



World  
Refining  
Association

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EVENTS

PRAGUE, CZECH REPUBLIC **13-15 OCTOBER 2009**



# CENTRAL AND EASTERN EUROPEAN REFINING AND PETROCHEMICALS 12TH ANNUAL MEETING



## Key Speakers

Ivan Soucek, Chairman and CEO, **CESKA RAFINERSKA**

Pawel Olechnowicz, President and CEO, **GRUPA LOTOS**

Ivan Ottis, Member of the Board Director, **UNIPETROL**

Panos E. Cavoulacos, President, **EUROPIA**

Arpad Olvaso, CEO, **TVK**; Executive Vice President, **MOL GROUP**

Jeffrey Rinker, Senior Vice President, Refining Joint Ventures & Special Projects, **OMV**

Vaclav Bartuska, Ambassador-at-Large for Energy Security, **MINISTRY OF FOREIGN AFFAIRS, CZECH REPUBLIC**

Harri Turpeinen, Vice President, Corporate Stakeholder Relations, **NESTE OIL**

- The **ONLY** event to bring together Presidents, CEO's and Senior Executives from all the major CEE refineries and petrochemical companies
- Learn about the **latest cost efficient and time effective refining strategies** from a speaker panel featuring 80% operators who are willing to share their experiences with you and answer your questions
- Gain invaluable intelligence on the latest technology developments and on how to capitalise upon and adapt to the new emissions specifications
- **SELECT** a **roundtable** of your choice and participate in **interactive discussions** to examine refining and petrochemical issues that are relevant for your operations with dedicated Chairmen and niche group discussions
- Seize this opportunity to network with and influence over 200 senior level experts from major refineries and petrochemical companies within CEE

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12TH ANNUAL MEETING, PRAGUE, CZECH REPUBLIC **13-15 OCTOBER 2009**

## CENTRAL AND EASTERN EUROPEAN REFINING AND PETROCHEMICALS

### MESSAGE FROM UNIPETROL, CESKA RAFINERSKA & WRA

2009 is set to be a challenging year as a number of new downstream projects are either delayed or put on hold, which makes it even more important than ever to ensure that existing facilities are operating cost-efficiently in order to maximise profitability. Every company needs to ensure they implement the most suitable strategy for their operation and use the most advanced tools to ensure their productivity costs are kept to a minimum and periods of down time during turnarounds are short and efficient.

To fully embrace these highly topical issues, the 2009 Refining and Petrochemicals Roundtable agenda will show the impact of environmental policies on the region's refining and petrochemical sector, how to improve and upgrade refineries with minimal investments, how to effectively upgrade technology in refineries to meet new sulphur specifications and CO<sub>2</sub> emission reduction targets, and how to use existing assets to improve refinery efficiency.

High on the agenda of our Refining and Petrochemicals Conference will be the technology integration forum based on case studies that will arm you with the necessary tools to ensure cost-reduction and advanced technology solutions for your integrated facilities. Making the theoretical case studies practical, you are invited to visit the UNIPETROL petrochemical and CESKA RAFINERSKA refining complex in Litvinov.

The social highlight of the event will be the Gala cocktail reception co-hosted by UNIPETROL and CESKA RAFINERSKA during the evening of Wednesday 14th October at Minorite Monastery of St. James. The night will include the presentation of the 2009 Central and Eastern European Refinery/ Plant of the year Award.

It is with great pleasure that we invite you to participate in the World Refining Association's 12th Annual Central and Eastern European Refining and Petrochemicals Roundtable co-hosted by our companies.

We look forward to welcoming you to the conference and hope you have a wonderful stay in the beautiful city of Prague.



**Krzysztof Urbanowicz**  
Chairman of the Board & CEO  
**UNIPETROL**



**Ivan Soucek**  
Chairman of the board & CEO  
**CESKA RAFINERSKA**



**Lisa Hannant**  
Managing Director  
**WORLD REFINING ASSOCIATION**

### ABOUT THE WORLD REFINING ASSOCIATION

Since 1997, The World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream refining, petrochemical, fuels and fertilizer sectors. Our industry events are renowned as market leaders in their fields.

