



- **Maximise** unparalleled networking opportunities with a group of dedicated petrochemicals experts and decision makers.
- **Benchmark** your strategies and developments against real-life case studies from leading companies such as: Borouge, Reliance, Sabic, Egyptian Propylene and Polypropylene Company, Saudi Aramco and Total.
- **Learn** about the latest developments and projects taking place in the Middle East region to keep abreast of your competition.
- **Explore** successful strategies to bring projects in safely, on time and on budget.
- **Examine** the latest technology developments and financing opportunities to drive profitability and efficiency.

TESTIMONIALS FROM THE 2007 CONFERENCE

"Petchem Arabia provides an excellent opportunity to exchange views about the industry and region."

Oliver Gawad, General Manager, **STRATLEY AG**

"The Petchem Arabia Conference was extremely useful for us as petrochemical industry suppliers, especially to hear about the Middle East operator's strategies first hand."

Benno Ganser, Corporate Business Development Director, **SCHMIDT & CLEMENS**

"The 2007 Petchem Arabia Conference provided very comprehensive information on the Middle East petrochemicals market"

Andreas Herting, Assistant Plant Manager, **OMV DEUTSCHLAND**

"Petchem Arabia 2007 provided an excellent opportunity for regional networking within the petrochemical sector of the Middle East."

Ibrahim Al Fawaz, General Manager Corporate Development, **SASREF**

SPONSORSHIP OPPORTUNITIES

Do not miss this unique opportunity to showcase your company's products and technologies to a dedicated audience of leading senior executives involved in the Middle East petrochemicals 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 promotion before, during and after the event.

LIMITED OPPORTUNITIES AVAILABLE

For further details contact:
Dominica Andrews, Conference Manager
 Telephone: 00 44 (0)207 067 1800
 Email: d.andrews@theenergyexchange.co.uk

INTRODUCTION

Petchem Arabia 2008 has established itself as the leading Conference for the Middle East petrochemical sector offering the best annual networking platform for industry professionals. Every year, they gather to exchange important market information and meet with key industry colleagues to drive their businesses forward.

As the focus of the global petrochemicals business continues to move West to East, the Middle East has emerged as a global hub, backed by plentiful and low cost feedstock, fast growing demand in Asia and the application of new technologies.

Shaped by the industry for the industry - high on Petchem Arabia's 2008 agenda are real life case studies and details of the latest project developments. You will also hear details of current and future visions for the GCC region, financing and investing in Middle Eastern petrochemical projects and details of the latest technologies to hit the market.

Petchem Arabia 2008 guarantees to provide all attendees with the opportunity to discuss how to grow their business. Participate and learn innovative plans for adding product value, building a stronger, more inventive business and maintaining a competitive position in this multi-billion dollar Middle East petrochemical sector.

THIS IS A MUST ATTEND EVENT FOR YOUR 2008 CALENDAR!



WHO SHOULD ATTEND THE CONFERENCE?

From Petrochemicals Majors/Producers, Refineries and Oil and Gas Operators:
 CEOs, Managing Directors, General Managers and Heads of:

- Maintenance
- Operations
- Petrochemicals and Petrochemical Plants

From Technology/Solution Providers:
 Heads of Sales and Marketing and Business Development
 In addition, Decision Makers from International Governments, Fertilizers, Financiers, Shipping, Transportation and Storage Companies will attend.

WHO SHOULD ATTEND THE WORKSHOP?

From Petrochemicals Majors/Producers, Refineries and Oil and Gas Operators:

- Heads, Directors, Managers, Licensors and Engineers of:
- HSE
 - Petrochemical Plant Operations
 - Safety and Loss Prevention
 - Technical Safety
 - Product Handling and Transportation
 - Crisis Management
 - Risk Management
 - Quality Control
 - Process and Technology Support

MONDAY 20 OCTOBER 2008

NEW FOR 2008: MIDDLE EAST PETROCHEMICAL WORKSHOP ON BEST HSE PRACTICES

Identifying and implementing best HSE practices is the beginning of triumphant health and safety management. Perceiving operational hazards and the crisis management method is essential for managers and supervisors who are accountable for the supervision of health, safety and the environment within their organisations.

This one day Workshop offers realistic details on how to evaluate and prevent HSE hazards before they start, implementing an HSE strategy and culture within an organisation and motivating staff to improve their safety performance. Apart from the training aspect this Workshop will provide delegates with a chance to benchmark their HSE strategies against their peers and learn from their case study examples.

