



World Refining  
Association

CLARION  
EVENTS

VIENNA, AUSTRIA 9-11 FEBRUARY 2010



# GLOBAL PETROCHEMICALS 7TH ANNUAL MEETING



## Key Panel Members

- Moayyed Al Qurtas, CEO and Vice Chairman, **TASNEE**, Saudi Arabia  
 Bernd Blumenberg, President, **BASF-YPC**, China  
 Werner Breuers, Member of the Board of Management, **LANXESS**, Germany  
 Anton de Vries, President, Polymers Division, **LYONDELLBASELL**, Netherlands  
 Khaled Nasser Al Sanea, Managing Director, **AL SANEA CHEMICAL PRODUCTS**, Kuwait  
 Viktor Viehweg, Head of Corporate Strategy, **SIBUR**, Russia  
 Hesham Raafat, CEO, **ORIENTAL PETROCHEMICALS**, Egypt  
 Rajeev Pandia, Vice Chairman, **SI GROUP**, India

## This is the only event that will provide you with:

- The most comprehensive content driven agenda where you will hear first-hand decisive information from **European, Middle Eastern and Asian producers** about their views on the **development** and future of the **petrochemical sector**
- A unique gathering of key regional and international operators that will ensure you get **global and regional market intelligence** about **demand and supply** balance across the entire global business.
- The most up to date feedback as to what **successful strategies** petrochemical producers are implementing to ensure the crisis works as a catalyst for **improvement and positive change**
- Latest information on **non-economic factors** influencing the industry with regards to the threat of **oversupply** from the Middle East, feedstock security and availability and China's driving force in **specialty chemicals market**

## Do not forget to book for:

- **Pre-Conference Workshop** Carbon Capture and Petrochemical Technology Workshop
- **Site Visit:** to OMV and Borealis Integrated Complex in Schwechat

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

Event sponsors:

**FLUOR**

**SIEMENS**



Associate partner:

扬子石化—巴斯夫有限责任公司 中德合资  
**BASF-YPC Company Limited** is a  
 Sino-German joint venture



**BASF**  
 The Chemical Company



World Refining  
Association

CLARION  
EVENTS

7TH ANNUAL MEETING, VIENNA, AUSTRIA 9-11 FEBRUARY 2010

# GLOBAL PETROCHEMICALS CONFERENCE

## WELCOME

Dear Colleague,

On behalf of the World Refining Association, it gives me great pleasure to welcome you to our 7th Annual Global Petrochemicals Meeting.

The position of petrochemicals will depend on the speed of global economic recovery with 2010 being a critical time to reveal the changes in buyers' habits and petrochemicals consumption. Asian demand has already firmed up in 2009, boosted by strong demand in China where government plans to stimulate domestic economy have produced impressive results. There are also signs of stabilisation in Europe, particularly in Germany and France where reports are that growth is picking up.

In the Middle East and Asia, most investment is being made into creating new projects and on expansion with Asian producers benefiting from their proximity to the market. Meanwhile, European producers should capitalise on the crisis, defining their strategies, cost management techniques and optimising their operations.

The 7th Annual Global Petrochemicals Conference will be the ideal place at the start of 2010 to determine who is capitalising on the crisis, whom we can learn from and what the market forecast looks like for the new year and beyond.

What's new? We have listened to and taken on board our attendees views to deliver an annual meeting place directly in line with the industry's requirements.

Our inaugural Advisory Board includes influential industry leaders assisting with the creation and monitoring of an unbiased, industry driven agenda.

Our Panel Discussions Session will provide you with new and fresh ideas on "Managing in uncertain times" during live discussions with our panel of impressive experts who will share their vast experience, their views and will answer your questions, creating an open and interactive forum for extended discussions and much needed information exchange.

With numerous social occasions including coffee breaks, lunches and social receptions, all designed to provide you with excellent opportunities to develop useful business contacts, this really is THE must attend meeting place for all involved in the petrochemical industry.

