

THE EUROPEAN FUELS CONFERENCE

14th Annual Meeting

UNITING THE EUROPEAN REFINING AND TRANSPORTATION INDUSTRY IN NEW FUEL SOLUTIONS

3-DAY EVENT

5-7 March 2013

GALA DINNER

5 March

"Excellent forum: engaged, competent and honest participants contributed to positioning some of the bricks of this very complex puzzle."

Ron Timmers,
Head of Industry Segment,
Linde AG

"Very informative conference, will definitely recommend it to my colleagues."

Faisa Mohammed Al Haddad,
Senior Analyst
- Projects & Special Studies,
Kuwait Petroleum Corporation

KEY SPEAKERS:



Malcolm McDowell,
Head of Unit, DG Energy,
European Commission



Arthur Reijnhart,
General Manager
- Alternative Energy Fuel
Development Strategy, **Shell**



Chris Beddoes,
Secretary General,
European Petroleum Industry Association



Aksel Skjervheim,
Head of Fuel Markets,
Gasnor



Marco Schiavetti,
Director - Supply & Trading,
Saras



Ignaas Caryn,
Director Innovation and
Corporate Venturing and
Biofuels Strategy, **KLM**



Atanas Ivanov,
Deputy Chief
Process Engineer,
Lukoil



Marek Herra, Production
Director, **Grupa Lotos**

KEY REASONS TO ATTEND:

- **Find out how to capitalize on the emerging market** for biofuels for transportation with case studies from Shell and the EFOA
- **Engage with end-users** from across the transport fuels industry, including Boeing, KLM, Daimler and Renault
- **Gain insight** into how the whole fuels ecosystem is evolving
- **Hear how partnerships and new operational efficiencies can help you** with refinery survival and efficiency focus sessions
- **Network with 150 senior executives** from across the European fuels value chain and benchmark your operating strategies

Sponsored by:



Essential Expertise
for Water, Energy and Air

Supporting Associations:



Media Partners:



WELCOME TO THE 14TH EUROPEAN FUELS CONFERENCE

Falling demand, rising imports, increasing European legislation, and growing competition from emerging markets mean refiners in Europe must act now to protect future profitability. Refiners will need to challenge all aspects of their business in order to improve performance in this challenging environment. Investment opportunities must be scrutinised and improvements pursued relentlessly in all commercial and operational areas.

For the 14th year, the **European Fuels Conference** will once again offer crucial insight on the future for refining Europe– and on the responses needed from refineries in order to survive and remain competitive. What is the effect of future regulation on the industry? How can refineries become more energy efficient? What technologies can help improve margins?

A 360 degree view of the future of the European Fuels industry

With over 150 delegates from refineries, aviation, the automotive industry, marine, alternative fuels and suppliers, the **European Fuels Conference** provides you with solutions and strategies on surviving in a changing fuels environment. Take this opportunity to hear from the key refineries, cement and expand your network and define your strategies to improve refinery profitability.

We look forward to seeing you in Amsterdam this coming March.

Kind regards

Hannah Wharrier
Portfolio Director
14th Annual
European Fuels
Conference

Julia O'Hegarty
Conference Director
14th Annual
European Fuels
Conference

HEAR FROM AN EXPERT SPEAKER LINE UP INCLUDING:

Malcolm McDowell, Head of Unit, Energy DG Energy, **European Commission**

Mr Alessandro Bartelloni, Executive Officer for Automotive Fuels and Industrial Products, **EUROPIA**

Prof Aad Correljé, Economics of Infrastructures Faculty, **TU Delft & Research fellow Clingendael International Energy Programme (CIEP)**

Cliff Brand, Chief Executive, **The International Bunker Industry Association (IBIA)**

Marco Schiavetti, Director - Supply & Trading, **Saras**

Harry Panitsidis, Project Director, **Hellenic Petroleum**

Atanas Ivanov, Deputy Chief Process Engineer, **Lukoil**

Marek Herra, Production Director, **Grupa Lotos**

Daniel Le Breton, R&M Strategy, Director Transport and Energy, **Total**

Arthur Reijnhart, General Manager - Alternative Energy Fuel Development Strategy, **Shell**

