Radix Accelerates European Expansion as Silver Sponsor of Future Digital Twin & AI Amsterdam 2026

Following RUSH EMEA Success, Radix Showcases 'Vision to Value' Approach to Scale Digital Twin and AI Solutions Across the Energy Sector



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AMSTERDAM, NETHERLANDS, September 14, 2026 / EINPresswire.com/ -- Radix, a global leader in engineering and technology solutions, proudly announces its role as a Silver Sponsor for Future Digital Twin & AI Amsterdam 2026, taking place Sept 18, 2026 at the Mövenpick Hotel, Amsterdam City.

Following its initial participation in 2024—where leadership addressed aging industrial assets, data fragmentation, and autonomous operations—2026 marks Radix's debut as an official Silver Sponsor. Coming on the heels of the successful RUSH EMEA conference in Amsterdam, this milestone reinforces Radix's expansion across Europe, delivering scalable Digital Twin, AI, and data-driven solutions to upstream, midstream, and downstream operators.

> Future Digital Twin & AI provides another valuable opportunity to strengthen relationships in the energy sector with innovation that delivers measurable business value through data-driven solutions."
>
> *John De Koning, President of EMEA at Radix*

Under the theme From Vision to Value: Speed to Value at Scale, Radix connects business, process, and asset operations to help energy organizations seeking operational excellence through data-driven technology solutions for business, process, and asset optimization.

Strengthening Strategic Partnerships & Energy Transition
Organized in collaboration with Shell, the conference provides a platform for Radix to build on its deep-rooted partnership with Shell and its active participation at the

Energy Transition Campus Amsterdam (ETCA).

“Our participation as a Silver Sponsor marks an important milestone in Radix’s continued growth across Europe,” said John De Koning, President of EMEA at Radix. “Following the success of RUSH EMEA in Amsterdam, Future Digital Twin & AI provides another valuable opportunity to strengthen relationships with customers, partners, and industry leaders driving innovation in the energy sector. We look forward to demonstrating how Radix helps organizations transform complex operational challenges into measurable business value through data-driven solutions.”

Collaborating with Energy Giants & Industry Partners
A central highlight of the conference features John de Koning, President Europe & Middle East at Radix, on Panel 3: "Scaling Digital Twins Beyond Pilots – Pivoting from POC to Bottom Line Impact at Scale".

Moderated by Rosenxt’s Partha Pratim Dev, Venture Manager, Offshore Engineering Structure, de Koning will take stage with respected energy majors and long-standing industry partners:
- Michael Hotaling, Global Technology Scouting & Ventures Advisor, ExxonMobil
- Arnold Hes, Process Control, Digital & Instrument Manager, Shell
- Meaghan Snethlage, VP of Business Development, VEERUM
- Thomas Schoch, Technical Lead Engineer, Digital Products & Solutions, Siemens Energy

Together, this panel of domain experts will tackle critical bottlenecks in scaling digital operations including:
- Data Governance & Interoperability: Contextualizing and democratizing operational data across complex assets to eliminate siloes.
- IT/OT Convergence & Zero Trust: Building joint ownership models between plant engineers and IT teams while securing critical infrastructure.
- Proof-of-Concept to Real ROI: Overcoming data maturity roadblocks to turn experimental digital twins into bottom-line performance drivers.

Executive Participation and Delegation
Radix’s presence will be anchored by executive leadership and domain experts across IT, OT, AI, maintenance, and asset management:

- John de Koning, President, Radix EMEA (Featured Panel Speaker)
- Dyego Barbosa, Business Development Manager
- Vinicius Placido, Account Manager
- Horst Fischer, Senior Consultant
- Bhavik Mithani, Customer Marketing

Building on de Koning’s 2024 breakout session on cost-effective asset integrity and autonomous operations, Radix’s 2026 delegation will demonstrate how digital twins and generative AI convert complex data into rapid, measurable ROI.

About Radix
Founded in 2010, Radix is a privately held technology solutions and services company operating globally, empowering customers with consulting, engineering, operations technology, and digital solutions. Radix combines key capabilities and practices to enable its customers worldwide to thrive in their technological journey. With North American headquarters in Houston, TX, and headquarters in Rio de Janeiro, Brazil, including offices in São Paulo and Belo Horizonte, Radix provides technology-based, data-driven solutions to asset-intensive industries. Radix's robust capabilities extend to more than 30 countries worldwide. Learn more at www.radixeng.com

Citalouise Geiggar, Ph.D.
Radix
+1 832-623-6648
email us here

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