



World Refining
Association

CLARION
EVENTS

MOSCOW, RUSSIA **23-25 MARCH 2010**

BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS 3RD ANNUAL MEETING



Key Speakers

Anna Gorshteyn, Director, Regional Licensing, **EXXONMOBIL**

Derek Mackney, Chairman of the Board, **CEC**

Ivan Lut, Refinery Director, **TANECO**

Ilya Oblashchikov, Head of Department, **GAZPROMNEFT-LUBRICANTS**

Vladimir Kapustin, General Director, **VNIPINEFT**

Alexander Kartashov, Vice-President, **DELFIN GROUP**

Rudolf Shpenst, Deputy Head of Department, **LUKOIL-PERMNEFTEORGSINTEZ**

John S. Leavens, Senior Consultant, **PURVIN & GERTZ**

- Ensure you are up to date with the latest lubricant market trends, growth forecasts and regulatory changes impacting the industry and YOUR operations
- Meet and do business with: General Directors, Chief Technologists and Managing Directors from Rosneft, LLK International, Delfin Group, Gazpromneft-Lubricants, Taneco, Tatneft-NK-Oil, TNK-Lubricants, Ukrtatnafta, Naftan Refinery, Vial-Oil, Turkmenbashi Refinery, ExxonMobil, Chevron, Shell and more!
- Validate your business development strategy or adapt your strategy roadmap based on the **unique case studies** presented by the major companies operating in the CIS region
- Learn how to **overcome commercial and technical challenges** of producing high performance lubricants
- **Discover new business opportunities** during discussions of upgrade plans and criteria for partner selection during **interactive roundtable discussions** with directors from Russian and CIS base oils and lubricants plants.

www.wraconferences.com/baseoils

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3RD ANNUAL MEETING, MOSCOW, RUSSIA, 23-25 MARCH 2010

BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS

YOUR UNIQUE OPPORTUNITY TO MEET AND DO BUSINESS WITH 167 LEADING RUSSIAN AND CIS LUBRICANT EXECUTIVES

Despite the recent financial turbulence and falling commodity prices, experts are optimistic that the Russian base oil and lubricant industry has huge potential in terms of growth, profits and volumes in all segments.

The growing vehicle population, upgraded machinery and production facilities have resulted in rising demand for high performance lubricants in the region.

Imports are increasing and local producers need to work harder to improve the quality and efficiency of their base oil and lubricant production to keep up with rising demand and compete with the global brands.

Bringing together the **principal manufacturers of base oils and lubricants in the CIS**, together with high-level speakers from the international lubricants industry, Base Oils and Lubricants in Russia and the CIS conference is an unmissable event for everyone involved in the industry in the region and beyond.

Our agenda has been designed in association with industry experts to keep you up to date with the latest developments impacting the sector including:

- Emerging trends in lubricant demand
- Integration of fuels and base oils processing
- Innovative methods of in-service field testing
- The increasing role of brands
- Unique case studies from leading base oil and lubricant producers including **Rosneft, Lukoil and Gazprom-Neft**.

The Third Annual Base Oils and Lubricants in Russia and the CIS conference offers unrivalled opportunities to catch up with the news and movements of the people in this industry, as well as share best practices and experiences. This will enable you to formulate new strategies to drive your business for 2010 and expand your network of contacts of major buyers in the region.

In addition, the interactive and practical pre-conference workshop will explore the most advanced technology applications for combination solvent and hydroprocessing schemes. This will help to identify appropriate solutions for your project.

I look forward to welcoming you to Moscow to meet and do business with top regional lubricant executives!

With kindest regards



Evnika Polovinkina
Director, Russia and CIS operations
The World Refining Association

P.S. Would it be useful for YOUR business to meet the leading figures in the Russian base oil and lubricants industry? Don't miss this unique conference!

ABOUT THE WORLD REFINING ASSOCIATION

The World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream oil and gas sectors. Our industry events are renowned as market leaders for the refining, petrochemical and processing industry globally.

Due to our strong and long standing relationships with governments and all of the major oil and gas producers worldwide, we ensure our events consistently tap into the key issues affecting the industry and we bring together the principal influencers to share their thoughts, ideas and vision with you, our audience.