Aksel Skjervheim, Head of Fuel Markets, **Gasnor**

Dr Richard Mills, Strategy Director, UK and Ireland, **Boeing**

Ignaas Caryn, Director Innovation and Biofuels Strategy, **KLM**

Rodica Faucon, Fuel Expert, Powertrain Engineering Division, **Renault**

Dr Manfred Schuckert, Company Strategist, **Daimler**

Dr Thomas Wilharm, General Manager, **ASG Analytik-Service GmbH**

Claus-Peter Halsig, Vice President, Process and Technology, **Fluor**

Mr David Wech, Managing Director, **JBC Energy GmbH**

Visit our website for regular speaker updates:
www.wraconferences.com/europeanfuels

FOUR REASONS TO SPONSOR

- 1. The 14th Annual European Fuels Conference**, guarantees quality content, high level speeches and informative sessions for anyone involved in the European transportation fuels industry. Make sure your brand is present!
- 2. High level exposure to over 150+ professionals** from leading operating and technology companies involved in both the refining and fuel industries: there is no better place to enhance your visibility in the technical arena.
- 3. Build new relationships and network with refineries:** maximising the potential to meet new clients, interact with industry peers, expose your solutions and strengthen your brand visibility in this dynamic sector.
- 4. The perfect environment for high-quality lead generation:** our delegates have already made a significant investment in attending our conference to network with key industry advisors – make sure they meet you on site!

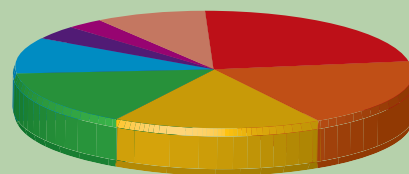
For more information:

David Ling
Commercial Director

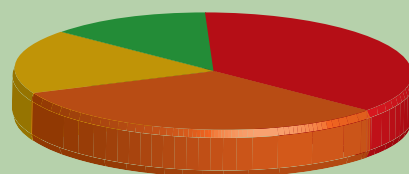
+44 207 384 7963

@d.ling@theenergyexchange.co.uk

WHO WILL ATTEND THE 14TH ANNUAL EUROPEAN FUELS CONFERENCE



Job Title Breakdown



CONFERENCE DAY ONE A NEW ERA OF REFINING EFFICIENCY

Tuesday 5 March

08:30 Registration and refreshments

NEW RULES OF ENGAGEMENT: STRATEGIES FOR FUTURE REFINING SUCCESS

09:00 Opening welcome address and business card exchange

09:10 Keynote: European refinery survival: Moving towards dynamic refining in the new world order and the implications for transportation fuels

- Worldwide trends in supply and demand and what it means longer term
- What are the right moves at the level of R&D and innovation
- Regulation, politics and finance: next moves
- Key Findings: 'A Cinderella Story: Restructuring of the European Refining Sector'

Prof Aad Correljé, Economics of Infrastructures Faculty Technology, Policy and Management, TU Delft & Research fellow Clingendael International Energy Programme (CIEP)

09:40 What are the barriers to overcome to increasing the competitiveness of refineries

- European consumption and transportation: Future fuel product trends
- Energy management based on ISO50001
- What is the share of energy in refinery operating costs?
- Partnerships and future progress

Marco Schiavetti, Director - Supply & Trading, Saras

10:10 Q & A Session

10:30 Morning refreshments and networking

BEST PRACTICE OPTIMISATION STRATEGIES AND TECHNOLOGY IMPLEMENTATION

11:00 Case Study: Investing in change and refinery upgrading from a zero fuel oil

- Rationale of the upgrade project from outset to completion
- Gaining investment, board level /management and partnership support
- Making the change and full conversion Hydrocracker plus a Flexicoking Unit
- Aligning plant data to key performance indicators

Harry Panitsidis, Project Director, Hellenic Petroleum

11:30 Refining efficiency and complexity development: new solutions to integrated optimization

