



World
Refining
Association

a **CLARION** company
EVENTS

ABU DHABI, UAE 2-5 MARCH 2009

MIDDLE EAST FERTILIZER SYMPOSIUM 2009

2ND ANNUAL MEETING



Key speakers

Mohamed Rashid Al Rashid, General Manager, **RUWAIS FERTILIZER INDUSTRIES (FERTIL)**

C V Venugopal, CEO, **OMAN INDIA FERTILIZER COMPANY**

Jehad Alhajji, Deputy Managing Director, Fertilizers, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**

Jamal Abusalem, Deputy Managing Director, **NIPPON JORDAN FERTILIZER COMPANY**

Yehia El Azab, General Manager, **ABU DHABI FERTILIZERS CO (ADFERT)**

Benefits of attending

- Gain exclusive **insight** into the **current and future state** of the Middle East fertilizer industry through in-depth presentations from the region's leading operating companies.
- Assess the **latest technologies** to enable you to successfully **minimise corrosion** at our dedicated Corrosion Control in Fertilizer Plants Workshop.
- Attend a unique **site visit** to **FERTIL's** facilities in Ruwais to explore how its urea plant capacity will increase by 50%.
- Network with over **150 senior executives** and technical experts to develop fruitful contacts, share common business goals and exchange **innovative ideas**.

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MIDDLE EAST FERTILIZER SYMPOSIUM 2009

WHY THIS CONFERENCE?

Following the outstanding success of the 2008 Middle East Fertilizer Symposium, the 2nd Annual Meeting is returning to Abu Dhabi, UAE from 2-5 March 2009.

With the competitive advantage of low-cost feedstock, the Middle East fertilizer industry is in an advantageous position to grow and develop; however, political, health, safety and environmental concerns pose significant challenges. In addition, fertilizer prices have recently dropped following the global financial crisis and weakened demand from fertilizer and industrial end-users. Operating companies in the Middle East have been forced to hold onto their stock and reduce prices. In some cases, prices have dropped \$50/tonne. How long will this last? What can be expected for the future of the industry?

Hosted with the full support of the UAE's Ruwais Fertilizer Industries (FERTIL), the 2009 Symposium will answer these questions by providing a strategic overview of the current and future growth of the Middle East fertilizer sector, highlighting the challenges being faced by the region's producers.

Key topics to be discussed include:

- Challenges for regional producers and future scope for expansion: Middle East, Asia, India and North Africa
- Assessing the evolving horizon of the Middle East fertilizer sector
- Feedstock and raw materials: impact on the region's fertilizer sector
- Fertilizer plant operations: Overcoming HSE, maintenance and efficiency challenges
- Financing options for expansion projects in the Middle East
- Technologies for the Middle Eastern market and project expansions

New for 2009, the symposium will be complemented by our dedicated Corrosion Control in Fertilizer Plants Workshop, which will explore best practice case study examples to minimise corrosion in urea, ammonia and nitrogen plants. We will also identify the latest technologies and materials as well as demonstrate how they are being practically applied in the industry.

WHO SHOULD ATTEND?

- Executives from regional and international fertilizer production companies
- Policy makers from national and international governments
- Executives from technology companies, investment firms, and equipment manufacturing companies
- Executives from engineering companies, subcontractors, consultancies and law firms
- Executives from banks and financiers
- Executives from HSE, maintenance and material handling departments
- Business Development Managers from fertilizer and allied businesses
- Executive and senior professionals from regional and international fertilizer associations
- Executives from regional and international fertilizer trading and marketing companies

Complementing the formal conference presentations, our roundtable discussions and interactive panel sessions will allow you to deepen your understanding of the key issues affecting the market. In addition, various social networking opportunities will enable you to meet and develop new contacts that you can use in the future of your business.

Finally, we are delighted to offer you the opportunity to visit FERTIL's facilities in Ruwais where they are currently expanding to increase the urea plant capacity by 50%. This unique opportunity will enable participants to view facilities operated by FERTIL in addition to engaging in discussions around plans for the future.



ABOUT THE WRA

The World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream oil and gas and alternative energy sectors. Our industry events are renowned as market leaders for the 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 conferences 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.

TESTIMONIAL FROM OUR CO-HOST

"FERTIL is delighted that The World Refining Association has selected Abu Dhabi as the annual meeting place for their series of Middle East Fertilizer Symposiums.