Our annual events take place across the globe in Europe, CIS, Russia, Middle East and Asia. They take centre stage in the oil and gas calendar together with our awards which are increasingly becoming a sought after commodity to highlight best practice excellence within the industry.



WHY 74 % OF OUR ATTENDEES RETURN TO THE CONFERENCE EVERY YEAR

"A very informative conference providing outstanding presentations by the best experts of the industry. Thank you for the excellent organisation of the event!"

Alexander Evseev, Deputy General Director, **VIAL OIL**

"The Base Oils and Lubricants in Russia and the CIS Conference was very well organised and selected very key persons of the industry. A very useful event!"

Vladimir Timofeev, General Director, **CHEMLUBE INTERNATIONAL INC**

"Excellent conference, a lot of valuable information, many useful contacts. The only suggestion is to keep it up next year!"

Viktor Oger, Head Of Production, **UKRTATNAFTA**

"An event, which provides great opportunities for constructive and useful networking between potential suppliers and operators!"

Alexander Matukhnov, Director, **ATR INTERNATIONAL**

"I established a lot of useful contacts with potential partners and buyers of our products."

Gabbas Ilyasov, Deputy Director, **TATNEFT NIZHNEKAMSKNEFTEHIM-OIL**

TECHNOLOGY WORKSHOP TUESDAY 23 MARCH 2010

Advanced Base Oil Manufacturing Technologies and their Application at Refineries in Russia and the CIS

09:00 Workshop opening and business card exchange

09:15 Session one: What you need to know about base stock manufacturing

- Key base oil properties – the impact of high quality base oils on lubricants performance.
- Best practices in base oil manufacturing technologies and processing schemes.
- Comparison of solvent based or hydroprocessing schemes for manufacturing base oils.

10:30 Coffee break

11:00 Session two: The latest developments in solvent-based processes technologies

- Latest developments in solvent dewaxing and deoiling.
- Solvent deasphalting of vacuum units.
- Modernisation of extraction processes to produce higher quality base oils.
- Bottom of the barrel refining. Base oil variant and fuel variant.

12:30 Lunch

14.00 Session three: Base oil hydrogen refining processes for high-viscosity index lubes

- Advances in hydrotreating and hydrocracking, wax hydroisomerisation and hydrofinishing.
- Combination solvent and hydroprocessing base oil schemes. Integration or partial use of solvent equipment.
- Comparison of iso-dewaxing and wax hydroisomerisation.

15.30 Coffee break

16.00 Session four: Executive speaker panel summary and question & answer session

Executive speakers will recap the key issues discussed during the workshop and open floor discussions on how to maximise performance, upgrade facilities and solve operating problems.

17:00 Close of workshop

19:00 Pre-conference Registration and welcome drinks reception

Workshop speakers include:

Iosif Lubinin, Director, **UKRAINIAN RESEARCH INSTITUTE OF OIL REFINING MASMA**

Galina Guseinova, Senior Research Scientist, **INSTITUTE OF PETROCHEMICAL PROCESSES, AZERBAIJAN**

Vladimir Tyschenko, General Director, **MID VOLGA OIL REFINING RESEARCH INSTITUTE**

DAY ONE: WEDNESDAY 24 MARCH 2010

08.00 Conference registration and coffee

09.00 Opening and welcome address and business card exchange



Attendees exchange their contact details before the start of a formal session

09.15 Session 1: How are the priorities of regional producers changing in response to the post-crisis recovery and steady growth of demand for higher performance lubricants?

- What does 2010 hold for the industry and market? Post-crisis adjustments for the lubricant industry in the region.
- The global structure and landscape of the lubricant industry – trends of globalisation, continuing concentration and consolidation and their impact on the producers in Russia and the CIS.
- How will the global growth of groups II and III base oil capacities influence the import and export market in Russia and the CIS?
- To what extent will Russian producers meet domestic and international demand too?
- Emerging trends in lubricant demand and their influence on base oil quality.

