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World Refining  
Association

CLARION  
EVENTS

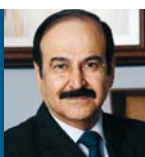
10-13 OCTOBER 2010 **MANAMA, BAHRAIN**



# PETCHEM ARABIA

## 5TH ANNUAL MEETING

PART OF THE MIDDLE EAST CHEMICAL WEEK



Held under the patronage of  
**His Excellency Dr. Abdul Hussain bin Ali Mirza**  
Minister of Oil and Gas Affairs  
Chairman of National Oil and Gas Authority (NOGA)

### KEY PANEL MEMBERS

Ibrahim Buainain, Vice President, Joint Venture Developments, **SAUDI ARAMCO**  
Dr Alaa Nassif, General Manager for Strategic Planning and Investment Development  
Directorate General at Yanbu, **ROYAL COMMISSION FOR JUBAIL AND YANBU (RCJY)**  
Fahad Al Dawood, General Manager, Operations,  
**JUBAIL UNITED PETROCHEMICALS COMPANY (UNITED-SABIC)**  
Ahmed Albassam, Vice President, Business Development,  
**NATIONAL INDUSTRIALIZATION COMPANY (TASNEE)**  
Basil El Baz, Chairman and Managing Director,  
**EGYPT BASIC INDUSTRIES CORPORATION (EBIC)**  
Michel Govaerts, General Manager, Middle East and Asia, **TOTAL PETROCHEMICALS**  
Fayez Al Sharef, Director, Chemical Business, **SAUDI ARAMCO**  
Dr. Werner Breuers, Member of the Board of Management, **LANXESS**  
Jamal Malaikah, President and Chief Operating Officer,  
**NATIONAL PETROCHEMICAL INDUSTRIAL COMPANY (NATPET)**  
Mohammed Nasser Al Hajri, Manager, Downstream Business Development  
and Evaluation, **QATAR PETROLEUM (QP)**  
Thibaut Eissautier, Group Purchasing Director, **MCBRIDE GROUP**  
Dr Abdullah Mahmud, Chairman and Executive **ENERGY CITIES DEVELOPMENT  
COMPANY (ECDCo)**  
Amir Nemr, Director Process Technology, **FLUOR**

**Pre-Conference:** Petrochemical Integration Strategies Workshop

**Post-Conference:** Petrochemical Catalyst Seminar, GPIC and BAPCO site visits

[www.wraconferences.com/chemicalweek](http://www.wraconferences.com/chemicalweek)

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10-13 OCTOBER 2010 **MANAMA, BAHRAIN**

# PETCHEM ARABIA 5TH ANNUAL MEETING

## WELCOME FROM THE MECW CHAIRMAN

Dear Colleague,

On behalf of the National Oil and Gas Authority and World Refining Association, it is our pleasure to welcome you to join us at The Middle East Chemical Week, the only event of its kind in the region.

Taking place simultaneously, the 5th Annual Petchem Arabia Conference and 3rd Annual Middle East Fertilizer Symposium will bring together petrochemical, chemical, and fertilizer producers, NOCs, IOCs, governments, investors, technology and service providers to identify sustainable solutions to the global challenges facing the Gulf petrochemical and fertilizer industries.

Key issues to be addressed include opportunities to enter new markets, feedstock availability, finance challenges and human resource strategies. The Middle East Chemical Week will serve as a platform to build new relationships with investors, potential partners, clients and suppliers.

It is a great honour to host The Middle East Chemical Week in the vibrant Kingdom of Bahrain, and we look forward to welcoming you in October.



**H.E. Dr. Abdul Hussain bin Ali Mirza**  
Minister of Oil and Gas Affairs  
Chairman of National Oil and Gas  
Authority (NOGA)

## MIDDLE EAST CHEMICAL WEEK OBJECTIVES

- 1 To bring together investors, petrochemical and fertilizer producers, NOCs, IOCs, technology and service providers and governments to identify sustainable solutions to the global challenges facing the petrochemical and fertilizer industries.
- 2 To promote the Gulf petrochemical and fertilizer industries and the potential for joint venture partnerships on an international scale to encourage and attract new investment into the sector.
- 3 To identify feedstock maximization options and the potential for alternatives and unconventional sources.
- 4 To assess strategies to develop a viable and sustainable downstream industry in the Gulf by adding value to existing products and plastics conversion.
- 5 To stimulate the role of the private sector in further developing the petrochemical, fertilizer and downstream industries in the Gulf.
- 6 To compare the best technologies to improve plant efficiency, flexibility and emissions reduction and their practical application in the Gulf.
- 7 To share valuable lessons learnt from the Gulf's biggest integration, new build and expansion projects in addition to the development of international joint venture projects.



