



World
Refining
Association

a **CLARION** company
EVENTS

BUDAPEST, HUNGARY 27-29 OCTOBER 2009



BIOFUELS 2009

4TH ANNUAL MEETING



Key speakers

Paul Hodson, Deputy Head of Unit, **EUROPEAN COMMISSION – DG TRANSPORT AND ENERGY (TREN)**

Pedro Carrillo Donaire, Executive Vice President, **ABENGOA BIOENERGY**

Jacques Blondy, Director of Agricultural Development, **TOTAL**

Simo Honkanen, Senior Vice President Sustainability and HSSE, **NESTE OIL**

Artur Thernesz, Director of Downstream Technology, **MOL GROUP**

Bernard Chaud, Director, Biofuels Projects, **TEREOS**

Marcos S. Jank, President, **UNICA/BRAZIL**

Robert Gmyrek, Director, Alternative Energy Sources Department, **PKN ORLEN**

Ulrich Schmack, CEO, **SCHMACK BIOGAS**

- **The ONLY event to bring together** the top decision makers from **both the biofuels manufacturing and the oil industry** to discuss the main issues affecting the market.
- **Learn** from individuals involved at the forefront of the biofuels industry how to achieve **process efficiency, reliability and cost efficiency** in biofuels production
- **The ONLY event with a site visit to the Rossi Biodiesel Plant** providing a first-hand opportunity to see how the plant operates and what technology has been selected
- Select a **roundtable** of your choice and participate in **interactive discussions** to examine **biodiesel, biogas and bioethanol** issues that are relevant for your operations with dedicated chairmen and niche group discussions
- Examine the complete industry chain from feedstocks, production, through to the end users

www.wraconferences.com/bio09

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BIOFUELS 2009

WHY THIS CONFERENCE?

There is no doubt that 2009 will be a tough year for the global economy. When we talk about the valiant biofuels industry we are aware of just some of the challenges they have attempted to overcome starting way back with discussions about biofuels vs. food, changes in legislation, governmental support, not to mention the technology hurdles. In summary, we are facing a transitional time which makes it even more **important to maintain and strengthen your market position** for the future.

High on the 2009 conference agenda will be discussions on the new technology releases that will have a significant impact on the operating and production process of all biofuels types. The agenda will include high level debate centred on the implementation of the EU Biofuels Directive. Recent reports from the European Commission indicate that collectively, European Union member states are unlikely to reach the EU's target of using 5.75% renewable fuels in the transportation sector by 2010. As such, the measures needed to be taken by biofuels leaders and the European Commission to address this situation will be exhaustively debated.

This is **the only event** to draw pan-European attendance from senior level experts within the Biofuels community from: oil majors, independent biofuels manufacturers and processors, government and regulatory bodies. This result-driven three day event will offer you an excellent opportunity not only to exchange ideas and information with senior level industry executives, but also forge lasting relationships to further your business.

Complementing the formal conference presentations, our roundtable discussions give attendees a unique opportunity for face to face informal discussions with over 200 of the region's leading executives.

What's new? We have listened to and taken on board our attendees views to deliver an annual meeting place directly in line with industry requirements. Our inaugural Advisory Board includes individuals that are at the heart of the biofuels industry. Their knowledge and experience has enabled us to provide an unbiased, industry driven agenda that will strengthen your knowledge in this evolving market.



INDUSTRY ADVISORY BOARD MEMBERS



Simo Honkanen
Senior Vice President
Sustainability and HSSE
NESTE OIL



Richard Altman
Executive Director
COMMERCIAL AVIATION ALTERNATIVE FUELS INITIATIVE (CAAFI)



Pedro Carrillo Donaire
Executive Vice President
ABENGOA BIOENERGY



Rob Vierhout
Secretary General
EUROPEAN BIOETHANOL FUEL ASSOCIATION (eBIO)



Bernard Chaud
Director, Biofuels Projects
TEREOS



Marcos S. Jank
President
UNICA/BRAZIL



Raffaello Garofalo
Secretary General
EUROPEAN BIODIESEL BOARD (EBB)

WHO SHOULD ATTEND?

