



World
Refining
Association

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EVENTS

ABU DHABI, UAE 10-13 JANUARY 2010

PLANT MAINTENANCE IN THE MIDDLE EAST 3RD ANNUAL MEETING



KEY PANEL MEMBERS

Mahmood Mirza, Manager Plant Maintenance, **BAHRAIN PETROLEUM COMPANY (BAPCO)**

Tayseer Ali Fateel, S-Chem Maintenance Planning Superintendent, **SAUDI CHEVRON**

Abbas Hadi, Maintenance Superintendent, **SAUDI ARAMCO**

Hamid Harche, Lead Maintenance Operations Engineer, **QATAR PETROLEUM**

Herman Aerts, Operational Excellence Manager, Plant Availability, **BOREALIS**

Ahmed Khalifa, Maintenance Planning and Control Department Head, **SEDI KERIR
PETROCHEMICALS COMPANY (SIDPEC)**

This is the only oil and gas maintenance event you need to attend to:

- Learn about the **latest cost efficient and time effective maintenance strategies** from an 85% operator led speaker panel who are willing to share their experiences with you and answer your questions.
- Receive high-level maintenance experts' advice on how to **optimise your plant maintenance strategy** to prevent product loss and increase profitability through in depth case studies.
- Meet with 150 maintenance professionals from major regional and international companies to **build valuable business contacts** and share common goals and experiences.
- Select a **roundtable** of your choice and participate in **interactive discussions** to examine maintenance issues that are relevant for your operations with dedicated Chairmen and fellow colleagues.

Pre-Conference Workshop: Plant Reliability and Asset Management

Post-Conference Workshop: Shutdown and Turnaround Planning and Execution

www.wraconferences.com/plantmaintenance

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Industrial excellence.





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3RD ANNUAL MEETING, ABU DHABI, UAE 10-13 JANUARY 2010

PLANT MAINTENANCE IN THE MIDDLE EAST

WHY THIS CONFERENCE?

Over 150 senior level maintenance experts took part in the second edition of our Plant Maintenance Conference earlier this year in Abu Dhabi. Building upon its success, the World Refining Association is proud to host the third edition taking place from 10-13 January 2010. Now recognised as the essential meeting place for maintenance personnel, our industry platform will provide the opportunity for you to gain a complete overview of the most time efficient and cost effective maintenance strategies, to discuss with colleagues best practice technologies and maintenance solutions being implemented in plants to guarantee their successful, safe and profitable operations.

In today's current economic climate we are seeing a number of new downstream projects either delayed or being put on hold, which makes it even more important than ever to ensure that existing facilities are operating profitably and safely and that no extra time or expense is spent on unexpected maintenance problems which can cause product loss and operational disruptions.

Each company needs to ensure they implement the most suitable strategy for their operation and use the most advanced tools to ensure their maintenance costs are kept to a minimum and periods of down time during turnarounds are short and efficient.

Join us in Abu Dhabi from 10-13 January 2010 to do business with the regions maintenance leaders.

What's new? We have listened to and taken on board our attendees views to deliver an annual meeting place directly in line with the industries requirements.

Our inaugural **Advisory Board** includes influential plant maintenance leaders from within the region and beyond assisting with the creation of and helping us to provide an unbiased, industry driven agenda.

Our **Maintenance Superintendents' Panel Discussion** provides

our maintenance leaders from major regional operating companies the opportunity to share their vast experience and answer your questions, creating an open and interactive forum for extended discussions and much needed information exchange.

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 maintenance sector.



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 and 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 commodity to highlight best practice excellence within the industry.

WHO SHOULD ATTEND?

