

# PETCHEM ARABIA 2006

## AN INTERNATIONAL CONFERENCE FOR THE MIDDLE EAST PETROCHEMICAL SECTOR



**27 – 29 NOVEMBER 2006**  
**HILTON INTERNATIONAL HOTEL**  
**ABU DHABI, UAE**



### CONFERENCE SPONSORS



### KEY CONTRIBUTIONS FROM

**Mohamed Al Azdi**  
Operations Coordination Division Manager  
Chemicals Directorate  
**ADNOC**

**Yousef Al Ateeqi**  
General Manager Olefins II  
**PETROCHEMICAL INDUSTRIES**  
**COMPANY**

**Hubert Puchner**  
CEO  
**BOROUGE**

**Abdulkarim Al Othman**  
President  
**AL RAJHI PETROCHEMICAL GROUP**

**Hesham Raafat**  
CEO  
**ORIENTAL PETROCHEMICALS**

**Dr Mustafa Al Jarrah**  
Director General  
**MINISTRY OF INDUSTRY AND**  
**MINERALS, IRAQ**



# WELCOME



## INTRODUCTION

To compliment the World Refining Association's already successful series of Middle Eastern oil and gas and refining conferences, the WRA are delighted to announce the launch of Petchem Arabia, An International Conference for the Middle East Petrochemical Sector taking place from 27 – 29 November 2006 at the Hilton International Hotel in Abu Dhabi, UAE.

With low cost feedstocks and an envious geographical location between west and eastern petrochemical markets, the Middle East is seen as the world's most attractive location for petrochemical assets.

With the Middle East petrochemical sector now embarking on the next stage of expansion, it faces a number of challenges. Discussions at Petchem Arabia will address the key issues and challenges at the heart of the Middle East petrochemicals sector including strategies for continued regional growth and penetration of international new markets. Maintaining the regions cost competitiveness in the global market place, attracting overseas partners and addressing the increasing problems surrounding the issue of rising EPC costs due to the escalating number of new project announcements.

Renowned for creating interactive networking opportunities and securing executive speaker panels and agendas that the sector demands, Petchem Arabia is guaranteed to be no exception, bringing together key petrochemical players operating in the region, providing the opportunity to hear cutting edge presentations and network with people who can make a difference to the future of the industry and *your* business.

## WHO SHOULD ATTEND?

- Senior executive decision makers from the regions petrochemical majors
- Integrated refining and petrochemical complex operational personnel
- Engineering and technology manufacturers, contractors and providers
- Process and technology support advisors and licensors
- Supply chain management
- Senior petrochemical specialist and management personnel
- Project management specialists: strategic and technological
- Specialist: advisors and industry analysts and consultants
- Decision makers from International Governments
- International sales managers and business development experts
- Financiers: corporate, project and trade finance specialists

## FIVE SIMPLE REASONS TO ATTEND

**GAIN:** A complete overview and a wealth of information on the latest developments impacting the Middle Eastern petrochemical sector and learn about potential new strategies and investment opportunities

**HEAR:** Key players from the region and senior-level industry experts divulge their experiences and knowledge allowing you to establish your position within the Middle East.

**MEET:** With professionals from major regional and international petrochemical companies and technology providers and take the opportunity to network and forge lasting business relationships.

**DISCUSS:** Industry developments through interactive formal sessions, informal and open roundtable discussions and social gatherings.

**VISIT:** Participate within a visit to Ruwais Fertilizer Industries (FERTIL) and have the opportunity to view first hand, the facilities and technologies employed, taking in relevant tours and presentations.



### SUNDAY 26 NOVEMBER 2006

19:00 Pre-Conference Registration and Welcome Reception

### DAY ONE: MONDAY 27 NOVEMBER 2006

08:00 Registration and coffee

09:00 CONFERENCE OPENING

- **Claire Pallen**, Director, Middle East Operations, **WORLD REFINING ASSOCIATION**

#### 09:10 SESSION ONE: OVERVIEW AND STRATEGY OF THE MIDDLE EAST PETROCHEMICAL SECTOR

- **Chairman:** Senior Representative, **DANAGAS**
- Overview and outlook of advancing petrochemical projects in the UAE. A look at recent developments.
- Petrochemicals in Oman: a platform for economic diversification. A look at the road map created by the Government of the Sultanate of Oman, to diversify its economy away from their reliance on the sales of oil and gas. We take a look at the history of existing Oman based petrochemical projects, future plans and how Oman intends to create long-term value beyond the sales of products.
- Petrochemical projects in Saudi Arabia. A look at both strategies for growth to remain competitive and current and future Saudi based petrochemical projects.
- Overview of petrochemical trends and strategies in Egypt.
- Iran – an emerging major player?