## PETCHEM ARABIA 2009 TESTIMONIALS

"Petchem Arabia provided a great deal of industry information in one comprehensive setting."

**Taher Diab**, Corporate Planning and Strategy Manager,  
**QATAR PETROCHEMICAL COMPANY (QAPCO)**

"Impressive speakers and speeches in terms of topics and depth."

**Yao Wang**, Business Intelligence Manager, **BOROUGE**

"Petchem Arabia gave an in depth understanding of the petrochemicals industry in the evolving financial environment."

**Sukumar Pal**, Senior Production Engineer,  
**EQUATE PETROCHEMICAL COMPANY**

"Actual main players and actual developments were very well reflected."

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





## ABOUT THE WRA

Over the last 14 years, The World Refining Association has achieved worldwide recognition for the organization of high level, strategic and technical conferences within the downstream, refining, petrochemical and fertilizer sectors.

Because of our strong and long standing relationships with governments, regional and international oil and gas majors, and the largest petrochemical and fertilizer producers in the world, our industry events are renowned as market leaders in their fields.

Our global reach extends across Europe, CIS, Russia, Middle East, Asia, and the Americas. They take centre stage in the downstream calendar together with our awards which are increasingly becoming a sought after accolade to highlight best practice and excellence within the industry.

## PETCHEM ARABIA AGENDA AT A GLANCE

PETROCHEMICAL INTEGRATION STRATEGIES WORKSHOP	5TH ANNUAL PETCHEM ARABIA CONFERENCE PART OF THE MIDDLE EAST CHEMICAL WEEK		CATALYST SEMINAR AND SITE VISITS
PRE-CONFERENCE	DAY ONE	DAY TWO	POST-CONFERENCE
<b>SUNDAY 10 OCTOBER 2010</b>	<b>MONDAY 11 OCTOBER 2010</b>	<b>TUESDAY 12 OCTOBER 2010</b>	<b>WEDNESDAY 13 OCTOBER 2010</b>
<b>08:00</b> Registration and coffee	<b>08:00</b> Registration and coffee	<b>08:00</b> Registration and coffee	<b>08:00</b> Registration and coffee
<b>09:00</b> Opening welcome address and business card exchange	<b>09:00</b> Middle East Chemical Week opening ceremony	<b>09:00</b> Welcome and business card exchange	
<b>09:15</b> Integration business cases and models for refiners and petrochemical producers	<b>09:15</b> Speed exchange networking activity	<b>09:15</b> Building a sustainable downstream industry in the Middle East	<b>08:30</b> Smarter petrochemical catalysts for the future (part one)
<b>10:25</b> Coffee break	<b>10:00</b> Addressing the global factors impacting the Middle East petrochemical industry	<b>10:25</b> Coffee break 	<b>10:00</b> Coffee break
<b>10:55</b> Implementing successful refinery expansion and mega petrochemical integration projects	<b>11:10</b> Coffee break 	<b>10:55</b> Asset management and supply chain optimization strategies	<b>10:30</b> Smarter petrochemical catalysts for the future (part two)
<b>12:05</b> Luncheon	<b>11:40</b> Evolving business models of Middle East petrochemical producers and their impact on the global industry	<b>12:05</b> Luncheon <b>SIEMENS</b>	<b>12:00</b> End of seminar followed by luncheon
<b>13:35</b> Downstream integration challenges and opportunities in the GCC	<b>12:50</b> Luncheon <b>EC HARRIS BUILT ASSET CONSULTANCY</b>	<b>13:35</b> Capitalizing on catalyst developments and advancements in petrochemical technology	<b>13:00</b> Bus departs Gulf Hotel for site visits
<b>14:45</b> Coffee break	<b>14:20</b> Tracking the performance of major GCC petrochemical projects	<b>14:45</b> Coffee break 	<b>13:45</b> GPIC introduction followed by tour of the facilities
<b>15:15</b> Roundtable discussions – how producers can add value to existing products	<b>15:30</b> Coffee break 	<b>15:15</b> Roundtable discussions – olefins, polyolefins, aromatics and derivatives, and specialty chemical markets	<b>16:00</b> BAPCO presentation followed by Refinery tour
<b>16:25</b> <b>Wrap up session:</b> review of the conclusions drawn from the workshop	<b>16:00</b> Panel discussion and industry brainstorm	<b>16:25</b> <b>Wrap up session:</b> review of the conclusions drawn from the conference	<b>17:30</b> Tour finishes and bus departs for Gulf Hotel
<b>16:35</b> End of workshop	<b>17:15</b> <b>Wrap up session:</b> review of the conclusions drawn from day one	<b>16:40</b> End of conference	<b>18:00</b> Bus arrives at Gulf Hotel
<b>19:00</b> Pre-conference registration and welcome reception	<b>17:30</b> End of day one followed by <b>Gala Dinner</b> 		