- Maintenance Superintendents
- Licensing and Technology Directors and Managers
- Plant and Operation Directors and Managers
- Maintenance Team Leaders, Engineers, Supervisors
- Heads of HSE, Industrial Security Managers
- Rotating Equipment Engineers
- Reliability Specialists
- Static Equipment Specialists
- Inspection Engineers
- Condition Monitoring Engineers
- Vibration Engineers and Analysts
- Equipment Specialists and Superintendents
- Lubrication Managers
- Planning Engineers and Superintendents
- Project Engineers and Managers
- Electrical Maintenance Engineers
- Turnaround Planning Managers
- Process Control Engineers
- Mechanical Heads

INAUGURAL ADVISORY BOARD MEMBERS



Nabeel Ali Akbar Alsyed
Superintendent Maintenance Division, Jiddah Refinery
SAUDI ARAMCO



Herman Aerts
Operational Excellence Manager, Plant Availability
BOREALIS



Mohammed Sulaiman
Field Maintenance Manager
DOLPHIN ENERGY



Ahmed Khalifa
Maintenance Planning and Control Department Head
SEDI KERIR PETROCHEMICALS COMPANY (SIDPEC)



Mahmood Mirza
Manager Plant Maintenance
BAHRAIN PETROLEUM COMPANY (BAPCO)

SUNDAY 10 JANUARY 2010

PLANT RELIABILITY AND ASSET MANAGEMENT WORKSHOP

It is crucial to remember that successful asset management and reliability strategies are key elements of what is known as 'steps to operational excellence'. With efficient asset management you are likely to have smoother operations with fewer interruptions, more uptime and less downtime - and that means more profit for your operation!

08:00 Registration and coffee

09:00 Opening Welcome Address and Business Card Exchange

09:15 Session one: Empowering asset management and inspection

- Understanding the value of asset management by looking at the return on assets
- A look at combining all aspects of asset management into a coherent framework and integrating it with the requirements, design and development activities of every phase of a project case studies.
- Development of inspection procedures. A complete look at how continuous evaluation and improvement can help prevent failure.

Velauytham Balasubramanian, Head of Inspection, **RUWAI FERTILIZER INDUSTRIES (FERTIL)**

Verma Mayaram, Inspection Section Head, **ABU DHABI OIL REFINING COMPANY (TAKREER)**

10:30 Coffee Break

11:00 Session two: Asset optimisation

- Enhancing plant reliability and availability. Saudi Aramco's Riyadh Refinery case study will highlight the milestones and most important changes that took place to lead to successful operations.
- Improved regulatory compliance and input into planned shutdowns.
- Improved ownership of assets at plant level and increased reliability and availability.

Abbas Hadi, Maintenance Superintendent, **SAUDI ARAMCO**

12:30 Lunch

14:00 Session three: Reliability driven practices and tools

- Asset Integrity and Reliability Managements Systems and their implementation.
- Utilising Plant Asset Management (PAM) systems to gather data from Condition Monitoring and Equipment modules to deliver health data of the downstream plant.
- RBI and RCM analysis for medium and high criticality systems. How to analyze the failure of the systems.

Qadeer Ahmed, Reliability Engineer, **QATARGAS**

15:30 Coffee Break

16:00 Session four: Interactive panel session – summary and key learnings

- Summary of key learning's and in-depth discussions between the audience and speakers.

DAY ONE: MONDAY 11 JANUARY 2010

08:00 Registration and Coffee

09:00 Opening Welcome Address and Business Card Exchange

09:15 Keynote Address

Our keynote presentation will highlight the importance of effective maintenance practices in the current climate and the role they play in ensuring a profitable and safe operational environment.

09:30 Session one: Maintenance strategies in the Middle East

- The role of choosing the right maintenance strategy and identifying the goals you want to achieve. A look at which practices are the most time and cost effective in the current climate.
- Finding a strategic framework that synthesises new developments and makes it clearer to evaluate developments sensibly and apply those likely to be of most value to your company.
- Implementing a maintenance strategy. Key points and steps that need to be assessed and implemented. Identifying the right tools for your maintenance approach.

Herman Aerts, Operational Excellence Manager, Plant Availability, **BOREALIS**

Mahmood Mirza, Manager Plant Maintenance, **BAHRAIN PETROLEUM COMPANY (BAPCO)**

10:30 Coffee Break

11:00 Session Two: Maintenance Planning and Management

- Doing the maintenance work correctly. How to ensure that tasks which are being planned are the correct tasks for the maintenance problem?
- Doing the right job and not just doing the job right.
- Effective prioritising of the maintenance scheduled workload and backlog.