- Overview of integrated refining, energy efficiency and complexity development
- The advantages of integration from by-products to improved energy efficiency
- Technology selection to maximize the value across complex configurations
- An integration example illustrating how different technology selections can take a maximum fuels refinery

Atanas Ivanov, Deputy Chief Process Engineer, Lukoil

12:00 FCC environmental issues and emissions/additives controls

- Latest developments for Fluid Catalytic Cracking and associated processes
- How can refineries use best practice techniques for troubleshooting FCC problems
- What are the main tools and strategies for optimizing FCC performance
- Future advances in FCC technology

12:30 Q & A Session

12:50 Networking Lunch

14:00 Influence of fuel additives on ignition quality and emissions

- Fast and accurate analysis of ignition properties and emissions in a single run with a sample amount of 40 ml
- Benefits and efficiency gains in downstream units
- Minimizing personnel costs by fully automated determination of Derived Cetane number (DCN)

Dr Thomas Wilharm, General Manager, ASG Analytik-Service GmbH

14:30 Case Study: From waste to energy: Gearing up alternative fuels refining

- Alternative fuels and refining: converting oil from plastics into energy
- Plastic as the best feedstock: the re-cracking process
- Byproducts produced from the process: heat and CO₂ and greenhouse food production
- The project to date: from concept to funding to refining growth

John Kuipers, Founder, Pyroil international

15:10 Afternoon coffee and networking

15:40 A new take on the 'gasoline vs diesel' question

- Does the strategy to maximise diesel and minimise gasoline/naphtha supplies pay off?
- European and global demand trends and the focus of the refining industry over the last decade
- Gasoline: too much volume but a lack of quality
- Opportunities for European refiners

Mr David Wech, Managing Director, JBC Energy GmbH

16:10 Panel Discussion: Managing costs and spend for greater efficiency

- Operating cost margins: impact of increased maintenance on plant reliability and availability
- What are the optimum thresholds of maintenance spending: How low is too low?
- Key characteristics of refineries operating with high reliability

Harry Panitsidis, Project Director, HELLENIC PETROLEUM S A

Atanas Ivanov, Deputy Chief Process Engineer, LUKOIL

Marco Schiavetti, Director - Supply & Trading, Saras SpA

16:40 Close Day One

17:00 Drinks Reception

17:30 Gala Dinner

GALA DINNER

Join us for the social highlight of the 14th Annual European Fuels Conference at the Gala Dinner on Tuesday the 5th March. Network in a relaxed and informal environment with your business partners and clients while enjoying the exciting and beautiful city of Amsterdam.



“Extremely interesting presentations including the opportunity to meet interesting people and have useful contact.”

Igor Barsukov, Head of Department, Gazpromneft

CONFERENCE DAY TWO

FUELS DEVELOPMENTS: NEW TARGETS AND SPECIFICATIONS

Wednesday 6 March 2013

08:30 Registration and refreshments

09.00 Opening welcome address and business card exchange

09.10 After 2030: Future trends and energy requirements in the transport sector

- Deconstructing European fuels: regional influences and the emerging balance of power
- End users concerns: aviation, automobile and marine
- Rate of advancement in alternative energies: technologically and economically
- Overview of mergers and acquisitions, local politics and global finance

Mr Alessandro Bartelloni, Executive Officer for Automotive Fuels and Industrial Products, **EUROPIA**

09.40 Investing in sustainable automotive fuels: Future innovation, technology and targets

- Roadmap for the future: What role do different fuels have on R & D
- Hybrid cars and hybridisation of larger engines: balancing the need to reduce CO2
- Harmonisation of fuels specifications in Europe and worldwide
- The future for diesel and future fuel mixes
- What do European customers want/are they willing to pay for

Rodica Faucon, Fuel Expert, Powertrain Engineering Division, **Renault**

10.10 Hydrogen as a carrier for energy storage – a view on automotive applications

- Energy efficiency – can we reduce CO2 emissions
- Infrastructure – plenty as industrial by-product, but not available everywhere
- Energy storage is key – hydrogen an option
- Novel technology linking renewable energy sources to automotive fuel

