



World  
Refining  
Association

a **CLARION** company  
EVENTS

COLOGNE, GERMANY 3-5 FEBRUARY 2009

# GLOBAL PETROCHEMICALS CONFERENCE 2009 6TH ANNUAL MEETING



## Key speakers

- Francois Vleugels, CEO and Chairman, **UNIPETROL**, Czech Republic  
Anton de Vries, President, Polymers Division, **LYONDELLBASELL**, Netherlands  
Hesham Raafat, CEO, **ORIENTAL PETROCHEMICALS**, Egypt  
U.D. Choubey, Chairman and Managing Director, **GAIL INDIA**, India  
Bernd Blumenberg, President, **BASF-YPC**, China  
Laszlo Piry, Deputy CEO, **TVK, MOL GROUP**, Hungary  
Victor Fiehweg, Director of Corporate Strategy, **SIBUR**, Russia  
Alexander Farina, General Manager Strategy Base Chemicals, **SHELL CHEMICALS**, Netherlands

## Benefits of attending

- **KEEP** updated with the latest issues on market trends in light of recent economic changes and regulations impacting the industry and your operations
- **HEAR** in-depth presentations from senior-level industry experts from key petrochemical regions and use this knowledge to improve your business
- **MEET** with 200 professionals from major regional and international petrochemical companies to build useful contacts and share common business goals
- **VISIT** LYONDELLBASELL Plant in Wesseling and learn about latest technologies and the best practices implemented in one of the Europe's leading polyolefins production complex
- **SELECT** your dedicated technology stream and learn about cutting edge leading technologies that are relevant for your operations and your business

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# GLOBAL PETROCHEMICALS CONFERENCE

## WHY THIS CONFERENCE?

With over 200 senior level petrochemical experts participating every year, the **Global Petrochemicals Conference** has become the annual meeting place for senior decision makers from the industry's leading companies. The 6th Annual Meeting is going to be the essential place for you to gain a complete overview of latest developments impacting the industry. Join us at this event in Cologne from 3-5 February 2009 to do business with key industry decision makers.

The global map of the petrochemical industry is as never seen before. 2008 has seen drastic changes in the current state of the global economy and its future outlook. The "consensus" view of the macro-economic expectations for 2009-2010 will significantly influence business sentiment, and predictions for 2012 and beyond will influence investments. Will there be a global consensus or only regional one?

The future planned capacities will also have their say in the development and directions of the industry: China will bring online around 1.5m tonnes/year of new ethylene capacity, an increase of 15%. Over the same time, Middle Eastern capacity is projected to grow by an astonishing 60%. New capacities in Iran, Saudi Arabia and other countries will therefore be entering Asian and European markets. And the majority of new benzene capacities coming on stream by 2010 in Asia and Middle East are promising to bring an additional volume of around 8m tonnes/year.

Just some of the key questions to be addressed by this event include:

- Macro-economic changes: how they will be interpreted by key regional players.
- How will consumers' habits change in light of 2008 credit crunch? What changes are expected in terms of investments?
- Will China and India keep growing at the rates predicted?
- How will the future olefins capacities influence their global flow, and how is the industry coping with new start ups and expansions?
- Will Asia become the future hub of aromatics?
- How well are Europe's producers positioned in this changing scene?
- Security and cost of energy supplies and volatility of raw materials pricing

As well as the formal conference sessions there will also be roundtable discussions lead by petrochemical industry experts. The interactive open discussions will provide you with the opportunity to exchange ideas and information with our panel of senior petrochemical personnel on key issues affecting the sector.

With numerous social occasions including: coffee breaks, lunches, a site visit tour to LyondellBasell Plant and the evening cocktail reception hosted by Matrikon, all designed to provide you with excellent opportunities to develop useful business contacts, this really is THE must attend event for all involved in the industry.

## 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 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.

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?