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. We bring together the principle influencers to share their thoughts, ideas and vision with you, our audience.

Our annual conferences 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 recognition of industry best practice excellence.

### INDUSTRY ADVISORY BOARD MEMBERS



**Ivan Soucek**  
Chairman and CEO  
**CESKA RAFINERSKA**



**Philip Morris**  
Marketing Manager Refining  
**AIR PRODUCTS**



**Panos E. Cavoulacos**  
President  
**EUROPIA**



**Marek Sokolowski**  
Vice President of the Board and COO  
**GRUPA LOTOS**



**Arpad Olvaso**  
CEO, **TVK**;  
Executive Vice President  
**MOL GROUP**



**Johannes Benigni**  
Managing Director  
**JBC ENERGY**



**Jeffrey Rinker**  
Senior Vice President,  
Refining Joint Ventures &  
Special Projects, **OMV**



**Claus-Peter Haelsig**  
Vice-President, Technology  
**FLUOR**

### WHO SHOULD ATTEND?

Meet over 200 top executive to exchange information concerning refining and petrochemicals related matters.

- Presidents, Vice Presidents, Managing Directors, Senior Executives from: Oil, Refining and Petrochemical Majors
- Decision Makers from National Governments and Refining and Petrochemical Associations
- Refinery Project Managers and Executives
- Downstream Strategic Planning Executives and Managers
- Engineering and Technology Manufacturers, Contractors and Providers
- Process and Technology Support Advisors and Licensors
- Senior Refining Specialists and Management Personnel
- Industry Analysts and Consultants
- Business Development Experts
- Financiers: Corporate, Project and Trade Finance Specialists
- Biofuel Specialists

### TESTIMONIALS

"The 2008 event was a unique opportunity to meet industry related experts to exchange ideas and build relationships."

**Arpad Olvaso**, CEO, **TVK**, Executive Vice President, **MOL GROUP**

"First time I attended and my impressions are very positive. Good organization offering great interaction opportunities and a very good overview of market status of development."

**Jacques de Salis**, General Manager Sales & Tendering, **SULZER**

"The WRA's Roundtables are an excellent arena within which to discuss face-to-face the EU specifications for gasoline with industry peers. The conferences provide a supportive environment with both colleagues and competitors which results in progression and clean air for the future."

**Alexandru Nicolcioiu**, President, **ROMPETROL RAFINARE**

## TUESDAY 13 OCTOBER 2009 TECHNOLOGY FORUM:

### HOW TO INTEGRATE A PETROCHEMICAL AND BIOFUELS PLANT TO YOUR REFINERY

08:30 Registration and coffee

09:00 Opening welcome address and business  
card exchange – meet your fellow attendees

#### 09:15 Case Study: Petrochemical integration project in the CEE region

- Update on the region's refining and petrochemicals projects
- Case study of refinery and petrochemical integration. Production cost reduction: technology, minimise investments, lower feedstock costs.
- The necessary tools to ensure cost-reduction and advanced technology solutions for integrated facilities.

Jan Sadowski, Director, Head of Operation,  
Project Director, **LURGI**

Senior Representative, **UNIPETROL**

10:30 Coffee Break

#### 11:00 Case Study: Integration of biofuels output into an existing refinery

- Meeting the mandatory blending specification: How refiners are dealing with this challenge.
- Biodiesel production within the refinery: advanced integrated biorefineries.
- The integration of 1st and 2nd generation biofuels input and output into an existing refinery.

