



25TH
WPC ENERGY
CONGRESS
Riyadh, 11-15 October 2026



وزارة الطاقة
MINISTRY OF ENERGY



25th WPC Energy Congress

Communications Kit

11 — 15
October 2026

Riyadh Front Exhibition
& Conference Center

Pathways To An Energy Future For All

wpcenergy2026.org



About the 25th WPC Energy Congress

WPC Energy 2026 is dedicated to the responsible management and use of the world's energy resources for the benefit of society.

The Congress will take place from 11–15 October 2026 at the Riyadh Front Exhibition & Conference Center.

Theme: Pathways to an Energy Future for All.

Vision

To shape a secure, reliable, and inclusive global energy future by advancing practical pathways that ensure energy security, access, and long-term sustainability, grounded in the realities of global energy supply.

Mission

To convene global energy leaders across government, oil and gas, investment, and technology to drive actionable, policy-led solutions. The Congress strengthens upstream and energy systems at scale, enables responsible production, and positions Saudi Arabia as a leading global hub for energy dialogue, innovation, and cooperation.



Pathways To An Energy Future For All

In a world defined by rising energy demand, geopolitical uncertainty, pressure on supply routes, and uneven access to reliable energy, the global energy system is being tested in real time. Pathways to an Energy Future for All recognises that long-term sustainability, affordability and access depend on secure, resilient and scalable energy systems.

The 25th WPC Energy Congress brings together ministers, senior government leaders, policymakers, industry executives, investors and technology leaders to address the realities shaping today's energy landscape. Conversations will reflect the full spectrum of issues now facing oil, gas and the broader energy sector, from supply security, market stability and infrastructure resilience to investment, technology, emissions management and the need for practical energy transition pathways.

Hosted in Saudi Arabia for the first time in the Congress's 90-year history, the event provides a neutral platform for practical dialogue, informed decision-making and global collaboration at a critical moment for energy producers, consumers and economies worldwide.



25th WPC Energy Congress in Numbers

50,000

Sqm Exhibition

1,000

Companies

500

CEOs

25,000

Attendees

100

Ministers

800

Speakers

Congress Experience



Opening Ceremony



Saudi Keynotes



Special
Programme



Executive
Programme



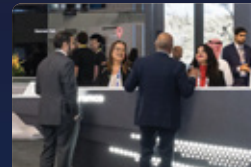
Technical
Programme



Side Events



Synergy
Pavillion



Exhibition



Cultural
Programme



Post Events
Technical Tours

Synergy Pavillion



Women in Energy



Young
Professionals



Circular Carbon
Economy

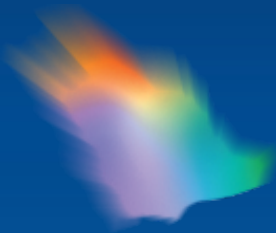


Social
Responsibility



AI & Digitalisation

Messaging Highlights



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Messaging Highlights

Strategic Importance of the 25th WPC Energy Congress

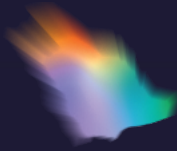
A defining global energy platform addressing energy security, supply resilience, market stability and long-term system reliability, with oil and gas remaining central to the global energy mix.

Brings together ministers, senior government leaders, policymakers, CEOs and decision-makers across oil and gas, energy technology, finance, infrastructure and investment.

Addresses the realities of rising demand, geopolitical volatility, supply route disruption, and the need for secure, scalable and reliable energy systems.

Advances practical pathways that balance energy security, affordability, sustainability, access and regional development priorities.

Positions Riyadh as a global convening point where policy, industry, investment and technology align on real-world energy solutions.



Messaging Highlights

Saudi Arabia's Leadership Role

Reinforces Saudi Arabia's role as a stabilising force in global energy markets and a leading producer of oil and gas at scale.

Highlights leadership in upstream excellence, responsible hydrocarbon production, and long-term energy system planning.

Demonstrates how technology, innovation, and investment are being applied to strengthen performance and efficiency across the energy value chain.

Reflects a pragmatic approach to energy transition that recognises differing national circumstances, development needs, and demand realities.

Positions the Kingdom as a trusted global partner shaping constructive, solutions-driven energy dialogue.

Messaging Highlights

Young Professionals Engagement

Provides a platform to engage and develop the next generation of energy leaders.