Ahmed Khalifa, Maintenance Planning and Control Department Head, **SEDI KERIR PETROCHEMICALS COMPANY (SIDPEC)**

Hamid Reza Seyed Jafari, Planning and Control Manager, **SHIRAZ REFINERY, NATIONAL IRANIAN OIL REFINING AND DISTRIBUTION COMPANY**

Omar Al Turki, Professor, **KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS**

12:30 Lunch



14:00 Session three: Maintenance superintendents' panel discussion

All attendees are invited to join this highly interactive discussion with panel of top maintenance industry leaders and share their experiences and approaches for completing maintenance tasks.

Participants will be invited to put their questions and observations direct to the panel and learn from their own steps to achieving operational and maintenance excellence.

16:00 Session four: Roundtable discussions

Created specifically for interactive open discussions providing the opportunity for increased information exchange.

Each Roundtable Chairman will introduce their activities within their specialised area and the key issues that will be discussed at their table. Following the introductions, attendees will be invited to select the table of their choice and engage in interactive discussions.

ROUNDTABLE 1: ROOT CAUSE FAILURE ANALYSIS, BEYOND PROBLEM SOLVING

ROUNDTABLE 2: STATIC EQUIPMENT TROUBLESHOOTING

ROUNDTABLE 3: ROTATING EQUIPMENT MAINTENANCE

17:00 Close of Day One and Social Networking Reception

2009 CONFERENCE TESTIMONIALS

"The technical quality of this conference was excellent, which is why I will continue to send my team to the WRA's series of Plant Maintenance in the Middle East Conferences. Keep up the great work!"

Abdulaziz Al Saleh, General Supervisor, South Ghawar Engineering Division, **SAUDI ARAMCO**

"The conference was of truly high caliber! It exceeded my expectations in terms of the variety of companies attending and the quality of the speakers and their presentations"

Mohammed Sulaiman, Field Maintenance Manager, **DOLPHIN ENERGY**

"This conference provides an excellent opportunity to meet colleagues and exchange best maintenance practices with other experts from different companies and countries. Thank you for the excellent organization!"

Ali Al Hussaini, Maintenance Superintendent, **TAKREER**

"The meeting was very informative and useful. I am certainly going to recommend my colleagues to come to next event with me. Thank you for all your good work."

Farid Fatani, Maintenance Engineer, **SAUDI ARAMCO**

DAY TWO: TUESDAY 12 JANUARY 2010

08:00 Registration and Coffee

09:00 Business Card Exchange

09:10 Session five: Preventive, predictive and proactive maintenance

- Moving away from preventative maintenance to a more predictive approach - testing/inspection analysis and finally conversion of raw data into useful information.
- Proactive maintenance techniques against PM techniques.
- Managing a preventive maintenance programme effectively.

Tayseer Ali Fateel, S-Chem Maintenance Planning Superintendent, **SAUDI CHEVRON**

Khaled Zaki Ahmad Khedr, Rotating Equipment Department Head, **GULF OF SUEZ PETROLEUM COMPANY (GUPCO)**



10:30 Coffee Break

11:00 Session six: Best-in-class in environmental and process control

- Environmental excellence within the maintenance department. Bringing safety and the environment into the mainstream of maintenance management. Case study review of Saudi Aramco's operations.
- Key Performance Indicators (KPI's) and their importance in assessing and controlling maintenance functions. Leading and Lagging KPI's.

Nabeel Ali Akbar Alsayed, Superintendent Maintenance Division, **SAUDI ARAMCO**

Walter Mesterom, Director, **PDM**

12:30 Lunch

14:00 Session seven: Advanced tools for successful maintenance

- Equipment innovations. Tools designed with a much greater emphasis on reliability and maintainability.
- CMMS and CRM. Successful implementation and failure prevention.
- Lean maintenance and life cycle costing
- Decision support tools, such as hazard studies, failure modes and effects analyses and expert systems.