John S. Leavens, Senior Consultant, **PURVIN & GERTZ**

Vladimir Kapustin, General Director, **VNIPINEFT**

Tamara Kandelaki, General Director, **INFOTEK-CONSULT**

10:30 Coffee break

11:00 Session 2: Changing patterns of supply and demand for base oils

- Improving the quality and efficiency of base oil production – which planned upgrade projects will go ahead by 2011?
- Growing Asian demand for base oil – prospects for the future and for Russian exporters.
- Will Russia's neighbours be more proactive to meet the fast growing demand of China and India? Prospects for upgrading base oil facilities in Turkmenistan, Azerbaijan and Uzbekistan.
- Re-refining of used engine oils into base oils – how to achieve profitability and meet recycling requirements of non-renewable natural resources.

Owain Johnson, Business Development Manager, Asia Pacific, **ARGUS MEDIA**

Anna Gorshteyn, Director, Regional Licensing, **EXXONMOBIL**

Kari - Matti Elo, Trader, **ECOSTREAM**

12:30 Lunch

14.00 Session 3: Innovative technology implementations and case studies from leading base oil producers in the region.

- Production launch of SN base oils at LUKOIL-Permnefteorgsintez.
- Integration of fuels and base oils processing: is this the future of Russian base oil production?
- Case study: Innovative technology solutions for upgrading base oil production to achieve better oxidation stability and low volatility.
- Rosneft's cost-effective solutions for upgrading base oil capacities: a "hybrid" schema of solvent processing with hydrocatalytic processing.

Rudolf Shpenst, Deputy Head of Department,

LUKOIL LUBRICANTS

Vladimir Timofeev, General Director, **CHEMLUBE INTERNATIONAL INC**

Fazilya Samedova, Head of Laboratory, **INSTITUTE OF PETROCHEMICAL PROCESSES, AZERBAIJAN**



The speaker panel for Base Oils Manufacturing in the CIS session including Leon De Bryun, Chevron Global Lubricants, Vyacheslav Teplov, IMPA Engineering Marina Tsaplina, Lukoil Lubricants and Ivan Lut, Taneco

15.30 Coffee break

16.00 Session 4: Future outlook roundtable discussions - open dialogue and debate with key base oil producers in the region.

Interactive open discussions providing a unique opportunity to exchange ideas and information with the principal manufacturers of base oil and lubricant. Find out what challenges they are facing in implementing their upgrade projects, and determine what technology solutions they need to boost profitability and competitiveness of their plants.

Ilya Oblashchikov, Head of Department,

GAZPROMNEFT-LUBRICANTS

Alexey Telepen, General Director, **ROSNEFT-MZ NEFTEPRODUCT**

Ivan Lut, Refinery Director, **TANECO**

Andrei Getinger, Operations Director, **TNK LUBRICANTS**

Senior Representative, **ANGARSK REFINERY**

17.30 Close of day one followed by evening drinks reception.

DAY TWO: THURSDAY 25 MARCH 2010

08.30 Registration and coffee

09.00 Session 5: Dynamics of the lubricants market in Russia and the CIS driven by growing demand for high performance lubricants and stringent requirements over service.

- Connecting the technology and the market - maximising the return on internet investment for lubricant marketers.
- Industrial lubricants: Market bi-polisation of low quality lubricants for outdated equipment and high quality lubricants for modern facilities.
- Sustainable lubricant packaging for automotive products – light weighting and leakages protection solutions to reduce shipping costs and increase profitability.
- Latest updates on the first lubricant plant in Kazakhstan.
- Consumer perception of lubricant brands. How to maintain market competitiveness by building and reinforcing brand images.

Sebastian Crawshaw, Chairman and CEO, **OATS (Oil Advisory Technical Services)**

Tatyana Shabalina, Deputy Director, **UNITED RESEARCH & DEVELOPMENT CENTER**

Christian Mustol, Sales Director, **BERICAP**
Senior Representative, **HILL CORPORATION**

10:30 Coffee break

11:00 Session 6: Additive industry: Increasing quality specifications of lubricants and greases.

- How to improve the cold temperature flow properties of lubricants and greases - additives for severe weather conditions in Russia.
- The engine oil contribution to improved fuel economy in heavy duty diesel engines.
- How new advanced chemistry can help formulating high quality lubricants in very demanding applications like off highway and turbines.
- High performance viscosity index improvers to increase efficiency of engine performance.