**Note:** Petchem Arabia and the Middle East Fertilizer Symposium will share the opening ceremony in addition to the speed exchange networking activity, all coffee breaks, luncheons, and evening receptions to maximize networking potential.

## MIDDLE EAST FERTILIZER SYMPOSIUM

NEW FOR 2010!



The 5th Annual Petchem Arabia Conference will run alongside the 3rd Annual Middle East Fertilizer Symposium, sharing social sessions and the opening ceremony. An "access all areas" option has been designed to provide you with the opportunity to move between the Petchem Arabia and Middle East Fertilizer Symposium conference sessions, enabling you to gain insight into both sectors and maximize your networking opportunities.

**TO REQUEST A BROCHURE** for the Middle East Fertilizer Symposium, email: [d.andrews@theenergyexchange.co.uk](mailto:d.andrews@theenergyexchange.co.uk) or visit [www.wraconferences.com/fertsymposium](http://www.wraconferences.com/fertsymposium) for more details.



World Refining Association

CLARION EVENTS

10-13 OCTOBER 2010 **MANAMA, BAHRAIN**

## CONFIRMED PANEL MEMBERS

H.E. Dr. Abdul Hussain bin Ali Mirza  
Minister of Oil and Gas Affairs and Chairman  
**NATIONAL OIL AND GAS AUTHORITY (NOGA)**

Ibrahim Buainain  
Vice President, Joint Venture Developments  
**SAUDI ARAMCO\***

Fahad Al Dawood  
General Manager, Operations  
**JUBAIL UNITED PETROCHEMICALS COMPANY (UNITED-SABIC)**

Ahmed Albassam  
Vice President, Business Development  
**NATIONAL INDUSTRIALIZATION COMPANY (TASNEE)**

Basil El Baz  
Chairman and Managing Director  
**EGYPT BASIC INDUSTRIES CORPORATION (EBIC)**

Michel Govaerts  
General Manager, Middle East and Asia  
**TOTAL PETROCHEMICALS**

Fayez Al Sharef  
Director, Chemical Business  
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Group Purchasing Director  
**MCBRIDE GROUP**

Senior Representative  
**ROYAL COMMISSION FOR JUBAIL AND YANBU (RCJY)**

Paul Hodges  
Author of 'ICIS Chemicals and the Economy' blog and Chairman  
**INTERNATIONAL ECHEM**

Dr. Christian Günther  
Partner  
**MCKINSEY AND COMPANY**

Dr. Petri Lehmus  
Innovation Centre Manager  
**BOROUGE**

Dr. Heinz Zimmermann  
Vice President, Business Development  
**LINDE ENGINEERING**

Andy Gibbins  
Senior Vice President, Manufacturing  
**INTERNATIONAL ECHEM**

Dr. Wolf Spaether  
Director, Sales and Marketing EMEA Petrochemicals  
**SÜD CHEMIE**