- Presidents, Vice Presidents, Managing Directors, Senior Executives from Petrochemical, Oil and Gas Majors
- Strategy Directors and Business Development Directors
- Engineering and Technology Manufacturers, Contractors and Providers
- Plant and Operations Directors and Managers
- Process and Technology Support Advisors and Licensors
- Base Chemicals, Olefins, Aromatics, Polymers Experts
- Project Management Specialists
- Industry Analysts and Consultants
- Refining and Petrochemicals Presidents, Vice Presidents and Directors
- Refinery Directors and Managers
- Operations and Planning Department Heads

## 2008 EVENT TESTIMONIALS

The 2008 Global Petrochemicals Conference delivered what I was expecting. It opened a new perspective on terms of business and technology. Great learning opportunity on a global scale.

**Laszlo Piry, Deputy CEO, TVK, MOL GROUP**

The 2008 Global Petrochemicals Conference was very good in terms of the quality of the presentations and speakers.

**Saleh Al Zahrani, Senior Engineer, SABIC**

The 2008 Conference was very well organised. Please keep it up!

**Victor Soloviev, Product Manager Petrochemicals,  
SHELL GLOBAL SOLUTIONS**

## TUESDAY 3 FEBRUARY 2009

### REFINERY AND PETROCHEMICALS INTEGRATION WORKSHOP

08:00 Workshop registration and coffee

09:00 Opening address and business card exchange

#### 09:15 Session one: Updates on the developments of current refinery and petrochemicals integration projects

- Case studies of successful integration projects.
- Regional approaches to handling projects.
- Synergies between bulk refinery and steam cracker: OMV Schechat and Burghausen Site case study.

Christian Konrad, Head of Business Development Refining, **OMV**, Austria

Senior Representative, **SAUDI ARAMCO**, Saudi Arabia

10:30 Coffee break

#### 11:00 Session two: Cost-reduction and advanced technology solutions for integrated facilities

- Improving petrochemical operations and achieving operational excellence.
- The integration of crackers into petrochemical complexes as a way of reducing production costs.
- Lowering the costs of utilities, feedstock allocation and regular supply, improving access to technologies and markets.

Presentations will be given by technology providers and consultancies that are involved in the execution of integration projects. Key strategies, best technology solutions and success stories will be shared through case study presentations.

12:30 Lunch

#### 14:00 Site Visit to LYONDELLBASELL Plant In Wesseling.

**LYONDELLBASELL** is one of the world's largest polymers, petrochemicals and fuels companies. The joint Wesseling/Knapsack site produces approximately two million tons of polypropylene and polyethylene pellets per year. Two steam crackers on site convert feedstocks to ethylene, propylene and various C4 products. These "monomers" are then used to produce high-value polypropylene and polyethylene in various on-site process plants.

14:00 - 15:00 Welcome/Site Presentation by Dr Jürgen Kerth, Site Manager



18:00 Arrive at the hotel

19:00 Pre-conference registration and welcome drinks reception

## DAY ONE: WEDNESDAY 4 FEBRUARY 2009

08:00 Registration and coffee

09:00 Opening welcome address

#### 09:10 Industry knowledge address

Alexander Vogel, Associate Principal, **MCKINSEY AND COMPANY**

09:30 Business card exchange

#### 09:40 Session one: Global overview of the industry, key petrochemical markets and economic environment

- Global petrochemical market and macro-economic changes: how they will be interpreted by key regional players.
- How will consumers' habits change in light of 2008 credit crunch? What changes are expected in terms of investments?
- The petrochemical industry in China. Current situation and future prospects.
- REACH: updates on implementation and impact on the industry.
- Overview of petrochemical industry in the Middle East.
- Competitiveness of the Russian petrochemical industry in the international market.
- Role of technology. Controlling the Controls – Improving plant performance, achieving operational excellence. Case studies of implementing technology on leading petrochemical sites.

