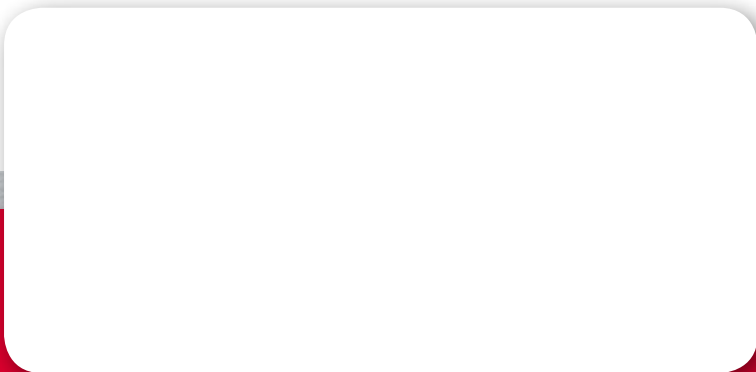




Designed to Perform

# #14 Newsletter

DECEMBER 2011



## Why Using Quality Drilling Products Makes a Difference

Quality is a fundamental part of VAM Drilling's process and is defined as the degree to which a set of inherent characteristics fulfills requirements (ISO 9000). In short, quality is the degree to which our client's expectations have been met. At VAM Drilling we know that our reputation depends on the quality of the products and services that we provide. Our sales, marketing, and production teams continually work together to understand client expectations and to adapt our production process and services to provide complete satisfaction. While client expectations can vary there are certain fundamentals that do not:

- Providing safe products with high performance values
- Having efficient and timely production processes with quick delivery times
- Demonstrating stringent regulatory compliance to standards (including API, NS1, DS1, IRP 1.8, customer specifications, ISO)

### How does VAM Drilling maintain product quality?

By monitoring quality at all stages of the production process:

- Because we are truly vertically integrated through our parent company Vallourec, we are able to guarantee the continuous supply of raw materials meeting stringent Group standards,
- Throughout its assembly, drill pipe can undergo as many as 20 levels of inspection and testing to guarantee products meet performance requirements (dimensional, visual, mag particle, ultrasonic, mechanical, etc.)
- Years of experience have enabled us to develop highly knowledgeable and experienced production teams that provide manufacturing process controls found in few competitor drilling product manufacturing facilities
- By using our Continuous Improvement Teams (CIT) and applying the tools and techniques of the Vallourec Management System (VMS), we continue to improve our performance as a company

With rig utilization rates inching upward and day rates climbing, operators cannot afford to take risks. Compromising on quality opens the door to costly failures that can endanger projects and in some cases the well-being of rig crews.

Keeping our clients satisfied is good business. That's why we will continue to focus on bringing the best possible products to market.



**Remi Faganello**  
Director of Quality,  
Health, Safety and Environment

Editorial

## Being There for Our Clients

### VAM Drilling continually reshapes itself to provide the right expertise in the right place

2011 has been a year for many changes at VAM Drilling. We have reorganized our Sales and Marketing team, developed two new regions in South America and the Middle East, and established the Client Support Center. New faces have joined the company while some have moved on to other projects.

These evolutions have proved that we as an organization are ready to deal with the challenges of our dynamic and constantly evolving business. Ready to reinvent ourselves to better serve our clients, we are prepared to change everything - except our fundamental beliefs and values.

In today's highly competitive market, we know that clients have a choice in terms of who they do business with. It is our goal to be a supplier of choice and to never take that privilege for granted. Providing the highest performing products and services as well as knowledgeable technical support experts will remain our main objective in the years to come.

## Improving our Service Offer

### VAM Drilling participated in the VAM Licensee Day and set up new licensee shops in South America

All Vallourec Group companies currently benefit from a network of 172 VAM licensees throughout the world. These licensees are an essential part of our global product and service offer and are authorized to repair VAM family premium connections. In mid-September, VAM Drilling participated in a three day event organized in Lille-France. This event allowed us to recognize licensees for their continued contribution and to share best practices. For VAM Drilling this was an excellent opportunity to outline VAM thread sales throughout the world as well as our quality expectations.



**Bruno Lefevre**, VP Client After Sales Services

VAM Drilling continues to build its licensee network in South America including a new licensee in Venezuela. Our goal is to provide you with the services you need to drill throughout the world.

## VAM Drilling Wins Regional SPE Honor

On October 9<sup>th</sup>, 2011, VAM Drilling was invited to the SPE Middle East Regional Award Ceremony, followed by a Gala dinner.