Focuses on skills, engineering, digital capability, data, and policy expertise required for future energy systems.

Encourages participation across traditional energy, technology, and emerging disciplines.

Aligns with long-term workforce development and knowledge transfer priorities.

Aligns with Vision 2030's emphasis on empowering youth.

Messaging for Stakeholders

Government and Policymakers

“The 25th WPC Energy Congress provides a policy-led platform to strengthen cooperation on energy security, supply resilience, market stability and long-term system reliability.”

“The Congress supports pragmatic energy pathways that reflect different national circumstances, development priorities, supply realities and demand pressures.”

“Saudi Arabia is proud to host this global forum, reinforcing its role as a responsible energy leader, trusted partner and convening point for constructive global dialogue.”

“Oil and gas continue to play a critical role in supporting economic development, energy access and market stability while enabling orderly, pragmatic energy transitions.”

Energy Leaders

“The Congress recognises the central role of oil and gas in delivering secure, affordable and reliable energy at scale.”

“Discussions focus on upstream excellence, operational resilience, infrastructure performance, technology-enabled efficiency and responsible production.”

“The platform enables collaboration between producers, policymakers, and investors to support long-term system resilience.”

Messaging for Stakeholders

Energy, Technology, and Innovation Leaders

“The Congress highlights how technology, digitalisation, and AI can strengthen safety, efficiency, and sustainability across energy systems.”

“Innovation is positioned as a performance enabler within core energy systems, not a standalone agenda.”

“Technology leaders engage directly with policymakers and producers on deployment at scale.”

Investors and Financial Institutions

“The Congress connects capital with bankable projects, resilient infrastructure and long-term energy system needs.”

“Investment discussions focus on upstream development, gas and LNG, infrastructure, technology deployment, emissions management and energy security.”

“The platform supports informed capital allocation aligned with stability, resilience, affordability and long-term value creation.”

Messaging for Stakeholders

Media and Public Opinion Leaders

“Riyadh will host a landmark global energy forum focused on the real-world issues shaping oil, gas and energy today: supply security, reliability, affordability, investment, technology and long-term system performance.”

“The Congress offers access to senior voices shaping global energy policy, industry direction and investment decisions.”

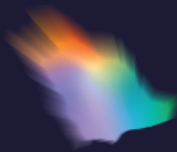
“Messaging emphasises balanced, informed dialogue grounded in evidence, practical outcomes and the realities facing both producers and consumers.”

Young Professionals

“Your expertise and skills are essential to the future of global energy systems.”

“The Congress provides exposure to real-world challenges, technologies, and career pathways.”

“Young professionals are engaged as contributors to solutions, not observers of debate.”



Sponsor Messaging Summary

Pathways To An Energy Future For All



1) What this is (core description)

The 25th WPC Energy Congress is a global platform where policy, industry, investment and technology converge to address energy security, supply reliability, market stability and the long-term evolution of energy systems.

Landmark fact (to be consistently referenced):

For the first time in its 90-year history, the WPC Energy Congress will be hosted in the Kingdom of Saudi Arabia in Riyadh from 11–15 October 2026.

2) The key messages (to be used consistently)

1. The Global Platform for Energy at Scale

The 25th WPC Energy Congress is one of the world's most established global energy forums, convening ministers, senior policymakers and industry leaders at a moment when energy security, supply reliability, infrastructure resilience and long-term system stability are central to global growth.

2. Hosted by a Leading Global Energy Producer

For the first time in its history, the WPC Energy Congress will be hosted in Saudi Arabia, one of the world's leading oil and gas producers and a central player in global energy markets.

3. Where Upstream, Policy, and Investment Converge

The Congress connects upstream oil and gas leadership with policymakers, investors and technology providers to address supply, performance, infrastructure resilience, efficiency and responsible production at scale.

4. A Congress Built on Practical Pathways, Not Pledges

The 25th WPC Energy Congress focuses on delivery-led pathways grounded in demand realities, regional diversity, energy access, affordability and system performance.

5. Technology as a Performance Enabler in Core Energy Systems

The Congress highlights how technology, digitalisation and AI are being deployed within oil and gas and broader energy systems to improve safety, efficiency, resilience and emissions performance.

6. Energy Transformation Through Security and Stability

The Congress advances a pragmatic view of energy v that recognises oil and gas as foundational to energy access, economic development and market stability, while supporting efficiency gains, emissions reduction and responsible long-term system evolution.