EARLY CONFIRMED WORKSHOP SPEAKERS INCLUDE:

- **Philippe Geneste**, HSE Manager, **TOTAL ABU AL BUKHOOSH**
- **Abdulla Al Marzooqi**, Health Safety and Environment Manager, **ABU DHABI COMPANY FOR ONSHORE OIL OPERATIONS (ADCO)**
- **Fahad Alajlan**, Maintenance Engineer, **SAUDI ARAMCO**
- **Mohamed Al Mufiehi**, HSE Manager, **ABU DHABI MARINE OPERATING COMPANY (ADMA OPCO)**
- **Ibrahim Ghawanmeh**, Manager Service Operations, **HONEYWELL MIDDLE EAST**

08:00 Registration and coffee

09:00 WELCOME ADDRESS AND BUSINESS CARD EXCHANGE

09:10 SESSION ONE: IDENTIFYING HAZARDS AND CREATING A HSE FRAMEWORK

- Identifying and foreseeing various hazards that can occur within a Middle Eastern petrochemical company.
- Integrating the HSE Management System with Contractors Safety Standards.

10:30 Coffee Break

11:00 SESSION TWO: IMPLEMENTING BEST HSE PRACTICES

- Total case study: a look at Total's extended Personnel on Board (POB) project which consists of a systematic identification of all personnel working on a Total Abu Al Bukhoosh (TBAK) site and the HSE training that they receive. This presentation will detail existing HSE training and delivery methods with a particular focus on the manual workforce population and the improvement of safety awareness across the board via a comprehensive HSE campaign.
- Consideration of the interaction of the facility with its surroundings and physical environment and complying with environmental norms.

12:30 Lunch

14:00 SESSION THREE: BEHAVIOURAL BASED SAFETY – MODERN HSE TECHNIQUES

- Case study of Saudi Aramco's Riyadh Refinery safety motivational programme. An in-depth look at how the implementation of the programme has affected their safety performance within the Refinery.
- Measuring Behavioural Based Safety improvement.

15:30 Coffee Break

16:00 SESSION FOUR: INTERACTIVE PANEL SESSION HIGHLIGHTING KEY LEARNINGS

- Summary of key HSE implementation learnings.
- In-depth question and answer session: audience and Workshop speakers.

17:00 Close of Workshop

19:00 Pre Conference Registration and Welcome Reception

DAY ONE: TUESDAY 21 OCTOBER 2008

08:00 Registration and coffee

09:00 OPENING, WELCOME ADDRESS AND BUSINESS CARD EXCHANGE

09:15 KEYNOTE PRESENTATION

A strategic overview of the Middle East petrochemical sector, exploring key themes such as project development, regional market trends and globalisation followed by interactive audience discussions.

10:15 Coffee Break

10:45 SESSION ONE: THE MIDDLE EASTERN PETROCHEMICAL SECTOR: CURRENT MARKET AND FUTURE VISION

Chairman: **Dr Ali Hussain**, Independent International Oil and Gas Consultant

- The Gulf's petrochemical industry: opportunities and challenges. An insight into opportunities which can be tapped into by petrochemical producers, including: diversification, growth through targeted acquisitions and reducing feedstock dependence upon China.
- Development of the UAE petrochemical sector. A look at the progress of Borouge 2 and the development plans for Borouge 3.
- Key MENA issues – addressing the lack of downstream industries and adding value to the chain.
- India's petrochemicals business scenario and its impact on the Middle Eastern market. An in-depth review of Indian petrochemical projects.

- **Ahmed Albassam**, Director, Business Development, **TASNEE**
- **Roy Vike Vardheim**, Chief Operating Officer, **BOROUGE**
- **Kanchan Chakrabarti**, General Manager, **RELIANCE INDUSTRIES LIMITED**

12:00 Lunch sponsored by



13:30 SESSION TWO: PETROCHEMICAL PROJECTS: EXPANSIONS, FINANCING AND INVESTMENTS

Chairman: **Christophe Mariot**, Managing Director Energy, Commodity, Export, Project Finance, Aircraft and Shipping, **BNP PARIBAS**

- Risks and challenges of financing and investing in Middle Eastern petrochemical projects.
- Global recession and regional inflation: Impact on GCC project finance. With the US more concerned about recession and Europe and the region more focused on inflation, we review whether the GCC may need to replicate the Saudi development finance model, particularly with current global and regional concerns.
- Exploring petrochemical industry development in Saudi Arabia.
- Managing polymer price risk.

- **Dr Abdulrahman Al Zamil**, Chairman, **ZAMIL GROUP**
- **Zahoor Khan**, Senior Manager, **GULF INVESTMENT CORPORATION**
- **Khalid M Alagil**, Director, Joint Venture Development, **SAUDI ARAMCO**
- **Dr David Rutledge**, Chief Executive Officer, **DUBAI MULTI COMMODITIES CENTRE**

14:45 Coffee Break

15:15 SESSION THREE: SUCCESSFUL PETROCHEMICAL PROJECTS: CURRENT STATUS AND FUTURE STRATEGIES

Chairman: **Dr Heinz Zimmermann**, Vice President, Business Development, **LINDE ENGINEERING**

- Recent developments in the regional petrochemical sector and the emerging scenario: Trends and opportunities.
- Case study: Exploring NGL and developing a petrochemical industry in Bangladesh.
- Challenges for developing new projects and their feasibility: Master planning strategies.
- Case study: Reliance's approach to maximising profitability through integrating their refinery and petrochemical plants. A look at how a well planned configuration and the selection of the correct technologies can improve profitability.