Mike Cleveland  
Business Director, Petrochemicals  
**UOP**

Paul Brice  
Advanced Solution Director, HPS EMEA  
**HONEYWELL PROCESS SOLUTIONS**

Dr. Thomas Mohr  
Senior Sales Manager Project Development  
**SIEMENS**

Syed Rashid Husain  
Vice President  
**AL-AZZAZ**

\*Subject to final confirmation

## PRE-CONFERENCE WORKSHOP SUNDAY 10 OCTOBER 2010

### PETROCHEMICAL INTEGRATION STRATEGIES

08:00 Registration and coffee

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

**09:15 Session one: Integration business cases and models for refiners and petrochemical producers**

- Comparing integration business models for refiners and their impact on project execution, cost modelling and margins.
- How petrochemical producers can realize integration benefits without a refinery.

10:25 Coffee break

**10:55 Session two: Implementing successful refinery expansion and mega petrochemical integration projects**

- Ensuring uniformity across multiple contractors during the implementation of a large scale fully integrated complex - contracting strategies for large integrated petrochemical facilities.
- Using the main automation/electrical contractor (MAC/MEC) model to successfully implement mega projects in the petrochemical industry.

12:05 Luncheon

**13:35 Session three: Downstream integration challenges and opportunities in the GCC**

- Downstream petrochemical and plastics conversion – market challenges and opportunities.
- Building a fully integrated industrial complex – what are the advantages of investment for plastics converters?

14:45 Coffee break

**15:15 Session four: Roundtable discussions – opportunities for Gulf petrochemical producers to add value to existing products**

Table 1: Marketing: new downstream applications for polymers, polyolefins and polystyrene.

Table 2: Technologies and processes to get higher indexes, strengthening and unique properties.

**16:25 Wrap up session: review of the conclusions drawn from the workshop**

16:35 End of workshop

19:00 Pre-conference registration and welcome reception

## WORKSHOP LEADERS INCLUDE

Gert Smit, Senior Director, Process and Technology, **FLUOR**

Dr. Thomas Mohr, Senior Sales Manager Project Development, **SIEMENS**

Naji Abou Chedid, Development Director, **UOP MANAGEMENT SERVICES (SAUDI ARABIA)**

## CONFERENCE DAY ONE MONDAY 11 OCTOBER 2010

08:00 Registration and coffee

09:00 Middle East Chemical Week opening ceremony

His Excellency Dr. Abdul Hussain bin Ali Mirza, Minister of Oil and Gas Affairs and Chairman  
**NATIONAL OIL AND GAS AUTHORITY (NOGA)**

Dr Alaa Nassif, General Manager for Strategic Planning and Investment Development, Directorate General at Yanbu, **ROYAL COMMISSION FOR JUBAIL AND YANBU (RCJY)**

09:15 Speed exchange networking activity – meet the participants of Petchem Arabia and Middle East Fertilizer Symposium

**10:00 Session one: Addressing the global factors impacting the Middle East petrochemical industry**


Day One Chairman: Syed Rashid Husain, Vice President, **AL-AZZAZ**

- The outlook for petchem demand in 2011 – how companies should position themselves in an uncertain environment.
- Assessing the sustainability of the Chinese market for specialty chemicals.
- Strategic sourcing from Europe from a HDPE user's perspective: assessing the challenges facing FMCG companies and potential roadblocks for Middle Eastern converters in supplying Europe.

Paul Hodges, Author of 'ICIS Chemicals and the Economy' blog and Chairman, **INTERNATIONAL ECHEM**

Dr. Werner Breuers, Member of the Board of Management, **LANXESS**

Thibaut Eissautier, Group Purchasing Director, **MCBRIDE GROUP**

11:10 Coffee break sponsored by 

**11:40 Session two: Evolving business models of Middle East petrochemical producers and their impact on the global industry**

- A Gulf producer's perspective on the trends and long term outlook of the global petrochemical industry: impact of new capacity coming on-stream and the role of Gulf petrochemical producers.
- An IOCs perspective on the fast changing world and petrochemical industry – a strategic view.
- The role of the petrochemical manufacturer in commercializing new technology as part of a joint venture.

