



World Refining
Association

CLARION
EVENTS

MOSCOW, RUSSIA 5-7 APRIL 2011



BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS 4TH ANNUAL MEETING



Key Panel Members

Alexey Telepen, General Director, **ROSNEFT-MZ NEFTEPRODUCT**

Marina Tsaplina, Deputy Head of Production Department, **LLK INTERNATIONAL**

Allamurad Meredov, Head of Lubricants Production, **TURKMENBASHI REFINERY**

Alisher Davranov, Deputy Chief Engineer, **FERGANA REFINERY**

Alexander Prokudin, Lead Process Engineer, **TANECO**

Mikhail Semenov, Head of Department, Development, Technologies and Quality Control,
TNK-LUBRICANTS

Oksana Draganchuk, Director, **UKRDINP MASMA INSTITUTE**

Ruslan Bartko, Head of Lubricants Department, **25TH STATE R&D INSTITUTE, MINISTRY OF
DEFENCE OF RUSSIA**

Sergey Protiven, Head of Lubricants and Fuels Laboratory, Division of Engine Development, **AVTOVAZ**

Vladimir Osmushnikov, First Deputy General Director, **GAZPROMNEFT-LUBRICANTS**

- Understand how the latest global market trends and regulations will impact the base oil and lubricant industry and what opportunities they will open for your business growth
- Meet senior executives from the whole value chain of the CIS base oil and lubricant market: major and independent producers, blenders, technology and service providers, traders and consumers – and do business with the right people
- Establish and strengthen relationships with hard-to-reach executives from Russia, Belarus, Kazakhstan, Turkmenistan, Ukraine and Uzbekistan who are all keen to share the challenges they are facing and learn from the international expertise of current and potential business partners
- **NEW for 2011:** learn about the key requirements for lubricants directly from the market's largest consumers during open panel discussions

www.wraconferences.com/baseoils

SPONSORED BY:





World Refining
Association

CLARION
EVENTS

4TH ANNUAL MEETING, MOSCOW, RUSSIA, 5-7 APRIL 2011

BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS

DOORS OF THE RUSSIAN LUBE MARKET ARE OPEN WIDER THAN EVER

Many international companies are now recognising Russia's strategic importance in the downstream sector and considering its neighbouring CIS region as an attractive potential for base oil and lubricant business growth. Having massive domestic markets, the CIS countries also have been acquiring a role of base oil, additive and lubricant exporters. With a growing automobile market in Russia, domestic oil and lube producers are **adapting to new tougher requirements** and **expanding their range of products**.

To ensure safe and effective production of high performance lubricants and maintain their competitiveness, producers in Russia and the CIS are open for new alliances with foreign partners having technological know-how. Last year saw announcements of opening new production and blending facilities as well as plans for construction of new base oil plants, which means the economy has been rebounding. Among those, Gazprom Neft are now viewing their lubricants business development as one of their key priorities, Shell have been constructing one of its largest blending plants in Russia, and Kazakhstan's first blending plant was opened in Shymkent.

Building upon the last year's success, the 4th Annual Base Oils and Lubricants in Russia and the CIS Meeting will become the perfect arena for all base oil, additive and lubricant manufacturers as well as suppliers and marketers to **pursue new business relations, exchange international expertise** and **gain the latest industry knowledge**.

The event highlights include:

- A dedicated workshop on **New Effective Technologies for Producing High Quality Base Oils and Lubricants** covering international innovations with a focus on environmental awareness
- Interactive roundtable discussions with senior executives from Russian and CIS base oils and lubricants plants where you will discover new business opportunities by raising questions regarding upgrade plans and involvement of new partners
- **NEW for 2011:** open panel discussions with automobile manufacturers disclosing their key requirements for oils and lubricants.

I look forward to welcoming you to this important event to discuss future opportunities of the region's base oil and lubricant production growth.

With best wishes in 2011 and kindest regards,

Jekaterina Sundaralingam
Conference Director
The World Refining Association

WHY OUR AUDIENCE REMAINS LOYAL TO THE EVENT

"Excellent organisation provided both relaxed and business like environment, which is very professional. The event was very special due to a wide range of attending organisations and various networking opportunities for interesting discussions. We are looking forward to the next conference."

Alexey Telepen, General Director, **ROSNEFT-MZ NEFTEPRODUCT**

"Presentations were exceptionally interesting, and speakers were high-level professionals. Lots of informative discussions on topical issues."

Viktor Ostapchik, Chief Technologist, **NAFTAN**

"Productive dialogue, excellent networking of oil industry representatives, first-hand information."