Sultan Al Juhani, Electrical and Instrumentation Supervisor, **AR-RAZI SAUDI METHANOL COMPANY, SABIC**

Hamid Harche, Lead Maintenance Operations Engineer, **QATAR PETROLEUM**

Senior Representative, **NATCO**

15:30 Coffee Break



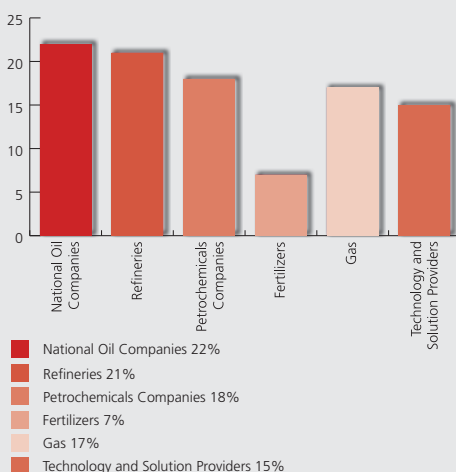
16:00 Session eight: Innovation and management of change

- Attendees are invited to join this highly interactive session where participants will discuss the role of technology and innovations in maintenance development and how these changes are managed and driven within their organisations. The session will be chaired by expert panel members who will answer your questions and take an active role in the discussions.



17:00 Closing Address and Close of Conference

INDUSTRY REPRESENTATION AT PAST PLANT MAINTENANCE IN THE MIDDLE EAST CONFERENCES



WEDNESDAY 13 JANUARY 2010

NEW FOR 2010: TURNAROUNDS AND SHUTDOWNS: SUCCESSFUL PLANNING AND EXECUTION WORKSHOP

Turnarounds and Shutdowns Management is a vital part of the maintenance process for all experts involved in carrying out plant shutdowns and it also plays an important role in personnel progression training. Are you and your personnel fully prepared for your next Turnaround? Our one-day interactive case-study driven agenda will bring exceptional benefits for the maintenance personnel, their plant and their company.

08:00 Registration and Coffee

09:00 Business Card Exchange

09:15 Session one: Optimizing turnaround planning

- Planning the frequency of scheduled outages with the aim of securing uninterrupted successful operations.
- The role of risk assessment of acceptable minimum flow rates and product specification in shutdown scheduling.
- Maintaining knowledge for equipment assets and operating systems conditions as a key factor for cost effective planning for plant shutdowns.

Mohammed Elsyed, Maintenance Planning Engineer, **SEDI KERIR PETROCHEMICALS COMPANY (SIDPEC)**

10:30 Coffee Break

11:00 Session two: Successful execution and tasks implementation

- Turnaround troubleshooting: innovative technologies and strategies for time-effective execution.
- Effective shutdown management through process and cost control. Identifying the right approaches for your plant.
- Ensuring the effectiveness and quality of works during the highly intense period of shutdown execution.

Alaedin Abbas, Vice President for Maintenance, **ABU QIR FERTILIZERS COMPANY**

Tayseer Ali Fateel, S-Chem Maintenance Planning Superintendent, **SAUDI CHEVRON**

12.30 Lunch

14:00 Session three: Evaluation of the plant shutdown process

- Progress and achievements measured against expectations.
- How can key learning points after the execution be used to improve planning for the next shutdown?
- A look at the effective management of recording data from a completed turnaround execution for the next planned outage.

Walter Mesterom, Director, **PDM**

15:30 Coffee Break

16:00 Session four: Interactive panel session – summary and key learnings

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






17:00 Close of Workshop

REGISTRATION FORM

PLANT MAINTENANCE IN THE MIDDLE EAST 3RD ANNUAL MEETING

ABU DHABI, UAE 10-13 JANUARY 2010

5 EASY WAYS TO REGISTER

 www.wraconferences.com/plantmaintenance  y.hare@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  The World Refining Association, 4th Floor, 86 Hatton Garden, London, EC1N 8QQ

REGISTRATION FEE

- 4 Days – Plant Maintenance Conference, Plant Reliability and Asset Management Workshop and Turnaround and Shutdowns Workshop, \$4295
 3 Days – Plant Maintenance Conference, Plant Reliability and Asset Management Workshop, \$3295
 3 Days - Plant Maintenance Conference, Turnaround and Shutdowns Workshop, \$3295
 2 Days – Plant Maintenance Conference, \$2295
 1 Day – Plant Reliability and Asset Management Workshop, \$1295 **and/or** 1 Day – Turnaround and Shutdowns Workshop, \$1295
 I am unable to attend but would like to purchase the proceedings, \$840 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 for further information.