- Senior Representatives from International Biofuels Majors
- Key Decision Makers from International Oil and Gas Companies
- Policy Makers from International and Regional Governments and Regulatory Bodies
- Agribusiness and Crop Science Experts
- Engineering, Process and Technology Providers
- Project Management Specialists
- Specialist Industry Advisors, Analysts and Consultants
- Business Development Experts
- Senior Sales Executives
- Corporate, Project and Trade Finance Specialists
- Government and State Company Representatives
- Financiers, Lawyers

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 energy calendar together with our awards which are increasingly becoming a sought after recognition of industry best practice excellence.



BIOFUELS TECHNOLOGY FORUM: TUESDAY 27 OCTOBER 2009

08:30 Biofuels Technology Workshop
registration and coffee

09:00 Workshop opening and
business card exchange

09:10 **Session one: Achieving cost effective and efficient biofuels operations through cutting edge technology**

- Comparing costs and effectiveness of available biodiesel and bioethanol technology
- PDX technology: revolutionising ethanol production economics by delivering higher yields and lower production costs
- Feasibility of biodiesel production: technology selection criteria, optimisation of biodiesel quality and stability
- Leading-edge additives solutions: ensuring sustainability and maximum performance

Jens Thorup, Chief Technical Officer,
PURSUIT DYNAMICS

Manfred Wörgetter, Senior Consultant,
**AUSTRIAN FEDERAL MINISTRY FOR
AGRICULTURE, FORESTRY, WATER
MANAGEMENT AND THE ENVIRONMENT**

10:10 Coffee break

10:40 **Session two: New generation cost- competitive biofuels technologies**

Chairman: Namdar Baghaei-Yazdi, Chief Technical
Officer, **BIOCALDOL LTD**

- Delivering low cost, sustainable cellulosic ethanol technology
- Improvements in conversion processes of second generation biofuels
- Furanics: high energy density and mixability with conventional fuels under competitive production and costs
- Integrated processes for biomass conversion and emerging technologies to enhance performance

Niels Langvad, VP Business Development, **BIOGASOL**

James Stanley, Manager, Alternative Fuels
Industry, **EMERSON PROCESS**

Dirk den Ouden, Director New Business
Development, **AVANTIUM**

12:00 Luncheon with social networking opportunity

13:30 Bus transfer to **ROSSI BIODIESEL PLANT**

14:45 Welcome address at the Rossi Biodiesel
Plant and site visit



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

17:30 Arrival at the hotel

19:00 Pre-conference registration
and welcome reception

DAY ONE: WEDNESDAY 28 OCTOBER 2009

08:00 Registration and coffee

08:50 Opening welcome address and business
card exchange – meet your fellow
attendees

09:00 **Keynote and opening address:** Paul Zodson, Deputy Head of Unit, **EUROPEAN COMMISSION – DG TRANSPORT AND ENERGY (TREN)**

09:20 **Session one: Window on the biofuels world: the real scenario and the way forward**

Chairman: Robert Wilson, Chairman,
POYRY CONSULTING

- Key market drivers, restraints, challenges and perspectives for the sector
- Asia, US, Africa and Brazil – subsidies, new policies and investments and how it has affected the EU. What is working abroad and how we can make the most of these experiences
- Global biofuels production and regional comparisons. The forecast for crude oil prices and the real scenario for biofuels
- Biodiesel, bioethanol and biogas: a global dialogue from Europe

Johannes Benigni, Managing Director, **JBC ENERGY**
Gordon McManus, Lead Analyst – Biofuels,
WOOD MACKENZIE

Senior Representative, **PETROBRAS BIOFUELS**

10:45 Coffee break

11:05 **Session two: The integration of the oil and the biofuels industries: lessons learnt**

Chairman: Walter Mirabella, Chairman, **EFOA**

- Best practice examples of supply chain, storage and blending
- Meeting the mandatory blending specifications. How refiners are dealing with this challenge
- What are the plans and projects of Europe's major refiners in the field of biofuels?
- Development and demonstration of integrated biorefineries
- Using the oil industry structure to implement the next generation biofuels: joint ventures

Jacques Blondy, Director of Agricultural
Development, **TOTAL**

Artur Thernesz, Director of Downstream
Technology, **MOL GROUP**

Simo Honkanen, Senior Vice President
Sustainability and HSSE, **NESTE OIL**

Robert Gmyrek, Director Alternative Sources of
Energy Department, **PKN ORLEN**

12:40 Luncheon with social networking opportunity

14:00 **Session three: Biodiesel Europe: Where do we go from here?**

- Sharp drop in crude oil price plus global financial crisis: how to solve this complex formula?
- Developing a cost-effective strategy for biodiesel distribution and raw material pricing
- StatoilHydro and the FAME biodiesel market.

