

# DOWN BUT FAR FROM OUT

Oilsands players are looking past the current downturn with more focus on cost, technology and competitive power

By *Oilsands Review* Staff

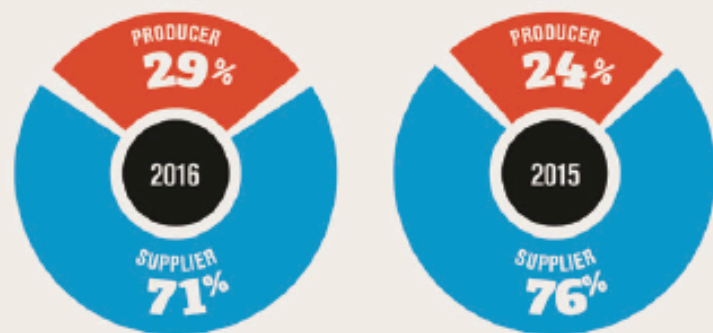
2015 was a tough year, and thanks to the outlook for oil pricing, the oilsands marketplace is not expected to get better in the near term. But oilsands producers and suppliers are largely confident in the industry's long-term future as well as its ability to innovate, reduce costs and improve its global competitiveness. That's what *Oilsands Review* and our sponsor KPMG found out in late 2015 as we conducted and prepared our second-annual Oilsands Industry Forecast Survey. Here are the results.



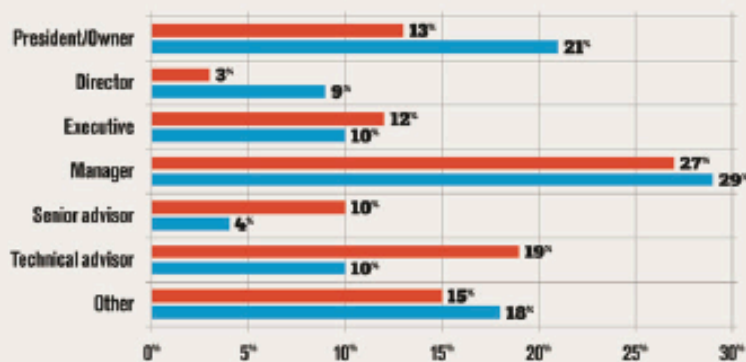
Congratulations to the winner of the survey draw **LARRY B.** from Lloydminster!

## DEMOGRAPHICS

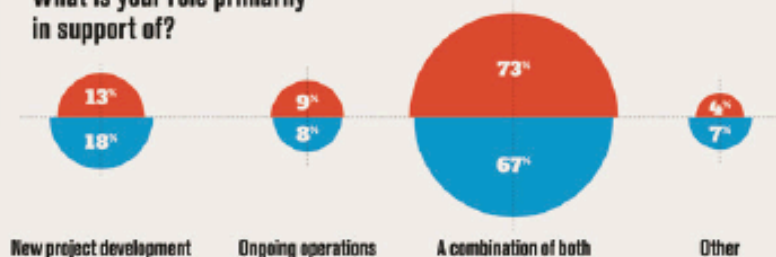
1 Tell us about your company. Are you a:



3 What is your position within the company?



4 What is your role primarily in support of?



2 What is your area within your organization?

Sales, engineering and operations are the top three areas represented, making up about 60 per cent of responses. As would be expected, the engineering group dominates producer responses while suppliers are primarily sales focused.