We look forward to welcoming you to our Global Petrochemicals Meeting and hope that you will have a wonderful stay in the vibrant city of Vienna.

**Yuliya Hare**

Head of Petrochemicals  
World Refining Association

## ABOUT THE WORLD REFINING ASSOCIATION

Since 1997, The World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream refining, petrochemical, fuels and fertilizer sectors. Our industry events are renowned as market leaders in their fields.

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

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



2009 visit to LyondellBasell Plant in Wesseling

“Excellent and timely topics, high quality speakers and great networking!”

**Francois Vleugels, former Chairman of the Board,  
UNIPETROL, CZECH REPUBLIC**

## INAUGURAL ADVISORY BOARD MEMBERS



**Viktor Viehweg**  
Head of Corporate Strategy  
**SIBUR, Russia**



**Alexander Vogel**  
Principal  
**MCKINSEY & COMPANY, UK**



**Moayyed Al Qurtas**  
CEO and Vice Chairman  
**TASNEE, Saudi Arabia**



**Fred du Plessis**  
President  
**FDP ASSOCIATES, UK**

## PETROCHEMICAL TECHNOLOGY AND CARBON CAPTURE WORKSHOP TUESDAY 9 FEBRUARY 2010

08:00 Registration and coffee  
09:00 Opening welcome address and business card exchange

### 09:15 Session one: Smarter catalysts for petrochemicals

- What you need to know about latest developments in catalysts
- Sabic's SABLIN technology and its successful application at Sabic's subsidiaries. A low-cost, one-step homogenous reaction process to produce linear alpha-olefins (LAO)

Rob Parry, Executive Account Manager Chemical Catalysts, **BASF**, UK

Saleh Al Zahrani, Senior Engineer, **SABIC**, Saudi Arabia

10:30 Coffee break

### 11:00 Session two: Carbon capture benchmarks and cost-effective emissions solutions

- The latest CO<sub>2</sub> capture technologies: best practices for capture, transmission and storage of CO<sub>2</sub>. World-wide practice examples
- Energy and CO<sub>2</sub> benchmarks: initiatives to limit energy consumption and to minimise "carbon leakage"
- Challenges and opportunities in the climate change policy. European Commission's CO<sub>2</sub> regulations

Gert Smith, Director, Technology, **FLUOR**, Netherlands

Dave Bohmbach, CEO, **PHILLIP TOWNSEND ASSOCIATES**, USA

12.15 Lunch

### Site Visit to OMV and BOREALIS Refinery and Petrochemical Integration Complex in Schwechat

13:30 Site visit registration  
14:00 Departure for the site visit  
14:30 Tour around facilities of OMV plant  
**Schwechat refinery** is one of the largest and most modern inland refineries in Europe.



The crude oil distillation capacity is 9.6mn tonnes per year. Schwechat Refinery is a highly integrated Petrochemical complex. Feedstock from the fuels refinery is processed in the 500 kt C<sub>2</sub>=/y steam cracker to olefines. OMV's strategic commitment to Petrochemical integration was confirmed by the cracker revamp in 2005 which increased the C<sub>2</sub>= capacity from 345 to 500 kt/y. The olefines produced at OMV's Schwechat refinery are further processed at the adjuncted Polyolefin site owned by Borealis.

### 16:00 Tour around facilities of BOREALIS polymers plant



**Borealis in Schwechat** produces about 1 million tonnes of polyolefins which are provided to customers for infrastructure, advanced packaging and automotive applications for the German, Austrian, Swiss and Italian markets. Ethylene and propylene feedstocks are supplied via pipeline from the adjacent OMV refinery ethylene plant. The company operates two polypropylene plants (PP), one Borstar® polyethylene plant (PE), two low-density polyethylene plants (LDPE) and one compounding unit and employs a total of 540 people.