RME in Lithuania and the next steps to move to
next generation biodiesel

- International Maritime Organisation: new rules, new opportunities! The recent and on-going initiatives of the IMO to reduce the carbon footprint of sea-going transportation and the potential benefits for the biofuels industry
- Biofuels challenges and opportunities in Hungary, Greece, Bulgaria, Romania, Ukraine, Poland and Czech Republic

Karl-Wilhelm Giersberg, CFO, **EOP BIODIESEL AG**
Christian Hemerka, Marketing & Sales Partner,
PPM – ENERGIE

Kristina Maria Holm, Principal Business Developer
Bioenergy, **STATOILHYDRO**

Laura Zanibelli, R&M Technology Plan &
Intellectual Property Management Responsible, **ENI**

John McVay, Managing Consultant, **PURVIN &
GERTZ**

15:40 Tea break



16:10 **Session four: Panel discussion EU policy under the spotlight: global climate, targets, sustainability and funding**

Put your questions to the industry!

Chairman: Ian O'Gara, European Biofuels Lead,
ACCENTURE

- What are the legislation trends? What can we expect from the European Union energy policy and strategy? The current state of the biofuels industry and regulatory development
- Biofuels vs. Food: who is who in this debate and the latest independent analysis
- EU vs US – anti-dumping and a countervailing duty complaint. Trade litigation and an overview of the major issues at the heart of the dispute
- How to protect the European market from unreasonable competition? How to certify that "foreign" biodiesel and its feedstocks are produced in a sustainable way?
- Certification, standard quality and the latest developments in the biofuels industry
- How are biofuels producers coping with the global financial state? How and where are they getting the money from? What are the criteria to ensure financial investment in the current international scenario?

Pierre Dechamps, Adviser Energy and Climate
Change, **EUROPEAN COMMISSION**

Raffaello Garofalo, Secretary General,
EUROPEAN BIODIESEL BOARD (EBB)

Rob Vierhout, Secretary General, **EUROPEAN**

BIOETHANOL FUEL ASSOCIATION (eBIO)

Gabor Kiss, Associate Banker, **EUROPEAN BANK
FOR RECONSTRUCTION AND DEVELOPMENT**

Marcos S. Jank, President, **UNICA**

Carlos St. James, President, **ARGENTINE
RENEWABLE ENERGIES CHAMBER**

17:30 Close of day one

Evening drinks reception including the
presentation of the **2009 Biofuels Technology
Innovation of the year Award** and the new
Biofuels Corporation of the year Award

DAY TWO: THURSDAY 29 OCTOBER 2009

08:30 Registration and coffee

08:45 Business card exchange



09:00 Session five: Bioethanol: the facts and the game plan

Chairman: **Jens Thorup**, Chief Technical Officer, **PURSUIT DYNAMICS**

- Economic framework for European bioethanol producers. Will you sell what you are planning to produce?
- Cellulosic ethanol developments: technology, strategy and successful partnerships
- The "Brazilian challenge" and how Europe is coping with it: sustainability, subsidies and competition
- Benefits of integrating a Bioethanol production facility with a refinery

Pedro Carrillo Donaire, Executive VP, **ABENGOA BIOENERGY**

Boris Hinz, Head of Sales, **CROPENERGIES**

Bernard Chaud, Director, Biofuels Projects, **TEREOS**

Ylwa Alwarsdotter, Marketing Director, **SEKAB**

10:30 Coffee break 

11:00 Session six: Feedstocks: new supplies and processing

- Feedstocks: sustainability and successful experiences worldwide
- Jatropha: contract farming, energy content, cultivation and harvesting issues, commercial viability. Hypes and reality of jatropha
- Producing algae in a commercial scale in an economically viable manner
- Biofuels and aviation: reality or dream? How far are we from a strong demand for biofuels and the latest news from the sector
- Improved methods of processing lignocellulose feedstocks and conversion of cellulosic feedstocks economically into biofuels

Nathan Brown, Deputy Executive Director, **CAAFI and FAA (FEDERAL AVIATION ADMINISTRATION/US)**

