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World Refining
Association

CLARION
EVENTS

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

MIDDLE EAST FERTILIZER SYMPOSIUM

3RD 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

- Ahmed Al Qahtani, General Manager, Ammonia and Phosphate, **SABIC**
- Ahmed Al Awfi, Deputy Chief Executive Officer, **OMAN INDIA FERTILIZER COMPANY (OMIFCO)**
- Muhammad K Al Yousuf, Chief Chemist, **SAUDI ARABIAN FERTILIZER COMPANY (SAFCO)**
- Yehia El Azab, General Manager, **ABU DHABI FERTILIZERS COMPANY (ADFERT)**
- H.P. Pandya, Executive Director, **GUJARAT STATE FERTILIZERS AND CHEMICALS LIMITED (GSFC)**
- Malik Arif Hayat, Chief Executive and Managing Director, **FAUJI FERTILIZER COMPANY**
- Yousif Al Haimi, Head, Environment Section, **QATAR FERTILIZER COMPANY (QAFCO)**
- Aref Al Awadi, Business Process Development Team Leader, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**
- Ahmed Saeed, Manager, Maintenance Planning and Asset Management, **ALEXANDRIA FERTILIZERS COMPANY (ALEXFERT)**
- Houssam Assad, Inspection General Manager, **ABU QIR FERTILIZERS COMPANY**
- Noman Abu Farha, Head of Urea 2 Plant, **QATAR FERTILIZER COMPANY (QAFCO)**

Pre-Symposium: Best Practices and Technologies for Asset Management and Fertilizer Plant Optimization

Post-Symposium: Fertilizer Catalyst Seminar, GPIC and BAPCO site visits

www.wraconferences.com/chemicalweek

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NATIONAL OIL & GAS AUTHORITY

MIDDLE EAST FERTILIZER SYMPOSIUM

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 3rd Annual Middle East Fertilizer Symposium and 5th Annual Petchem Arabia Conference will bring together fertilizer, petrochemical, and chemical producers, NOCs, IOCs, governments, investors, technology and service providers to identify sustainable solutions to the global challenges facing the Gulf fertilizer and petrochemical 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, fertilizer and petrochemical producers, NOCs, IOCs, technology and service providers, and governments to identify sustainable solutions to the global challenges facing the fertilizer and petrochemical industries.
- 2 To promote the Gulf fertilizer and petrochemical 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 entering new markets.
- 5 To stimulate the role of the private sector in further developing the fertilizer, petrochemical, 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.



2009 SYMPOSIUM TESTIMONIALS

"The World Refining Association's Middle East Fertilizer Symposium provided a good, friendly and open atmosphere which was great for networking."

C V Venugopal, Chief Executive Officer,
OMAN INDIA FERTILIZER COMPANY (OMIFCO)

"The Middle East Fertilizer Symposium delivered a relevant gathering of industry professionals from the fertilizer sector, providing a good opportunity for networking and discovering the latest industry ideas and trends."

Farhan Ul Karim, Plant General Manager,
FAUJI FERTILIZER BIN QASIM

"I gathered useful information. The papers were all very good and relevant for my day to day work."

V. Balasubramanian, Asset Integrity Section Head,
RUWAIS FERTILIZER INDUSTRIES








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, fertilizer and petrochemical sectors.

Because of our strong and long standing relationships with governments, regional and international oil and gas majors, and the largest fertilizer and petrochemical 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.

