



World  
Refining  
Association

a **CLARION**  
EVENTS company

KUALA LUMPUR, MALAYSIA, 23-25 MARCH 2009



# ASIAN BIOFUELS ROUNDTABLE 2009 1ST ANNUAL MEETING



## Key speakers

Hon. Datuk Peter Chin Fah Kui, Minister of Plantation Industries and Commodities,  
**MALAYSIA GOVERNMENT**

Dr Choo Yuen May, Deputy Director General, **MALAYSIAN PALM OIL BOARD**

UR. Unnithan, Executive Director, **CAROTINO SDN BHD**

Urooj S Malik, Director, South East Asia Department, **ASIA DEVELOPMENT BANK**

Carlos St. James, President, **ARGENTINE RENEWABLE ENERGIES CHAMBER**

Pradeep Tharakan, Deputy Chief of Party, USAID Contractor/International  
Resources Group, **ECO-ASIA CLEAN DEVELOPMENT AND CLIMATE PROGRAM**

Atul Saxena, Founder and CEO, **GROWDIESEL CONSORTIUM**

- **HEAR** key players from the global biofuels industry divulge the challenges they face, the technologies they are looking for and the strategies they will adopt during formal conference sessions, roundtable discussions and informal social gatherings.
- **ASSESS** the current and future trends and challenges for biofuels in the oil industry, so you can develop and refine your biofuels strategy.
- **OBSERVE** which technologies are leading the way in the commercialisation of jatropha, cellulosic ethanol and algae as future biofuel feedstocks and keep updated with market trends.
- **FIND** out who has made the greatest contribution to a major biofuels technology development over the past twelve months within the Asian sector at our 2009 Asian Biofuels Technology Innovation of the Year Award.

[www.wraconferences.com/ab09](http://www.wraconferences.com/ab09)

SUPPORTED BY:





# ASIAN BIOFUELS ROUNDTABLE 2009

## WHY THIS EVENT?

Following the outstanding success of the World Refining Association's Annual Biofuels Conference in Europe which attracts over 360 senior level attendees every year, The WRA is now pleased to bring this highly targeted, highly focused and very timely event to Kuala Lumpur on 24-25 March 2009 with a programme focussed on the Asia Pacific region.

With the global biofuels industry facing growing uncertainty from rising food prices, European country bans on some feedstock imports, and the slump in palm oil prices hitting the Asian market especially hard in 2008, it is now important more than ever, for biofuel producers, traders, agri-businesses, governments, oil refiners and technology specialists to join together to find solutions for the future growth of the industry and ensure sustainability. It is of utmost importance for all involved in the sector to keep abreast of all current activities in the sector in order to maintain and build your position in the market.

Attendees of the 2-Day Roundtable will also have the unique opportunity to attend a site visit to Sime Derby Biodiesel Plant in Carey Island on 23 March. The visit to the Biodiesel Plant will enable participants to view one of the regions's first class facilities

This two day Roundtable will provide excellent networking opportunities and extremely lively interactive question and answer sessions. Our inaugural Asian Biofuels Technology Innovation of the Year Award will be presented during the evening drinks reception on Tuesday 24 March 2009.

With an agenda designed in conjunction with industry experts to keep you right up to date with the latest developments impacting the Asian biofuels sector and with unrivalled opportunities to meet executives who will help you with your business, this Roundtable it guaranteed to be the only business and networking event in 2009 that you need to attend!



## ABOUT THE WORLD REFINING ASSOCIATION

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 global refining, petrochemical and processing industries.

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.

Our annual events take place across the globe in Europe, CIS, Russia, Middle East and Asia. They take centre stage in the oil and gas calendar together with our awards which are increasingly becoming a sought after commodity to highlight best practice excellence within the industry.

## WHO SHOULD ATTEND?

- Senior Representatives from International Biofuels Majors
- Key Decision Makers from International Oil and Gas Companies
- Policy Makers from International and Regional Governments and Regulatory Bodies
- Agribusiness and Crop Science Experts
- Engineering, Process and Technology Providers
- Project Management Specialists
- Specialist Industry Advisors, Analysts and Consultants
- Business Development Experts
- Senior Sales Executives
- Corporate, Project and Trade Finance Specialists
- Government and State Company Representatives
- Financiers, Lawyers

## TESTIMONIALS FROM OUR BIOFUELS EVENTS

"The WRA has grown to become a name amongst the highest quality professional conferences for the oil and gas sector. I have now attended a number of different events all of which had excellent presentations, great networking and nice environments."