On the occasion of the second annual meeting, FERTIL is delighted to co-host this important industry meeting and we look forward to welcoming the region's fertilizer industry executives to Abu Dhabi in March 2009 as we all look ahead to both the opportunities and challenges of the sector and the development of new and fruitful business relationships."

**Mohamed Rashid Al Rashid, General Manager,
RUWAIS FERTILIZER INDUSTRIES (FERTIL)**



CORROSION CONTROL WORKSHOP MONDAY 2 MARCH 2009

08:00 Workshop registration and coffee

09:00 Opening address and
business card exchange

09:10 Session one: Best practices for combating corrosion in fertilizer plants

- Minimising the threat of atmospheric corrosion.
- Multiple approaches to corrosion prevention in urea plants. This presentation will cover recent activity in the urea industry, the development of a new stainless steel duplex for urea plants, and a lifecycle maintenance management programme.

Alex Scheerder, Group Leader Mechanical,
STAMICARBON

Eiki Nagashima, Professional Metallurgical Leader,
TOYO ENGINEERING CORP

10:30 Coffee break

11:00 Session two: New technologies, materials and processes to minimise corrosion in fertilizer plants

- Performing reliability analysis using degradation data obtained during inspection. Exploring alternative methods.
- A look at tubes failure and the repair and replacement of a waste heat boiler.

Lin Hongan, Director, **RELIASOFT ASIA PTE LTD**

Houssam Assad, Inspection General Manager,
ABU QIR PTE

12:30 Lunch

14:00 Session three: Roundtable discussions

Interactive open discussions provide the opportunity to exchange ideas and information with our corrosion experts on key market developments and case studies for dealing with corrosion in specific types of fertilizer plants.

TABLE 1: Urea

Water treating and cooling systems and the avoidance of biological corrosion of equipment.

TABLE 2: Ammonia

Metal dusting and materials suitable for a metal dusting environment.

TABLE 3: Nitrogen

Boiler design and heat recovery system for nitrogen plants.

15:30 Coffee break

16:00 Session four: Interactive panel session: Summary and key learnings

Summary of workshop key learnings and in-depth discussions between the audience and workshop speakers.

Alex Scheerder, Group Leader Mechanical,
STAMICARBON

Eiki Nagashima, Professional Metallurgical Leader,
TOYO ENGINEERING CORP

Lin Hongan, Director, **RELIASOFT ASIA PTE LTD**

Houssam Assad, Inspection General Manager,
ABU QIR PTE

17:00 Close of workshop

19:00 Pre-symposium registration
and welcome reception

MIDDLE EAST FERTILIZER SYMPOSIUM 2009 DAY ONE: TUESDAY 3 MARCH 2009

08:00 Registration and coffee

09:00 Opening address and
business card exchange

09:15 Keynote address

Mohamed Rashid Al Rashid, General Manager,
RUWAI FERTILIZER INDUSTRIES (FERTIL)

09:35 Session one: Evolving horizon of the Middle East fertilizer sector: current and future strategies of the region's producers

- Global ammonia and urea overview: Delivering value in a volatile world. This presentation will explore feedstock issues, global ammonia and urea market dynamics, the impact of biofuels and biochemicals, and pricing and profitability issues.
- Regional investment in the fertilizer sector to increase manufacturing and facilitate farmers' knowledge and experience.
- Exploring India's fertilizer expansion and development.
- A look at Iraq's fertilizer industry developments and future plans.

Graham Hoar, Manager, C1 Chemicals and
Fertilizers, **NEXANT LTD**

Yehia El Azab, General Manager, **ABU DHABI
FERTILIZERS CO (ADFERT)**

C.V Venugopal, CEO, **OMAN INDIA FERTILIZER
COMPANY**

Mohammad Zaien, Deputy Minister, **IRAQ
MINISTRY OF INDUSTRY AND MINERALS**

10:30 Coffee break sponsored
by **Stamicarbon**
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11:00 Session two: Regional updates: Key Middle East fertilizer projects

- Case study: A look into the success story of Nippon Jordan Fertilizer Company.
- Case study: A look into the development of the Algeria Oman Fertilizer Project.
- Case study: Updates on the recent developments of the Northern and Southern Fertilizer Companies in Iraq.