MIDDLE EAST FERTILIZER SYMPOSIUM AGENDA AT A GLANCE

| ASSET MANAGEMENT AND PLANT OPTIMIZATION WORKSHOP | 3RD ANNUAL MIDDLE EAST FERTILIZER SYMPOSIUM PART OF THE MIDDLE EAST CHEMICAL WEEK | | CATALYST SEMINAR AND SITE VISITS |
|---|--|---|--|
| PRE-SYMPOSIUM | DAY ONE | DAY TWO | POST-SYMPOSIUM |
| SUNDAY 10 OCTOBER 2010 | MONDAY 11 OCTOBER 2010 | TUESDAY 12 OCTOBER 2010 | WEDNESDAY 13 OCTOBER 2010 |
| 08:00 Registration and coffee | 08:00 Registration and coffee | 08:00 Registration and coffee | 08:00 Registration and coffee |
| 09:00 Opening welcome address and business card exchange | 09:00 Middle East Chemical Week opening ceremony | 09:00 Welcome and business card exchange | |
| 09:15 Strategies to optimize the equipment and material selection process | 09:15 Speed exchange networking activity | 09:15 Fertilizer industry, the environment and environmental regulation | 08:30 Smarter fertilizer catalysts for the future (part one) |
| | 10:00 Global fertilizer growth trends, market drivers and detractors | | |
| 10:25 Coffee break | 11:10 Coffee break  | 10:25 Coffee break  | 10:00 Coffee break |
| 10:55 Improving the efficiency of production – revamps, technology and process upgrades | 11:40 Expansion challenges and opportunities facing Middle East fertilizer producers | 10:55 Improving operational efficiency | 10:30 Smarter fertilizer catalysts for the future (part two) |
| 12:05 Luncheon | 12:50 Luncheon  | 12:05 Luncheon  | 12:00 Luncheon |
| 13:35 Best practices for shutdowns and turnarounds | 14:20 Updates on key fertilizer projects in the region | 13:35 Improving the quality of the end product | 13:00 Bus departs Gulf Hotel for site visits |
| 14:45 Coffee break | 15:30 Coffee break  | 14:45 Coffee break  | 13:45 Tour of GPIC facilities |
| 15:15 Roundtable discussions – asset management and economics of plant upgrades | 16:00 Roundtable discussions – feedstock, environmental drivers, and fertilizer efficiency | 15:15 Innovative technology developments for fertilizer plant optimization | 16:00 BAPCO Presentation followed by Refinery tour |
| 16:25 Wrap up session: review of the conclusions drawn from the workshop | 17:15 Wrap up session: review of the conclusions drawn from the workshop | 16:25 Wrap up session: review of the conclusions drawn from the symposium | 17:30 Tour finishes and bus departs for Gulf Hotel |
| 16:35 End of workshop | 17:30 End of day one followed by Gala Dinner  | 16:40 End of symposium | 18:00 Bus arrives at Gulf Hotel |
| 19:00 Pre-symposium registration and welcome reception | | | |

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

PETCHEM ARABIA CONFERENCE

NEW FOR 2010!



The 3rd Annual Middle East Fertilizer Symposium will run alongside the 5th Annual Petchem Arabia Conference, 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 Middle East Fertilizer Symposium and Petchem Arabia conference sessions, enabling you to gain insight into both sectors and maximize your networking opportunities.

TO REQUEST A BROCHURE for the Petchem Arabia Conference, email: d.andrews@theenergyexchange.co.uk or visit www.wraconferences.com/petchemarabia for more details.



CONFIRMED PANEL MEMBERS

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

Ahmed Al Qahtani
General Manager, Ammonia and Phosphate
SABIC

Ahmed Al Awfi
Deputy Chief Executive Officer
OMAN INDIA FERTILIZER COMPANY (OMIFCO)

Muhammad K Al Yousuf
Chief Chemist
SAUDI ARABIAN FERTILIZER COMPANY (SAFCO)

Noman Abu Farha
Head of Urea 2 Plant
QATAR FERTILIZER COMPANY (QAFCO)

Ahmed Saeed
Manager, Maintenance Planning and Asset
Management
ALEXANDRIA FERTILIZERS COMPANY (ALEXFERT)

Lt. General Malik Arif Hayat (Retired)
Chief Executive and Managing Director
FAUJI FERTILIZER COMPANY LIMITED (FFC)

Houssam Assad
Inspection General Manager
ABU QIR FERTILIZERS COMPANY

Yehia El Azab
General Manager
ABU DHABI FERTILIZERS COMPANY (ADFERT)