Ahmed Albassam, Vice President, Business Development, **NATIONAL INDUSTRIALIZATION COMPANY (TASNEE)**

Michel Govaerts, General Manager, **Middle East and Asia, TOTAL PETROCHEMICALS**

Fahad Al Dawood, General Manager, Operations, **JUBAIL UNITED PETROCHEMICALS COMPANY (UNITED-SABIC)**

12:50 Luncheon hosted by **EC HARRIS BUILT ASSET CONSULTANCY**

CONFERENCE DAY TWO  
TUESDAY 12 OCTOBER 2010

14:20 **Session three: Tracking the performance and plans for major GCC petrochemical and North African projects**

- Rabigh phase II expansion project: capitalizing on the advantages of location, utility costs and feedstock to build a sustainable downstream industry in the Kingdom of Saudi Arabia.
- Development of the Greenfield Olefins Complex: enabling Egypt to achieve its vision for growth in the petrochemicals industry.
- Capitalizing on the value of innovation in the petrochemical industry – development of the Borouge Innovation Centre.
- Update of the Energy Cities Master Plan at Al Berga and Ras Lanuf, Libya

Ibrahim Buainain, Vice President, Joint Venture Developments, **SAUDI ARAMCO**

Basil El Baz, Chairman and Managing Director, **EGYPT BASIC INDUSTRIES CORPORATION (EBIC)**

Dr. Petri Lehmus, Innovation Centre Manager, **BOROUGE**

Dr Abdullah Mahmud, Chairman and Executive Director, **ENERGY CITIES DEVELOPMENT COMPANY (ECDCo)**

Amir Nemr, Director Process Technology, **FLUOR**

15:30 Coffee break sponsored by



16:00 **Session four: Panel discussion and industry brainstorm**

- Protectionism: EU taxes on GCC petrochemical imports – How soon will other countries follow suit and how can Gulf producers maintain healthy margins?
- Are we betting too much on China absorbing new capacity? What is the Plan B?
- Can the Middle East really build a viable downstream business in petrochemicals?
- What are the short and long term implications of the Gulf's challenge of building and maintaining a highly skilled workforce?
- How can Middle East petrochemical producers fully capitalize on the Indian market?

Paul Hodges, Author of 'ICIS Chemicals and the Economy' blog and Chairman, **INTERNATIONAL ECHEM**

Fayez Al Sharef, Director, Chemical Business, **SAUDI ARAMCO**

Basil El Baz, Chairman and Managing Director, **EGYPT BASIC INDUSTRIES CORPORATION (EBIC)**

17:15 **Wrap up session: review of the conclusions drawn from day one**

Day One Chairman: Syed Rashid Husain, Vice President, **AL-AZZAZ**

17:30 End of conference day one followed by **Gala Dinner** hosted by the **Royal Commission for Jubail and Yanbu**



08:00 Registration and coffee

09:00 Welcome and business card exchange



Abdulaziz Alhajri, CEO, BOROUGE and Yousef Al Ateeqi, DMD, Olefins, PIC interact with attendees during Petchem Arabia 2009

09:15 **Session five: Building a sustainable downstream industry in the Middle East**

Chairman: Dr. Wolf Spaether, Director, Sales and Marketing EMEA Petrochemicals, **SÜD CHEMIE**

- Meeting the challenges of the next growth horizon for chemicals in the Middle East – creating employment, coping with decreasing gas prices, and expanding capabilities.
- The future for petrochemicals and downstream investment in an increasingly gas tight region and fragile financial environment.
- Feedstock integration in chemical clusters to stimulate downstream investment.
- Investment options for petrochemical producers to expand vertically and horizontally in the value chain.

Dr. Christian Günther, Partner, **MCKINSEY AND COMPANY**

Mohammed Nasser Al Hajri, Manager, Downstream Business Development and Evaluation, **QATAR PETROLEUM (QP)**

Gert Smit, Senior Director, Process and Technology, **FLUOR**

Jamal Malaikah, President and Chief Operating Officer, **NATIONAL PETROCHEMICAL INDUSTRIAL COMPANY (NATPET)**

10:25 Coffee break sponsored by



10:55 **Session six: Asset management and supply chain optimization strategies**

- An immediate approach to improve business margins – turning a 1% increase in the productivity level on an asset to a saving of over \$1 million a year.
- Lifecycle considerations for heat exchangers and cold boxes in petrochemical plants.
- Manufacturing strategies to achieve success in the post-recession environment: labour flexibility, managing CAPEX and shutdown, and the systematic elimination of waste.

