

DOWNSTREAM ASIA ROUNDTABLE 2008

25-27 NOVEMBER 2008, KUALA LUMPUR, MALAYSIA



SPEAKERS INCLUDE:

- **Kamarudin Zakaria**, Vice President, Petrochemical Business, **PETRONAS**
- **Hee Huing Wong**, Managing Director and CEO, **PETRONAS PENAPISAN (MELAKA) SDN BHD**
- **Sultan Al Mehairi**, Marketing and Refining Director, **ABU DHABI NATIONAL OIL COMPANY (ADNOC)**
- **Arnold Teo**, Senior Manager Technology, **SHELL REFINING COMPANY**
- **Harald Hammer**, CEO, **BOROUGE**
- **Senior Representative**, **SINGAPORE ECONOMIC DEVELOPMENT BOARD**
- **Satvinder Roopra**, Head of Asia Pacific Downstream Oil, **WOOD MACKENZIE**
- **John Paisie**, Head of Global Downstream, **PFC ENERGY**
- **Hamidah Maarof**, Senior Manager Business Strategy, Petrochemical Business Unit, **PETRONAS**
- **Andrew Tyas**, Regional Engineering Manager, **DUPONT CLEAN TECHNOLOGIES**
- **Raghu Ram Reedam**, Regional Recruitment Manager, **SHELL**
- **Graham Bennett**, Refining and Petrochemicals Segment Director, **DNV ENERGY**
- **John Koo**, Senior Staff Consultant, **KBC ADVANCED TECHNOLOGY PTE LTD**
- **Tony Parker**, Business Development Manager, **DUPONT CLEAN TECHNOLOGIES**
- **Carlo Buccisano**, Principal Consultant, **DNV ENERGY**
- **Ken C. Lai**, Director of Licensing, Asia Pacific, **SHELL GLOBAL SOLUTIONS BV**
- **Naren Raju**, CEO, **BIO ENERGY PLANTATIONS**
- **Eva Anderson**, Regional Refinery Sales Manager, South East Asia, **ALFA LAVAL SINGAPORE PTE LTD**
- **Uwe Zwiefelhofer**, Managing Director, **LURGI SDN BHD**

WHAT PEOPLE SAY ABOUT WRA EVENTS

"A great event for networking. Excellently organised and the variety of clients is well managed. Thanks and see you next year."
Ralph Kramer, **INNOSPEC**

"Excellent conference in terms of organisation, content and delivery. Interaction with the delegates and experts was very valuable."
Abdul Hussain Monfaridy, Leader of Strategic and Business Planning Process, **BAPCO**

"Excellent selection of the speakers, topics and discussions"
Gurdial Singh, Director of Business Development, **CB&I**

"Excellent conference! Very professional organisation"
Luis Coimbra, General Manager Marketing & Transportation, **CHEVRON TEXACO LTD**

INTRODUCTION

With over 10 years of delivering specialist refining and petrochemical conferences globally, The World Refining Association is now delighted to launch the inaugural Downstream Asia Roundtable 2008 from 25-27 November in Kuala Lumpur.

The Downstream Asia Roundtable 2008 will combine high-level presentations with group roundtable discussions to examine all of the key issues and challenges currently facing the Asian refining and petrochemical sectors.

The Roundtable and exhibition will focus on both refining and petrochemicals in the region with discussion on how the sector can develop its capacity in view of rising oil prices, run efficient and effective operations, attract a skilled workforce and select the right technology to remain competitive. Over 30 leading industry executives will join the speaker panel to provide you with the latest information, debates and project case studies to help you advance your business operations in these fast growing and exciting markets.

Attendees of the 2 Day Roundtable will also have the unique opportunity to attend a site visit to Petronas' Melaka Refinery Complex on 25 November. The visit to the complex will enable participants to view one of the region's first class facilities.

The Downstream Asia Roundtable 2008 is guaranteed to provide the biggest gathering of dedicated downstream executives operating in the region providing the perfect opportunity for both interactive informal and formal networking.



WHO SHOULD ATTEND?