18:00 Return to the hotel

19:00 Pre-conference registration and welcome reception

08:00 Registration and coffee

## 2009 EVENT TESTIMONIALS

"An excellent conference in a warm atmosphere. A great result! Thank you for an outstanding event!"

Serge Perineau, President,  
**WORLD CTL ASSOCIATION**, France

"Very good mix of related subjects. Even after many years of experience this event gave valuable new thoughts!"

Kees Aartsen, Director Strategic Planning and Development,  
**SABIC EUROPE**, Netherlands

## DAY ONE: GLOBAL PETROCHEMICALS CO WEDNESDAY 10 FEBRUARY 2010

09:00 Opening ceremony remarks and keynote presentations



**Keynote 1: Alexander Vogel**, Principal,  
**MCKINSEY & COMPANY**, UK



**Keynote 2: Moayyed Al Qurtas**,  
CEO and Vice Chairman, **TASNEE**,  
Saudi Arabia

09:40 Business card exchange – meet your fellow attendees

### 09:50 Session one: Prospects for the petrochemical industry in the current climate

- How the relation between the economy and petrochemical industry can be monitored in order to spot a window of opportunity
- Learn about true indicators of an upturn against false temporary indicators so that your business is positioned correctly
- What can we learn from the consumer market for the outlook on the petrochemical industry – a case study from the automotive industry
- The role government plays in supporting companies. Learn how it influences producers, industry and investments. Do the stimulus packages work for our industry?
- Do not let a good crisis go unused – opportunities in the current economic climate

Bernd Blumenberg, President, **BASF-YPC**, China

Werner Breuers, Member of the Board of Management, **LANXESS**, Germany

Mubarak Abdullah Al-Mubarak, Director General of Planning and Investment, **ROYAL COMMISSION FOR JUBAIL AND YANBU**, Saudi Arabia

Gert Smit, Director, Technology, **FLUOR**, Netherlands

11:00 Coffee break

### 11:30 Session two: Outlook for the industry post crisis - Spotting opportunities in olefins and polyolefins market segments

- What will drive the demand for petrochemical products in coming years?
- All you need to know about projects in the Middle East and what it means for the producers in other parts of the world
- Producers' point of view on the polymers market and the threat of oversupply. Best approaches to saving market share
- Mega projects are starting to come on stream, others are being developed. Independent from the economic crisis, how deep and long is the trough in the petrochemical cycle expected to be.

Anton de Vries, President, Polymers Division,  
**LYONDELLBASELL**, Netherlands

Laszlo Piry, Deputy CEO, **TVK, MOL GROUP**, Hungary

Gina Fyffe, Executive Director, **INTEGRA**, Singapore

12:50 Lunch

For the latest confirmed speakers and conference programme visit [www.wraconferences.com/globalpetrochemicals](http://www.wraconferences.com/globalpetrochemicals)

## CONFERENCE

### 14:30 Session three: Case study examples of the approaches that petrochemical producers are applying to sustain their business and gain competitive edge

- Is simply cutting costs enough for the company to get through the downturn? The advantages of European companies in counteracting challenging conditions
- The role of chemical clusters in improving the petrochemical industry's profitability
- Supply chain strategy shifts: a look at the best practices to improve margins by evaluating and optimising your supply chain
- Optimising your operations through refinery and petrochemicals integration
- Exploring potential new markets, advancing your customer service and acquiring an adequate marketing campaign as means of securing your market share. What are possible investments in this climate?

**Viktor Viehweg**, Head of Corporate Strategy, **SIBUR**, Russia

**Sergey Vasnetsov**, Managing Director, Chemicals, **BARCLAYS CAPITAL**, USA

**Fred du Plessis**, President, **FDP ASSOCIATES**, UK

15:30 Coffee break

### 16:00 Session four: Panel Discussions: Managing in uncertain times. Getting ready for the upturn

This stimulating debate will have 5-6 members representing a cross section of the industry and a moderator who will lead the discussions which will be dedicated to painting a picture of the industry post downturn. The executive members will be welcome to exchange ideas and opinions and to answer the questions from the moderator and the audience. This interactive dialogue is designed for in-depth knowledge sharing and it will be one of the highlights of the 2010 Meeting.