H.P. Pandya
Executive Director
GUJARAT STATE FERTILIZERS AND CHEMICALS LIMITED (GSFC)

Yousif Al Haimi
Head, Environment Section
QATAR FERTILIZER COMPANY (QAFCO)*

John Brightling
Ammonia Industry Manager
JOHNSON MATTHEY CATALYSTS

Ashraf Sabry
Ammonia 3 Production General Manager
ABU QIR FERTILIZERS COMPANY

Dr. Harald Dialer
Director, Sales and Marketing EMEA, Chemicals
SÜD CHEMIE

Henrik Surrow Larsen
General Manager, Middle East
HALDOR TOPSOE

Aref Al Awadi
Business Process Development Team Leader
PETROCHEMICAL INDUSTRIES COMPANY (PIC)

Yaqoob Kamal
Technical Sales Manager, Middle East
JOHNSON MATTHEY CATALYSTS

Dr. Shankar Venkataraman
Business Development Manager
SCHMIDT + CLEMENS

Mark Bristow
Services Development Manager
JOHNSON MATTHEY CATALYSTS

Senior Representative
ROYAL COMMISSION FOR JUBAIL AND YANBU (RCJY)

Dr. Benno Ganser
Corporate Business Development Manager
SCHMIDT + CLEMENS

*Subject to final confirmation

PRE-SYMPOSIUM WORKSHOP SUNDAY 10 OCTOBER 2010

BEST PRACTICES AND TECHNOLOGIES FOR ASSET MANAGEMENT AND FERTILIZER PLANT OPTIMIZATION

08:00 Registration and coffee

09:00 Welcome and business card exchange

09:15 Session one: Strategies to optimize the equipment and material selection process

- Choosing rotating equipment to avoid pitfalls during the upgrading of existing plants.
- How to improve compressor reliability.
- Case study: developments in steam systems and their practical application to improve plant productivity.

Houssam Assad, Inspection General Manager,
ABU QIR FERTILIZERS COMPANY

Dr. Shankar Venkataraman, Business
Development Manager, **SCHMIDT + CLEMENS**

Dr. Benno Ganser, Corporate Business
Development Manager, **SCHMIDT + CLEMENS**

10:25 Coffee break

10:55 Session two: Improving the efficiency of production – revamps, technology and process upgrades

- Upgrading ammonia plants: a new system for revamps.
- Consolidation of separate control rooms to improve plant efficiency.
- Water treatment to avoid upsetting processes in the plant.

Mark Bristow, Services Development Manager,
JOHNSON MATTHEY CATALYSTS

12:05 Luncheon

13:35 Session three: Best practices for shutdowns and turnarounds

- How to maximize on-stream operations during a shutdown.
- Case study: optimizing turnaround planning, execution and evaluation in Abu Qir.

Ahmed Saeed, Manager, Maintenance Planning
and Asset Management, **ALEXANDRIA
FERTILIZERS COMPANY (ALEXFERT)**

Ashraf Sabry, Ammonia 3 Production General
Manager, **ABU QIR FERTILIZERS COMPANY**

14:45 Coffee break

15:15 Session four: Roundtable discussions

Table 1: Asset management and plant
maintenance challenges of operating
older plants.

Ahmed Saeed, Manager, Maintenance Planning
and Asset Management, **ALEXANDRIA
FERTILIZERS COMPANY (ALEXFERT)**

Table 2: Economics of plant upgrades – long
term viability of justifying the cost.

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

16:35 End of workshop

19:00 Pre-symposium registration
and welcome reception

SYMPOSIUM 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)

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

10:00 Session one: Global fertilizer growth trends, market drivers and detractors

Chairman: Noman Abu-Farha, Head of Urea 2
Plant, **QATAR FERTILIZER COMPANY (QAFCO)**

- Market supply and demand situation – population growth and the impact of the increasing cost of food production: focus on Vietnam, Thailand, Europe and US markets.
- Impact of the biofuels industry gaining momentum – effect of crops used to produce ethanol and methanol competing with agricultural products.
- Outlook on the declining spot price of fertilizer products and how producers can maximize their margins.
- Supply and demand of potash and challenges in the specialty fertilizers market.
- Assessing Pakistan's supply and demand situation over the next 5 years.