3) Referencing Participation (Approved Language)

Sponsors may reference their involvement using language appropriate to their channel and audience, including:

Formal: “Proud to support the 25th WPC Energy Congress, advancing practical pathways to an energy future for all.”

Strategic: “Supporting a global platform focused on energy security, system resilience, and long-term solutions.”

Impact-led: “Contributing to the dialogue shaping the future of global energy systems.”

4) Audience and channel alignment (guidance)

Stakeholders / Government	Policy-forward language emphasising cooperation, stability, and long-term planning.
Social & Digital	Clear, accessible messaging highlighting energy’s role in economic stability and daily life.
PR & Media	Impact-led: “Contributing to the dialogue shaping the future of global energy systems.”
Young Professionals	Impact-led: “Contributing to the dialogue shaping the future of global energy systems.”

5) Message guardrails (for consistency)

Always Reinforce	First time the WPC Energy Congress is hosted in Saudi Arabia
	Energy security, supply reliability, affordability and system resilience
	Oil and gas as foundational to the global energy system
	Upstream excellence, responsible production and performance at scale
	Infrastructure resilience, supply route security and long-term market stability
	Practical, policy-led pathways grounded in real-world demand and regional realities
	Collaboration between governments, producers, consumers, investors and technology leaders
	Long-term impact beyond the Congress itself
Use With Care	Sustainability and climate language should be framed through practical outcomes, including efficiency, emissions management, responsible production and long-term system resilience.
	Technology, digitalisation and AI should be positioned as enablers of performance, safety, efficiency and emissions reduction within core energy systems.
	Energy transition language should remain pragmatic, inclusive and non-prescriptive.
	References to recent regional developments should focus on resilience, cooperation and market stability, not political commentary.
Avoid	Overly political or speculative commentary on regional developments
	Language that implies one single pathway for all markets
	Abstract transition language that is disconnected from energy security, affordability and demand realities
	Positioning sustainability or climate as separate from energy security and system resilience
	Overclaiming outcomes or using language that sounds promotional rather than policy-led

KSA Messaging

Key message:

Saudi Arabia is a trusted global energy leader, playing a central role in ensuring energy security, supply reliability, and market stability.

Proof points:

One of the world's leading oil and gas producers.

Demonstrated ability to respond to changing market conditions and demand cycles.

Active engagement with producers and consumers to promote stable, well-functioning energy markets.

Key message:

The Kingdom leads through upstream excellence and responsible oil and gas production, recognising the continued importance of hydrocarbons in the global energy system.

Proof points:

Continued investment in upstream capability, efficiency, and resilience across oil and gas value chains.

Focus on operational excellence, safety, and performance at scale.

Responsible production practices balancing economic, social, and environmental

KSA Messaging

Key message:

Saudi Arabia advances pragmatic and inclusive energy transition pathways that reflect global demand realities and differing national circumstances.

Proof points:

Emphasis on energy access, affordability, and economic development alongside emissions management.

Advocacy for balanced pathways recognising regional diversity.

Support for equity and common but differentiated responsibilities.

Key message:

Technology, innovation, and investment are central to strengthening energy systems and improving performance across the sector.

Proof points:

Deployment of digitalisation, automation, and data-driven tools in oil and gas operations.

Investment in technologies that enhance performance and emissions management.

Technology positioned as an enabler of long-term system resilience.

Global Messaging

Key message:

The 25th WPC Energy Congress stands apart as the world's most established global energy forum, hosted in Saudi Arabia for the first time.

Dimension	Proof points:
Distinctive	Nearly 100 years of WPC Energy legacy.
	Hosted in a leading oil and gas producing nation.
	A platform grounded in real-world energy systems and delivery at scale.

Key message:

With Saudi Arabia as host, the Congress is a strategic hub where policymakers, producers, and industry leaders shape the global energy conversation.

Dimension	Proof points:
Influential	Participation from ministers, senior government leaders, regulators, and CEOs.
	Alignment between policy dialogue, upstream leadership, and market realities.
	Forum connecting national priorities with global cooperation.

Global Messaging

Key message:

Backed by decades of expertise and producer leadership, the Congress provides a credible, solutions-driven platform for global energy dialogue.

Dimension	Proof points:
Trustworthy	WPC Energy's long-standing reputation as an authoritative global forum.
	Saudi Arabia's role as a reliable energy supplier.
	Evidence-based discussion rather than ideological narratives.