**Francois Vleugels, CEO & Chairman of the Board, UNIPETROL**

"It was a great experience meeting people from very different backgrounds and all united on biofuels issues!"

**Neda Marcek Rahelic, Refinery Director, INA**

"In a changing, uncertain and still niche business, this conference fulfills a difficult role well"

**Neil Ryding, Business Manager, BAKER PETROLITE**

"Thank you to WRA to have brought petroleum and biofuels industries together."

**Michel Bloch, Marketing Manager, Renewable Energies, AXENS**

## MONDAY 23 MARCH 2009

### 8:30 Site Visit to SIME DARBY Biodiesel Plant

It is with great pleasure that SIME DARBY and the WORLD REFINING ASSOCIATION will provide delegates of Asian Biofuels Roundtable 2009 with the unique opportunity to attend an optional visit to Sime Darby Biodiesel Plant in Carey Island. The visit to the Biodiesel Plant will complement the discussions in the two-day Roundtable and will enable participants to view one of the regions' first class facilities.



#### AGENDA

- 08:30 Depart from Shangri-La Hotel in Kuala Lumpur
- 09:30 Arrive at the Sime Darby Biodiesel Plant
- 09:40 Welcome by the senior management of the Sime Darby
- 10:00 Presentation giving an overview of the Biodiesel Plant
- 10:15 Plant Tour
- 11:00 Depart for Kuala Lumpur



#### ONLY A FEW SPACES FOR THIS VISIT REMAIN SO BOOK NOW TO GUARANTEE YOUR PLACE

Please note, security clearance procedures are required in advance

We regret that entry to the plant will not be granted unless full details are received

### 19:00 Pre conference registration and drinks reception

Take advantage of your chance to beat the crowds by registering early! Why not make the most of your attendance at this event to renew old acquaintances and meet new business contacts by taking the opportunity to meet your fellow delegates during the evening's drinks reception.

## DAY ONE: TUESDAY 24 MARCH 2009

08:00 Registration and coffee

09:00 Opening address and business card exchange

### 09:10 Keynote and opening address:

Hon. Datuk Peter Chin Fah Kui, Minister of Plantation Industries and Commodities, **MALYSIAN GOVERNMENT**

### 09:40 Session one: Trends within the global biofuels industry

- What are the long-term predictions for the industry and what regional trends are likely?
- Global Outlook: How do government targets, oil industry fundamentals and biofuel supply match?
- Global experiences: what can Asia learn from other biofuels industries globally?
- Strategic alliances between key biofuels producers in the region.
- The role of emerging markets in biofuels. How Latin America and Asia can work together to standardise norms and address similar growth, legislative and capital access issues for supply to the more mature consumer regions.

H.E. Sergio De Souza Fontes Arruda, Brazilian Ambassador, **BRAZILIAN GOVERNMENT**

Carlos St. James, President, **ARGENTINE RENEWABLE ENERGIES CHAMBER**

Ray Hogger, Director – Technical and Commercial, **VERTICAL ASIA**

10.50 Coffee break and networking

### 11:20 Session two: Policy and progress in Asia's biofuels industry

- The findings of USAID's ECO-Asia Clean Development and Climate Program (CDCP) 2008 report on the status of biofuels development in Asia with a focus on: China, India, Indonesia, the Philippines, Thailand, Vietnam, Malaysia, and Singapore.
- What initiatives are being adopted to develop Asia's biodiesel industry including tax subsidies and mandatory blending requirements? How are these being implemented?
- An update on investment activity in the Asian biofuels market. What risks are involved in investing in the industry and is investment slowing down?

Urooj S Malik, Director, South East Asia Department, **ASIA DEVELOPMENT BANK**

Pradeep Tharakan, Deputy Chief of Party, USAID Contractor/International Resources Group, **ECO-ASIA CLEAN DEVELOPMENT AND CLIMATE PROGRAM**

Roland Yap, Vice President, Asia & Middle East, **METHANOL INSTITUTE**

Dilip Chenoy, Director General, **SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS**

12.30 Lunch and networking

### 14.00 Session three: Sustainability of biofuels in Asia: Issues affecting feedstock supplies

- Biofuels vs food: Is this debate justified? Are biofuel crops taking the place of food crops in areas suffering from shortages? Will food prices continually rise thanks to the growing biofuels industry?
- Feedstock market dynamics and how this is impacting the Asian market. What is the current feedstock mix throughout the region and what are the options for diversifying?
- What issues need to be addressed to maintain a sustainable supply of the major feedstocks including palm oil, jatropha, molasses and pongamia. What planting strategies are being adopted to complement this?
- Global issues affecting the palm oil market, what needs to be addressed to maintain a sustainable supply of palm oil as a feedstock in the future, and how can the industry cope with the challenge of price fluctuations?