U. D. Choubey, Chairman and Managing Director, **GAIL INDIA**, India

Victor Fiehev, Head of Corporate Strategy, **SIBUR**, Russia

Moayyed Al-Qurtas, CEO and Vice Chairman, **NATIONAL INDUSTRIALIZATION COMPANY (TASNEE)**, Saudi Arabia

Masaru Kani, Senior Consultant, **MITSUBISHI CHEMICAL TECHNO-RESEARCH CORPORATION**, Japan

Timo Klingenmeier, Product Director, **MATRIKON**, Germany

11:00 Coffee break

#### 11:30 Session two: Feedstock availability and alternative feedstocks

- Feedstock security and availability. The impact of rising raw material costs on margins, pricing and marketing. Future regional naphtha availability.
- Gas to Liquids, Coal to Liquids feedstock. Advantages and disadvantages, updates on the current projects.
- Bitumen to Petrochemicals: Developing a world-class eco-industrial integrated complex in Alberta.

Debbie Pietrusik, Director, Hydrocarbon Cluster Development **ALBERTA FINANCE AND ENTERPRISE**, Canada

Fred du Plessis, President, **FDP ASSOCIATES**, UK

Serge Perineau, President, **WORLD CTL ASSOCIATION**, France

12:30 Lunch

#### 14:00 Session three: Lower olefins and derivatives

- The new petrochemical era: fundamental changes in the olefin and polyolefin industry and suggestions that the future trend may be quite different from what is expected.
- Ethylene and propylene current and future capacities. Updates on the current projects. How will the import and export routes change?
- C4 hydrocarbons, future supply and demand dynamics.
- Establishing a competitive integrated petrochemical site in China. Review of planning, construction, start up operation and expansion of the petrochemical site.
- Ethylene oxide and propylene oxide overview

Bernd Blumenberg, President, **BASF-YPC**, China  
Andrea Borruso, Senior Consultant, **SRI CONSULTING**, Switzerland

Richard Charlesworth, Senior Consultant, **NEXANT LTD**, UK

15:30 Coffee break

#### 16:30 Session four: Aromatics and derivatives

- Overview of the aromatics market.
- Will China and India grow at the pace predicted? Updates on the regional aromatics projects.
- Future benzene availability. Benzene margins and forecast for future marketing and pricing, regional markets.
- Styrene market, present and future developments. How will demand grow?
- Paraxylene and Toluene overview.

Chairman: Karl-Heinz Freckmann, General Manager, **VIASECURE**

Alexander Farina, General Manager Strategy Basic Chemicals, **SHELL CHEMICALS**, Netherlands

Mag Fouad, Vice President, Technology, **FLUOR**, USA

17:30 Close of day one

18:00 Evening cocktail reception hosted by



Join your colleagues at the Cocktail Reception for refreshments and continued networking in an informal and relaxed atmosphere.

For the latest confirmed speakers and conference programme visit [www.wraconferences.com/gpc09](http://www.wraconferences.com/gpc09)

## DAY TWO: THURSDAY 5 FEBRUARY 2008

08:00 Registration and coffee

09:00 Business card exchange

### 09:10 Session five: Technology session

Attendees are invited to choose a topic of their choice and to join one of the following streams.

#### STREAM ONE: LOWER OLEFINS, AROMATICS AND DERIVATIVES TECHNOLOGY AND CATALYSTS

- Cracker optimisation and furnace design developments.
- Total cost of ownership optimisation choices for olefin compressor trains. Options and choices to increase plant performance and productivity by combining advanced technical solutions with the latest automation solutions.
- The successful start-up in Korea of the world's first plant to use Shell's highly selective OMEGA process for producing mono-ethylene glycol (MEG) is expected to accelerate interest in this new technology.

Piet van den Berg, Licensing manager EO/EG, **SHELL GLOBAL SOLUTIONS**, Netherlands,

Max PirkI, General Manager Sales Process Compression, **SIEMENS AG**, Germany

#### STREAM TWO: POLYMERS TECHNOLOGY AND CATALYSTS

- PP and PE catalysts, high conversion and selectivity.
- Global Polypropylene Catalyst Market: Challenges for the 21st century.