Mark Howard, Partner and Head of Oil, Gas and Chemicals, **EC HARRIS**

Dr. Heinz Zimmermann, Vice President, Business Development, **LINDE ENGINEERING**

Andy Gibbins, Senior Vice President, Manufacturing, **INTERNATIONAL ECHEM**

12:05 Luncheon hosted by **SIEMENS**

13:35 **Session seven: Capitalizing on catalyst developments and advancements in petrochemical technology**

- Using Süd-Chemie's next generation of acetylene hydrogenation catalysts to increase profitability, flexibility and stability.
- What you need to know about the latest advancements in aromatics technology.
- How to work within constraints to capture business value and operational performance throughout the manufacturing space and across the supply chain whilst controlling costs.

Dr. Wolf Spaether, Director, Sales and Marketing EMEA Petrochemicals, **SÜD CHEMIE**

Mike Cleveland, Business Director, **Petrochemicals, UOP LLC**

Paul Brice, Advanced Solution Director, **HPS EMEA, HONEYWELL PROCESS SOLUTIONS**

14:45 Coffee break sponsored by



15:15 **Session eight: Roundtable discussions – select your product and table of choice for specific insight into current projects, new developments and technologies and market opportunities**

Table 1: Olefins

Table 2: Polyolefins

Table 3: Aromatics and Derivatives

Table 4: Specialty chemicals

Table 5: Fibre intermediates

16:25 **Wrap up session: review of the conclusions drawn from the conference**

16:40 End of conference



Ahmed Bashaweh, Senior Project Manager, SAUDI ARAMCO during panel Q&A



World Refining Association

CLARION EVENTS

10-13 OCTOBER 2010 **MANAMA, BAHRAIN**

## POST CONFERENCE – PETROCHEMICAL CATALYST SEMINAR

08:00 Registration and coffee

### 08:30 **Session one: Smarter petrochemical catalysts for the future (part one)**

- What you need to know about the latest developments in catalysts.
- Case studies of innovative catalysts applied in major petrochemical processes.
- Economic considerations – deactivation, regeneration and metal recovery.
- The future of catalysis: a greener, renewable future for petrochemistry?

10:00 Coffee break

### 10:30 **Session two: Smarter petrochemical catalysts for the future (part two)**

- Application of the latest generation of acetylene selective hydrogenation catalysts.
- How to select the most efficient catalytic technologies.

Dr. Wolf Spaether, Director, Sales and Marketing EMEA Petrochemicals, **SÜD CHEMIE**

12:00 End of seminar followed by luncheon

## GPIC AND BAPCO SITE VISITS

13:00 Bus departs Gulf Hotel for site visits

13:45 GPIC introduction followed by tour of the facilities



Gulf Petrochemical Industries Company (GPIC) is a joint venture of the Government of Bahrain, Sabic (Saudi Arabia) and Petrochemical Industries Company (PIC) (Kuwait). GPIC was established in 1979 to manufacture fertilizers and petrochemicals.

GPIC use natural gas as a feedstock for the production of 400,000 tonnes per annum of ammonia, 600,000 tonnes per annum of granular urea, and 400,000 tonnes per annum of methanol.

16:00 BAPCO presentation followed by Refinery tour

BAPCO, wholly owned by the Government of Bahrain, is engaged in the oil industry including exploration and prospecting for oil, drilling, production, refining, distribution of petroleum products and natural gas, sales and exports of crude oil and refined products.

The company owns a 250,000 barrel-a-day refinery, storage facilities for more than 14 million barrels, a marketing terminal, and a marine terminal for its petroleum products.