Senior Representative, **MCKINSEY AND COMPANY**

Yehia El Azab, General Manager, **ABU DHABI
FERTILIZERS COMPANY (ADFERT)**

Malik Arif Hayat, Chief Executive and Managing
Director, **FAUJI FERTILIZER COMPANY**

11:10 Coffee break sponsored by **SC**

11:40 Session two: Expansion challenges and opportunities facing Middle East fertilizer producers

- Sustainability 2017 and beyond: a long term vision for the future of the fertilizer industry.
- How to grow in a more conservative project finance environment.
- Gas availability in the region: potential of Iran and more GCC network projects.
- Opportunities outside the region – potential for partnerships in North Africa.
- Case study: experiences and lessons learnt from the last maintenance turnaround in OMIFCO.

John Brightling, Ammonia Industry Manager,
JOHNSON MATTHEY CATALYSTS

Ahmed Al Awfi, Deputy Chief Executive
Officer, **OMAN INDIA FERTILIZER COMPANY
(OMIFCO)**

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

14:20 Session three: Updates on key fertilizer projects in the region

- Ruwais Fertilizer Industries (FERTIL)
- Saudi Arabian Mining Company (Ma'aden)
- Sorfert Algeria

15:30 Coffee break sponsored by **SC**

16:00 Session four: Roundtable discussions

This session will be devoted to interactive open discussions providing the opportunity for informal information exchange and relationship building. Select your table of choice and have your say amongst international fertilizer industry leaders and experts.

Table 1: Feedstock availability: challenges of not operating at full capacity due to feedstock shortages.

Table 2: Environmental drivers and their impact on cost to the fertilizer manufacturer.

Table 3: Technologies for enhanced fertilizer efficiency.

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

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



Mohamed Rashid Al Rashid, CEO, FERTIL, delivering the Keynote Address at the 2009 Middle East Fertilizer Symposium

SYMPOSIUM DAY TWO
TUESDAY 12 OCTOBER 2010

08:00 Registration and coffee

09:00 Welcome and business card exchange



09:15 Session five: Fertilizer industry, the environment and environmental regulation

- Case study: preparing for a better tomorrow – assessing the development of recent emissions reduction, environmental control, and sustainability initiatives implemented in Sabc. Lessons learnt and future challenges.
- Consequences of fertilizer products on the environment and agricultural industries – understanding how end products are and could potentially be regulated.
- How to increase the efficiency of urea to add value to existing products.
- CO₂ capture and emissions reduction projects and their practical implementation in the Middle East.
- Ammonia flaring and its impact on the development of new technology.

Ahmed Al Qahtani, General Manager, Ammonia and Phosphate, **SABIC**

Yousif Al Haimi, Head, Environment Section, **QATAR FERTILIZER COMPANY (QAFCO)**

10:25 Coffee break sponsored by **SC**

10:55 Session six: Improving operational efficiency

Chairman: Noman Abu-Farha, Head of Urea 2 Plant, **QATAR FERTILIZER COMPANY (QAFCO)**

- Energy conservation in ammonia and methanol plants – case studies based on GSFC's Ammonia Revamp Project.
- Case study: successful deployment of Lean Six Sigma in PIC.

H.P. Pandya, Executive Director, **GUJARAT STATE FERTILIZERS AND CHEMICALS LIMITED (GSFC)**

Aref Al Awadi, Business Process Development Team Leader, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**

12:05 Luncheon hosted by **SIEMENS**

13:35 Session seven: Improving the quality of the end product

- Capitalizing on innovative catalytic technologies to stimulate the sustainable growth of the global fertilizer industry.
- Case study: Road map to obtain ISO 17025 – challenges faced, how SAFCO benefited, and recommendations for obtaining ISO 17025.
- From science to development of new gas purification products.