Jamal Abusalem, Deputy Managing Director,
NIPPON JORDAN FERTILIZER COMPANY

Vishal Dhawan, New Business and Investment
Director, **EL SHARIKA EL DJAZAIRIA EL
OMANIA LIL ASMIDA SPA (AOA)**

Azhar Ahamad Hussain, Director General,
NORTHERN FERTILIZER STATE COMPANY

Mahdi Salim Abd, Director General, **SOUTHERN
FERTILIZER STATE COMPANY**

12:30 Lunch sponsored
and hosted by



14:00 Session three: Feedstock, raw materials and utility integration

- Ammonia and urea – threats and opportunities for the Middle East.
- Exploring sulphur bentonite and sulphur coated urea fertilizers. This presentation will look at amender in agriculture and the advantage of sulphur coated urea and controlled release nitrogen fertilizers.
- Potassium nitrate: Exploring its benefits as a potassium fertilizer versus potassium sulphate or potassium chloride.
- Integration of industrial clusters. Assessing the challenges for its fertilizer component including physical integration of utilities and moving towards options for industrial and agricultural downstream integration.

Ismail Abdulrahman, Asset Manager, Urea-UF,
PETRONAS FERTILIZER (KEDAH)

Bhador Sadeghian, Vice President, **ZAFARAN
INDUSTRIAL GROUP COMPANY**

Dr. Steven Oosthuysen, Market Development
Manager, EMEA, **SQM MENA**

Pete Skelley, Industrial Development Manager,
GASCITIES LTD

15:30 Coffee break sponsored
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16:00 Session four: Middle East fertilizer sector and the environment

- Case study: Albayroni-Sabic. This joint presentation will look at dust emission control from the urea prilling tower.
- Assessing the role of the fertilizer sector in moving towards sustainable improvement in agriculture and food production. A look at the need for increased fertilizer usage.
- Exploring carbon dioxide recovery projects (CDR) projects in the region.

Mokhtar Al Shanqaiti, Section Head Fertilizer Site,
Engineering and Project Management, **SABIC**

Khalid Alyani, Section Head, Health, Safety and
Environment, **AL BAYRONI**

Carlo Masetti, Strategic Support Business
Development, Oil and Gas, **TECNIMONT**

17:00 Close of day one followed by
social networking reception



For the latest confirmed speakers and conference programme visit www.wraconferences.com/fs09

MIDDLE EAST FERTILIZER SYMPOSIUM 2009 DAY TWO: WEDNESDAY 4 MARCH 2009

08:30 Registration and coffee

09:00 Opening address and
business card exchange

09:10 **Session five: Best practices and new approaches to complex project implementation and management**

- Case study: Successful technology application for the revamp of a large scale urea plant at Fertil.
- Exploring the project developments and challenges of Phosphate State Company.
- Strategies for successful project execution, planning and continuous operation.
- Case study: Design, commissioning and operation of the world's largest ammonia plant. This presentation will provide details on the design applied to SAFCO IV and the experience from its commissioning in 2006 and operation thereafter.

Hussein Imam Bukhari, Head of Technical Department, **RUWAI'S FERTILIZER INDUSTRIES (FERTIL)**

Riyadh Aziz Jassim, Director General, **PHOSPHATE STATE COMPANY**

Reda Soliman Khalil, Managing Director, Fertilizers, **ORASCOM CONSTRUCTION INDUSTRIES** and Board Member, **SORFERT ALGERIA**

Klaus Noelker, Head of Process Department, Ammonia and Urea Division, **UHDE GMBH**

10:30 Coffee break sponsored
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11:00 **Session six: Fertilizer plant operations: HSE, maintenance and optimisation strategies**

- Case study: A look into the Zero Ammonia Emission Project implemented by Petrochemical Industries Company (PIC).
- Capitalising on natural gas: a licensor's perspective. This paper will describe the build-up factors affecting the cost price of ammonia and urea production and how a careful selection of technologies from licensors may positively affect cost. This paper will also elaborate on the Middle East's competitive position compared to other regions and strategies to carry our large scale projects while facing highly volatile market conditions and capital expenses.
- Assessing the benefits of recycling NiO, CuZn, ZnO for the fertilizer industry.

Jehad Alhajji, Deputy Managing Director, Fertilizers, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**

Stephen Zwart, Licensing Manager, **STAMICARBON**
Harry Kramer, Commercial Manager, **NICKELHÜTTE**

12:30 Lunch sponsored
and hosted by **GASCITIES**



14:00 **Session seven: Assessing new technologies, alternative processes and their practical application in the Middle East fertilizer sector**

- Case study: Revamping of ammonia technology: Exploring GSFC's experience.
- Comparison of process configurations for acid gas removal units in ammonia/urea plants
- Assessing the use of SOLEX cooler based system to improve fertilizer quality: Three case study examples.

