% visibility" – aligning technical depth with clear brand presence.

In Wathik's words, preparations were

"50% academic and 50% visibility" – aligning technical depth with clear brand presence.

A FLOOR THAT FELT “CHOCK FULL OF ENGAGEMENT”

Once MEOS GEO 2025 opened, the plan translated into the kind of interaction that matters most to TGS: sustained, technical conversation.

- The booth hosted a mix of scheduled meetings and organic conversations sparked by interest in TGS' presentations.
- Technical talks naturally led to deeper follow-up discussions, with visitors exploring how TGS' capabilities could address their challenges.
- In select cases, teams demonstrated example workflows to help illustrate how TGS' approach can enhance subsurface understanding.

Beyond direct engagement, the event also served as a valuable barometer for broader industry trends. With multiple seismic and technology companies sharing their latest advancements, TGS gained insight into where the sector is placing emphasis across geophysics and digitalisation.

THE RESULTS

MEOS GEO 2025 delivered tangible momentum for TGS across several fronts.

As Wathik puts it, the message TGS wanted to send was very straightforward:

“We’re present. We’re physically in the region, we know your challenges, and we’re available and contactable when you need us.”



Wathik Alaaraji

Regional Business Development Manager
for Africa, the Mediterranean and
the Middle East

1

REGIONAL ENGAGEMENT ON LOCAL TECHNICAL CHALLENGES

Technical papers focused on regional subsurface topics resonated strongly with attendees and opened the door for deeper technical exchanges, including:

- Follow-up discussions on particular basins or play types.
- Further evaluation of advanced processing and imaging techniques.

2

REINFORCED PERCEPTION OF TGS AS A ‘GLOBAL’ PARTNER

By combining committee work, conference talks and a visible booth staffed from the region, TGS strengthened its positioning as:

- A global seismic leader with a deep multi-client library and technology base.
- A local partner based in Cairo and Dubai, able to get on a plane at short notice and engage face-to-face.

For Middle East clients who increasingly expect both cutting-edge technology and responsive, nearby support, that combination is critical.

STORY OF FOCUS, CONTINUITY AND DIGITAL MOMENTUM



For Wathik, a key strength of MEOS GEO is its consistency. He has attended four editions of the event and describes it as “a known quantity” in the best sense:

- He meets many of the same people (both clients and competitors) year after year.
- It is firmly focused on geoscience, with geophysicists, geologists and exploration decision-makers making up the core audience.
- It avoids the dilution that can happen at larger, more generalised energy events.

That focus is especially important as digitalisation accelerates. Over the past 18 months, Wathik has seen

Middle East NOCs lean hard into AI, machine learning and big data. With local AI and compute power now widely available, national oil companies are effectively telling service providers:

“We have the infrastructure. Show us what you can do with our data.”

In that context, MEOS GEO’s programme – with its emphasis on AI, high-performance computing and advanced seismic workflows – shows TGS that the event has its finger on the pulse of geoscience.

WILL TGS COME BACK TO MEOS GEO?

THE SHORT ANSWER IS

YES

MEOS GEO helps the company:

- Maintain face-to-face continuity with key NOCs in the Gulf and wider region.
- Showcase its capabilities through localised technical content rather than generic messaging.
- Benchmark its own technology roadmap against where the regional market is heading.

For geoscience and data-service firms still deciding whether to attend, Wathik’s advice is straightforward:

“If you want a one-stop geoscience forum in the Middle East region where you can both present your technologies and see what your peers are doing, MEOS GEO is one of the most efficient ways to do it.”



Wathik Alaaraji
Regional Business Development Manager
for Africa, the Mediterranean and
the Middle East



TGS DESCRIBED MEOS GEO IN THREE WORDS:



FOCUSED



EASY



CONNECTED

ABOUT TGS

TGS is a leading energy data company, specialising in seismic and subsurface data, analytics and related services that support exploration and development decisions worldwide. With a global multi-client library and operations spanning the Gulf of Mexico, Brazil, West Africa, the North Sea, Asia Pacific and beyond, TGS combines large-scale data coverage with regional teams in hubs such as Cairo and Dubai to support national and international oil companies across the Middle East and neighbouring regions.





WHY MEOS GEO?

A STRATEGIC PLATFORM FOR UPSTREAM ENGAGEMENT

- Access to decision-makers across the Middle East
- A focused, technically aligned audience
- Proven commercial outcomes and strong return rates
- A platform for innovation and technology deployment
- Extended visibility through digital and media reach
- An environment built for meaningful connection

MEOS GEO connects operators, service providers, and technology leaders on a platform designed to strengthen the upstream sector.

As the industry continues to evolve, the need for focused, high-value engagement platforms will only increase.

MEOS GEO is positioned to meet that need.