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** _____

Head of Operations _____ Reliability Manager _____

Head of Maintenance _____ Turnaround and Shutdown Manager _____

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

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 Abu Dhabi Hotel, PO Box 877, Abu Dhabi, UAE. Tel: 00971 2 6811 900, Fax: 00971 2 6811 696. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Single Accommodation, Executive Floor Dhs 1500, Single Accommodation, Standard room Dhs 1100, subject to 10% service charge and 6% Tourism Fee) for delegates attending the event. Please contact Liz Goodby via email at l.goodby@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.

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 

Why you should attend the 3rd Annual Plant Maintenance in the Middle East Conference

In today's current economic climate we are seeing a number of new downstream projects either delayed or being put on hold, which makes it even more important than ever to ensure that existing facilities are operating profitably and safely and that no extra time or expense is spent on unexpected maintenance problems which can cause product loss and operational disruptions.

Over 150 senior maintenance leaders from major refineries, petrochemical, fertilizer and gas treating and processing plants will convene in Abu Dhabi from 10-13 January 2010 to discuss, debate and solve maintenance related issues that directly affect their operations.

Join us and receive first hand detail on best approaches and solutions for tackling maintenance issues that producers face daily or during their turnarounds and shutdowns. You will learn details of new technologies and innovations being implemented at different facilities to ensure successful operations. From the case-study presentations delivered by our expert maintenance panel you will be able to select best practices for your business.

Network directly with the regions maintenance leaders:

Business Card Exchange: Prior to both the workshops and the conference, delegates are given an opportunity to formally meet and greet other leaders in plant maintenance. Business cards are exchanged and key relationships forged that can be fostered throughout the event and beyond.

Networking Opportunities: 12 coffee breaks, 4 lunches and 2 networking receptions! Plenty of opportunities are offered for you to catch up with your peers, meet new influential decision makers and secure new business leads.

Roundtable and Panel Debates: Expert Chairmen have been selected to manage specific discussions. Select your table of choice and join interactive and informal discussions.

SPONSORSHIP OPPORTUNITIES

Regional and international expertise, top maintenance executives and unmissable discussions for information exchange!

The 2010 Meeting will be even bigger and better – do not miss out!

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



We all need to ensure our budgets are being spent in the right place and we are gaining value for money and maximum effective exposure which is where we can help.

Our corporate sponsorship packages are customised and designed specifically to allow you to maximise your company's profile. Tailored specifically to suit your individual needs including both your budget and level of publicity.

Stand out among your competitors and take this opportunity to join us and place your business directly in the maintenance industry arena!

Limited opportunities available

To discuss your sponsorship requirements in further detail, please contact:

Yuliya Hare, Conference Manager, on
Tel: +44 (0)207 067 1800 / **Fax:** +44 (0)207 430 0552
Email: y.hare@theenergyexchange.co.uk

Our 2010 Meeting - bringing together key maintenance leaders, industry experts and decision makers. Join us and make a difference to your business!

Forthcoming 2009/2010 Middle Eastern Conferences



- **Refinery and Petrochemical Plant Integration Workshop**, 12 October 2009, Abu Dhabi, UAE
- **Petchem Arabia** – 4th Annual Meeting, 13-14 October 2009, Abu Dhabi, UAE
- **Gulf Petrochemicals HSE Symposium**, 15 October 2009, Abu Dhabi, UAE
- **Sour Gas 2010** – 3rd Annual Meeting, 31 January 2010, Abu Dhabi, UAE
- **Gas Arabia Summit** – 5th Annual Meeting, 1-2 February 2010, Abu Dhabi, UAE
- **Flare Reduction and Gas Recovery Workshop**, 3 February 2010, Abu Dhabi, UAE
- **The Middle East Refining Conference** – 11th Annual Meeting, 22-24 March 2010, Abu Dhabi, UAE
- **Middle East Fuels Symposium** – 4th Annual Meeting, 25 March 2010, Abu Dhabi, UAE
- **Middle East Fertilizer Symposium** – 3rd Annual Meeting, 26-28 April 2010, Abu Dhabi, UAE
- **Oil and Gas Pipelines in the Middle East** – 10th Anniversary Meeting, 17-19 May 2010, Abu Dhabi, UAE
- **Petchem Arabia** – 5th Annual Meeting, 11-13 October 2010, Manama, Bahrain