17:30 Site visits conclude and bus departs for Gulf Hotel

18:00 Bus arrives at Gulf Hotel



## PAST PARTICIPANTS INCLUDE

ABB • Abu Dhabi Polymers Park • Abukammash Chemical Complex  
 • ADBIC • ADCO • ADMA-OPCO • ADNOC • Agrolinz Melamine International • Air Liquide • AL BAYRONI • Al Qudra • Al Rajhi Petrochemical Group • Al-Azzaz • Albemarle • Alujain Corporation • Arab Potash Co • Arabian Gulf Oil Co • Arabian Industrial Gases Co • Arkema • Asahi Kasei Chemicals Corporation • Axens • BASF • Baxi Senertec • BNP Paribas • Borealis • Borouge • Braskem • British Offset • Carmel Olefins • CBI Lummus • CDTech • CH2M Hill • Chemaweya • Chemtura • Chimec • Chiyoda • CJP International • Clariant International • Contax Partners • CTCI Corporation • Dana Gas • Davy Process • Deutsche Bank • Dewitt & Co • Doncasters Parallo • Dow • Dupont • Economic & Social Development Fund • Egyptian Propylene & Polypropylene Co • Emirates Ship Investment Company • Engro Polymer & Chemicals • Equate • Evonik Degussa • FERTIL • FEV Engine Technology • Fiat Research Centre • Fluor • Foster Wheeler • Frost & Sullivan • Gas Cities • General Company for Chemical Industries • Global Engineering Solutions • Global Finance & Derivatives Associates • GOIC • GPIC • Grace Davison • Gulf Farabi Petrochemical Company • Gulf Investment Corporation • Gulf Organization For Industrial Consulting • Haver • Honeywell • Honeywell Process Solutions • Hoyer Global Transport • HSBC • Huntsman Corporation • Idemitsu Kosan Co • INEOS Technologies • Interbulk Group • Interchem Chemicals • Intertek • Jacobs Consultancy • Jam Petrochemical Company • Jordan Phosphate Mines • JP Morgan • KBC • KfW IPEX-Bank • Kline • Knightsbridge Chemicals • Kuwait Petroleum Corporation • Liberty International Underwriters • Linde • London Metal Exchange • LyondellBasell • M&G Finanziaria • Maasvlakte Olie Terminal • MEPET • Meridium International • Ministry of Industry & Minerals, Iraq • NAPCO • NATPET • Neste Jacobs • Neste Oil • Nickelhütte • Ningbo Janhike Industry Co • Noble Chemicals • NOC Libya • Norgas Carriers • Nova Chemicals • Oman Oil Company • Oriental Petrochemicals Co • OXEA • Oxeno Olefinchemie • PDM Group • Petro Rabigh • Petrobras • PFC Energy • PIC • PKN Orlen • Pöyry • Punj Lloyd • QAPCO • Qatar Navigation • Qatar Petroleum • Reliance • Royal Commission for Jubail & Yanbu • SABIC • SAFRA • Samsung Total Petrochemicals • Sanyo Petrochemicals Co • Sasol Solvents • Saudi Aramco • Schmidt + Clemens • Shahid Tondgooyan • Shell • SIDPEC • Siemens • Simon Carves • SINOPEC • Sipchem • Solvechem Emirates • Stratley • Süd Chemie • Sultana Holding Co • TAKREER • Tasnee • Taylor-DeJongh • Technip • Tecnimont • TGE Gas Engineering • Topchem Chemikalienhandel • Total • Turkish Petroleum Refineries Co • Uhde • United Development Company • United Eastern Group • UOP • Valorplast • Ventyx • Vinmar International • Vopak Chemicals • Wacker Chemie • Worley Parsons • Xenel Industries • Yanbu National Petrochemical Co • Zamil Group

**LinkedIn**

Join us on LinkedIn! **The Middle East Petrochemicals Network (MEPNET)** has been developed to facilitate year round networking for the Gulf petrochemicals industry.