Dr. Harald Dialer, Director, Sales and Marketing EMEA, Chemicals, **SÜD CHEMIE**

Muhammad K Al Yousuf, Chief Chemist, **SAUDI ARABIAN FERTILIZER COMPANY (SAFCO)**

Henrik Surrow Larsen, General Manager, Middle East, **HALDOR TOPSOE**

14:45 Coffee break sponsored by **SC**

15:15 Session eight: Innovative technology developments for fertilizer plant optimization

- Technology innovations for cost reduction, improved flexibility and the optimization of ageing plants.
- Materials and technologies for sustainable corrosion control.
- Asset management strategies and supply chain optimization.

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

16:40 Closing remarks and end of symposium



For speaker updates and to download the latest agenda, visit:
www.wraconferences.com/chemicalweek or
www.wraconferences.com/fertsymposium.

POST CONFERENCE – FERTILIZER CATALYST SEMINAR

08:00 Registration and coffee

08:30 Session one: Smarter fertilizer catalysts or the future (part one)

- What you need to know about the latest developments in catalysts.
- How to know when it is time to change your catalyst.
- Theories and case studies of innovative catalysts applied in major fertilizer processes.

Yaqoob Kamal, Technical Sales Manager, Middle East,
JOHNSON MATTHEY CATALYSTS

10:00 Coffee break

10:30 Session two: Smarter fertilizer catalysts for the future (part two)

This part of the seminar will highlight Haldor Topsoe's latest research and development findings, case studies of successful application and insight into how to select your catalyst.

Henrik Surrow Larsen, General Manager, Middle East, **HALDOR TOPSOE**

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

Qatar Fertiliser Company (QAFCO) • Ruwais Fertilizer Industries (FERTIL) • Saudi Arabian Fertilizer Company (SAFICO) • Saudi Basic Industries Corporation (SABIC) • Petrochemical Industries Company (PIC) • Abu Qir Fertilizers Company • Alexandria Fertilizers Company (Alexfert) • Gulf Petrochemical Industries Company (GPIC) • Oman India Fertilizer Company (OMIFCO) • Stamicarbon • UHDE • Petronas • Süd Chemie • Johnson Matthey Catalysts • Haldor Topsoe • Yara International • Qatar Petroleum (QP) • Abu Dhabi Fertilizers Company (ADFERT) • Arab Potash Company • Ardabil Petrochemical Company • Fauji Fertilizer Company (FFC) • Misr Fertilizer Production Company (MOPCO) • Nagarjuna Fertilisers and Chemicals • National Petrochemical Company (NPC) • Technip • BASF • WorleyParsons • Pak American Fertilizers • Pak Arab Fertilizers • Tecnimont • Petrovietnam • Honeywell Process Solutions • IPCOS • Jacobs Consultancy • Kawasaki Heavy Industries • Kimre • La Nouvelle General Trading & Construction Co • Litwin • Ministry Of Industry & Minerals, Iraq • Nexant • Nickelhütte • OLMi • Oman Wastewater Services Company • Qatar Navigation • Ag-Chem Europe • Air Liquide • Arya Sasol Polymer Company • Asean Bintulu Fertilizer • Azgard Nine Limited Company • Bateman Litwin • BHDT • BNP Paribas • Bulkflow Technologies • Casale Group • Chemoprojekt • Clarkson • Dar Al Hayat • EcoPhos • Eurotecnica Contractors and Engineers • Fischbein • FLOWTRONIX • Flsmidth Dorr Oliver Eimco Italy Srl • Forschungsstelle Fuer • Gascities • GE Oil & Gas • GEA Ecoflex Middle East • GPN • Gujarat State Fertilizers & Chemicals (GSFC) • R&D Institute of Urea & Organic Synthesis Products • Reliasoft Asia • Sadepan Chimica • Saipem • Sandvik Materials Technology • Sandvik Process Systems • Schenck Process • Schmidt + Clemens • Schoeller Bleckmann Nitec • Siemens • Societe Generale • Solex Thermal Science • SQM Africa • Standard Chartered Bank • State Trading Corporation of India • TOP CHEM Chemikalienhandel • Toyo Engineering Corporation •

LinkedIn

The **Middle East Fertilizer Network (MEFNET)** Group has been developed to facilitate year round networking for the Gulf fertilizer industry.