Eelco Dekker, Marketing & Sales Manager, **BIO MCN**

Mika Aho, Managing Director, **ST1 BIOFUELS OY**

12:30 Luncheon with social networking opportunity


14:00 Session seven: State of the biogas market today and tomorrow

- Anaerobic digestion and biogas – the latest technologies and developments
- Development and shaping of biogas systems and plants. Biogas commercialisation: rationale, framework, practical implications
- The movement towards biofuels in the automotive sector. European consumers attitudes and perceptions towards sustainability environment and alternative powertrains

Ulrich Schmack, CEO, **SCHMACK BIOGAS**

Johnny Johnston, Implementation Manager, Sustainable Gas Group, **NATIONAL GRID**

Kornel Kovacs, President, **HUNGARIAN BIOGAS ASSOCIATION**

15:20 Coffee break 

15:20 Session eight: Roundtables discussions

Interactive open discussions providing an excellent opportunity to exchange ideas and information with panels of senior biofuel personnel from Europe.

Table 1 – Biodiesel

Raffaello Garofalo, Secretary General, **EUROPEAN BIODIESEL BOARD (EBB)**

Table 2 – Bioethanol

Rob Vierhout, Secretary General, **EUROPEAN BIOETHANOL FUEL ASSOCIATION (eBIO)**

Table 3 – Biogas

Kornel Kovacs, President, **HUNGARIAN BIOGAS ASSOCIATION**

17:30 End of day two and close of conference

Panel question and answer discussions will follow each session

2009 BIOFUELS AWARDS



Eelco Dekker (BioMCN 2007 winner) and Christian Hemerka (PPM 2008 winner)

During the evening drinks on Wednesday 28th October, The World Refining Association will present the 2009 **Biofuels Technology Innovation of the Year Award** to the organisation that, in view of the industry, has made the greatest contribution to a major biofuels technology development over the last 12 months in the European sector.

New for 2009: a new prestigious **Biofuels Corporation of the Year Award** to a major biofuels producer or distributor whose actions have significantly advanced the growth of the biofuels industry.

JATROPHA MASTERCLASS: FRIDAY 30 OCTOBER 2009

The Jatropha Curcas Masterclass is focused on updating participants on the worldwide efforts and initiatives on development of improved genetic material and mass propagation of planting material for jatropha curcas which can be deployed in commercial plantations from which the seeds can be utilised as feedstock for the biofuels industry.

The Masterclass will also examine the advances being achieved in jatropha curcas agronomy analysing also its alternative uses and by-products with a view to achieving commercial viability as a plantation crop in the shortest possible time frame.

Masterclass leader: **Khoo Hock Aun**, CEO, **COSMO BIOFUELS GROUP**

8:30 Registration for the Masterclass

09:00 Session one: The state of play in Jatropha

Survey of global research and development initiatives in jatropha curcas

Advances in genomics and breeding and implications for jatropha curcas yield improvement

The state of play in jatropha curcas plant science, agronomy and pest and disease management

10:30 Coffee break



11:00 Session two: Jatropha as a business opportunity

- Developing strategies for commercialising jatropha curcas as an inedible feedstock
- Enhancing jatropha curcas as a major sustainable bioenergy crop

12:30 End of the Masterclass



Register 3-6 delegates and save up to €7500!

Maximise your company's investment by attending

as a team. Attend all the streams and equip everyone with the latest market knowledge. Ensure you have meaningful conversations and form long term relationships with all of the 250+ attendees. Make sure your team hit the ground running on return to the office.








REGISTRATION FORM





BUDAPEST, HUNGARY 27-29 OCTOBER 2009

BIOFUELS 2009 4TH ANNUAL MEETING

5 EASY WAYS TO REGISTER

 www.wraconferences.com/bio09
 g.favaron@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 Floor, 86 Hatton Garden, London, EC1N 8QQ

REGISTRATION FEE

	Please select a package	Packages Options	Price
	<input type="checkbox"/>	2 day conference, 1 day workshop, site visit and Jatropha Masterclass	€2634
	<input type="checkbox"/>	Team Package - register 3-6 delegates for all 4 days at a fixed rate	€7902 (save over €7500!)
	<input type="checkbox"/>	2 day conference, 1 day workshop and site visit	€2235
	<input type="checkbox"/>	Team Package - register 3-6 delegates for all 3 days at a fixed rate	€6705 (save over €6500!)
	<input type="checkbox"/>	2 day conference and Jatropha Masterclass	€1942
	<input type="checkbox"/>	Team Package - register 3-6 delegates for all 3 days at a fixed rate	€5826 (save over €5500!)
	<input type="checkbox"/>	2 day Conference only	€1492
	<input type="checkbox"/>	Team Package - register 3-6 delegates for 2 days at a fixed rate	€4476 (save over €4000!)
	<input type="checkbox"/>	I am unable to attend but would like to purchase the proceedings	€600

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.