Peter Kleijwegt, Engine Oil Formulator, **CHEVRON ORONITE**

Vladimir Spirkin, Professor, **GUBKIN RUSSIAN STATE OIL AND GAS UNIVERSITY**

Patrick Lecuyer, Sales Director, EMEA, **AFTON CHEMICAL**

12:30 Lunch

14.00 Session 7: Original Equipment Manufacturer (OEM) requirements, quality assessments and applications.

- How is the ever-increasing car fleet in Russia changing consumers' requirements? What are the approval and quality control systems of local car manufacturers?
- CEC - Developing fuel and lubricant tests for the European automotive industry.

- International regulations for food grade lubricants – what Russian and CIS companies need to know.
- Changing requirements of aviation lubricants.
- Keeping up with API licensing – what are the prospects for Russian producers?
- Innovative methods of laboratory efficiency and in-service field testing to ensure consistent performance.
- Eco-friendly lubricants – how to comply with environmental legislation?

Boris Bunakov, General Director, **NAMI-KHIM**

Derek Mackney, Chairman of the Board, **CEC (CO-ORDINATING EUROPEAN COUNCIL FOR THE DEVELOPMENT OF PERFORMANCE TESTS FOR TRANSPORTATION FUELS, LUBRICANTS AND OTHER FLUIDS)**

Sarah Krol, General Manager, **NSF INTERNATIONAL**

Oleg Lebedev, Chief Specialist, **AVIATION CERTIFICATION CENTRE, THE STATE RESEARCH INSTITUTE OF CIVIL AVIATION**

15.30 Coffee break



16.00 Session 8: Panel Discussion: What prospects are there for independent producers in Russia and the CIS?

This timely and interactive panel discussion will provide an opportunity to discuss current issues facing **independent producers**, what challenges they face in competing with the majors and getting high quality feedstock and what the chances are to increase their participation in the market and get a bigger market share.

Alexander Evseev, Deputy General Director, **VIAL OIL**

Alexander Kartashov, Vice-President, **DELFIN GROUP**

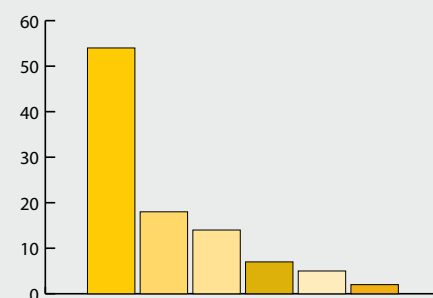
Gabbas Ilyasov, Deputy Director, **TATNEFT-NIZHNEKAMSKNEFTEKHIM-OIL**

17.30 Close of Conference

WHO YOU WILL MEET

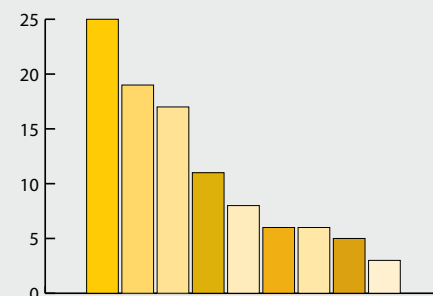
If your company is involved in the lubricants industry in Russia and the CIS, or you want to secure new business in the region, this is the ideal opportunity to raise your company profile and to network with key decision makers in the region.

COMPANY PROFILE



Base oils & lubricants producers	54%
Technology providers	18%
Additives suppliers	14%
Traders	7%
Petochemical companies	5%
Storage	2%

JOB TITLE



Director	25%
CEO	19%
Business Development	17%
Technical Director	11%
Chief Technologist	8%
Head of Lubricant Department	6%
Sales Manager	6%
Consultant	5%
Other	3%




REGISTRATION FORM

BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS

3RD ANNUAL MEETING

MOSCOW, RUSSIA, 23-25 MARCH 2010

5 EASY WAYS TO REGISTER

 **World Refining Association, 4th & 5th Floor, 86 Hatton Garden, London, EC1N 8QQ** ☎ **+44 (0) 20 7067 1800 or +44 (0) 1242 529 090**
 **+44 (0) 20 7430 9513 or +44 (0) 1242 582 157** @ **k.kudabayev@theenergyexchange.co.uk**  **www.wraconferences.com/baseoils**

REGISTRATION FEE

Conference + Workshop

- Register by 10th February - €1999 (save €150)
- Register after 10th February - €2,149
- I am unable to attend but would like to purchase the proceedings \$860 / €600

Exchange rates are subject to fluctuation. VAT will be charged at the appropriate rate where applicable.