Key message:

The Congress is designed to drive tangible outcomes and long-term impact beyond the event itself.

Dimension	Proof points:
Effective	Facilitation of partnerships and agreements.
	Connection of investment with priority projects and system needs.
	Positioning Saudi Arabia as a sustained global hub for energy dialogue beyond 2026.

General Public & Young Professionals Messaging

Key message:

**Energy security and reliable supply
are essential to economic opportunity,
development, and daily life.**

Dimension	Proof points:
Relevance	Oil and gas underpin global energy systems.
	Stable supply supports growth, jobs, and essential services.
	Long-term planning required to meet rising demand.

Key message:

**The future of energy depends on skilled
people, strong systems, and responsible
leadership.**

Dimension	Proof points:
Future Workforce	Demand for engineers, geoscientists, data specialists, policymakers, and technologists.
	Growing importance of digital skills and systems thinking.
	Young professionals drive performance and efficiency improvements.

General Public & Young Professionals Messaging

Key message:

Technology and innovation are shaping how energy is produced, managed, and improved.

Dimension	Proof points:
Technology in Practice	Increased use of digital tools, automation, and AI in oil and gas operations.
	Technology supports safer operations and higher efficiency.
	Innovation embedded within core energy systems.

Key message:

The 25th WPC Energy Congress offers a platform to learn, engage, and contribute to real-world energy solutions.

Dimension	Proof points:
Engagement & Opportunity	Exposure to global leaders and policy discussions.
	Insight into career pathways across upstream, technology, and policy roles.
	Engagement focused on participation and problem-solving.

Messaging English & Arabic



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WPC
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MINISTRY OF ENERGY



Messaging English & Arabic

Approved Event Naming

English Official 25th WPC Energy Congress

This is the only approved English name for all communications. Aligns with WPC Energy Media Secretariat branding and global materials. Should be used in all press releases, social copy, event briefs, ministerial remarks, stakeholder updates.

مؤتمر الطاقة الدولي الخامس والعشرون (25th WPC Energy)
يستخدم هذا المسمى في جميع المواد الإعلامية، الخطابات، البيانات الصحفية،
والوثائق الرسمية. يتماشى مع الترجمة الرسمية المعتمدة لاسم المؤتمر عالميًا.

Arabic (Official & Approved)

Updated Terminology for Youth Programming Only use “Young Professionals”

Replacing “Youth Sessions” across all communications, “Young Professionals” reflects a more inclusive age spectrum (students, early-career professionals, and young sector leaders). Aligns with global WPC positioning and MoEnergy’s talent development narrative.

جلسات الشباب والمهنيين الواعدين

Arabic Equivalent

Messaging English & Arabic

Approved Terminology & Style Guide

Avoid

Avoid using World Petroleum Congress or WPC 2026 without the 25th edition context.

Avoid using “Youth Sessions”, “Youth Forum” alone unless referring to a specific external program.

Young Professionals

جلسات الشباب
والمهنيين الواعدين

25th WPC Energy Congress (English)

مؤتمر الطاقة الدولي الخامس
والعشرون (Arabic)

Always Use

Always remember to add “Energy” after WPC

Boilerplates (Ready for PR, Statements, Speeches)

Always Use

“The 25th WPC Energy Congress, hosted for the first time in Saudi Arabia, brings together global leaders to advance practical pathways toward a secure, sustainable, and inclusive energy future.”

“تستضيف المملكة العربية السعودية للمرة الأولى النسخة الخامسة والعشرون من مؤتمر الطاقة العالمي، الذي يجمع قيادات وصناع قرار وخبراء من مختلف دول العالم لبحث مسارات مستقبل طاقة آمن ومستدام وشامل للجميع. وتؤكد المملكة من خلال هذا الحدث الدولي ريادتها وابتكارها ودورها المحوري في استقرار أسواق الطاقة العالمية.”

Avoid

Social Media Handles



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25th WPC Energy Congress – Kingdom of Saudi Arabia 2026 Social Media

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Download the Brochure

Stakeholder Assets

General Assets

Download Brand Guideline

Sponsors

HASHTAGS

#RoadtoRiyadh
#25WPCEnergyCongress

media@wpcenergy2026.org

**See you in
Riyadh from
11-15 October 2026**



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