Pavel, Bakulev, Engineer technologist, **LUKOIL-PERMNEFTEORGSINTEZ**

"An important event for companies that see the great potential in the Russian lubricant market."

Michael Mason, Managing Director, **KEMAT BELGIUM POLYBUTENES**

"This event provides a great opportunity to meet different representatives of the oil industry including producers and consumers."

Alexandre Gelbcke, Consultant, **A.A.G. CONSULT**

"My colleague and I came to the conference to learn about the Russian lubricant market. The mission was successful!!! We now have a very good understanding and enough information to help our company develop a business strategy of how to participate in this growing market"

Glenn Mazzamaro, Global Sales & OEM Liaison Manager, Petroleum Department, **R.T. VANDERBILT COMPANY**



WHO SHOULD ATTEND

- Base Oil and Lubricant Manufacturers
- Lubricant Blenders
- Marketers, Distributors and Traders
- Additive and Component Suppliers
- Industry Regulators, Licensors, Lawyers and Consultancies
- Institutes and R&D Centres
- EPC Contractors
- Equipment and service providers
- Auto/Transport/Vehicle, Engine and Equipment Manufacturers

TECHNOLOGY WORKSHOP: TUESDAY 5 APRIL 2011

NEW EFFECTIVE TECHNOLOGIES FOR PRODUCING HIGH QUALITY BASE OILS AND LUBRICANTS

08:30 Workshop registration and coffee

09:00 Opening address and business card exchange



09:10 Session one: Improving base oil production and processes

- Modernising technological schemes for lubrication units of Lukoil refineries according to changing requirements to the range and quality of products
- New oil production developments of Rosneft
- Advanced hydrotechnologies for base oils

Marina Tsaplina, Deputy Head of Production Department, **LLK INTERNATIONAL**
Vladimir Tyschenko, General Director, **MID VOLGA OIL REFINING RESEARCH INSTITUTE**

10:30 Coffee break

11.00 Session two: How to ensure base oil manufacturing meets lubricant requirements

- Dewaxing for producing very high quality base oils: solvent or catalytic?
- How to select the right catalysts according to your needs
- Development of transformer oils with outstanding properties
- Compounding technologies for environmentally cleaner oils
- Biodegradable oils for high performance lubricants

Tatyana Shabalina, Deputy Director, **UNITED RESEARCH & DEVELOPMENT CENTER**
Oksana Draganchuk, Director, **UKRNDINP "MASMA" INSTITUTE**

13.00 Lunch

14:30 Session three: Lessons from the re-refining industry

- Re-refining vs. disposal and environmental issues in Europe
- Effective collection of used oils for re-refining those to valuable lubricant base oils
- Research and development of technologies for utilization of used oil in Russia

15:30 Coffee break

16:00 Roundtable discussions

Roundtable 1: Innovations in Group II and III base oil production: what Russia can learn from Europe

Roundtable 2: How to select the right technology for high quality base oil: analysis of major criteria

Roundtable 3: What are the opportunities for developing re-refining in the CIS

17:00 Close of the workshop, pre-conference registration and welcome cocktail reception



2010 WORKSHOP ATTENDEES INCLUDED:

AFTON CHEMICAL • ANGARSK REFINERY • CB&I LUMMUS • CEC - CO-ORDINATING EUROPEAN COUNCIL • CMYS LUBE OILS • COMART SPA • DELFIN GROUP • EVONIK CHIMIA • FUCHS OIL GUBKIN STATE UNIVERSITY OF OIL & GAS • GULF OIL MARINE • IMPA ENGINEERING • INSTITUTE OF PETROCHEMICAL PROCESSES OF AZERBAIJAN • LANXESS • LLK INTERNATIONAL • NAFTAN • OATS LUBRICANTS DATABASE EXPERTS • OCEANIC PETROLEUM SOURCE PTE • PETRONAS MARKETING • RHENUS LUB GMBH & CO • ROSNEFT • SLAVNEFT-YANOS • TANECO • TATNEFT-NIZHNEKAMSKNEFTEHIM-OIL • TECNICAS REUNIDAS • TNK LUBRICANTS • TOTAL VOSTOK • TUPRAS • UKRAINIAN SCIENTIFIC & RESEARCH INSTITUTE MASMA • UKRTATNAFTA • UNITED RESEARCH & DEVELOPMENT CENTER • VNIINP • VNIPIINEFT • ZENTEUM and many more.