- **Syed Rashid Husain**, Vice President, **AL AZZAZ**
- **Md. Abdus Sattar**, General Manager, Development and Production Division, **PETROBANGLA**
- **Mag Fouad**, Vice President, Process Technology, **FLUOR**
- **Maurice Bannayan**, Senior Vice President, **RELIANCE INDUSTRIES LIMITED**

16:30 Close of Day One followed by Social Networking Reception

DAY TWO: WEDNESDAY 22 OCTOBER 2008

08:30 Registration and coffee

09:00 OPENING AND BUSINESS CARD EXCHANGE

09:15 SESSION FOUR: TECHNOLOGICAL TRENDS FOR THE PETROCHEMICAL SECTOR AND THEIR IMPACT ON CURRENT EXPANSION PLANS

Chairman: **Patrick Gex**, Industry Solution Expert, EMEA and APAC, **VENTYX**

- Cost saving through new technologies and increasing profitability and efficiency.
- Using dehydrogenation technology as an alternative route to propylene production. Joint case study of its successful implementation at Egyptian Propylene and Polypropylene Co. by UHDE.

- Technology to be acquired or developed through R&D to enable portfolio diversification.
- Key market issues and trends for Olefins, Polyolefins, Aromatics and Derivatives.

- **Dr Mohammad Fatemi**, President and Managing Director, **MIDDLE EAST PETROCHEM ENGINEERING AND TECHNOLOGY (MEPET)**
- **Youssef Fekry**, General Manager and Member of the Board, **EGYPTIAN PROPYLENE AND POLYPROPYLENE CO.**
- **Dr Sascha Wenzel**, Head of Process Group Dehydrogenation and Synthesis, **UHDE GMBH**

10:30 Coffee Break

11:00 SESSION FIVE: ACQUIRING ADVANCED TECHNOLOGY TO MAXIMISE EFFICIENCY IN EXISTING AND FUTURE OPERATIONS

- A Corporate approach for deploying advanced process control and optimisation technologies in SABIC: Joint case study with Honeywell.
- Reducing CO2 emissions and energy consumption by applying an optimised process layout and equipment design.
- Upgrading value creation through technology.
- New approach to plant project implementation to overcome schedule and supply problems.

- **Saad Al Shammary**, Senior Product Development Engineer, **SABIC**
- **Dr Zak Meziou**, Regional Director Middle East, **HONEYWELL**
- **Can Ulubay**, Process Engineer, **LINDE ENGINEERING**

12:15 Lunch

13:45 SESSION SIX: IMPROVING OPERATIONS AND MAINTENANCE IN PETROCHEMICAL PLANTS

- Process integration strategies: minimising energy, mass consumption, waste and pollution while maximising production. A look at process integration techniques that are used to reduce both capital and operating cost.
- Standardisation and its impact on the petrochemical industry.
- Innovative technologies for safe, efficient, and reliable operation and maintenance of assets. A look at new ways to reduce the time and cost of scheduled maintenance (shutdown), automate operation processes, improve productivity, ensure accountability and safety of field workforce, and facilitate integration of operation and maintenance processes.
- Reducing explosion risk in petrochemical and refinery complexes. A look at ductility effects on reinforced concrete buildings.

- **Dr Musaed Al Thubaiti**, Lab Scientist, **SAUDI ARAMCO**
- **Dr Muayad Abdul Ajjawi**, Head of Standardization, **QATAR PETROLEUM**
- **Patrick Gex**, Industry Solution Expert, EMEA and APAC, **VENTYX**
- **Behzad Pilehchianlangroodi**, Senior Structural Engineer, **NAMVARAN CONSULTING ENGINEERS**

15:00 Coffee Break

15:30 SESSION SEVEN: ROUNDTABLE DISCUSSIONS

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

Each Roundtable Leader 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: Contracting Strategies
Exploring key contracting strategies for successful project execution

Roundtable Leader:
Dr Heinz Zimmermann, Vice President, Business Development, **LINDE ENGINEERING**

Table 2: Manufacturing Excellence Strategies
Driving manufacturing excellence in the petrochemical industry

Roundtable Leader:
Mansour Belhadji, Regional Advanced Solutions Sales Manager, **HONEYWELL MIDDLE EAST**

16:30 Closing Summary and Close of Conference

During the Conference and Workshop, panel question and answer discussions will follow each session to maximise information and knowledge sharing exchanges.