Harri Turpeinen, VP, Corporate Stakeholder  
Relations, **NESTE OIL**

Laszlo Racz, Renewable Motor Fuels and Energy  
Sources Manager, **MOL GROUP**

Robert Gmyrek, Director, Biofuels Department,  
**PKN ORLEN**

#### 12:15 Site visit to Unipetrol petrochemical and Česká Rafinářská refining complex in Litvinov

14:00 Welcome address and buffet lunch at the  
Unipetrol Club

14:30 Presentation of the site and tour of the facilities:

**UNIPETROL RPA** • Steam cracker • Olefin units •  
POX ( Partial Oxidation Unit) • Storages

**CESKÁ RAFINÁŘSKÁ** • Topping (Atmospheric distillation)  
• Hydro treating units • CCR (Continuous Catalytic  
Reformer) • HCU (Hydro cracking unit with vacuum  
distillation) • Visbreaker • Control room



Places are strictly limited so early registration is recommended.  
Pre-registration is required together with security clearance.

18:00 Arrive at the hotel

19:00 Pre-conference registration and  
welcome reception

## DAY ONE: WEDNESDAY 14 OCTOBER 2009

08:00 Registration and coffee

09:00 Opening welcome address and business  
card exchange – meet your fellow attendees

#### 09:15 Regulatory updates: European Commission and Government policies impacting the refining and petrochemicals industry

Chairman: **Ivan Soucek**, Chairman and CEO,  
**CESKA RAFINERSKA**

- What impact the Fuel Quality and the Renewable Energy Directive related to gasoline and diesel will have on the refining and automotive industry further tightening environmental quality standards.
- REACH legislation and its impact on the petrochemicals industry in the region.
- Sustainable energy supply to the CEE region – moving towards a more effective market.
- EU ETS: recent developments and implications for the EU refining industry. Analysing the impact of the EU Trading Scheme on the region's refining industry.

Wojciech Winkler, Policy Officer, Clean Air and  
Transport, **DG ENVIRONMENT, EUROPEAN  
COMMISSION**

Ladislav Novak, Director, **ASSOCIATION OF  
CHEMICAL INDUSTRY OF THE CZECH REPUBLIC**

Vaclav Bartuska, Ambassador-at-Large for Energy  
Security, **MINISTRY OF FOREIGN AFFAIRS,  
CZECH REPUBLIC**

Panos E. Cavoulacos, President, **EUROPIA**

10:30 Coffee Break

#### 11:00 View from the operator boardroom: How the leading refiners in the region are maintaining profitability and efficiency during the current economic environment

Chairman: **Ivan Ottis**, Member of the Board  
Director, **UNIPETROL**

- A broader perspective on renewables: How bio-components are used in energy generation, refining and petrochemicals in CEE.
- Outlook for the future of crude oil: disappearing refining margins.
- Oil residue processing at Lukoil Refineries: experience and development.
- Site renewal at Petrom's Petrobrazi facility: the progress of restructuring plans in the light of post-acquisition by OMV.

**Ivan Soucek**, Chairman and CEO, **CESKA RAFINERSKA**

**Pawel Olechnowicz**, President and CEO,  
**GRUPA LOTOS**

**Mikhail Antonov**, Head of Refining, **LUKOIL**

**Jeffrey Rinker**, Senior Vice President, Refining Joint  
Ventures & Special Projects, **OMV**

12:30 Luncheon with social networking opportunity



#### 14:00 Roundtable interview: How the leading refiners and petrochemical producers in the region are maintaining profitability and efficiency during the current economic environment

Chairman **Jeffrey Rinker**, Senior Vice President,  
Refining Joint Ventures & Special Projects, **OMV**

- Refined product trends and developments in the CEE region. Outlook for potential regional and worldwide shortfalls and their implications.
- How the financial crisis has impacted the refining sector. Who is still investing?
- Overcoming the investment obstacles to refinery modernisation and upgrade.
- Future sustainable development of petrochemicals in the region: a case study example by MOL.