**For more information,**  
 email: [d.andrews@theenergyexchange.co.uk](mailto:d.andrews@theenergyexchange.co.uk) or  
 visit [www.linkedin.com](http://www.linkedin.com)



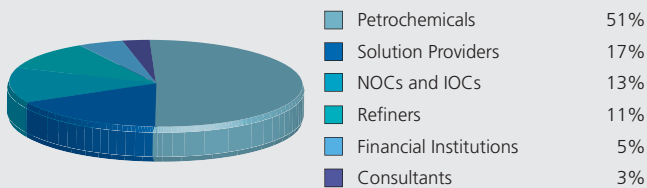
# 5th Annual Petchem Arabia Conference

## 5 KEY REASONS TO ATTEND PETCHEM ARABIA

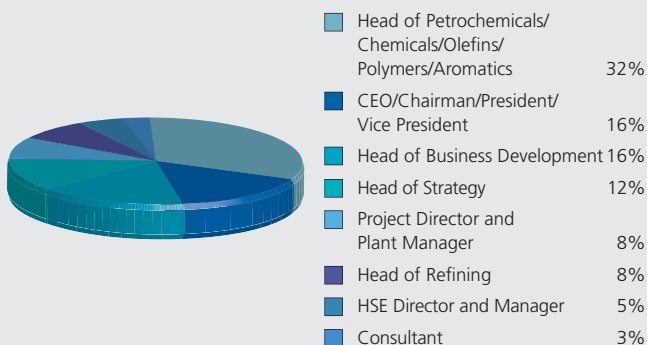
- 1 Learn how the **threat of protectionism** and **impact of new capacity coming on-stream** will impact your business.
- 2 Meet **handpicked investors** and **joint venture partners** to progress with new build, revamp and capacity expansion projects.
- 3 Compare the latest technologies to **improve plant efficiency, flexibility, emissions reduction** and **add value to existing products**.
- 4 Gain the unique perspective of HDPE buyer, McBride Group, on how to **maximize your position in the European market and break into the specialty chemical market**.
- 5 Engage with market leaders such as **Sabir, Borouge, Saudi Aramco, Total, Tasnee, EBIC, NATPET, QP, Lanxess** to develop **new asset maximization strategies**.

## WHO WILL ATTEND PETCHEM ARABIA

### Expected Industry Audience in 2010:



### Expected Seniority of Attendees in 2010:



**Note:** For a breakdown of who will attend the Middle East Fertilizer Symposium, visit: [www.wraconferences/fertsymposium](http://www.wraconferences/fertsymposium) for more details.

## THE MIDDLE EAST FERTILIZER SYMPOSIUM

NEW FOR 2010!



### MIDDLE EAST FERTILIZER SYMPOSIUM 3RD ANNUAL MEETING PART OF THE MIDDLE EAST CHEMICAL WEEK

The Middle East Chemical Week has been developed to provide you with access to both the Middle East petrochemical and fertilizer markets. The 5th Annual Petchem Arabia Conference will run alongside the 3rd Annual Middle East Fertilizer Symposium, sharing social sessions and the opening ceremony.

An "access all areas" option has been designed to provide you with the opportunity to move between the Petchem Arabia and Middle East Fertilizer Symposium conference sessions, enabling you to gain insight into both sectors and increase your networking opportunities.

**TO REQUEST A BROCHURE** for the Middle East Fertilizer Symposium, email: [d.andrews@theenergyexchange.co.uk](mailto:d.andrews@theenergyexchange.co.uk) or visit [www.wraconferences.com/fertsymposium](http://www.wraconferences.com/fertsymposium) for more details.

## SPONSORSHIP OPPORTUNITIES

### 100% SPONSORSHIP REBOOK RATE FROM 2009!



“Linde is pleased to be a corporate sponsor of the Middle East Chemical Week. During our four years of involvement, it has proven to be an important platform for us to maintain existing relationships and identify new business opportunities within the Middle East.”

**Dr. Heinz Zimmermann**, Vice President, Business Development, **LINDE ENGINEERING**

Stand out amongst your competitors and take this opportunity to place your business directly in the heart of the Gulf petrochemical and fertilizer markets.

### LIMITED OPPORTUNITIES AVAILABLE

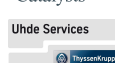
To discuss your sponsorship requirements, please contact:

**Sylvester Gabriel**, Commercial Director

**Tel: +44 (0) 207 067 1810**

**Email: [s.gabriel@theenergyexchange.co.uk](mailto:s.gabriel@theenergyexchange.co.uk)**

## EXHIBITORS



## MEDIA PARTNERS