Dr Choo Yuen May, Deputy Director General, **MALYSIAN PALM OIL BOARD**

Peter Van Den Dorpel, CEO, **ALGAELINK NV**

Dr Vengeta Rao, Secretary General, **RSPO – ROUNDTABLE ON SUSTAINABLE PALM OIL**  
Senior Representative, **BUNGE**



15.10 Coffee break and networking

### 15.40 Session four: Future feedstocks: the challenges and opportunities for second and third generation biofuels

- Next generation biofuels: Cellulosic ethanol, jatropha biodiesel and non food feedstocks.
- Addressing the challenge of sustainable jatropha production in Asia.
- Commercialising algae as a feedstock. Is this a viable option for the biodiesel industry and what are the emerging opportunities?

Surendra Ajarapu, President, **AE BIOFUELS INC**  
Mike Taverner, Executive Chairman **JATOIL LTD**  
Atul Saxena, Founder and CEO, **GROWDIESEL CONSORTIUM**

17.00 Close of day one

### 18.00 Evening reception and award ceremony

All attendees are invited to join the evening drinks reception during which the 2009 Biofuels Technology Innovation of the Year Award will be presented to the winning company.

For the latest confirmed speakers and conference programme visit [www.wraconferences.com/ab09](http://www.wraconferences.com/ab09)

## DAY TWO: WEDNESDAY 25 MARCH 2009

08.00 Registration and coffee

09.00 Business card exchange

### 09.15 **Session four continued: Future feedstocks: the challenges and opportunities for second and third generation biofuels**

- Production of Algae growing systems
- A Malaysian approach to algae for biofuel production
- Development of Jatropha nurseries and seed procurement business in Asia
- Mission Biofuels and the last achievements from the partnership with the leading Jatropha research centre – The Energy Resources Institute (TERI). Implementing optimum planting cultivation technologies and ensuring the highest yields are achieved.

Syed Isa Syed Alwi, CEO, **BIOMAC CORPORATION SDN BHD**

Peter Van Den Dorpel, CEO, **ALGAELINK NV**

Naren Raju, CEO, **BIOENERGY PLANTATIONS**

Ashish Swarup, CEO, **MISSION BIOFUELS**

10.30 Coffee break and networking

### 11.30 **Session five: Asian biodiesel production: Case study examples and key issues**

- Case study update on Neste Oil's renewable biodiesel plant in Singapore.
- Best practice for the production of biodiesel from difficult feedstock. A look at technical innovations and future developments for the biodiesel process.
- The value of vertical integration in the palm oil biodiesel industry.
- What technology is being implemented in order to allow efficient and profitable production?
- A view from the oil industry on the increasing market for biodiesel.
- Integration between the petroleum and biofuels industries.

UR. Unnithan, Executive Director, **CAROTINO SDN BHD**

Edgar Ahn, Technical Director Sales, **BDI**

**BIODIESEL INTERNATIONAL AG**

Senior Representative, **NESTE OIL**

12.30 Lunch and networking

### 14.00 **Session six: Asian ethanol production: Case study examples and key issues**

- Asian ethanol market trends, supply and demand projects as well as current challenges and developments.
- Securing raw materials for bioethanol with case study examples of Asian ethanol production in Thailand and India.
- A look at feasibility, design and engineering of bioethanol plant projects in the region.
- Developments in technology for global ethanol production – what applications are being used within Asia?

Géraldine Kutas, International Advisor, **UNICA/ BRAZIL – SUGAR CANE INDUSTRY ASSOCIATION**

Ralph Beckers, Head Business Development Sugar Beet, **SYNGENTA CROP PROTECTION AG**

Nikki Wan, CEO, **EARTH BIOFUELS**

15.30 Coffee break and networking

### 16.00 **Session seven: Roundtable discussions**



Interactive open discussions providing the opportunity to exchange ideas and information with our panel of senior biofuel personnel on key issues affecting the Asian Biofuels sector.