Company Name

Nature of Business

Address

City

State/County

Country

Zip/Postcode

Telephone

Fax

I agree to the terms and conditions listed below

Authorised by

Signature

Company CEO

Production Manager

Operations Director

Biofuels Manager

ADMINISTRATION DETAILS

Accounts payable contact

Title	First Name	Last Name	EU customers VAT number
Telephone	Email		

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:

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

Hotel Hilton Budapest West End, Váci út 1-3., H-1062, Budapest, Hungary. Tel: 0036 1 288 5500, Fax: 0036 1 288 5588. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Hilton Guest Room – Single Accommodation €151, Double Accommodation €161, inclusive of breakfast, VAT and City Tax) for delegates attending the event. Please contact Jenny Seaton via email at 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. VAT will be charged 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 **W**

Why should you be at Biofuels 2009

With uncertainty and volatility sweeping across the biofuels industry, senior leaders from international oil majors, refiners, biofuels plants and policy makers are gathering in Budapest in October to assess the global business issues that will impact on the sustainability and future growth of this industry.

Biofuels 2009 is the fourth annual event from the World Refining Association. Over 800 key leaders attended the previous three events with representation from over 45 countries across all 5 continents. Because of the very close connections between the World Refining Association and the oil industry, this is the only biofuels event to get major representation from the international oil & gas majors and biofuels manufactures under the same roof.

The agenda has been shaped by policy makers and leaders from the biofuels industry from across the globe to facilitate honest and frank debate on the current state of the market but more importantly the future direction of this vital market.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

With the current developments and changes within the Biofuels industry it is essential to maintain and strengthen your market position for the future. The Biofuels Conference 4th Annual Meeting is the perfect platform to grow your presence in the sector and generate new leads with the region's industry leaders.

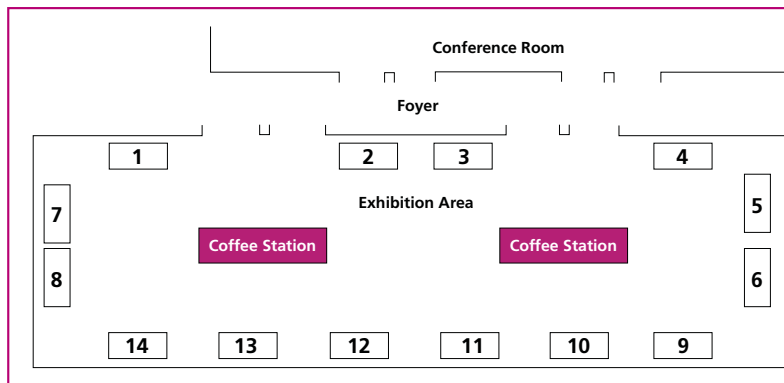
Why not take this opportunity to promote your organisation to a captive audience of senior and influential biofuels industry executives and decision makers?

Biofuels 2009 will provide an excellent opportunity for you to showcase your company's products and services to over 300 senior executives.

DO NOT MISS YOUR OPPORTUNITY TO EXHIBIT!

Over the last 3 years, 52 companies exhibited at the WRA's Biofuels Conference. With **only a few spaces remaining** for the 2009 event, contact us now in order to avoid disappointment. Customised sponsorship packages are also available which are tailored to suit your needs including both social networking and company branding options. All packages offer excellent levels of publicity before, during and after the event.

Reservations will be taken on a first come first served basis.



LIMITED OPPORTUNITIES AVAILABLE

To discuss your exhibitor or sponsorship requirements in further detail, please contact: Gustavo Favaron, Director of Renewable Energy Projects, Europe and Asia, on:

Tel: +44 (0) 20 7067 1800

Fax: +44 (0) 20 7430 0552

or Email: g.favaron@theenergyexchange.co.uk

EXHIBITORS



Energie aus nachwachsenden Rohstoffen GmbH



MEDIA PARTNERS



OFFICIAL ASSOCIATIONS

