



MARCH 13-16, 2017 – HOUSTON, TEXAS

# **APW, now ABB Customer World**

Connect. Collaborate. Outperform.

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# Register today to attend

[www.abb.com/acw](http://www.abb.com/acw)



APW, now ABB Customer World, brings together professionals from utilities, industries and infrastructure for a premier educational and collaboration event in North America.

I want to extend an invitation for you to join us in Houston, March 13-16, 2017, and experience for yourself all that the event has to offer.

Working closely with our Customer Advisory Board, we've built an experience meant to deliver an innovative look at new ideas, trends and technologies that will impact the way your company moves

forward in a rapidly changing business landscape.

Event registration is now open — and there is no conference fee to attend. For information and to register, visit us at [www.abb.com/acw](http://www.abb.com/acw).

We are excited to see you at ABB Customer World 2017: Connect. Collaborate. Outperform.

Regards,

**GREG SCHEU**

MEMBER OF THE GROUP EXECUTIVE COMMITTEE  
PRESIDENT, AMERICAS

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## Join thousands of your peers at this must-attend event

The Energy and Fourth Industrial Revolutions are reshaping the business landscape. Across the utility, industry, transportation and infrastructure sectors, companies are looking for focused, agile solutions to manage their transition into an increasingly digital world while maintaining competitiveness.

APW, now ABB Customer World, will highlight both new and existing end-to-end digital solutions that build on the intelligent cloud and close the loop with connected devices.

From past lessons learned to the future revealed, this event saves you time, money and manpower. Ask your questions, deliver your feedback to developers, take advantage of hands-on training by experts, and learn from ABB's customers and project managers how to maximize value from your current assets.

Your industry peers and rivals will be there.  
Your strategic partners will be there.  
The experts will be there.  
Can you afford not to be there?

“[What's valuable about this event is] the ability to have everyone in the same location with the product. Discussions are really detailed when you have all the stakeholders in one location.”



# Education and hands-on training opportunities

Choose from hundreds of educational workshops, forums, panel discussions and hands-on training courses, and create your own customized learning experience. Workshops focus on the topics and issues important to you and are presented by technical experts, end users and industry specialists.

Each full conference day begins with a keynote presentation that features business leaders discussing some of the issues, challenges and trends affecting companies across all sectors. Following the keynotes, industry plenary sessions focus on offering expert, industry-specific insights as well as valuable networking opportunities.

The highly rated Business Forum returns with a variety of timely and relevant business-oriented sessions. Topics range from business trends and professional development, to cyber security, to project management workshops.

For product and technical training, the curriculum features applications and best practices workshop tracks, new product and product updates tracks, and interactive hands-on training tracks. To view session descriptions and start creating your own conference plan, you can use our web-based session catalog at [www.abb.com/acw](http://www.abb.com/acw).

ABB is an IACET (International Association for Continuing Education and Training) Authorized Provider and is able to award CEUs (Continuing Education Units) on select workshops. In addition, transcripts showing all workshops you attend – up to 15 during the course of the full conference – can be downloaded after the event using the event app, and may be applied to Professional Development Hours (PDHs).

## Industry plenary sessions

Discussions and insights on current topics and trends affecting your industry

- Chemical, oil and gas
- Food and beverage
- Infrastructure
- Manufacturing industry
- Power generation
- Process industry
- Renewables
- Transmission and distribution

## Women in Industry Professional development track

Sponsored by EUCl

The “Women in Industry” one-day track is designed to enlighten and empower women across industries on creating and expanding a women’s company group and gain the savvy needed to win negotiations and difficult situations during their careers.

Women in industry keynote speaker:



**Paula Gold Williams**  
President and CEO,  
CPS Energy

To take part in this track, make sure to select Wednesday’s Women in Industry program when registering.





