Baker Hughes Celle Technology Day Focuses on Unconventional Plays

Industry leaders to discuss shale gas, tight gas challenges

CELLE, GERMANY – October 12, 2010 – "Unconventional Today; Conventional Tomorrow" is the theme of the Baker Hughes Celle Technology Day 2010, set for October 14 at the Celle Technology Center.

Mario Aufiero, vice president of continental Europe for Baker Hughes, will open discussions at Techno Day 2010, which will focus on topics related to unconventional gas plays in Europe – primarily shale gas and tight gas, although other technology applications will be covered. Each of the day's two forums will begin with an overview of the issues facing these reservoir types and the major barriers to delivering maximum return on investment in unconventional hydrocarbon reservoirs.

Baker Hughes reservoir experts from around the world will address the challenges facing operators in European shale gas and how to unlock potential resources. Among the topics are: "Fracturing Tight Gas," "Drilling in Tight Reservoirs," "Completions for Fractured Wells," "Shale Coring," "Micro-Seismic" and "Maintaining Well Production."

"The Celle Technology Day fosters a deeper discussion on a range of technologies in various applications to maximize reservoir potential, including integrated petrophysical characterization of shale gas reservoirs, trouble-free, low-risk frac operations, drill bit systems and new logging-while-drilling technology," says Gary Rich, president of Baker Hughes in Europe. "This really is an opportunity for our clients to see and hear what we are doing across a broad spectrum of projects and to influence our future developments – thus ensuring our technologies and services continue to meet their changing needs."

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About Baker Hughes
Baker Hughes provides reservoir consulting, drilling, pressure pumping, formation evaluation, completion and production products and services to the worldwide oil and gas industry.