- **Mohamed Al Azdi**, Operations Coordination Division Manager, Chemicals Directorate, **ABU DHABI NATIONAL OIL COMPANY (ADNOC)**
- **Dr Mohammed Benayoune**, CEO, **AROMATICS OMAN LLC**
- **Abdulrahman Al Salem**, Director Studies and Valuation, **TASNEE**
- **Hesham Raafat**, CEO, **ORIENTAL PETROCHEMICALS**

10:45 Coffee Break

#### 11:15 SESSION TWO: OVERVIEW AND TRENDS OF THE MIDDLE EAST PETROCHEMICAL SECTOR

- Opportunities and challenges for Iraq's petrochemical industry. Overview of Iraq's petrochemical sector, taking into account existing projects and plants requiring rehabilitation and revamping and Iraq's exceptional oil and gas wealth and feedstock availability and flexibility.
- A look at the implications of the recent trend towards a changing product mix.
- Fighting for feedstock. A look at the battle for Saudi petrochemical producers to secure feedstock allocations.
- Investing outside the Gulf – the new trend for Middle East players?
- A look at petrochemical strategies in the Gulf with a special focus on Saudi Arabia.

- **Dr Mustafa Al Jarrah**, Director General, **MINISTRY OF INDUSTRY AND MINERALS, IRAQ**
- **Abdulkarim Al-Othman**, President, **AL RAJHI PETROCHEMICAL GROUP**
- **Matouq Jannah**, Senior Vice President Projects, **SAFRA COMPANY LIMITED**
- **Jean Francois Sez nec**, Senior Consultant, **PFC ENERGY**

12:30 Lunch sponsored by:



#### 14:00 SESSION THREE: CHALLENGES FACED BY PETROCHEMICAL PRODUCERS IN THE REGION

- With a number new of new players entering the petrochemical industry in recent years, we take a look at Basell Polyolefins new concept in assisting licensees expand their business from the very beginning of a project through to full maturity.
- Issues facing Middle East petrochemical producers. With the problem of increased EPC costs, a global glut in polyethylene looming and a growing Chinese self-sufficiency in commodity polymers increasing, are there turbulent waters ahead?

- Aromatics – now ripe for Middle East investment?
- Understanding the market. A look at project execution strategies and challenges being faced within the region.

- **Par Singh**, Senior Vice President Technology Services, **BASELL POLYOLEFINS**
- **Dr Philip Leighton**, Group Manager, **JACOBS CONSULTANCY**
- **Paul Eccleston**, Chief Operating Officer, **CONTAX FZ LLC**

15:30 Coffee Break

#### 16:00 SESSION FOUR: FUTURE FORECASTS AND INVESTMENT DRIVERS OF THE MIDDLE EAST PETROCHEMICAL SECTOR

- The Asian market and the impact of new Middle Eastern supplies. A look at investment drivers in the Middle East (vast supply of hydrocarbons attractively priced) and Asia (fastest growing market) which may result in a worldwide problem of overcapacity in ethylene derivatives and an imbalance of cracker by products.
- India – the new China in terms of demand?
- Developments in financing petrochemical projects in the Kingdom of Saudi Arabia, including private sector challenges and mitigants.
- Financing intermediate/downstream chemical projects. An analysis of stand-alone and integrated business models and how technology and market risks impact financing decisions.

- **Michael Walther**, Senior Manager, **BASF**
- **Ramzi Al-Sewaidi**, Vice President Global Project and Structured Finance, **ARAB BANKING CORPORATION**
- **David Ghighi**, Director, **TAYLOR-DEJONGH**

17:30 Social Networking Reception

### DAY TWO: TUESDAY 28 NOVEMBER 2006

08:30 Registration and coffee

#### 09:00 SESSION FIVE: PETROCHEMICAL PROJECTS IN THE MIDDLE EAST - UPDATES AND LESSONS LEARNT

- The petrochemical industry in the state of Kuwait – current developments and future challenges. A look at current projects under execution and future petrochemical plans.
- A look at integrated refining and petrochemical facilities within the region. What can refiners do to produce good feedstocks for petrochemicals?
- Overview of a regional world scale aromatics complex within the region.
- Update on the major expansion of Borouge's world scale petrochemical complex in Ruwais.
- Mega crackers - recent improvements in technology. A look at new developments to improve economics and the scale of mega crackers for the production of olefins from gas and liquid feedstocks.