Roundtable discussions are each chaired by a senior industry expert. Participants will be able to choose which roundtable they wish to join:

**ROUNDTABLE A – BIODIESEL**  
**ROUNDTABLE B – BIOETHANOL**  
**ROUNDTABLE C – FEEDSTOCKS**  
**ROUNDTABLE D – TECHNOLOGY**

17.00 End of day two and close of the roundtable

To initiate full interaction between speakers and attendees, question and answer discussions will follow at the end of each session.

## EXPERIENCE THE ASIAN BIOFUELS ROUNDTABLE 2009

*"Professionally organised with a well-balanced choice of subjects and themes. A very good quality of speakers contributing. All in all, really worthwhile to attend"*

Walter Mirabella, Chairman, **EFOA**



**In-depth and interactive roundtable discussions**

*WRA events repeatedly offer interesting and relevant topics, attracting a very large audience. They are by far the best meetings for networking with industry colleagues.*

Pieter Tjan, Secretary General, **EUROPIA**



**Topical presentations from high-quality speakers**

*"The Annual Roundtables are great events that offer participants excellent networking opportunities. The World Refining Association are world leaders at bringing together high profile industry representatives especially within Russia & the CIS region. They are the must attend events in my calendar.*

Vladimir Baibursky, Vice President, **OAO SIBUR HOLDING**



**Numerous networking opportunities**

## 2009 Asian Biofuels Technology Innovation of the Year Award

During the evening drinks reception on Tuesday 24 March, The World Refining Association will present the 2009 Biofuels Technology Innovation of the Year Award to the organisation that, in view of the industry, has made the greatest contribution to a major biofuels technology development over the last twelve months in the Asian sector. All attendees will have the opportunity to cast their vote for the company they want to see win.

*Right: The WRA European Biofuels Technology Award 2008.*





# Why you should attend the Asian Biofuels Roundtable 2009

While the biofuels industry has experienced rapid growth both in production levels and new technologies, uncertainty and volatility have swept across the global biofuels industry this year following heated debate over the rising fuel and food prices and the impact from biofuels, as well as feedstock price fluctuations and changing government policies.

Senior leaders from international oil majors, refiners, biofuels plants, innovative technology providers and policy makers will gather in Kuala Lumpur to assess the real sustainability and future growth of this industry in Asia. It is of utmost importance for all involved in the sector to keep abreast of all current activities in the sector in order to maintain and build your position in the market.

## Event highlights:

- Topical presentations and discussions covering key issues identified by biofuels industry leaders.
- Opportunity to meet with both high quality speakers and high quality attendees to help you with your industry questions and concerns.
- Interactive group discussions designed to help you address and answer the challenges faced by the region's sector.
- Dedicated exhibition showcasing the latest technologies and providing a rich networking opportunity.



## ARE YOU INTERESTED IN JOINING OUR SPEAKERS?

Limited opportunities remain for interested professionals to join the speaker panel or to lead a roundtable discussion. If you are active within the Asian region and have an expert knowledge of your field, why not consider sharing your knowledge of the biofuels sector with an audience of the industry's key players and decision makers.

Submit your abstract for consideration to:  
Gustavo Favaron, Conference Manager

Tel: +44(0)207 067 1800

Email: [g.favaron@theenergyexchange.co.uk](mailto:g.favaron@theenergyexchange.co.uk)

## SPONSOR AND EXHIBITOR OPPORTUNITIES

Would you like to promote your organisation's products or services to a captive audience of senior and influential industry executives and decision-makers?

Do not miss this unique opportunity to showcase your company's products and technologies to a dedicated audience of leading senior executives involved within the Asian and Pacific Biofuels sector.

**As a sponsor...** Corporate sponsorship packages are designed specifically to allow you to maximise your company's profile and provide you with the opportunity to network with targeted senior level executives.

Customised packages can be tailored to suit your needs including both networking and company branding options. All packages offer excellent levels of publicity before, during and after the event.

**As an exhibitor...** You will have the opportunity to raise your profile, meet with clients and perform working demonstrations of your latest product developments.

**LIMITED OPPORTUNITIES AVAILABLE**

To discuss your exhibition or sponsorship requirements in more detail, please contact:

**Gustavo Favaron on**  
**Tel: + 44 (0) 207 067 1800**  
**Fax: + 44 207 430 9513**  
**or email: [g.favaron@theenergyexchange.co.uk](mailto:g.favaron@theenergyexchange.co.uk)**

## EXHIBITORS