**Khaled Nasser Al Sanea**, Managing Director, **AL SANEA CHEMICAL PRODUCTS**, Kuwait

**Alexander Vogel**, Principal, **MCKINSEY & COMPANY**, United Kingdom

**Moayyed Al Qurtas**, CEO and Vice Chairman, **TASNEE**, Saudi Arabia

**Viktor Viehweg**, Head of Corporate Strategy, **SIBUR**, Russia

17:00 Closing address

19:00 Evening drinks reception

## DAY TWO: GLOBAL PETROCHEMICALS CONFERENCE THURSDAY 11 FEBRUARY 2010

08:30 Registration and coffee

09:00 Opening and business card exchange - meet your fellow attendees

### 09:10 Session five: The performance of aromatics and derivatives sectors

- How will global trade flows change in the future. Analysing the changes within domestic demand and supply balances
- What you need to know about future naphtha availability and potential new areas of developing of this key feedstock
- Get insight vital information on how projects have been affected and what does it say about regional producers' plans and views for these products
- Explore opportunities and challenges created by demand and capacity shifts. How this data can be used for your business objectives

**Richard Charlesworth**, Senior Consultant, **NEXANT**, UK

**Glyn Johnson**, Director, **Kline & Co**

**Rob Parry**, Executive Account Manager Chemical Catalysts, **BASF**, UK



10:25 Coffee break

### 10:55 Session six: Rapidly developing regional markets and at future opportunities

- What you need to know about developing markets: case-study of the industry and its expansion in Turkey
- China's actual growth against the predicted figures and how this influences consumption and demand of petrochemicals
- Asian market performance in 2009 and how its change in demand has affected suppliers.
- The activity of current projects in the Middle East, inside and outside Saudi Arabia. The ChemaWEyat project in UAE

**Hesham Raafat**, CEO, **ORIENTAL PETROCHEMICALS**, Egypt

**Yavuz Kenan**, General Manager, **PETKIM**, Turkey

**Hassan Beigi**, Managing Director, **JAM PETROCHEMICAL**, Iran\*

12:15 Lunch

\* - subject to final confirmation



### 13:45 Session seven: Forward integration - the role derivatives and specialty chemicals can play to differentiate your business from the competition

- Opportunities for producers in downstream chemicals markets. Ways to optimise your operations and stay ahead of the competition
- Would diversification into derivatives and specialty chemicals ensure the way forward for the petrochemical industry?
- What is the possibility of performance materials replacing the traditional polymers and what conditions will this create for the producers

**Rajeev Pandia**, Vice Chairman, **SI GROUP**, India

**Francois Vleugels**, General Manager, **SPOLCHEMIE**, Czech Republic

Senior Representative, **ACCENTURE**, UK

15:00 Coffee break

### 15:30 Session eight: Roundtable Discussions

**Roundtable 1:** How sustainable is the petrochemical growth rate in China?

**Roundtable leader:** **Fred du Plessis**, President, **FDP ASSOCIATES**, UK

**Roundtable 2:** Future of Carbon Capture and role of technology in increasing profitability of the sector in post downturn environment.