Conference only

- Register by 10th February - €1399 (save €100)
- Register after 10th February - €1,499

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 k.kudabayev@theenergyexchange.co.uk for further information.

Company Name _____

Nature of Business _____

Address _____

City _____ State/Country _____

Country _____ Zip/Postcode _____

Telephone _____ Fax _____

Authorised by _____ **Signature** _____

Company CEO _____ Head of Base Oils _____

Technical Director _____ Head of Lubricants _____

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: _____

I confirm I have read the World Refining Association terms and conditions. Please tick the box to confirm acceptance of these conditions.

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

Moscow Marriott Royal Aurora Hotel, Petrovka St-Bld 11/20, Moscow, 107031 Russian Federation
Tel: +7 495 937 1000, Fax: +7 495 937 1001. The World Refining Association has negotiated preferential rates at the hotel for attendees of the event. Please contact Natasha Harwood via email on n.harwood@theenergyexchange.co.uk for a hotel booking form and accommodation related questions.

REGISTRATION FEE

The registration fee covers attendance at all sessions, refreshments, lunches, receptions and documentation containing the speaker presentations. Please note it may be necessary to alter the content or timing of the programme or its speakers.

Please note that VAT is not included and will be added at the appropriate rate where applicable.

LANGUAGE

The official conference language will be English with Russian simultaneous translation.

CUSTOMER SERVICES

For questions concerning your registration, attendance, visa support and invoice payments, please contact our Customer Services Department, Tel: +44 (0) 1242 529 090, Fax: +44 (0)1242 582 157.

BOOKING CODE

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6 REASONS WHY YOU SHOULD ATTEND BASE OILS AND LUBRICANTS IN RUSSIA AND THE CIS:

- 1. Unique opportunities to do business** with the region's leading base oil and lubricant producers - this conference is the best meeting place for anyone involved in this dynamic market with huge growth potential!
- 2. Practical and hands on workshop** addressing the application of advanced base oil manufacturing techniques.
- 3. Dynamic case-study driven agenda:** industry leaders will share their experience of operating in the region and implementing new technology solutions, arming you with practical tools to increase YOUR productivity and profitability.
- 4. Future outlook roundtable discussions:** open dialogue and debate with key base oil and lubricant producers in the region.
- 5. Business card exchange:** prior to the start of proceedings, attendees are given an opportunity to formally meet and greet other regional producers, decision makers and experts. Business cards are exchanged and key relationships are developed that can be fostered throughout the event and beyond.
- 6. New for 2010!** All Russian presentations will be translated in English, which means that when you return to the office your team will be able to tackle new ideas and have much clearer visibility on the issues surrounding the Russian lubricant market in the forthcoming year.



In further need of additional information? Simply contact:

Kairat Kudabayev, Delegate Relations Manager

Tel: +44 (0) 207 067 1836

Fax: +44 (0) 207 067 1807

Email: k.kudabayev@theenergyexchange.co.uk

SPONSORSHIP OPPORTUNITIES

Exhibit at this conference! Meet new clients and accelerate your existing pipeline – most of your prospects will be at the conference!

If you are serious about growing your presence in the Russian and CIS base oil and lubricant market or generating new leads with the region's top decision makers, then Base Oils and Lubricants in Russia and the CIS conference 2010 offers you the perfect platform.

As a sponsor... Corporate sponsorship packages are designed specifically to allow you to maximise your company's leadership profile and provide you with the opportunity to network with targeted senior level executives.

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



As an exhibitor... You will have the opportunity to raise your profile, meeting with clients and performing live demonstrations of your latest product developments.

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

To discuss your exhibition or sponsorship requirements in more detail, please contact:

Evnika Polovinkina, Director, Russia and CIS operations

Tel: +44 (0) 207 067 1800

Fax: +44 (0) 207 430 0552

Email: e.polovinkina@theenergyexchange.co.uk

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