Dr Peter Bouwman, Head of MEA Design, **HyETX**

10.30 Panel Discussion: A 360 look at the transportation fuel sector: Key challenges on the road to a low carbon economy

- EU Energy tax: What steps need to be taken between now and 2020 to accelerate the movement towards a longer term sustainable strategy
- What tools can policymakers use to best ensure a framework that creates a level playing field
- European consumption and transportation: Future fuel product trends
- How is refinery supporting vs disrupting the supply chain
- Energy management based on ISO50001
- Partnerships and future progress

Rodica Faucon, Fuel Expert, Powertrain Engineering Division, **Renault**

Mr Alessandro Bartelloni, Executive Officer for Automotive Fuels and Industrial Products, **EUROPIA**

Daniel Le Breton, R&M Strategy, Director Transport and Energy, **Total**

Dr Peter Bouwman, Head of MEA Design, **HyET B.V**

10.55 Morning refreshments and networking

MAPPING OUT THE FUTURE FOR TRANSPORT

11.20 Putting Alternative Fuels into the Mix: EU Proposal to Amend the Renewable Energy Directive and the Implications for European Fuels

- Current role of transportation fuel legislation: focus and what is changing
- Update on recent European Commission proposal to amend the Renewable Energy Directive
- The role that fuel ethers can play in helping the EU meet its CO2 reduction targets
- New findings on the benefits of co-blending of bio-ethers with ethanol

Dr Graeme Wallace, Executive Director, **EFOA – European Fuels Oxygenates Association**

11.45 Alternative fuels: implementation of the Renewable Energy Directive

- Challenges for next generation fuels: EU rules for individual biofuels specific ILUC emissions?
- Economic benefits of advanced biofuels for Europe's struggling economies
- Targets for advanced biofuel use and penalty mechanisms
- Loan guarantees and incentives for early stage plants
- 2011 Indirect Land Use Change

Arthur Reijnhart, General Manager - Alternative Energy Fuel Development Strategy, **Shell**

12.10 Second Generation Biofuels: Scale-up and Commercialization

- Cellulosic ethanol development through new technologies
- Live projects online and early production plants
- Commercializing technology platforms for second generation biofuels and biobased chemicals
- Increasing yield with 95% of CO2 emission reductions
- Uses for different feedstock and different production plant concepts
- Contribution towards more sustainability in transport, energy independence and green jobs and income for the agricultural sector

Dr Markus Rarbach, Head of Biocatalysis, Biotech & Renewables Center, **Clariant Produkte (Deutschland)**

12.35 Panel Discussion: Clean Fuel production and technology needs for yield gains in Europe

- Technologies that play a vital role in increasing vehicle fuel economy
- Key technology hurdles to the commercialization of advanced fuels and vehicles
- Fuel related infrastructure challenges
- Technologies role in emission reductions in the transportation sector by 2050
- Increasing the diversity of economically competitive fuels

Arthur Reijnhart, General Manager - Alternative Energy Fuel Development Strategy, **Shell**

Thomas Buhl, Head of Business Development, **Global Bioenergies**

Dr Graeme Wallace, Executive Director, **EFOA – European Fuels Oxygenates Association**

13.00 Networking Lunch

BIOFUELS UPDATE

14.20 Bio-methanol: examining its role and potential as the other biofuel

- Sustainable biofuels: The journey so far
- What are the main blending challenges
- Bio-methanol: as a biofuel and green chemical

Eelco Dekker, CMO, **BioMCN**

14.50 Emerging production strategies: Drop-in biofuel for automobile and aviation sector

- Current status and challenges of car and aviation biofuels
- Feedstock compatibility, transformation efficiency, quality, economics, sustainability
- How can those challenges be addressed and at what time-line?

