



MOGSEC 2012

Malaysia Oil & Gas Services Exhibition And Conference

**“Malaysia’s Transformation into
Asia’s Oil & Gas Hub”**

18 - 20 SEPTEMBER 2012

Kuala Lumpur Convention Centre (KLCC), Malaysia

www.mogsec2012.com.my

Organised By:
MOGSC
MALAYSIAN OIL & GAS SERVICES COUNCIL

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EXHIBITIONS
MEMBER**

Malaysian Oil & Gas Services Council (MOGSC)

President's Message



MOGSC's presence in recent years has increased significantly across the industry as a result of positive collaboration with PETRONAS, MPRC, MATRADE, Oil & Gas Companies, Industry Stakeholders, member companies and the Government, with clear focus on the interest of the industry and the national economy as a whole.

In support of the Economic Transformation Plan initiated by PEMANDU in making Malaysia as the regional Oil & Gas hub, I am pleased to announce that MOGSC will be organising the inaugural MOGSEC 2012 – Malaysia Oil & Gas Services Exhibition and Conference, which will present an excellent platform for the Malaysian product and service providers to showcase their capabilities and expertise.

Therefore, MOGSC seeks full support from all members and non members to be part of this event which will surely establish itself as one of the more important event's for the Malaysian Oil & Gas industry.

Yours sincerely,

SOFIYAN YAHYA
MOGSC President



WHO IS THE ORGANISER

THE ORGANISER

The Malaysian Oil & Gas Services Council or MOGSC was formed on 1st December 2003, as an initiative to establish an association driven and promoted by the services sector of the Malaysian Oil & Gas Industry.

MOGSC is now the premier business forum for service providers in the Malaysian Oil & Gas Industry with the largest grouping of companies as members.

The MOGSC membership represents the diverse and extensive range of services found in the Malaysian Oil & Gas Industry, from the big players to the specialist services businesses. A number of MOGSC members are already successful overseas as they make significant inroads into other Oil & Gas regions.



THE EXHIBITION MANAGER

Malaysian Exhibition Services Sdn Bhd (MES) was incorporated in 1980, is the pioneer and the largest exhibition organiser in Malaysia. A Malaysian-owned company under the chairmanship of Tan Sri Asmat Kamaludin, MES have vast experience in organising highly successful & well attended, business-generating international exhibitions. One of which is the renowned Oil & Gas Asia (OGA) series of exhibitions.

WHAT IS MOGSEC 2012?

MOGSC (Malaysian Oil & Gas Services Council) will be organising the inaugural MOGSEC 2012 - Malaysia Oil & Gas Services Exhibition and Conference from 18 - 20 September 2012 in the Kuala Lumpur Convention Centre. This event will present an excellent platform for the Malaysian Oil & Gas service providers to showcase their capabilities and expertise.

The organisation of MOGSEC 2012 is in line with MOGSC's mission to promote the services sector of the Malaysian Oil & Gas Industry and also serves to complement efforts initiated by the Government, to promote the Oil & Gas sector as the main driver for the country's economy through the Economic Transformation Program (ETP).

MOGSC will be working hand in hand with the Malaysian Petroleum Resource Corporation (MPRC), an agency under the Prime Minister's Department with an ultimate vision to develop the Nation's Oil & Gas industry to a greater level in this region.



Notwithstanding, the support from PETRONAS, will indeed spur further the Malaysian Oil & Gas industry to greater heights.

We will be working closely with Malaysian Exhibition Services Sdn Bhd as the Exhibition Manager in the organisation of MOGSEC 2012, whose top-notch reputation has been cemented through their highly acclaimed OGA (Oil & Gas Asia) series of exhibitions.

Therefore, your participation in this Malaysia's prestigious Oil & Gas event would surely be beneficial in making your organisation as the frontrunner in the Oil & Gas industry in this region. This event aimed to make Malaysia as the Regional hub for Oil & Gas which will attract major international players to Malaysia and at the same time promote local industry champions.



WHY EXHIBIT?