- **Yousef Al Ateeqi**, General Manager, Olefins II Project, **PETROCHEMICAL INDUSTRIES COMPANY, KUWAIT**
- **Fareed Mohamed Al Jaber**, Head Business Development and Studies, Business Support Division, **ABU DHABI OIL REFINING COMPANY (TAKREER)**
- **Hubert Puchner**, CEO, **BOROUGE**
- **Heinz Zimmerman**, Vice President Development Olefins, **LINDE ENGINEERING**

10:30 Coffee Break

#### 11:00 SESSION SIX: ADVANCES IN TECHNOLOGY AND PROCESS SOLUTIONS FOR THE MIDDLE EAST PETROCHEMICAL SECTOR

- New developments in aromatics manufacturing. Focus on steam cracker pygas and refinery naphtha processing. Following proven commercial validity, results will be presented.
- Case study examples of how new technologies can be utilised in petrochemical projects.
- Improving stability and profitability of front-end acetylene hydrogenation units in steam cracking plants.
- Advanced solutions for improving plant stability and operating profitability. A look at benefits, which include stabilizing unit operations and pushing processes to the limit, maximizing plant throughput and increasing the recovery of valuable products.

- **Jacques Rault**, Product Line Manager, Aromatics Technologies, **AXENS**
- **Youssef Bounouhi**, Key Account Manager, **SUD-CHEMIE**
- **Zak Meziou**, Regional Advanced Solutions Engineering Leader, **HONEYWELL PROCESS SOLUTIONS**

12:30 Lunch

#### 14:00 SESSION SEVEN: ROUNDTABLE DISCUSSIONS

This session will be devoted to interactive open discussions providing the opportunity for attendees to exchange ideas and information with our panel of senior petrochemical personnel on key issues affecting the Middle East Petrochemicals sector.

**TABLE 1** – Middle East versus China  
*Analysing the competition faced by Middle East petrochemical producers.*

**TABLE 2** – Project Market Analysis  
*Will the market become saturated with the realisation of all the planned petrochemical projects?*

**TABLE 3** – Feedstocks  
*What is the long-term situation in the Middle East?*

**TABLE 4** – Technology in Focus  
*A look at technology advances and developments.*



15:30 Coffee Break

#### 16:00 SESSION EIGHT: SUMMARY OF ROUNDTABLE DISCUSSIONS

The Executive Chairmen of the Roundtable Discussions will join together to form a panel providing all attendees with a summary of the discussions, which took place on their individual Roundtables.

16:30 Closing address and close of conference

### DAY THREE: WEDNESDAY 29 NOVEMBER 2006

#### OPTIONAL SITE VISIT TO FERTIL

Abu Dhabi is home to a sizeable oil and chemicals sector with many of the key petrochemical players present both here and in neighbouring Dubai, Ruwais and Sharjah, making the area an ideal location for this leading petrochemicals event.

This major petrochemicals cluster is known for working together to facilitate investment and development within the sector and is extremely proactive within the industry.

It is therefore with great pleasure that on Wednesday 29 November the World Refining Association will provide conference attendees with the opportunity to attend an optional site visit to Ruwais Fertilizer Industries (FERTIL).

The trip will enable participants to view facilities and technologies employed at the complex, taking in relevant presentations and explanations.



#### AGENDA

- 07:30 Depart Hotel for FERTIL Complex  
Safety induction  
Presentations followed by open discussions  
Plant visit  
Refreshments
- 14:00 Depart FERTIL Complex for Abu Dhabi

*Spaces are strictly limited so early registration is advised*



# JUST SOME OF THE SPEAKERS YOU WILL MEET ...



Dr Mustafa Al Jarrah  
**MINISTRY OF  
INDUSTRY AND  
MINERALS, IRAQ**



Abdulkarim Al-Othman  
**AL RAJHI  
PETROCHEMICAL  
GROUP**



Hesham Raafat  
**ORIENTAL  
PETROCHEMICALS**



Michael Walther  
**BASF**



Hubert Puchner  
**BOROUGE**



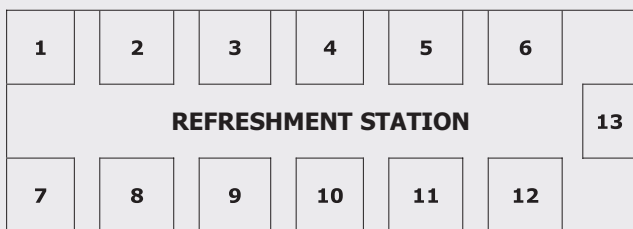
Mohamed Al Azdi  
**ADNOC**

## SOCIAL NETWORKING AREA

If your company is active within the Middle East petrochemical sector, do not miss this ideal opportunity to raise your company's profile.