**Roundtable leader:** **Gert Smit**, Director Technology, **FLUOR**, Netherlands

17:00 Closing address and close of the Global Petrochemicals Meeting



# REGISTRATION FORM

## GLOBAL PETROCHEMICALS 7TH ANNUAL MEETING

RENAISSANCE HOTEL, THE IMPERIAL RIDING SCHOOL  
VIENNA, AUSTRIA 9-11 FEBRUARY 2010

### 5 EASY WAYS TO REGISTER

 [www.wraconferences.com/globalpetrochemicals](http://www.wraconferences.com/globalpetrochemicals) @ [k.mohamed@theenergyexchange.co.uk](mailto:k.mohamed@theenergyexchange.co.uk)  +44 (0) 20 7067 1800 or +44 (0) 1242 529 090  
 +44 (0) 20 7430 9513 or +44 (0) 1242 582 157  World Refining Association, 4th Floor, 86 Hatton Garden, London, EC1N 8QQ

### REGISTRATION FEE

Please select a package	Packages Options	Bookings made by 20 November 2009	Bookings made by 18 December 2009	Bookings made after 18 December 2009
<input type="checkbox"/>	Conference, Workshop and Site Visit	€2085 (save €350)	€2260 (save €175)	€2435
<input type="checkbox"/>	Global Petrochemical Conference	€1349 (save €300)	€1499 (save €150)	€1649
<input type="checkbox"/>	I am unable to attend but would like to purchase the proceedings			€664

Please note VAT will be charged at the appropriate rate where applicable.

### DELEGATE DETAILS

Title	First Name	Last Name	Job Title	Email

To register more than 3 delegates, please photocopy this booking form. Group discounts are available from more than 3 registrants, please email [k.mohamed@theenergyexchange.co.uk](mailto:k.mohamed@theenergyexchange.co.uk) for further information.

Company Name \_\_\_\_\_

Nature of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/County \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Authorised by** \_\_\_\_\_ **Signature** \_\_\_\_\_

Head of Corporate Development \_\_\_\_\_ Head of Polymers \_\_\_\_\_

Head of Base Chemicals \_\_\_\_\_

### ADMINISTRATION DETAILS

Accounts payable contact \_\_\_\_\_

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ EU customers VAT number \_\_\_\_\_

### Payment Details - Please tick your chosen method of payment

I will pay by bank transfer/invoice  I will pay by credit card   
 Visa  Mastercard  Amex Credit  Card Number   
 Issue No  Expiry Date  IBAN No

Name of cardholder \_\_\_\_\_ Address \_\_\_\_\_

Signature of cardholder: \_\_\_\_\_

#### PAYMENT - TERMS AND CONDITIONS

Our official confirmation, invoice and hotel booking details will be emailed to you within 3 days of receiving your registration.

#### PAYMENT:

Payment of the full delegate fee is due 14 days after the invoice date, or immediately, if the registration is made within one month of the event. Our invoice will show your registration fee in Euros. Our full bank account details are on the invoice.

Please note your booking is valid only after full payment is received. We recommend you check with your Finance Department that payment has been made before traveling to the Conference.

#### CANCELLATIONS:

Made one month prior to the start of the conference will be refunded less a 50% administrative charge. Refund will be made after the conference.

Made within one month of the start date of the conference will receive no refund. Substitutes are acceptable at any time.

#### FORCE MAJEURE:

Please note that in case of force majeure The World Refining Association is relieved of all obligations. Force majeure includes any circumstances beyond the will of The World Refining Association, that impedes permanent or temporary compliance with the obligations, such as 'acts of god' including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire or severe disturbances affecting the conference organisation or its suppliers.

#### ADMINISTRATION - TERMS AND CONDITIONS

##### OFFICIAL VENUE AND HOTEL ACCOMMODATION

The Imperial Riding School (A Renaissance Hotel by Marriott), Ungargasse 60, 1030, Wien, Austria. Tel: 0043 1 5151852, Fax: 0043 1 515188720

The cost of the hotel accommodation is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel (Deluxe Room for single occupancy at 90 Euro per room per night and a Deluxe Room for double occupancy at 105 Euro per room per night. Room rates include VAT, City Tax and breakfast) for delegates attending the event. Please contact Jenny Seaton via email [j.seaton@theenergyexchange.co.uk](mailto:j.seaton@theenergyexchange.co.uk) for any hotel and accommodation related queries.