For more information,
email: d.andrews@theenergyexchange.co.uk or
visit www.linkedin.com

3rd Annual Middle East Fertilizer Symposium

5 KEY REASONS TO ATTEND

- ✓ Gain insight from leading fertilizer producers **Abu Qir**, **Alexfert**, and **OMIFCO** on how to maximize your on-stream operations during a shutdown and turnaround period.
- ✓ Learn how market leaders **Sabir** and **QAFCO** are adapting their environmental strategy to remain sustainable in the long-term so that you can refine your own strategy moving forward.
- ✓ Compare the latest technologies and processes to optimize your assets from market leaders including **Süd Chemie**, **Johnson Matthey Catalysts**, **Haldor Topsoe** and more.
- ✓ Adapt your organizational strategy from exclusive insight into the successful deployment of Lean Six Sigma within **PIC**.
- ✓ Learn how **SAFCO** benefited from and obtained ISO 17025 and adapt your approach accordingly.

PETCHEM ARABIA CONFERENCE

NEW FOR 2010!



PETCHEM ARABIA
5TH ANNUAL MEETING
PART OF THE MIDDLE EAST CHEMICAL WEEK

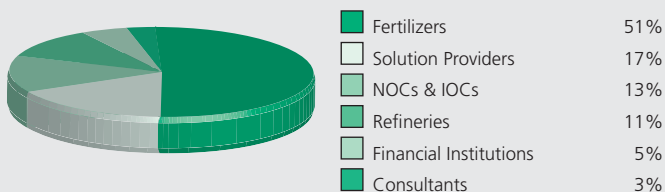
The Middle East Chemical Week has been developed to provide you with access to both the Middle East fertilizer and petrochemical markets. The 3rd Annual Middle East Fertilizer Symposium will run alongside the 5th Annual Petchem Arabia Conference, sharing social networking sessions and the opening ceremony.

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

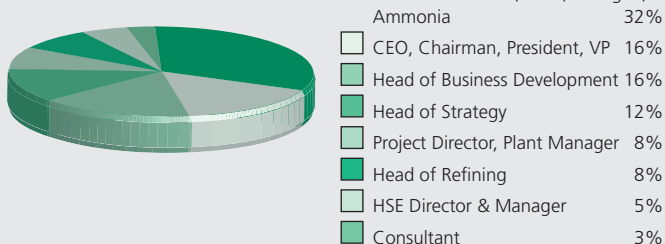
TO REQUEST A BROCHURE for Petchem Arabia, email: d.andrews@theenergyexchange.co.uk or visit www.wraconferences.com/petchemarabia for more details.

WHO WILL ATTEND THE SYMPOSIUM

Profile by Industry



Profile by Seniority



Note: For a breakdown of who will attend Petchem Arabia, visit www.wraconferences/petchemarabia for more details.

SPONSORSHIP OPPORTUNITIES

Stand out amongst your competitors - join us and place your business in the heart of the Middle East fertilizer and petrochemical markets!

- ✓ Capitalize on new growth opportunities both in and outside of the region
- ✓ Gain access to and do business with the region's most influential fertilizer and petrochemical producers
- ✓ Raise brand awareness across both sectors or specifically target Middle East fertilizer producers
- ✓ Showcase your achievements, products and services to the region's leading producers including Sabir, Qafco, Abu Qir, Alexfert, PIC and many more

LIMITED OPPORTUNITIES AVAILABLE

To discuss your business requirements, contact:

Sylvester Gabriel, Commercial Director

Tel: +44 (0) 207 067 1810

Email: s.gabriel@theenergyexchange.co.uk

EXHIBITORS



MEDIA PARTNERS