Thomas Buhl, Head of Business Development, **Global Bioenergies**

15.20 Biofuels trade and their production in Rotterdam

- Rotterdam as benchmark fuels hub and bioport
- Changing international cargo flows
- Combining production, storage and trade
- Port integration in biofuels for future development

Ronald Backers, Business Developer, **Port of Rotterdam**

15.50 Afternoon coffee and networking

MARINE FUELS UPDATE

16.10 Marine fuels demand and outlook

- MARPOL Annex VI and regulatory update
- Trend to more global distillate for refiners: investment and risks
- Gearing up LGN as a shipping fuel for marine fuels
- Competing with general global growth in diesel / jet / kerosene

Cliff Brand, Chief Executive, **The International Bunker Industry Association (IBIA)**

16.35 Cost efficient ways of getting from current to low sulphur marine fuels

- Abatement technologies for reducing SOx emissions to the required levels
- Longer term investment and capacity needs under different scenarios
- Market and price plus refinery CO2 emissions impacts

Speaker to be announced

17.00 Will LNG be a competitive clean fuel for European SECAs?

- Drivers for commercial interest in LNG and for marine sector
- Changes in maritime traffic in the next several years: new standards for ship fuels
- Annex VI of the IMO Marpol Convention: a cap of 0.1% sulfur on bunker fuel
- Future best practices, supply and reaching marine fuel targets

Aksel Skjerveheim, Head of Fuel Markets, **Gasnor**

17.25 Close Day Two

CONFERENCE DAY THREE FUTURE STRATEGIES FOR THE EUROPEAN FUELS INDUSTRY

Thursday 7 March 2013

09.00 Opening welcome address and business card exchange

09.10 Refinery trends in Europe: evolution of the market

- Effects of low demand growth and the path to 2050
- Impact of EU and fuels Legislation issues
- Refinery competitiveness
- Diesel & Gasoline imbalance
- Meeting stringent environmental challenges

Malcolm McDowell, Head of Unit, Energy Policy & Monitoring of electricity, gas, coal and oil markets, DG Energy, **EUROPEAN COMMISSION**

09.40 Partnerships, Customers and Regulation: Survival strategies and response to structural changes in the EU Refining Industry

- Pinpointing the best actions which EU refiners could make now and in the future
- Key diversification tactics
- Petrochemicals: models and realities
- Bottom of the barrel upgrading: economical on-stream factors
- Partnerships and investment rationale

Marek Herra, Production Director, **Grupa Lotos**

10.30 Hydrocracking For Higher Diesel Production

- Crude prices as a catalyst for change: upgrading heavier crudes and difficult feedstocks
- Hydrocracking has emerged as the primary diesel producer
- Making the economic case for hydrocracking
- High-quality transportation fuels from difficult-to-process streams

10.50 Morning refreshments and networking

JET FUEL UPDATE

11.20 Setting new standards in jet fuel quality assurance

- ICAO initiative on global standards and joint airline-oil industry action
- Enhancing industry fuel quality audit
- Introducing more efficient processes enabling airlines to better manage fuel quality risks
- IATA Aviation Fuel Supply Model Agreement and the introduction of service level agreements

Dr Richard Mills, Strategy Director, UK and Ireland, **BOEING**

12.00 Latest developments on the renewable jetfuel market in Europe: feedstock and technology pathways

- Challenges and opportunities when building a supply chain: the need for partnerships
- Sustainability issues
- Government regulation and incentives
- KLM approach
- What does the future hold?

Ignnaas Caryn, Director Innovation and Corporate Venturing and Biofuels Strategy, **KLM**

12.40 Q & A Session

13.00 Networking Lunch

SUPPORTING INNOVATION IN TRANSPORTATION FUELS

14.00 Refining Partnerships in Biofuel Innovation: Co-processing biomass feedstocks to enhance diesel sustainability

- Exploring catalytic hydroprocessing for the conversion of lipids from vegetable oils and waste cooking oils
- Investment and Technology requirements for converting 100% of residual lipid biomass into diesel based on catalytic hydrotreating
- Partnerships with the refining sector: co-hydroprocessing of petroleum fractions with lipid feedstocks
- Giving the "green" light for including such a feedstock
- (GHG) evaluated based on Life Cycle Analysis (LCA) on the existing diesel production

Stella Bezergianni, PhD, Centre for Research & Technology Hellas, **Chemical Process & Energy Resources Institute (CPERI)**