Harshadrai Pandya, Executive Director, **GUJARAT STATE FERTILIZERS AND CHEMICALS LIMITED**

Nawid Kashani, Senior Process Manager, Gas Treatment Process Technology, **BASF**

Pan Orphanidis, Independent Consultant

15:30 Coffee break sponsored
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16:00 **Session eight: Roundtable discussions**

This session will be devoted to interactive open discussions providing the opportunity for increased information exchange.

Each roundtable chairman will make a formal presentation to all attendees of their activities in their specialised sector and the key issues that will be discussed at their table. Following the presentations, attendees will be invited to select the table of their choice and engage in the interactive discussions.

TABLE 1: Successful project execution: New fertilizer plants.

TABLE 2: Successful operations: Maintenance of existing plants.

17:00 Close of day two and close of symposium

To stimulate full interaction between speakers and attendees, panel question and answer discussions will follow each session.

“ The 2008 Fertilizer Symposium was **interesting and informative**. It provided a **good avenue to meet and network** with vendors and other fertilizer producers. ”

Roseman Rosli,
Senior Manager, Technical Services,
PETRONAS FERTILIZER (KEDAH) SDN BHD

SITE VISIT THURSDAY 5 MARCH 2009

As part of the 2009 Middle East Fertilizer Symposium, the World Refining Association is delighted to announce the opportunity for a limited number of attendees to participate in an optional site visit to FERTIL's facilities located at Ruwais.



Current capacity: FERTIL is proud to be the owner and operator of an ammonia and urea complex in Ruwais. The ammonia plant currently produces 1500 MT/day and during the last 24 years, some small modifications were carried out which increased the urea plant capacity by 20%.

Future capacity: FERTIL is currently undergoing a major plan of expansion in Ruwais to further increase the urea plant capacity by 50%. The conversion of 90,000 MT per year of ammonia into urea will allow FERTIL to supply feedstock urea to the new melamine plant and process the off gases and carbonate return from the melamine plant as well.

This unique opportunity to participate in a visit to Ruwais will enable participants to view the facilities operated by FERTIL and engage in interactive discussions in about the operations.

AGENDA:

07:30 Depart Abu Dhabi for Ruwais

09:30 Arrive at Ruwais for a visit of FERTIL's Complex

10:00 Introduction and presentation by the Plant Manager of the current facilities and planned expansion

11:00 Question and answer discussions

11:30 Tour of the facilities

12:30 Lunch

13:30 Continued tour of the facilities

15:00 Depart Ruwais for return journey to Abu Dhabi






Please note that spaces are strictly limited and allocated on a first come first served basis and only available to registered delegates of the symposium. Please confirm your participation early to avoid disappointment! Attendance is subject to the completion of successful security clearance procedures.

REGISTRATION FORM

MIDDLE EAST FERTILIZER SYMPOSIUM 2009 2ND ANNUAL MEETING

ABU DHABI, UAE 2-5 MARCH 2009

5 EASY WAYS TO REGISTER

 www.wraconferences.com/fs09
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 +44 (0) 20 7430 9513 or +44 (0) 1242 582 15
  World Refining Association, 4th Floor, 86 Hatton Garden, London, EC1N 8QQ

REGISTRATION FEE

- 4 Days – 2nd Annual Meeting, Workshop and Site Visit £1490, €2235, \$3204
 3 Days – 2nd Annual Meeting and Workshop £1490, €2235, \$3204
 2 Days – 2nd Annual Meeting and Site Visit £995, €1493, \$2139
 1 Day – Corrosion Control Workshop only £595, €893, \$1279
 I am unable to attend but would like to purchase the proceedings £400, €600, \$840

PLEASE NOTE: Optional site visit is complimentary but only available to registered delegates of the symposium. Limited places are available and attendance is subject to the completion of successful security clearance.

PLEASE NOTE: Dollar and euro prices are given as a guide and are subject to exchange rate fluctuation

VAT will be charged at the appropriate rate where applicable.

DELEGATE DETAILS

Title	First Name	Last Name	Job Title	Email

To register more than 3 delegates, please photocopy this booking form. Group discounts are available from more than 3 registrants, please email d.andrews@theenergyexchange.co.uk for further information.

