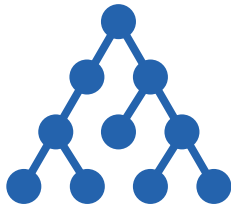




Downstream Asia is a part of



3RD ANNUAL

# DOWNSTREAM ASIA 2010

POST SHOW REPORT

Asia's Premier Refining, Petrochemicals and Fuels Conference

Held on 27 – 29 October 2010

Suntec Singapore International Convention & Exhibition Centre



"Downstream Asia provided a good range of topics from broad industry and market trends all the way to specific technological improvements refiners could utilise. It was a valuable networking opportunity."

**John Thornton**, President/CEO Asia Pacific Downstream, **ConocoPhillips**



"Very useful topics and great networking."

**Puwanat Watanachaisaeng**, General Manager Refinery, **Kemamen Bitumen Company**



"Best ever Downstream Asia!."

**Jaber A Qurban Haji**, Sales Representative, **KUWAIT PETROLEUM CORPORATION**

Early Confirmed Sponsors & Exhibitors for Downstream Asia 2011



Downstream Asia 2010 Sponsors



Downstream Asia 2010 Exhibitors



Get Involved in Downstream Asia 2011

Contact Hendry Chong at +65 6590 3977 • [h.chong@energyexchangeasia.com](mailto:h.chong@energyexchangeasia.com) • [www.downstream-asia.com](http://www.downstream-asia.com)

## Dear Partner,

It gives me great pleasure to give you the post show report for Downstream Asia 2010.

### Event highlights included:

- **Leading downstream producers and industry experts sharing their expertise and insights**

This year's Downstream Asia featured speakers from the leading downstream facilities, many of whom flew especially to Singapore to share their unique experiences with conference attendees.

- **Interactive and insightful Q&A Sessions**

Downstream Asia 2010 was extremely interactive with attendees following up each presentation with a plethora of questions. This audience participation helped foster open sharing of ideas and communication between speakers, delegates and sponsors alike

- **Fuels Summit Day**

Held after the main conference, a select group of peers gathered to hear speakers discuss in specific detail clean fuels, biofuels and alternative fuels. A refreshing format of roundtables, panels and presentation allowed attendees to gather in small discussion groups and really dig deep into the most critical issues they faced

- **Superior networking opportunities**

This year we integrated even more networking receptions & breaks to offer additional opportunities to network, discuss and do business. The structured networking session and social events allowed attendees to maximise the contacts they made during the course of the conference.

- **Dedicated refinery & petrochemical streams**

Specialised streams allowed delegates to choose the sessions that best suited their business and enabled them to customise their conference experience

Over the next few pages we give you an insight into who attended, the issues discussed at the event, feedback from the event, and most importantly how you can participate in 2011

I look forward to meeting you all again soon.

Warm regards,

**Hendry Chong**

Commercial Manager, Asia, **World Refining Association**

## Downstream Asia 2010 was proud to be part of



Singapore is located right in the heart of Asia and is a key refining and petrochemical hub. Singapore is well positioned to play a critical role in partnering with the energy and chemical industries to seize new opportunities presented by the region's growing energy and chemical needs and provides the perfect location for Downstream Asia 2010. As the region's leading refining, petrochemicals & fuels conference, we were proud to be part of the Singapore International Energy Week 2010.

## About the World Refining Association



Since 1997, the World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream oil and gas sectors. Our industry events are renowned as market leaders for the refining, petrochemical and processing industry globally.

Due to our strong and long standing relationships with governments and all of the major oil and gas producers worldwide, we ensure our events consistently tap into the key issues affecting the industry and we bring together the principle influencers to share their thoughts, ideas and vision with you, our audience.

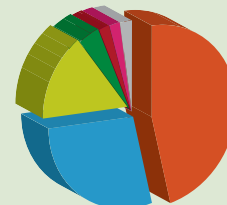
The World Refining Association is part of Clarion Events, a global business-to-business event organiser with over 200 staff in London, Birmingham, Hong Kong, Maarsse (The Netherlands), St Charles (MI), USA and Sao Paulo. Clarion's energy portfolio includes the utilities and energy trading specialist Synergy and South African based integrated media company Spintelligent.