CONFERENCE DAY ONE: WEDNESDAY 6 APRIL 2011

08.00 Conference registration and coffee

09.00 Opening welcome address and business card exchange

09.15 Session one: Major tendencies of base oils and lubricants production in Russia and the CIS in light of toughening competition and more stringent technical specifications

- What is the potential position of the CIS countries in the global lubricants market?
- Strategies for diversification and expansion of production range by base oils and lubricants manufacturers in the CIS
- Future of automotive and industrial oils in the CIS
- Market of engine oils based on the structure of and forecasts for the vehicle stock in Russia
- New regulations and their impact on the industry development

Vladimir Kapustin, General Director, **VNIPIINEFT**

Tamara Kandelaki, General Director, **INFOTEK-CONSULT**

Oleg Tsvetkov, Head of Base Oils and Lubricants Department, **ALL-RUSSIAN SCIENTIFIC-RESEARCH INSTITUTE FOR PETROLEUM PROCESSING (VNII NP)**

Sergej Udalov, Deputy Director, **ANALYTIC AGENCY "AUTOSTAT"**

11.00 Coffee break

11.30 Session two: Current projects and strategies of the CIS base oils and lubricants manufacturers introducing new products and modernising production facilities

- Applying new methods for production of transformer oils
- Major features of the lubrication unit in Turkmenbashi refinery
- Investing in modernising lubricants production in Uzbekistan
- Strategic and technological development of Lukoil-PNOS for base oil production improvement
- Updates on production of polyalphaolefin oils in Tatneft-NK-Oil
- Plans for further development of the only plant producing high quality industrial lubricants and liquids in Kazakhstan to reduce dependence on imports

Alexey Teleben, General Director, **ROSNEFT-MZ NEFTEPRODUCT**

Khalmamet Cherkezev, Chief Technologist, and Allamurad Meredov, Head of Lubricants Production, **TURKMENBASHI REFINERY**

Alisher Davranov, Deputy Chief Engineer, **FERGANA REFINERY**

Pavel Bakulev, Engineer, **LUKOIL-PERMNEFTEORGSINTEZ**

Gabbas Ilyasov, Deputy Director, Business Development, **TATNEFT-NIZHNEKAMSKNEFTEKHIM-OIL**

For the latest confirmed speakers and conference programme visit www.wraconferences.com/baseoils

APRIL 2011

CONFERENCE DAY TWO: THURSDAY 7 APRIL 2011

Senior representative, **HILL CORPORATION**

13.00 Lunch

14.30 Session three: Improving quality of base oils and lubricants

International Experience

- Group III base stock trends: the advantages and opportunities of higher VI Group III base stocks
- Construction of new production units and conversion of Group I facilities to Group II and III
- How to develop blending facilities according to the European standards
- Production of new additives and packages of additives by LLK-Naftan for modern high-performance motor oils

Jan Trocki, Technical Manager, **SK LUBRICANTS EUROPE**

Vladimir Timofeev, Technical Director, Head of Representative in Russia, **CHEMLUBE INTERNATIONAL**

Mikhail Babushkin, Deputy General Director, **LLK-NAFTAN**

15.30 Coffee break

16.00 Session four: Roundtable discussions with senior executives of base oils and lubricants producers in Russia and the CIS: how to boost productivity and competitiveness

Roundtables

How roundtables work:

- Choose one of producers of most interest to you and join their roundtable
- Receive unique insights into strategy, plans and priorities of producers regarding modernisation and upgrade programmes
- Find out what technologies and services base oils and lubricants manufacturers are looking for to achieve their development targets
- Arm yourself with requirements and criteria for suppliers and partners
- Address your questions and receive honest answers and opinions in informal atmosphere

Please note that you are free to join another roundtable discussion to maximise the invaluable information you receive from different base oil and lubricant executives.

Roundtable leaders:

Mikhail Semenov, Head of Department, Development, Technologies and Quality Control, **TNK-LUBRICANTS**

Alexander Prokudin, Lead Process Engineer of Chief Process Engineer Department, **TANECO**
Vladimir Osmushnikov, First Deputy General Director, **GAZPROMNEFT-LUBRICANTS**

Khalmamet Cherkezov, Chief Technologist, and Allamurad Meredov, Head of Lubricants Production, **TURKMENBASHI REFINERY**

Alisher Davranov, Deputy Chief Engineer, **FERGANA REFINERY**

17.00 Close of day one

08.30 Coffee

09.00 Session five: Global trends and market development of base oils and lubricants

- Expansion of the automobile industry and implications for base oil and lubricant producers in Russia and the CIS
- What is the impact of increasing environmental awareness on the base oil and lubricant market across the world
- Forecasts of demand and pricing for Group I, II and III globally
- Development trends of the dynamic Chinese market
- Effective packaging technologies according to international standards
- Protection measures for packing materials: indexation of canisters, holographs
- Marketing tools and strategies for creating and developing valuable and recognisable brands