- Senior Executive Decision Makers and Facilities Managers from National and International Oil, Refining and Petrochemical Majors
- Senior Representatives and Policy Makers from National and International Governments
- Decision Makers from National and International Refining and Petrochemical Associations
- Refinery and Petrochemical Plant Project Management Specialists
- Engineering and Technology Manufacturers, Contractors and Providers
- Refining and Petrochemical Specialists: Advisors, Industry Analysts and Consultants
- Financiers: Corporate, Project and Trade Finance Specialists

BENEFITS OF ATTENDING:

HEAR from Asia's oil industry leaders about global supply and demand, strategic expansion plans, and ongoing policy developments to upgrade, integrate, modernise and expand refining and petrochemical facilities.

JOIN this event and benefit from the opportunity to visit Petronas' Melaka refinery complex and observe first hand one of the region's world class refining facilities.

MEET with decision makers from Asia's oil companies to share experience and learn about cutting edge technologies being used across the region to improve efficiency and profitability.

NETWORK through our series of informal roundtable discussions and social engagements, to ask the questions that directly affect your business.

TUESDAY 25 NOVEMBER 2008

08:00 SITE VISIT TO PETRONAS' MELAKA REFINERY COMPLEX

It is with great pleasure that Petronas and the World Refining Association will provide delegates of the Downstream Asia Roundtable 2008 with the unique opportunity to attend an optional visit to the Petronas Melaka Refinery. The visit to the complex will complement the discussions in the two-day Roundtable and will enable participants to view one of the region's first class facilities.

AGENDA

- 08:00 Depart from Shangri-La Hotel in KL
- 10.00 Arrive at the Melaka refinery
- 10.05 Welcome by the Senior Management of Melaka refinery
- 10.10 Presentation giving an overview of the refinery operation and facilities
- 11.30 Plant Tour
- 11.40 Depart for Lunch at nearby Hotel
- 12.00 Lunch
- 14.00 Depart for KL



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

PLEASE NOTE, SECURITY CLEARANCE PROCEDURES ARE REQUIRED IN ADVANCE

19:00 WELCOME RECEPTION AND ROUNDTABLE PRE-REGISTRATION

DAY ONE: WEDNESDAY 26 NOVEMBER 2008

- 08:00 REGISTRATION AND COFFEE
- 09:00 WELCOME ADDRESS
- 09:10 BUSINESS CARD EXCHANGE
- 09:20 OFFICIAL OPENING

09:40 SESSION ONE: THE OUTLOOK FOR ASIA'S DOWNSTREAM SECTOR AND THE CURRENT GLOBAL INFLUENCES

- Outlook for the Asian refining sector.
- Future Asian petrochemical market developments and Borouge's answer to it.
- The current economic outlook for Asia's downstream sector and the key challenges and opportunities to be addressed by the region's oil businesses.
- Middle Eastern refining expansion plans and their significance for the future of the Asian sector.
- Indian refinery expansion and the influence of Jamnagar in the wider Asian region.
- An outlook for feedstock price and availability in the region.
- The continued dominance of the Middle East petrochemical sector: what are the implications for Asia? What will the resulting global implications be?

- **Satvinder Roopra**, Head of Asia Pacific Downstream Oil, **WOOD MACKENZIE**
- **Harald Hammer**, CEO, **BOROUGE**
- Senior Representative, **SINGAPORE ECONOMIC DEVELOPMENT BOARD**
- **Sultan Al Mehairi**, Marketing and Refining Director, **ABU DHABI NATIONAL OIL COMPANY (ADNOC)**

11:00 Coffee Break sponsored by The miracles of science™

11:30 SESSION TWO: TRANSFORMING ASIA'S REFINING AND PETROCHEMICAL SECTORS: OPPORTUNITIES AND CHALLENGES

- Investment trends in Asia's refining and petrochemical sectors, the margins and strategies for moving forward.
- Exploring financial solutions for soaring project costs and their effect on the region.
- Where is the investment coming from? A look at the Middle East's interests in the Asian sector.
- The challenge of combating skills shortages in the regions oil and gas industry.
- The growing importance of biofuels in the region. Opportunities for integration with the petroleum industry.
- **John Paisie**, Head of Global Downstream, **PFC ENERGY**
- **Raghu Ram Reedam**, Regional Recruitment Manager, **SHELL**
- **Naren Raju**, CEO, **BIO ENERGY PLANTATIONS**

12:45 Lunch sponsored by

14:15 SESSION THREE: SUSTAINING PROFITABLE OPERATIONS: ASIAN OPERATOR EXPERIENCES AND PROJECT UPDATES

- Maximising profitability through integrating refineries and petrochemicals plants along the whole value chain.
- Shell's energy scenario: scramble and blueprints. How the transition between today and 2050+ will play out. Choices, technology and environment considerations for achieving a sustainable future.
- Working towards operational excellence. Petronas' Melaka refinery experience.
- A look at the challenges being faced in achieving project implementation and control over expenditure.