*"It was a pleasure and privilege to speak at the Downstream Asia 2010. The speakers and the content were of a high quality. I had a wonderful time interacting and exchanging notes with my peers. The Downstream Asia team deserve the highest praise! Thank you very much for this great experience."*

**PAB Raju**, Executive Director – Visakh Refinery, **Hindustan Petroleum**

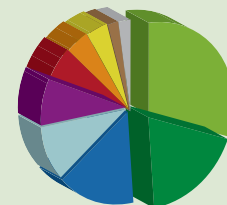
## Breakdown of attendees to Downstream Asia 2010

### Industry



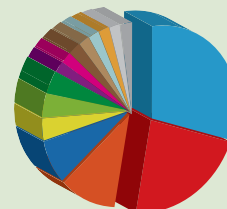
Technology / Service Providers	46%
Refinery	29%
Petrochemicals	15%
Shipping, Transportation & Storage	4%
Association Publications	2%
Biofuels	2%
Government Related	2%

### Job Function



Plant Management	31%
Sales & Marketing	18%
Operations	15%
Engineer	10%
Research and analysis	8%
Planning	6%
Production	4%
Project Manager	4%
R&D	2%
Technology	2%

### Geography



SINGAPORE	31%	INDIA	2%
MALAYSIA	22%	INDONESIA	2%
GERMANY	11%	KUWAIT	2%
THAILAND	8%	NETHERLANDS	2%
KOREA	4%	NORWAY	2%
SAUDI ARABIA	4%	SPAIN	2%
UNITED STATES	4%	UNITED KINGDOM	2%
FINLAND	2%		



## Program highlights and what's new for Downstream Asia 2011:

### Agenda at a glance...

Downstream Asia 2011 is a three day event designed and researched specifically for the refining & petrochemical industry. The main conference is held on the first two days with the third day dedicated to more niche workshops.

### Key topics to be addressed at Downstream Asia 2011 include:

#### Plenary agenda:

- Examining the opportunities and challenges as China moves towards self-sustainability
- Reviewing the impact of Middle East, China and India on capacity and your business
- How should technology evolve to drive sustainable development of downstream industry?
- Refinery/Petrochemical integration
- Cost effective ways to reduce CO2 emissions: the latest research and development advances
- The carbon agenda and environmental concerns for the downstream industry

#### Refinery Topics:

- Maximising yield through effectively matching crude
- Low risk and high impact retrofits and upgrades to enhance plant performance
- Increasing plant efficiency during times of lower utilisation
- New catalytic cracking and hydrocracking technologies to maximise production output
- Dieselisation, reactor technologies and distillation technologies

#### Petrochemical Topics:

- Examining feedstock markets and the impact on the Asian petrochemical business
- Feedstock diversification opportunities for petrochemicals
- Petrochemical optimisation strategies and equipment technologies
- Market developments and analysis of ethylene, aromatics and polyolefins

"Excellent networking opportunity."

Andreas Knobloch,  
Director Business Development,  
Uhde & Sheddin



"Downstream Asia was a very beneficial event. I was thrilled by the information I received during the event."

George Cui Shan, General  
Manager, Yokogawa Asia  
Pacific Pte Ltd



## What's new for Downstream Asia 2011?

### 1 Expanded conference program to incorporate more topics to cover more of critical issues you face

A year head of Downstream Asia 2011 we have already begun to research the agenda to ensure we cover the issues that keep you up at night. Only the World Refining Association spends double the amount of time researching the conference program as part of our commitment to produce the most relevant agenda possible

### 2 Enhanced Refinery & Petrochemical Stream

We are going to expand the refinery and petrochemical streams to run on both main conference days to provide you with more choice and more content designed specifically for your industry. Benefit from both strategic and technical presentations, panel discussion and roundtables

### 3 Evening Cocktail Reception

Conferences are about sharing of insights and information, but they are also about networking, building relationships and quite simply fun! Downstream Asia 2011 will incorporate a cocktail reception for all delegates to provide an opportunity for you to unwind.

### 4 Expanded Workshop Day Programs

Our focus summit day was such a huge success this year, we are expanding the workshop day program to include even more exciting topics. These workshop days are characterised by smaller groups meaning there is even more interactivity with speakers and attendees.

### 5 Expanded Exhibition Floor Space

The exhibition at Downstream Asia 2010 was a smashing success with all 12 booth sold out. Bigger is better for 2011, with an expanded exhibition floor space to fit 20 exhibition spaces. RESERVE EARLY TO GET THE BEST SPOT! (turn over for more details)

## Call for papers

Present your project updates at Asia's premier Downstream event!

Downstream Asia 2011 is developed to provide a high value platform for the refining and petrochemical industry stakeholders to share experiences, get insights and be informed of the latest case studies, projects and successes in the region and beyond.

Top level speakers representing all downstream segments will present their views through case studies presentations, roundtable discussions and panel discussions. If you are interested in sharing your innovative approach, breakthrough technology or successful project updates, we invite you to submit an abstract.

Please note that preference will be given to case *studies* and *presentations* from *refinery* and *petrochemical operators*.

## Guidelines

Presentation slots are approximately 20 minutes in length.

Vendors are welcome to submit proposals as part of a sponsorship package, along with a leading downstream operator speaker.

Sales and marketing presentations are not appropriate for this event and will not be accepted.

## Request Abstract Template

Early submission is strongly encouraged. Applicants will be notified of their status by email. By submitting an abstract, authors are agreeing to provide a copyright release and final publications of their presentation for publications in the conference proceedings.