Located centrally within our registration and dedicated social networking foyer, companies will have the opportunity to meet with clients, show reel corporate videos and perform working demonstrations of technology products, raising their profile within the region.

### EXHIBITION FLOORPLAN



*Sponsor and display packages are available, benefits include:*

- Dedicated space within the social networking area
- Complimentary delegate place
- Full page colour advertisement in the conference documentation
- Your company logo on the official conference website

**YOUR COMPETITORS WILL BE PRESENT  
AND SO SHOULD YOU!**

To discuss your requirements in further detail, please contact:

Claire Pallen, Director, Middle East Operations

Tel: 00 44 (0)1242 529 090 / Fax: 00 44 (0)1242 529 060

Email: [c.pallen@theenergyexchange.co.uk](mailto:c.pallen@theenergyexchange.co.uk)



## ADMINISTRATIVE DETAILS – TERMS AND CONDITIONS

### Official Venue and Hotel Accommodation

Hilton Abu Dhabi Hotel, PO Box 877, Abu Dhabi, UAE. Tel: +971 2 692 4123, Fax: +971 2 681 1696. The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Standard Room Single/Double Dhs 625 + 16% tax and service charge, Executive Room Single/Double Dhs 775 + 16% tax and service charge) for delegates attending the event. Please contact Liz Goodby via email on l.goodby@theenergyexchange.co.uk for details on how to make your reservation.

### Cancellations

Made one month prior to the start of the conference will be refunded less a 50% administrative charge per delegate. Payment will be made after the conference has taken place. Cancellations made within one month of the start date of the conference will receive no refund. Substitutes are acceptable at any time.

### Payment

Payment of the full delegate fee is due 14 days from the date of invoice, or immediately, if the registration is made within one month of the event. **PAYMENT MUST BE RECEIVED PRIOR TO YOUR ATTENDANCE.** Please note your booking is invalid without full payment.

### 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.

### Force Majeure

Please note that in the case of force majeure, The World Refining Association is relieved of all obligations. Force majeure includes any circumstance 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 congress organisation or its suppliers.

### 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.

## FORTHCOMING MIDDLE EASTERN EVENTS

- **8th Annual Middle East Refining Conference, 4-5 February 2007, Abu Dhabi, UAE**
- **Middle East Fuels Symposium, 6-7 February 2007, Abu Dhabi, UAE**
- **Gas Arabia, 2nd Annual International Conference for the Middle East Gas Sector, 4-6 March 2007, Abu Dhabi, UAE**
- **7th Annual Oil and Gas Pipelines in the Middle East Conference, 14-15 May 2007, Abu Dhabi, UAE**

For further details concerning the above mentioned events

Please visit: [www.wraconferences.com](http://www.wraconferences.com) / [www.theenergyexchange.co.uk](http://www.theenergyexchange.co.uk)

## SUPPORTING PUBLICATIONS

**Pipeline**  
MAGAZINE  
**energyme.com**



## THE VENUE

Situated on the famous Corniche, The Hilton Hotel is a contemporary 10 storey hotel, close to the heart of the oil and gas industry and within walking distance of the latest modern shopping malls.

All rooms have a breathtaking view of the Arabian Gulf or beautiful landscaped gardens and the hotel offers a variety of restaurants and bars, with live entertainment to satisfy all tastes.

The Hiltonia Beach Club has a wide range of water sports, three swimming pools and a private beach, whilst the Health Club and Spa offer a range of treatments providing the perfect escape, in luxurious surroundings, after a hard days work.

Reduced rate hotel accommodation has been arranged for participants of the conference.



# FAX-BACK ORDER FORM +44 (0)1242 582 157

## PETCHEM ARABIA - AN INTERNATIONAL CONFERENCE FOR THE MIDDLE EAST PETROCHEMICAL SECTOR, 27 – 29 NOVEMBER 2006, ABU DHABI, UAE



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www.wraconferences.com  
c.pallen@theenergyexchange.co.uk

I wish to order \_\_\_ delegate places for the Petchem Arabia Conference

Registration fee **£995 / \$1990 / €1592**

I would like to attend the optional site visit to FERTIL YES/NO (please delete as appropriate)

Title	Surname	First Name(s)	Job Title	Delegate Email
Dr/Mr/ Mrs/Ms				
Dr/Mr/ Mrs/Ms				
Dr/Mr/ Mrs/Ms				

Company Details	
Company Name	
Nature of Business	
Address	
Country	Postcode
Tel	Fax
Company CEO / MD	
Head of Petrochemicals	
Head of Division	
Head of Training	
Authorisation	
Email	

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I confirm I have read The World Refining Association terms and conditions (see back of brochure) and confirm acceptance of these conditions

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_