Christian Gückel, Catalytic Technologies - Olefin Polymerization, **SÜD-CHEMIE AG**, Germany

10:30 Coffee break

### 11:00 Session six: Polymers market overview. Part A:

- Global polymers overview
- Polymers market and opportunities in the Middle East
- Polyethylene, polypropylene and polystyrene competitiveness and future outlook
- PVC trends and developments. Will strong demand continue in Asia, Central and Eastern Europe?

Chairman: Krisztina Petrényi, Head of Sales, **TVK**, Hungary

Anton de Vries, President, Polymers Division, **LYONDELLBASELL**, Netherlands

Hesham Raafat, CEO, **ORIENTAL PETROCHEMICALS**, Egypt

Francois Vleugels, CEO and Chairman, **UNIPETROL**, Czech Republic

12:30 Lunch



### 14:00 Session seven: Polymers market overview. Part B:

- European polymers and strategies for future developments
- Russian polymers market, development and project updates
- Implications of Middle-Eastern polyolefins expansions for the European market
- Polyurethane industry development and predictions for future growth. The MDI and TDI isocyanates and polyols availability
- Logistics solutions for petrochemicals industry. European perspective

Lazlo Piry, Deputy CEO, **TVK**, **MOL GROUP**, Hungary

Andrew Sparshott, Director, **CIREC**, UK

Kees Aartsen, Director Strategic Planning & Development, **SABIC-EUROPE**, Netherlands

Sandra Prenger, Business Director, Chemical Industry, **PORT OF ROTTERDAM**, Netherlands

15:30 Coffee break

### 16:00 Session eight: Roundtable discussions

Interactive open discussions providing the opportunity to exchange ideas and information with our senior petrochemical experts on key issues affecting the industry.



#### TABLE ONE: OLEFINS

How will the future olefins capacities influence their global flow?

#### TABLE TWO: AROMATICS

Will Asia be the future hub of aromatics? What is in the future for aromatics?

#### TABLE THREE: POLYMERS

How will European players handle increased imports from the Middle East?

17:30 Close of conference

Panel question and answer discussions will follow each session.

## Some of the speakers and roundtable leaders you will meet



**Francois Vleugels**,  
CEO and Chairman,  
**UNIPETROL**



**Bernd Blumenberg**,  
President,  
**BASF-YPC**



**U.D. Choubey**,  
Chairman and  
Managing Director,  
**GAIL INDIA**



**Hesham Raafat**,  
CEO,  
**ORIENTAL  
PETROCHEMICALS**



**Laszlo Piry**,  
Deputy CEO,  
**TVK, MOL GROUP**



**Anton de Vries**,  
President,  
Polymers Division,  
**LYONDELLBASELL**

An interesting conference with a surprising agreement on future trends. Good opportunities for networking and a good variety of presentations.

**David Gibbons**, Principal Process Consultant, **FOSTER WHEELER**



# REGISTRATION FORM

## GLOBAL PETROCHEMICALS 2009 6TH ANNUAL MEETING

COLOGNE, GERMANY 3-5 FEBRUARY 2009

### 5 EASY WAYS TO REGISTER

 [www.wraconferences.com/gpc09](http://www.wraconferences.com/gpc09)  World Refining Association, 4th Floor, 86 Hatton Garden, London, EC1N 8QQ  
 +44 (0) 20 7067 1800 or +44 (0) 1242 529 090  +44 (0) 20 7430 9513 or +44 (0) 1242 582 157  [y.hare@theenergyexchange.co.uk](mailto:y.hare@theenergyexchange.co.uk)

### REGISTRATION FEE

- 3 Days – 6th Annual Meeting, Workshop and Site Visit €2,085  
 2 Days – 6th Annual Meeting €1,493  
 I am unable to attend but would like to purchase the proceedings €640

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 [y.hare@theenergyexchange.co.uk](mailto:y.hare@theenergyexchange.co.uk) for further information.