## Selection criteria

Abstracts will be reviewed and judged on the basis of the following criteria:

- Relevance to the conference theme and theme of individual sessions
- Significance of the work/projects to a target audience
- Originality of work/project, including new concept, innovations or data
- The completeness of the work/project

Please visit [www.downstream-asia.com](http://www.downstream-asia.com) for latest event updates and developments  
For more information, please contact:  
The World Refining Association  
Tel: (65) 6590 3970

## Sponsorship & Exhibition Opportunities



Securing a sponsorship at Downstream Asia is an excellent way to raise your company's visibility within the Downstream market, to reach decision makers and position your company as one of the leaders in the industry. There are various levels of sponsorship available and sponsorship opportunities will be allocated on a first come first served basis.

Profile your company as sponsor and enjoy the following benefits, depending on the level of sponsorship (Platinum, Gold, Silver Bronze):

### RAISING YOUR PROFILE IN PRINT

- Logo prominently featured in:
  - Direct mailing campaigns
  - Conference proceedings
  - Event brochures
  - Stage backdrop, Welcome signage and banners
  - Advertisements in event show guide
  - Pre-event interview

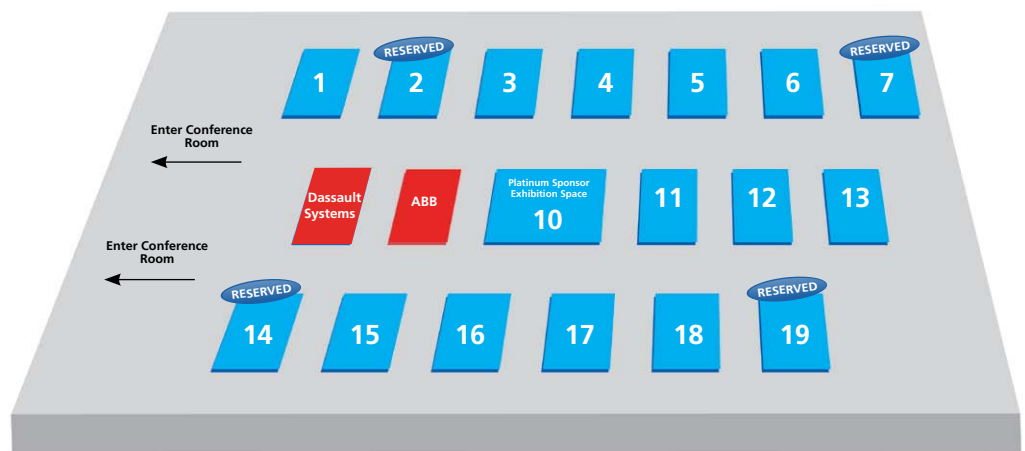
### RAISING YOUR PROFILE ON-LINE

- Logo and hyperlink on the official Downstream Asia website
- Editorial and technical papers to be uploaded on website for interested party to download
- Advertisement on website
- Tailor-made E-mailer campaigns to The World Refining Association database, plus cross marketing campaign with our media and trade partners as well

### RAISING YOUR PROFILE ON-SITE

- Exhibition Spaces
- Banners in the exhibition area
- Opportunity to distribute promotional material in the conference
- Opportunity for your key industry leader to present on the conference program
- Opportunity to chair a session
- Opportunity to be an expert panelist on the interactive panel discussion session
- Opportunity to host and moderate a round table discussion
- Opportunity to reserve VIP tables to host key delegates during the conference luncheon
- Complimentary delegate passes for your staff or clients
- Additional discount delegate passes for the conference

## Downstream Asia 2011 Floorplan



### Why confirm your sponsorship package now?

- 1 Ensure you secure the topic that will best differentiate you and keep you ahead of your competitors. Take your place in the agenda, key speaking opportunities will again be limited next year because we can only have one presentation per topic.
- 2 Play a role in shaping the future of the Downstream industry by taking a seat on our elite Advisory Board. This will raise awareness that you are an essential partner to the industry by displaying your thought leadership.
- 3 Demand for exhibition space was overwhelming this year, with a sell out floor plan. Exhibition space will be allocated on a first come, first served basis. Prime positions have already been chosen to your peers following the excellent results they had at this year's event. In addition we have new sponsors coming on board and we welcome them as we build success in partnership.
- 4 2010 prices have been frozen until 15th December but will increase by 10% thereafter. Join our 365 day commercial partnership which is designed to generate demand for your solution all year round and save budget.
- 5 Benefit from brand exposure throughout the year. We run a 365 day marketing plan and are already actively influencing your customers via external partners and our internal database. You will have a dedicated Marketing Manager to extend your market reach.

*"Downstream Asia was head and shoulders above any other conference I have been to. The design, style and organization was world class. You have a great blend of content and style to make a transactional industry a little more transformational – it's what the attendees enjoy but seldom experience."*

**Tony Wood**, Vice President, Asia, **KBC Advanced Technology**



Get Involved in Downstream Asia 2011

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