**Johannes Benigni**, Managing Director, **JBC ENERGY**

**Aileen Jamieson**, Downstream Research Manager,  
**WOOD MACKENZIE**

**Ivan Ottis**, Member of the Board Director, **UNIPETROL**

**Árpád Olvasó**, CEO, **TVK**, Executive Vice  
President, **MOL GROUP**

15:30 Tea Break

#### 16:00 Achieving operational excellence: Improving cost- efficiency through petrochemical technologies and processes

Chairman: **Philip Morris**, Marketing Manager  
Refining, **AIR PRODUCTS**

- Maximize profitability in the refinery operations.
- The effect on your processing plant of a reduction in availability of investments and the impact on technology selection and implementation timetables.
- The integration of crackers into petrochemical complexes as a way of reducing production costs.
- The impact of advanced technologies on plant performance, productivity and maintaining desired healthy margins.

**Dr. Danil Efremov**, Head Application Technology  
— Oil & Gas, **SULZER CHEMTECH LTD**

**Marcus Frantz**, Head of Departments, Global  
Service Line Mid- & Downstream Applications, IT  
Global Solutions, **OMV**

17:30 Close of day one

19:00 Gala cocktail reception hosted by



For the latest confirmed speakers and conference programme visit [www.wraconferences.com/cee09](http://www.wraconferences.com/cee09)

## DAY TWO: THURSDAY 15 OCTOBER 2009

### 09:00 Potential of the SEE region: Partnership and investment opportunities in the refining and petrochemical sectors in Serbia, Croatia, Greece, Turkey

- The benefits of privatisation in terms of modernisation and its impact on competitiveness.
- Diversification of oil supply to the region: refining projects in the pipeline.
- The need for investment to enable further petrochemical development in the region.
- Improving current market conditions in the Serbian refining sector.

Dr. Ozren Ocic, Counselor Development Manager, **NIS PETROL**  
Senior Representative, **MOTOR OIL HELLAS**

10:30 Coffee Break

### 11:00 Clean fuels technology: How refinery technology and processes help refiners achieve fuels specification and clean fuel technology

Chairman: Neil Anthony Morgan, Member of the Executive Board and Responsible for Refining and Petrochemicals Division, **PETROM**

- Catalyst advancements for ultra low sulphur diesel fuels enabling refiners to increase reliability and profitability of their operations.
- Effectively upgrade technology in refineries to meet EU NOx and SOx regulations.
- How to increase the efficiency of CO<sub>2</sub> reduction in the refinery.
- How to improve refineries with minimal investment?

Philip Morris, Marketing Manager Refining, **AIR PRODUCTS**

Senior Representative, **CB&I LUMMUS**

Jean-Claude Plumail, Commercial Director, Process Licensing Business Unit, **AXENS**

12:30 Luncheon with social networking opportunity

### 14:00 Clean fuels technology continued: How refinery technology and processes help refiners achieve fuels specification and clean fuel technology

- CEE refinery plans to use the existing assets for the desulphurization for diesel fuel.
- New fuel quality specifications: Euro 6 and 7 standards and how they will be met.
- How to provide hydrogen for hydro-crackers?
- Investment policies for technology outsourcing of hydrogen and industrial gases. The alternative to invest in your own facility for production of hydrogen.
- Effectively utilising heavy oil.

Zbigniew Paszkowicz, Refinery Expansion, Programme Director, **GRUPA LOTOS**

Ian Elgey, Technology Manager, Refining, **MW KELLOGG**

15:30 Tea Break

### 16:00 Roundtable discussions: Open dialogue and debate with your own peers – key figures in specific countries

Interactive open discussions providing an excellent opportunity to exchange ideas and information with panels of senior petrochemical and refinery personnel and oil executives from the following representative countries:



#### Austria & Romania

Neil Anthony Morgan,  
Member of the Executive Board and  
Responsible for Refining and Petrochemicals  
Division, **PETROM**