- **Kamarudin Zakaria**, Vice President, Petrochemical Business, **PETRONAS**
- **Arnold Teo**, Senior Manager Technology, **SHELL REFINING COMPANY**
- **Hee Huing Wong**, Managing Director and CEO, **PETRONAS PENAPISAN (MELAKA) SDN BHD**

15:30 Coffee Break sponsored by The miracles of science™

16:00 SESSION FOUR: ASIA'S FUEL MARKETS

- Reconfiguring Asian refineries to remain competitive. Case studies on how Asian refiners are responding to this challenge and the need for cleaner fuels.
- Clean fuels to meet tomorrows needs. A look at how countries are working to address the problem by further tightening fuel specification and emissions limits.
- A look at how trends in fuels are reshaping the market with a review of the current Asian market for fuel consumption, capacity and production.
- Analysis of fuel supply and demand issues and challenges faced by suppliers.

- **John Koo**, Senior Staff Consultant, **KBC ADVANCED TECHNOLOGY PTE LTD**
- **Ken C. Lai**, Director of Licensing, Asia Pacific, **SHELL GLOBAL SOLUTIONS BV**

17:15 Close of Day One

19:00 Evening Reception Hosted at The British High Commissioner's Residence



DAY TWO: THURSDAY 27 NOVEMBER 2008

08:30 Registration and coffee

09:00 BUSINESS CARD EXCHANGE

09:10 SESSION FIVE: MEETING THE EXPANSION CHALLENGE: MAINTAINING RELIABLE AND EFFICIENT OPERATIONS AND TECHNOLOGY INNOVATIONS FOR CONTINUED EXCELLENCE

- Successful integration of technology advances with an emphasis upon maintaining reliability and efficiency.
- Performance Forecasting as decision support tool in the downstream industry.
- IsoTherming® Hydroprocessing Technology: low cost processes for ultra low sulphur diesel, FCC feed pretreatment and hydrocracking.
- Challenges of mega ethylene crackers.

- **Andrew Tyas**, Regional Engineering Manager, **DUPONT CLEAN TECHNOLOGIES**
- **Carlo Buccisano**, Principal Consultant, **DNV ENERGY**

10:30 Coffee Break sponsored by The miracles of science™

11:00 SESSION FIVE CONTINUED: MEETING THE EXPANSION CHALLENGE: MAINTAINING RELIABLE AND EFFICIENT OPERATIONS AND TECHNOLOGY INNOVATIONS FOR CONTINUED EXCELLENCE

- Process innovations to maximise and improve product quality.
- Adding value to heavy residue. A look at Lurgi's improved technology concepts for better economics and a look at clients' operating experience.

- New technologies for improved energy recovery and reduced CO2 emissions with case studies from refineries in China.
- Innovations for effective regional shutdowns and turnarounds. Benchmarking your operational planning.

- **Uwe Zwiefelhofer**, Managing Director, **LURGI SDN BHD**
- **Eva Anderson**, Regional Refinery Sales Manager, South East Asia, **ALFA LAVAL SINGAPORE PTE LTD**

12:30 Lunch

14:00 SESSION SIX: ROUNDTABLE DISCUSSIONS – PART ONE

Interactive open discussions providing the opportunity to exchange ideas and information with our panel of senior refining and petrochemical executives on key issues affecting the Asian downstream sector.

Attendees are invited to select the table of their choice and engage in the interactive discussions lead by the Roundtable Chairman.

TABLE 1 – Petrochemical Feedstock Challenges
Hamidah Maarof, Senior Manager Business Strategy, Petrochemical Business Unit, **PETRONAS**

TABLE 2 – Process Safety Management
Graham Bennett, Refining and Petrochemicals Segment Director, **DNV ENERGY**

TABLE 3 – Refinery Technology Focus

15:00 Coffee Break sponsored by The miracles of science™

15:30 SESSION SEVEN: ROUNDTABLE DISCUSSIONS – PART TWO

Discussion topics from Session Seven will be repeated allowing attendees to select a second roundtable to join and engage in the interactive discussions.