Company Name _____

Nature of Business _____

Address _____

City _____ State/Country _____

Country _____ Zip/Postcode _____

Telephone _____ Fax _____

Authorised by _____ **Signature** _____

Company CEO/MD/GM _____ Head of Fertilizer Plants _____

Head of Strategy _____ Head of Technology _____

ADMINISTRATION DETAILS

Accounts payable contact _____

Title _____ First Name _____ Last Name _____

Telephone _____ Email _____ EU customers VAT number _____

PAYMENT DETAILS – Please tick your chosen method of payment

I will pay by bank transfer/invoice I will pay by credit card

Visa Mastercard Amex Credit Card Number

Issue No Expiry Date IBAN No

Name of cardholder _____ Address _____

Signature of cardholder: _____

PAYMENT – 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 registration 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 Pounds. 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 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.

ADMINISTRATION – TERMS AND CONDITIONS

OFFICIAL VENUE AND HOTEL ACCOMMODATION

Le Royal Meridien Hotel Abu Dhabi, PO Box 45505, Abu Dhabi, United Arab Emirates Tel: +971 2 6742020, Fax: +971 2 6950445. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Classic single room at Dhs 1,650.00 per room per night. The hotel rate excludes breakfast and is subject to 10% Service Charge and 6% Tourism Fee) for attendees of the event. Please contact Jenny Seaton via email on j.seaton@theenergyexchange.co.uk for a hotel booking form or accommodation related queries.

REGISTRATION FEE

The registration fee covers attendance at all sessions, refreshments, lunches, receptions and documentation containing 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.

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.

BOOKING CODE

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Why you should attend the 2nd Annual Middle East Fertilizer Symposium

Following the success of the inaugural meeting, The Middle East Fertilizer Symposium has established itself as the meeting place for senior decision makers and technical experts from the Middle East's major players. The combination of high level, thought leading and strategic presentations with specific and technical case studies makes this unique event a MUST ATTEND for your 2009 calendar.

You will gain exclusive insight into the region's biggest projects through first hand updates in addition to an overview of the current and future state of the Middle Eastern fertilizer market.



Conference highlights:

- Pre-symposium workshop on Corrosion Control in Fertilizer Plants
- First hand project updates in the region
- Optional site visit to FERTIL's facilities in Ruwais
- Social networking receptions with over 150 fertilizer experts and decision makers

By bringing together the major players from the Middle East fertilizer sector, the symposium provides outstanding networking opportunities where you can develop new partnerships and share your experiences with market leaders.

SPONSORSHIP OPPORTUNITIES

Do not miss this unique opportunity to raise your corporate profile in the Middle Eastern fertilizer sector.

Whether you are looking to promote your thought leadership, technological developments or position in the market, tailor-made sponsorship packages are available to help you meet your business needs.

Designed to provide your organisation with maximum promotion before, during and following the conference to a specific and targeted audience, our packages offer unparalleled branding and business development opportunities. In addition, you will have the opportunity to meet with your target audience during the conference in a relaxed, yet business focussed environment



LIMITED OPPORTUNITIES AVAILABLE

To discuss your sponsorship requirements in further detail, please contact

Dominica Andrews, Conference Manager

Tel: +44 (0) 207 067 1800

Fax: +44 (0) 207 430 0552

Email: d.andrews@theenergyexchange.co.uk

SPONSORS AND SUPPORTERS



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Forthcoming Middle Eastern Conferences



- Sour Gas 2009 – 2nd Annual Meeting, 10 February 2009, Abu Dhabi, UAE
- Gas Arabia 2009 – 4th Annual Meeting, 11-12 February, 2009, Abu Dhabi, UAE
- The Middle East Downstream Week – 10th Anniversary Meeting, 23-26 March 2009, Abu Dhabi, UAE
- Middle East Pipeline Rehabilitation Procedures and Methodology Workshop, 4 May 2009, Abu Dhabi, UAE
- Oil and Gas Pipelines in the Middle East – 9th Annual Meeting, 5-6 May 2009, Abu Dhabi, UAE
- Petchem Arabia – 4th Annual Meeting, 12-14 October 2009, Abu Dhabi, UAE
- Plant Maintenance in the Middle East – 3rd Annual Meeting, November 2009, Abu Dhabi, UAE