Silvian Potlogea,  
Director, Process & Engineering Division,  
**ROMPETROL**

#### Czech Republic & Poland

Ivan Soucek,  
Chairman and CEO, **CESKA RAFINERSKA**

Ivan Ottis,  
Member of the Board Director, **UNIPETROL**

#### Hungary & Slovakia

Árpád Olvasó,  
CEO, **TVK**, Executive Vice President,  
**MOL GROUP**

#### Serbia

Dr. Ozren Ocic,  
Counselor Development Manager, **NIS PETROL**

#### Russia

Mikhail Antonov, Head of Refining, **LUKOIL**

17:30 End of day two and close of conference

Panel question and answer discussions will follow each session



## 2009 REFINERY/PLANT OF THE YEAR AWARD

During the evening drinks reception on Wednesday 14th October, The World Refining Association will present the 2009 Central and Eastern European Refinery/Plant of the Year Award to the Refinery/Plant that, in view of our attendees, has contributed to a major industry achievement through upgrade, extension and refurbishment or the installation of new technologies to achieve operational excellence.



**GRUPA LOTOS prize:** Mr Bogdan Janicki, Director Strategy and Development accepting the 2008 Award on behalf of **GRUPA LOTOS**

### PREVIOUS WINNERS INCLUDE:

**2008: GRUPA LOTOS**, 10+Program Gdansk Refinery

**2007: OMV**, Schwechat Refinery

**2006: MOL GROUP**, Duna Refinery

**2005: PKN ORLEN**, Petrochemicals Cracker Project

**2004: INA INDUSTRIJA NAFTE**, Rijeka Refinery

**2003: THE ROMPETROL GROUP**, Petromidia Refinery



**OMV Prize:** Thomas Gangl and Mariana Gheorghie accepting the 2007 Award on behalf of **OMV**

“ The CEE region in refining and petrochemical field is an exciting area for contractors and operating companies with respect to business opportunities.

The CEE conference is an extraordinary event allowing professionals from refining and petrochemical industries to meet and exchange opinions, experiences and concerns. ”

Wojciech Sieniawski, Project Manager, Refinery Expansion Department, **GRUPA LOTOS**

“ The conference was extremely well organized and provided a great deal of interesting information on current refining, petrochemical and environmental issues. ”





Jan Tesarik, Director, Business Development, **CB&I LUMMUS**

# REGISTRATION FORM

## CENTRAL AND EASTERN EUROPEAN REFINING AND PETROCHEMICALS 12TH ANNUAL MEETING

PRAGUE, CZECH REPUBLIC **13-15 OCTOBER 2009**

### 5 EASY WAYS TO REGISTER

 [www.wraconferences.com/cee09](http://www.wraconferences.com/cee09) @ [v.dragodan@theenergyexchange.co.uk](mailto:v.dragodan@theenergyexchange.co.uk)  **+44 (0) 20 7067 1800 or +44 (0) 1242 529 090**  
 **+44 (0) 20 7430 9513 or +44 (0) 1242 582 157**  **World Refining Association, 4th & 5th Floors, 86 Hatton Garden, London, EC1N 8QQ**

### REGISTRATION FEE

- Workshop, Site Visit and 2 Day Roundtable €2224  
 2 Days Roundtable Only €1592  
 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 [v.dragodan@theenergyexchange.co.uk](mailto:v.dragodan@theenergyexchange.co.uk) for further information.

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Company Name \_\_\_\_\_  
Nature of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Country \_\_\_\_\_  
Country \_\_\_\_\_ Zip/Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 I agree to the terms and conditions listed below

**Authorised by** \_\_\_\_\_ **Signature** \_\_\_\_\_  
Company CEO \_\_\_\_\_ Head of Petrochemicals \_\_\_\_\_  
Head of Refining \_\_\_\_\_ Head of Production \_\_\_\_\_

### 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   
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#### PAYMENT - TERMS AND CONDITIONS