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## Technology & Solution Center

The 2017 Technology & Solution Center will house the largest portfolio of ABB products, solutions and services in North America. Learn from the experts, plus see for yourself and gain hands-on access to the software and technologies that:

- Keep teams more mobile and more connected
- Improve safety and compliance
- Reduce energy and maintenance costs
- Provide complete industry-specific solutions across the full energy and automation value chains
- Reduce work-in-progress inventory
- Make the most of current assets

At evening networking receptions and informal discussions, connect and collaborate with not only exhibitors and technology experts but also your peers, industry leaders and technology partners.

Networking...experts...  
solutions...new trends...  
it's all there.



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# An event designed by your peers

## ABB Customer World Advisory Boards

ABB extends our sincere gratitude to our 2017 Customer Advisory Board and Distributor Advisory Board. With the help of these groups of industry experts, APW, now ABB Customer World, is designed to give you real ideas and solutions that you can take back to your organization and use immediately to improve your bottom line. The Boards pro-

vide input into many aspects of the event, from workshop content and the Technology & Solution Center to the networking opportunities you experience throughout the event. These groups reflect our diverse business environment and have strong opinions about what attendees need from their event experience.

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### Customer Advisory Board (CAB)



**Jeff Borders**  
Pacific Gas and Electric  
Company (PG&E)



**Bob Bradish**  
American Electric  
Power (AEP)



**Asheesh Doda**  
Fluor Corporation



**Andrew Dolan**  
ATC – American Trans-  
mission Co.



**Graham Duvenhage**  
Sasol



**Christy Guenther**  
Duke Energy



**David A. Hammerle**  
Bechtel Group, Inc.



**Abhijit Kondajji**  
Cargill



**Kevon Makell**  
SEWW



**Marco Marino**  
Flowserve



**Jeff Polishak**  
Dow Chemical  
Company



**Melvin Schoech**  
CenterPoint Energy



**Jon Shaddock**  
Ameren



**Tim Traynor**  
Arconic





“As a more experienced engineer, it is very good to bring in some of the young engineers to show them all the ‘big-boy toys’ on display and be able to see the insides of the gear and equipment”.

**Distributor Advisory Board (DAB)**



**Randy Breaux**  
Motion Industries



**Chris Chickanosky**  
Rexel



**Steve Dean**  
Anixter



**John Dellemann**  
EMS Industrial



**Bill Feuerstein**  
State Electric



**Marty Finn**  
Power/mation



**Mike Harvey**  
Standard Electric  
Supply Company



**Sean Nacey**  
WESCO



**Brian Radichel**  
Purvis Industries



**Bill Stone**  
Mayer Electric

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# General information

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## Event registration

Register for APW, now ABB Customer World, and event hotels by visiting the event website at [www.abb.com/acw](http://www.abb.com/acw)

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## Event location

All educational training, the Technology & Solution Center and meals will be held at the George R. Brown Convention Center (GRBCC), levels 1 and 3. The street address is 1001 Avenida De Las Americas, Houston, Texas 77010.

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## Hotel accommodations

Information about where to stay and how to book your hotel reservations is available at [www.abb.com/acw](http://www.abb.com/acw). The special event rates will be offered two days before through the last day of the event, subject to availability. You must be registered for APW, now ABB Customer World, in order to reserve rooms under the event rate; please do not contact the hotels directly.

Note: Hotel reservations are not automatically made when you register for the event. Your event reservation confirmation will include a link to reserve your hotel room, and you can then reserve your event housing.

All event hotels offer easy access to the GRBCC and complimentary wireless internet access in guest rooms as part of the event rate.

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## Need more information?

Event information is available on the event website or by calling our 24-hour help line: **800-435-7365**. Press option zero (0) and ask for ABB Customer World 2017 support.

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## Join the conversation

Connect with ABB Customer World on social media:

-  [www.youtube.com/ABBCustomerWorld](http://www.youtube.com/ABBCustomerWorld)
-  [www.facebook.com/ABBCustomerWorld](http://www.facebook.com/ABBCustomerWorld)
-  Follow [www.twitter.com/ABB\\_CW](http://www.twitter.com/ABB_CW) (Hashtag #ABBCW)
-  Join the ABB Customer World group