This event, which takes place every 2 years, recognizes members who contribute exceptional service and leadership within SPE, and who make significant professional contributions within their technical disciplines at the SPE regional level. There were around 200 attendees, representing some of the most influential regional members of the Oil & Gas business community. Our very own Vincent Flores (Marketing & Technical Support Manager) received an award in recognition of his services at SPE steering committees from 2009 to 2011. A total of around 20 committee volunteers received this award out of 1,000+ professionals. This award recognizes the involvement of VAM Drilling over the last 2 years. In recognition of our regional expertise, members of our team

have already been appointed session chairmen for a great deal of SPE conferences in 2012:

- SPE Applied Technology Workshop "Development of Sour Fields" - Abu Dhabi, January 2012
- Middle East Unconventional Gas Conference - Abu Dhabi, January 2012
- North Africa Technical Conference - Egypt, February 2012
- SPE Applied Technology Workshop "Drilling and Completing at all Depths" - Kuwait, March 2012
- ATW Drilling Best Practices through the Expanded Cycle conference - Abu Dhabi, April 2012



## Our Recent Events

- VAM Drilling participated with sister company V&M in the 2<sup>nd</sup> Basra International Oil & Gas Exhibition, held in Basra, Iraq, from November 25<sup>th</sup> to 28<sup>th</sup> 2011. This was a great opportunity for the company to meet with key clients.
- VAM Drilling participated in the poster session at IADC Middle East Drilling Technical Conference in Oman held on October 2011. Our Poster on VX written with Devon was displayed in the exhibition area with 3 poster sessions organised. This was a tremendous opportunity to showcase our high performing VAM Express connection.
- The **DUG Eagle Ford** (10<sup>th</sup>-12<sup>th</sup> October, San Antonio-Texas) and the **DUG East**: (15<sup>th</sup>-17<sup>th</sup> November, Pittsburgh-Pennsylvania) were excellent opportunities for VAM Drilling to showcase its unconventional gas drilling expertise.
- The **OTC Brazil** held in Rio from October 4<sup>th</sup> to the 6<sup>th</sup> was the perfect opportunity to showcase our evolutions on the South American Including our new welding line.
- The **KIOGE** in Almaty held from October 6<sup>th</sup> to the 7<sup>th</sup> allowed us to meet with clients in Kazakhstan and discuss their Sour Service drilling issues.



**VAM Drilling will be participating in:**

- **Middle East Unconventional Gas Conference (UGAS):**  
23-25 January 2012, Abu Dhabi-UAE.  
Come see our technical presentation on Sour Service.
- **North Africa Technical Conference (NATC):**  
20-22 February 2012, Cairo-Egypt.  
Come see our technical presentation on VAM Express.
- **Nigeria Oil & Gas (NOG):**  
20-23 February 2012, Abuja-Nigeria.
- **SPE/IADC Drilling:**  
6-8 March 2012, San Diego, California-USA.  
Come see our presentation on Drill Pipe Risers.
- **Ghana Oil & Gas Summit:**  
27-29 March 2012, Accra-Ghana.
- **Winter:**  
We are organizing roadshows in South America, North America, the Middle East, Asia and Europe. Please contact your nearest sales representative to organize a roadshow for your drilling team.

## On the Move...

- Amin Bakhteyar**  
Sales & Business Development Manager  
Previously Operations Manager at VAM Drilling Protocols before joining the Middle East Sales Team in September 2011.  
amin.bakhteyar@vamdrilling.com
- Geoffroy de Roffignac**  
Sales Manager  
Previously Sales and Marketing Performance Manager for VAM Drilling before joining the Middle East Sales Team in June 2011.  
geoffroy.deroffignac@vamdrilling.com
- Kamal El Bachiri**  
Regional Marketing & Technical Support Manager  
Previously R&D project Manager for VAM Drilling before joining the Middle East Sales Team in September 2011.  
Kamal.Elbachiri@vamdrilling.com
- John Kent**  
Global Account Manager  
Previously Global Account Manager for a major Oil & Gas Services Company before joining the VAM Drilling CSC Houston Team in November 2011.  
John.Kent@vamdrilling.com
- Rob VOIGHT**  
Sales Manager  
Previously Business Development Manager for an Oil & Gas Services Company before joining the North American Sales Team in October 2011.  
Rob.Voight@vamdrilling.com



**Take note of our new sales office addresses**

- **New Offices Brazil**  
VAM Drilling V&M do Brasil S.A.  
Av. República do Chile, 230, 14º andar, Edifício Castelo Branco - Centro, Rio de Janeiro, RJ - CEP:20.031-170 - Brazil (Phone: +55 21 3873 8300)
- **New Offices Middle East**  
VAM Drilling Middle East FZE  
PO Box 261108 - Jebel Ali Free Zone  
Dubai, United Arab Emirates
- **New Offices Client Support Center**  
**VAM Drilling**, 4424 W. Sam Houston Parkway North, Suite 150 - Houston, Texas - 77041 - USA

**VAM Drilling wishes you and your family a very happy 2012!**