John Leavens, Senior Consultant, **PURVIN & GERTZ**

Sebastian Crawshaw, Chairman and CEO, **OATS (Oil Advisory Technical Services)**

10.30 Coffee break

11.00 Session six: Key technical requirements from the largest consumers of lubricants

- Local and international standards: tests and standardisation
- Oil industry and global environmental regulations. Alternative strategies for compliance with REACH and CLP
- Current status of Russian and CIS technical requirements for properties of lubricants
- Brake fluids and refrigerating fluids (coolants): specifications by OEM
- Applying lubricants and fuels in LADA automobiles

Lasse Musakka, Partner and CEO, **REACHLaw**

Albert Vainshtein, Head of Fuels and Lubricants Laboratory, **ALL-RUSSIAN THERMAL ENGINEERING INSTITUTE**

Ruslan Bartko, Head of Lubricants Department, **25TH STATE R&D INSTITUTE, MINISTRY OF DEFENCE OF RUSSIA**

Sergey Protiven, Head of Lubricants and Fuels Laboratory, Division of Engine Development, **AVTOVAZ***

12.30 Lunch

14.00 Session seven: Presentations and panel discussion: How independent producers are adapting their activities to the dynamic market changes

- Where independent producers see the lubricant market growing and how they plan their priorities accordingly
- Plans for exporting oils to the rest of the CIS and neighbouring countries
- How independent producers are adjusting to new quality standards and requirements of consumers and sustaining competition

Aleksander Medzhibovskiy, Chairman of the Board, **QUALITET**

15.30 Coffee break



16.00 Session eight: Panel discussions with senior executives of major automobile manufacturers

Panel discussion

- How major automobile manufacturers assess the potential of Russian and the CIS markets
- Major requirements for engine oils to improve fuel economy and reduce gas emissions
- Criteria for developing recommendations for brake fluids and coolants
- Cooperation with domestic oil and lubricant producers

Panel members invited:

**LADA
KAMAZ
VOKSWAGEN
VOLVO
MERCEDES**

17.00 Close of the conference

** subject to final confirmation*

REGISTRATION FORM

BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS

4TH ANNUAL MEETING

MOSCOW, RUSSIA, 5-7 APRIL 2011

Four easy ways to register

T: +44 (0)20 7067 1800

F: +44 (0)20 7430 0552

E: marketing@theenergyexchange.co.uk

W: www.wraconferences.com/baseoils

Delegate Information

First delegate:

Mr/Mrs/Miss/Ms/Dr/Other:

First Name:

Last Name:

Job Title:

Department:

Tel: Fax:

Mobile:

Email:

Second delegate:

Mr/Mrs/Miss/Ms/Dr/Other:

First Name:

Last Name:

Job Title:

Department:

Tel: Fax:

Mobile:

Email:

Third delegate:

Mr/Mrs/Miss/Ms/Dr/Other:

First Name:

Last Name:

Job Title:

Department:

Tel: Fax:

Mobile:

Email:

Special requirements: e.g. dietary or access

Your Company Details

Company Name:

Address:

Postcode:

Country:

PROMOTIONAL CODE: **W**

Packages & Pricing: (Price in Pounds)

3 Days – 4th Annual Conference and Technology Workshop, 5-7 April 2011		Delegate 1	Delegate 2	Delegate 3
Packages & Pricing: (Price in GBP)		✓	✓	✓
Book after 15 February 2011	£1899			

2 Days – 4th Annual Conference only, 6-7 April 2011				
Book after 15 February 2011	£1379			

Payment Method

I will pay by bank transfer/invoice

Please send me an invoice in US Dollars (\$) Euro(€) Pounds (£)

I will pay by credit card

Card Type: Visa MasterCard Amex

Card No:

Start Date: Expiry Date:

Security Code (3 or 4 digits):

Account Name:

Billing Address if different from Company Details:

Cardholder's Signature:

OFFICIAL VENUE AND HOTEL ACCOMMODATION

Moscow Marriott Royal Aurora Hotel, Petrovka St-Bld 11/20, Moscow, 107031 Russian Federation. Tel: +7 495 937 1000, Fax: +7 495 937 1001. The World Refining Association has negotiated preferential rates at the hotel for attendees of the event. Please contact Natasha Harwood via email on n.harwood@theenergyexchange.co.uk for a hotel booking form and accommodation related questions.

PAYMENT AND REGISTRATION TERMS AND CONDITIONS

CONFIRMATION: Our official confirmation, invoice and hotel booking details will be emailed to you within 3 days of receiving your registration.