TABLE 1 – Petrochemical Feedstock Challenges
Hamidah Maarof, Senior Manager Business Strategy, Petrochemical Business Unit, **PETRONAS**

TABLE 2 – Process Safety Management
Graham Bennett, Refining and Petrochemicals Segment Director, **DNV ENERGY**

TABLE 3 – Refinery Technology Focus

16:30 Close of Roundtable

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

SOME OF THE SPEAKERS YOU WILL MEET:



Kamarudin Zakaria
Vice President, Petrochemical Business
PETRONAS



Hee Huing Wong
Managing Director and CEO
PETRONAS PENAPISAN (MELAKA) SDN BHD



Sultan Al Mehairi
Marketing and Refining Director
ABU DHABI NATIONAL OIL COMPANY (ADNOC)



Harald Hammer
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 4th & 5th Floor
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 www.wraconferences.com

REGISTRATION FEE

2 Day Roundtable (26-27 November) £895 \$2014 €1432

Subject to security clearance, please reserve my attendance to the PETRONAS Site Visit on 25 November

Please reserve my attendance to the Evening Reception on 26 November

VAT will be charged at the appropriate rate where applicable

DELEGATE DETAILS

Title	First Name(s)	Surname	Job Title	Delegate Email
Dr/Mr/ Mrs/Ms				
Dr/Mr/ Mrs/Ms				
Dr/Mr/ Mrs/Ms				

Company Name	
Nature Of Business	
Address	
Country	Postcode
Tel	Fax
Company CEO / MD	Head of Downstream Operations
Head of Refining	Head of Petrochemicals
Head of International/External Relations	

ADMINISTRATION DETAILS

ACCOUNTS PAYABLE CONTACT				
Title	First Name	Surname	Tel	Email

Company EU VAT number:

By completing this registration form I confirm I have read and agreed to The World Refining Association terms & conditions (see back of brochure). Please note your registration cannot be processed without your acceptance of our terms.

PAYMENT DETAILS

Please tick your chosen method of Payment WEB

I am paying by Bank Transfer

I am paying by Credit Card VISA MASTERCARD AMEX

Credit Card Number:

Issue No Expiry Date: IBAN No:

Name and Address of Card Holder (if different to company address) _____

I am unable to attend but wish to purchase the proceedings at £400 \$860 €600

Data Protection: Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be passed to other companies who wish to communicate with you relating to your business. If you do not wish to receive such offers, please tick this box.

PAYMENT – TERMS AND CONDITIONS

Confirmation
 Our official confirmation, invoice and hotel booking details will be emailed to you within three 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 invoice will show your registration fee in three currencies: UK Pounds, Euros and US Dollars. 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 traveling to the Roundtable.

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

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

ADMINISTRATION – TERMS AND CONDITIONS

Official Venue and Hotel Accommodation
 Shangri-La Hotel, 11 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia Tel: (60-3) 2032 2388, Fax: (60-3) 2070 1514. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Executive room RM 530.00++ single, RM 580.00++ double, Horizon Executive room RM 700.00++ single, RM 750.00++ double per room, per night inclusive of breakfast) for delegates attending the event. Please contact Natasha Harwood via email on n.harwood@theenergyexchange.co.uk for details on how to make your reservation.

Registration Fee
 The registration fee covers attendance at all sessions, refreshments, lunches, receptions and documentation containing the speaker presentations. All travel between KL and the site visit on 25 November are also covered. 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.

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.

EVENT EXHIBITORS

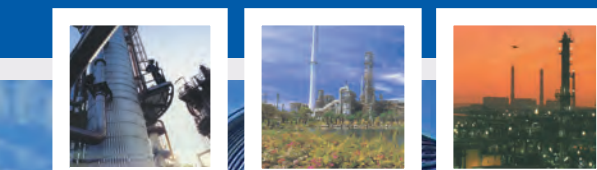
MEET with key technology and service providers to find out about innovative solutions to maximise your business' output and ensure your operations remain competitive.



Do not miss this unique opportunity to showcase your company to a dedicated audience of leading senior executives involved in the Asian downstream sector.

To discuss your exhibitor or sponsorship requirements in further detail, please contact: Alexandra Ward, Director Asian Operations on Tel: +44 (0)20 7067 1800 or Email: a.ward@theenergyexchange.co.uk

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