- ▶ 3 days of intense business interaction
- ▶ Strategic and comprehensive business matching programs
- ▶ Enhance the image of your company, trademark, quality and services
- ▶ To analyse the new market trend
- ▶ A better understanding of market situation through direct feedback from your audience and direct contact with your clients
- ▶ Strengthen relationship with current clients and conquer new ones
- ▶ Establishing contacts for new business opportunities
- ▶ Direct observation of competitor offerings
- ▶ Launch new products for a bigger impact on the market

WHO SHOULD / WILL BE VISITING?

- ▶ Individuals and organisations involved in Upstream, Midstream and Downstream businesses should/will visit the exhibition.

WHO SHOULD EXHIBIT?

Companies and organisations involved in the Oil & Gas Industry in Malaysia covering these areas:

UPSTREAM

The process of searching for, the recovery and production of crude oil and natural gas as well as potential underground or underwater Oil and Gas fields. It also includes auxiliary services such as logistic, automation, instrumentations, equipment and many related products and services.

MIDSTREAM

The processing, storing, markets and transporting crude oil, natural gas, Natural Gas Liquids (NGLs) and Liquefied Natural Gas (LNG).

DOWNSTREAM

Area of oil refineries, petrochemical plants, petroleum products distribution, retail outlets and natural gas distribution companies.

STRATEGIC MARKETING TO DELIVER YOUR TARGETED BUYERS TO YOU

We have strategically planned marketing activities to bring in trade visitors to the show. These activities include:

- ▶ Targeted direct mail invitation and visitor ticket distribution to professionals, specialists and key buyers.
- ▶ A series of email broadcasts to our highly focused database.
- ▶ Printed show preview with highlights on exhibits.
- ▶ Personal visits to government ministries, trade associations and chambers of commerce.
- ▶ Visits to other major oil shows around the world to further boost the show's publicity to the Oil and Gas fraternity.
- ▶ Editorial coverage and advertising in technical, trade business and national press.
- ▶ Posters and visual display materials.
- ▶ A total of 3 show dailies will be produced during the show which will be distributed to the visitors at the visitor registration counters as well as to Exhibitors and all VIPs.
- ▶ Dedicated website with pre-registration online services.

HOW TO BECOME A MEMBER OF MOGSC?

MEMBERS' BENEFITS

To achieve MOGSC aspirations for MOGSC members, MOGSC will work positively and collaborate constructively with related authorities, clients, industry players and industry stakeholders to promote MOGSC members.

MOGSC BENEFIT ITS MEMBERS BY:

- ▶ Providing an effective platform for networking and addressing industry issues.
- ▶ Developing beneficial programs such as training, technical seminars, talks, forums, etc.
- ▶ Providing an effective platform to promote smart partnerships amongst members and stakeholders.
- ▶ Providing an effective platform for authorities and clients to promote industry agenda, programs and initiatives.
- ▶ Enabling their participation in local and international exhibitions and conferences.
- ▶ Promoting and supporting member companies and businesses.

FEES

- ▶ Membership Entrance Fee : **RM1,000**
- ▶ Annual Subscription : **RM1,200**

To become a member of this dynamic council, please email siti@mogsc.org.my (Ms. Siti) for more information.

HOW TO EXHIBIT?

The total investment to be part in this upcoming vibrant event in Malaysia are as follows:

▶ **SPACE ONLY**

RM1,290 per square metre
(MOGSC Members Only)

RM1,385 per square metre
(Non-Member)

▶ **SPACE AND WALK ON STAND**

RM1,590 per square metre
(MOGSC Members Only)

RM1,685 per square metre
(Non-Members)

CONTACT US

THE ORGANISER

**Malaysian Oil & Gas Services Council
(MOGSC)**

No. D-0-5, Setiawangsa Business Suite
Jalan Setiawangsa 11, Taman Setiawangsa
54200 Kuala Lumpur, Malaysia

Tel : +603 - 4251 5419/1781/1784

Fax : +603 - 4256 9286

E-mail : mogsc@mogsc.org.my /

mogsec2012@mogsc.org.my

THE EXHIBITION MANAGER

Malaysian Exhibition Services Sdn Bhd
(58243-X)

Suite 1401, 14th Floor Plaza Permata
Jalan Kampar, Off Jalan Tun Razak
50400 Kuala Lumpur, Malaysia

Tel : +603 - 4041 0311

Fax : +603 - 4043 7241

E-mail : mogsec@mesallworld.com