14.30 Developing an EU roll-out plan for a long-term alternative fuel infrastructure

- Gaps to be tackled for sustainable development of the EU alternative fuels infrastructure
- Economic viability of new infrastructures been assessed so far
- How should policy be aligned with public/private funding and taxation to finance infrastructure development?
- How will it be ensured that vehicle production and infrastructure deployment stays not only environmentally sustainable

Reserved for **Axens**

15.00 Afternoon coffee and networking

15.30 Market drivers and technical challenges for using LNG as a fuel

- Addressing the future prices of low sulphur fuel oils and the need for alternative fuels
- Latest trends in the natural gas industry: CNG and LNG
- Reasons for LNG fuel growth in the transportation sector: cleaner, safer, and more economical
- Developing production and retail infrastructure to promote LNG sales as a motor fuel
- Rotterdam: making important steps to roll out a small scale supply chain
- What are the next steps in innovation?

Bas van den Beemt, Business Development Manager Offshore Production and LNG, **TNO, Netherlands**

16.00 Round up Discussion Future Spotlight: Successfully attracting investment and an sustainable future

16.15 Close of Conference

THIS IS THE EVENT TO ATTEND IN 2013. DON'T JUST TAKE OUR WORD FOR IT...

Hear from the attendees themselves on the 2012 event:

"Conference was very interesting. Good mix of speakers and topics. I learned a lot, especially because of the high level of interaction in each session and networking breaks."

Oliver Sartor, Research Fellow, **CDC Climat Research**

Very interesting topics presented from different angles. Great diversity of speakers.

Rodica Faucon, Fuel Expert, Powertrain Division, **Renault**

Good organization combined with useful directed and relevant discussions resulted in a purposeful event!

Atanas Ivanor, Deputy Chief Process Engineer, **Lukoil**



“ Good topics to understand future of fuelling industry, good organization and good opportunity to exchange ideas. ”

Dr Andras Hollo, Product Development Manager, MOL

4 EASY WAYS TO REGISTER

🌐 www.theenergyexchange.co.uk/europeanfuels

@ Hannah.Wharrier@clarionevents.com

☎ +44 (0) 207 384 8030

📠 +44 (0) 207 384 8007

DELEGATE INFORMATION

Mr/Mrs/Miss/Ms/Dr/Other: _____

First Name: _____

Last Name: _____

Job Title: _____

Department: _____

Tel: _____

Fax: _____

Mobile: _____

Email: _____

YOUR COMPANY DETAILS

Company Name: _____

Address: _____

Postcode: _____

Country: _____

PACKAGES & PRICING

3 DAY CONFERENCE

Standard Rate

£1,795

* This event is subject to Dutch VAT. An additional 21% will be charged when booking (Please note: Euros rates are also available when registering and are subject to exchange rate fluctuations)

PAYMENT METHOD

Please send me an invoice

Credit Card Payment – Card Type: Visa MasterCard Amex

Card No: _____

Start Date: _____ Expiry Date: _____

Security Code (3 or 4 digits): _____

Account Name _____

Billing Address if different from Company Details

Cardholder's Signature _____

Date _____

Authorisation Signature:* _____

Date _____

* Please note, the booking form must be authorised before we can proceed with the registration

To register more delegates, please photocopy this booking form. Group discounts are available for more than 3 registrants, please email Hannah.Wharrier@clarionevents.com for further information.

PAYMENT TERMS & 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 British Pounds. 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.

TEAM PACKAGES TERMS & CONDITIONS

Bookings are only accepted per company site and not across multiple company sites. Bookings must be made at the same time and no merging of separate bookings is permitted. The team package promotion cannot be used in conjunction with any other World Refining Association promotional offer or discounted structure.

OFFICIAL VENUE AND ACCOMMODATION

NH Grand Hotel Krasnapolsky

Dam Square 9 1012 JS Amsterdam, Netherlands

Tel : +31 20 5549111

The cost of the hotel is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel for delegates attending the event at a rate of 155 per night + 20 EUR for breakfast until 6 weeks prior to the event. After this then the prices may change. For any accommodation related queries please email Lauren Norton at Lauren.Norton@clarionevents.com

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

Language: The official conference language will be English.

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

BOOKING CODE