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

The Marriott Prague Hotel, V Celnici 8, CZ-110 00 Praha 1, Czech Republic, Tel: +420 2 2288 8888, Fax: +420 2 2288 8889. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Standard room for single or double occupancy 5,200 CZK per room per night excluding VAT) for delegates attending the event. For any accommodation related queries please contact Nicola Hunt via email at [n.hunt@theenergyexchange.co.uk](mailto:n.hunt@theenergyexchange.co.uk)

##### 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.

##### 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 **W**

# Why you should attend The 12th Annual CEE Refining and Petrochemicals Roundtable

With an agenda designed in consultation with the industry, our expert panel members will keep you right up to date with the latest developments happening right here within the region, guaranteeing that this really is the only business and networking event in 2009 that you need to attend.

Over a third of the attendees last year were Members of the Board, Presidents and Vice Presidents, CEOs and Managing Directors, making this conference the most senior level strategic conference of its kind in CEE for Petrochemicals and Refining.

By bringing together over 200 top level executives from the major refineries and petrochemicals from the region, we provide you a much needed opportunity to meet your peers and exchange information concerning refining and petchem related matters.

With numerous social occasions including coffee breaks, lunches and social receptions, all designed to provide you with excellent opportunities to develop useful business contacts, this really is **THE** "must- attend" meeting place for all involved in the refining and petrochemical sector.

## Conference highlights:

- Pre-Conference Technology Integration Forum: Refinery and Petrochemicals Integration, and how to integrate Biofuels output into your refinery.
- Site visit and tour round Unipetrol petrochemical and eská Rafinérská refining complex in Litvinov
- High-level presentations from all leading refining and petchem companies in the region
- Gala Cocktail Reception for all attendees
- The ONLY event to bring together Presidents, CEO's and Senior Executives from all the major CEE refineries and petrochemical companies

## SPONSOR OPPORTUNITIES

In today's market uncertainty, attracting new business in the CEE region, impressing your clients and maintaining your business relationships is becoming more and more competitive, costly and time consuming.

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.

If you want to make the most of your business and to be selected to be part of the most established and well attended downstream event within the CEE, this is the MUST ATTEND Roundtable.

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

Do not miss this unique opportunity to showcase your company's products and technologies to a dedicated audience of leading senior executive.



**Take this unique opportunity to join our corporate sponsors and place your business directly in the refining and petchem industry arena**

If you are interested in receiving further details concerning our sponsorship opportunities, please contact:

**Sylvester Gabriel, Commercial Manager**

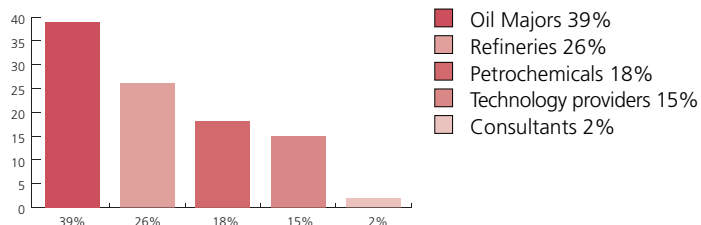
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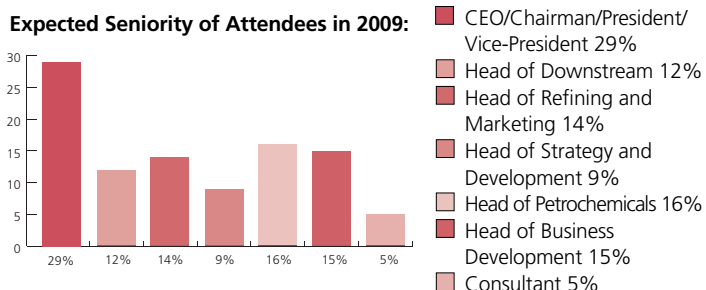
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## EXPECTED AUDIENCE PARTICIPATION

### Expected Industry Audience in 2009:



### Expected Seniority of Attendees in 2009:



## SPONSORS



## MEDIA PARTNERS