Company Name \_\_\_\_\_  
Nature of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/County \_\_\_\_\_  
Country \_\_\_\_\_ Zip/Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
**Authorised by** \_\_\_\_\_ **Signature** \_\_\_\_\_  
Company CEO / MD \_\_\_\_\_ Head of Strategy \_\_\_\_\_  
Head of Petrochemicals \_\_\_\_\_ Head of Technology \_\_\_\_\_

### ADMINISTRATION DETAILS

Accounts payable contact \_\_\_\_\_  
Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
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#### 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 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 Euros. 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

Hilton Cologne, Marzellenstrasse 13-17, 50668 Koln, Germany tel: 0049 (0) 221 130710, fax: 0049 (0) 221 130720. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (King Guest Room €259 for a single room and €289 for a double room. VAT is included in the room rate and breakfast is charged separately at €24.00 per person per day) for delegates attending the event. Please contact Jenny Seaton via email [j.seaton@theenergyexchange.co.uk](mailto:j.seaton@theenergyexchange.co.uk) for a hotel booking form and for any 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 6<sup>th</sup> Annual Global Petrochemicals Conference

Following the event's tremendous success over the last 5 years this exceptionally timely conference has become the annual meeting place for senior decision makers of the industry's leading companies.

During this unique MUST ATTEND conference you will receive information first hand about current challenges and future directions of the global petrochemical industry, regional markets trends and the latest projects. You will learn about new technologies and innovations in licensing and catalysts. Bringing together key players from across the globe, this important event will provide outstanding networking opportunities. This is your chance to meet with leading industry experts and the decision makers who can make a difference to your business.

## Conference highlights:

- Pre-conference Refinery and Petrochemicals Integration Workshop
- Site Visit and tour around LYONDELLBASELL Petrochemical Complex in Wesseling
- High-level presentations from all key petrochemical regions
- Evening Cocktail Reception for all attendees
- Updates on the latest projects

Bringing together key players from across the globe, this must attend event will bring attendees up to date on all issues affecting the industry as well as provide unrivalled business and networking opportunities.

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

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 global petrochemical 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, meeting with clients and performing working demonstrations of your latest product developments.



Don't miss your chance to establish your company as an industry leader, stand out among your competitors and promote your company to an impressive number of leading industry decision makers.

With 90% of the exhibition area already sold, there are now only a limited number of sponsorship and exhibition opportunities still available.

## EXHIBITORS

**SCHORCH**

**SIEMENS**

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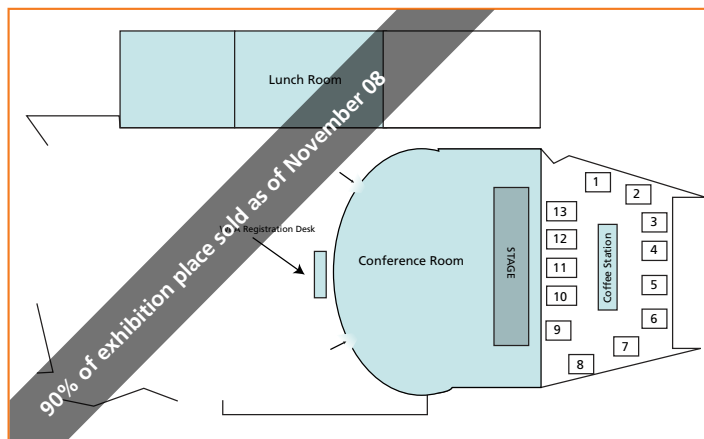
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LONDON METAL EXCHANGE



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## LIMITED OPPORTUNITIES AVAILABLE

To discuss your exhibitor or sponsorship requirements in further detail, please contact:  
**Yuliya Hare, Conference Manager**

**Tel: +44 (0)20 7067 1800**

**Fax: +44 (0)20 7430 0552**

**or Email: [y.hare@theenergyexchange.co.uk](mailto:y.hare@theenergyexchange.co.uk)**