##### 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 **W**

# Why you should participate in the 7th Annual Global Petrochemicals Meeting

Global Petrochemicals is the only conference of its kind that has been running for 7 years and has established itself as the meeting place for petrochemicals leaders and an indispensable information exchange platform for operators representing key petrochemicals regions and markets.

The 2010 Meeting will address the most important changes in the industry and will provide participants with valuable insight into how the industry is expected to evolve. The 2010 agenda is driven by our distinguished Advisory Board to ensure all participants get their questions answered and covered by the expert speaker panel.

2010 will no doubt shed more light on further development of petrochemical industry and petrochemical producers will be able to see and plan their earnings more clearly from there on. To be able to envisage how it will affect your business and your operations you need to be a part of this important industry gathering.

## Network directly with petrochemical leaders:

- **BUSINESS CARD EXCHANGE:** Prior to both the workshop and the conference, delegates are given an opportunity to formally meet and greet their industry colleagues. Business cards are exchanged and key relationships forged that can be fostered throughout the event and beyond.
- **NETWORKING OPPORTUNITIES:** 9 coffee breaks, 3 lunches and 2 networking receptions! Plenty of opportunities are offered for you to catch up with your peers, meet new influential decision makers and secure new business leads.
- **ROUNDTABLE AND PANEL DEBATES:** Expert Chairmen have been selected to manage specific discussions. Select your table of choice and join interactive and informal discussions.

Our 2010 Meeting - bringing together all key leaders, industry experts and decision makers. Join us and make a difference to your business!

## WHO SHOULD ATTEND?

- Presidents, Vice Presidents, Managing Directors, Senior Executives from Petrochemical, Oil and Gas Majors
- Strategy Directors and Business Development Directors
- Engineering and Technology Manufacturers, Contractors and Providers
- Plant and Operations Directors and Managers
- Process and Technology Support Advisors and Licensors
- Senior Petrochemical Specialists
- Project Management Specialists
- Industry Analysts and Consultants
- Refining and Petrochemicals Presidents, Vice Presidents and Directors
- Refinery Directors and Managers
- Operations and Planning Department Heads

## SPONSORS

**FLUOR**®



## SPONSORSHIP OPPORTUNITIES

**This is the largest petrochemical event on a global scale. All major operating companies take part in this international critical information exchange platform.**

**The 2010 Meeting will be even bigger and better – do not miss out!**

There is simply no other petrochemical event that can boast such a quality gathering of regional and international producers. Speakers already confirmed include: **TASNEE, BASF-YPC, LYONDELLBASELL, SHELL CHEMICALS, SIBUR, LANXESS, SI GROUP, JAM PETROCHEMICALS, ORIENTAL PETROCHEMICALS, TVK, MOL GROUP, AL SANEIA CHEMICAL PRODUCTS, BASF, PETKIM** and many more.



As keen industry players, our sponsors FLUOR and SCHMIDT & CLEMENS know that this is the not-to-be-missed impressive petrochemical industry meeting platform where they will be presented with the opportunity to meet and talk with their existing clients to forge even stronger relationships and where they will meet a wide range of potential consumers who come to this event every year to network with colleagues and to find out about the latest solutions and technologies that can help to improve operations of petrochemical producers.

Our corporate sponsorship packages are customised and designed specifically to allow you to maximise your company's profile. Our packages are tailored specifically to suit your individual needs including both your budget and level of publicity.

**Stand out among your competitors and take this opportunity to join us and place your business directly in the petrochemical industry arena!**

## LIMITED OPPORTUNITIES AVAILABLE

To discuss your requirements in further detail, please contact: **Yuliya Hare, Conference Manager**

**Tel: +44 (0)20 7067 1800**

**Fax: +44 (0)20 7430 0552**

**or Email: [y.hare@theenergyexchange.co.uk](mailto:y.hare@theenergyexchange.co.uk)**