PAYMENT: Payment of the full delegate fee is due 14 days after the invoice date, or immediately, if the registration is made within one month of the event. Our full bank account details are on the invoice. Please note your booking is valid only after full payment is received. We recommend you check with your Finance Department that payment has been made before travelling to the Conference.

CANCELLATIONS: Made one month prior to the start of the conference will be refunded less a 50% administrative charge. Refund will be made after the conference. Made within one month of the start date of the conference will receive no refund. Substitutes are acceptable at any time.

FORCE MAJEURE: Please note that in case of force majeure the World Refining Association is relieved of all obligations. Force majeure includes any circumstances beyond the will of the World Refining Association, that impedes permanent or temporary compliance with the obligations, such as 'acts of god' including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire or severe disturbances affecting the conference organisation or its suppliers.

REGISTRATION FEE: The registration fee covers attendance at all sessions, refreshments, lunches, receptions and the speaker presentations. Please note it may be necessary to alter the content or timing of the programme or its speakers. Please note that VAT is not included and will be added at the appropriate rate where applicable.

LANGUAGE: The official conference language will be English with Russian simultaneous translation.

CUSTOMER SERVICES: For questions concerning your registration, attendance, visa support and invoice payments, please contact our Customer Services Department, Tel: +44 (0)1242 529 090, Fax: +44 (0)1242 582 157.

Authorisation Signature: *

Date:

I confirm I have read the World Refining Association terms and conditions. Please tick the box to confirm acceptance of these conditions.

*Please note, the booking form must be authorised before we can proceed with the registration

WHY YOU SHOULD ATTEND THE 2011 BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS MEETING

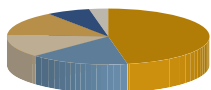
- 1 Be part of the **year's main meeting of key players of the CIS base oils and lubricants market, the event of a truly international nature**: last year it was attended by specialists from 23 countries
- 2 Map out your **business strategy for the year ahead** by getting updates on trends and forecasts of international base oil and lubricant markets, and discover new growth opportunities
- 3 Discover new business opportunities by raising questions regarding upgrade plans and involvement of new partners during **interactive roundtable discussions with directors** from Russian and CIS base oils and lubricants plants
- 4 Learn about the latest **global regulations and their impact** on base oil and lubricant producers in the CIS
- 5 Hear about plans, priorities and current challenges of producers, both state and independent, in the CIS and globally
- 6 Receive **unique insights into requirements from the automobile industry** during interactive panel discussions
- 7 Identify **the most suitable technologies** for your plant development

2010 AUDIENCE PARTICIPATION



Geographic Breakdown

- Russia & the CIS Countries 52%
- Europe 41%
- ROW 7%



Industry Breakdown

- Base Oils and Lubricants Producers 47%
- Additive Companies 16%
- Lubricants Blenders 13%
- Technology / Service Providers 14%
- Traders and Distributors 7%
- Others 3%



Job Titles

- CEO / President / MD 22%
- Director 26%
- Business Development 18%
- Technical Director 14%
- Chief Technologist 12%
- Sales and Marketing 5%
- Others 3%

BUSINESS DEVELOPMENT OPPORTUNITIES

- 1 Secure **privileged access to "tough-to-reach" decision makers** from Russia, Belarus, Kazakhstan, Turkmenistan, Ukraine and Uzbekistan
- 2 Add dozens of qualified leads to your sales pipeline by having a **special meeting point in the networking area** exclusively for your company
- 3 Promote your brand to a global audience and raise your profile as a **market leader within Russia and the CIS**
- 4 **Showcase your products and services** in the busiest networking area of the exhibition
- 5 Position yourselves as **thought leaders** and differentiate yourself from the competition
- 6 Gain **real brand recognition** in this **highly competitive market** place
- 7 Meet **prospective new partners** within the Russian and CIS base oil and lubricant value chain



To discuss your requirements and reserve your exclusive promotion package, please contact

David Green, Commercial Director

Tel: + 44 (0)207 067 1845

Fax: + 44 (0)207 067 1807

Email: d.green@theenergyexchange.co.uk

MEDIA PARTNERS

LUBES'n'GREASES
EUROPE - MIDDLE EAST - AFRICA

Lube
THE EUROPEAN LUBRICANTS INDUSTRY MAGAZINE

ИНФОРМАЦИОННЫЙ
КОМПАКТ

AUTOSTAT
ANALYTIC AGENCY

OilMARKET

KOPTEC

**OEM/Lube
NEWS**

OIL CAPITAL
ANALYTICAL MAGAZINE

Base Oil Market

МИР
ВЕСТИНИ НЕФТНЫХ КОМПАНИЙ
НЕФТЕПРОДУКТОВ