



Abu Dhabi International Petroleum Exhibition and Conference 2018

Creative strategy



“He who does not know his past
cannot make the best
of his present and future,
for it is from the past that we learn.”

— Sheikh Zayed Al Nahyan

The UAE is a nation with hospitality in its DNA.

It's has been dedicated to being a host and a hub for centuries, getting a transfer of knowledge in return.

This knowledge helps us today become the best version of ourselves.

A strategic vision legacy of His Highness Sheik Zayed, at the core of UAE's foundation, was to host and generate the perfect home to house knowledge.

The uniqueness of UAE (with Sheik Zayed's talent to empower his people), resides in its history of welcoming excellency.

By creating the right environment, the UAE manages to attract and foster the World's biggest talent and brightest minds.

Today, UAE's generosity to share its acquired wisdom is helping make the World a better place.



The World needs energy to move forward. Enormous amounts of energy to help the new generations build a better and brighter future.

Today, ADIPEC hosts the largest and most important energy exhibition and conference in the World.

By attracting some of the industry's most important stakeholders in the energy business and generously sharing this knowledge, ADIPEC is undoubtedly contributing to the make the World a better place.

ADIPEC helps us get to the future.



“The real asset of any nation
is in its people”

— Sheikh Zayed Al Nahyan

Thank you.



Abu Dhabi. March, 2017.