BOOKINGS NOW OPEN



THE MIDDLE EAST'S PREMIER FULLY INTEGRATED DOWNSTREAM EVENT

THREE DAYS OF THOUGHT LEADERSHIP & NETWORKING

MAND



WWW.ADIDOWNSTREAM.COM

Dear Colleagues,

It is a great pleasure for Takreer to welcome you to the 2015 edition of Abu Dhabi International Downstream. The Conference will once again bring together over 200 key representatives from local, regional and global companies. The event provides a critical platform to meet colleagues from the international downstream business and continue to drive growth both in the UAE and the rest of the region.

Our industry is facing many challenges, but we continue to see development in the downstream sector across the Middle East region. As we have grown over the years, we have gained much experience that has enriched us and made us more competitive and more successful in the field of hydrocarbon products.

The unique dialogue that the Abu Dhabi International Downstream conference provides between regional and global decision makers allows us to continue to learn and engage in exceptional networking opportunities improving our ability to adapt to key industry challenges.

I look forward to welcoming you to Abu Dhabi in May.



Best Regards,

Jasem Ali Al Sayegh CEO Abu Dhabi Oil Refining Company - TAKREER

Dear Colleagues,

Building upon the success of 2014, Abu Dhabi International Downstream 2015 will continue to focus on the industries key goal of locking in deeper value from refining and petrochemical integration. The downstream industry accounts for a major share of the world's energy and industrial markets, especially in the Middle East where refining and petrochemicals represent the backbone of many state economies.

Ongoing increases in global competitiveness, driven by recent developments in North American Shale Gas, Coal-To-Methanol technology in China, oil price volatility and the continuous evolution of customer requirements means there is constant pressure to seek avenues that accurately align and coordinate the different components of industry. The integration of refining and petrochemicals offers considerable opportunities to adapt to this changing energy landscape by enhancing operational efficiencies and delivering higher returns on existing assets through increased stream integration and additional flexibility.

It is against this backdrop that the second Abu Dhabi International Downstream Conference and Exhibition brings together regional and International executives from NOCs, IOCs and Petrochemical companies to discuss these very concerns; offering solutions and delivering global case studies on the integration success stories throughout the refining and petrochemical industry. The 2015 conference will explore all the pressing issues from feedstock challenges, global and regional market outlooks and oil price vulnerability to integrated megaprojects, new innovation technologies such as crude-to-chemicals and the latest steam cracking and RFCC technologies.

I look forward to welcoming you to Abu Dhabi.



Best Regards,

Maxwell Thompson Head of Content - Abu Dhabi International Downstream The World Refining Association

BIGGER AND BETTER IN 2015

With integration playing a key role in remaining competitive in today's global downstream market, NOCs and IOCs all over the world are integrating their assets vertically as well as horizontally. Keynote case studies from the Middle East, Europe and Asia will examine and highlight how Integration is enabling companies to remain competitive and add value to their existing operations.

GLOBAL INTEGRATION CASE STUDIES



OIL PRICE AND ECONOMIC FACTORS Recent rhetoric in the Middle East has been that the US Shale gas revolution won't have a major impact on the ME downstream industry. Nonetheless, thinking has been changing recently, in light of the oil price vulnerability and the vast amount of shale gas that continues to be produced in the U.S. In addition, ethane production is set to increase by as much as 37%

Hear from leading economists on the outlook for the downstream industry in light of recent price fluctuations and the effect that shale will have on the Middle East.

SOLVING THE CHALLENGE DEBATE

Takreer are about to commission the EPC FEED of their Atmospheric Residue Desulphurisation Unit (ARDS) which will utilize 3000mt of catalysts in addition to their RFCC unit. There are three main questions surrounding the catalysts utilised in the ARDS unit as well as the RFCC Unit. 1.What is the best way to handle and manage the vast amounts of catalysts in these units? 2.How to optimise the use of these catalysts? 3.How to dispose of vast amounts of catalysts in an environmentally friendly way?

In this section catalyst companies will present their solutions to the problem and questions posed above.

Think you have the answer and want to get involved?

The Middle East has always enjoyed a feedstock advantage over many of its counterparts. Nonetheless, with a probable gas shortage on the horizon it is crucial that refiners and petrochemical companies innovate to take advantage of new feedstocks. There is an increasing need for petrochemical producers to adapt to liquid feedstocks and refiners to re-think their crude slates. All of these important challenges will be looked at.

FEEDSTOCK CHALLENGES

INNOVATION TECHNOLOGY With the global market becoming ever more competitive, it is imperative for refiners & petrochemical producers to continuously innovate to ensure they can stay ahead of the competition. Hear from global petrochemical technology providers and manufacturers on the latest technologies transforming the market place including Alkylation technology, Gas-to-liquids and crude-to-chemicals.



DEDICATED EXHIBITION

Abu Dhabi International Downstream will have a dedicated Exhibition with the world's leading technology providers and service companies showcasing the latest in innovation technologies.

Book your shell scheme or floor space by contacting:

Neil Ashman <u>neil.ashman@clarionevents.me</u> T| +971 52 646 415



15



Jasem Ali Al Sayegh CEO Abu Dhabi Oil Refining Company (TAKREER)

30+



Fuad Mosa GM Technology KSA & Emerging Economies, Tech& Innovation SABIC



Tim Fox Global Head of Research & Chief Economist







EMIRATES NBD



Jean Sentenec CEO AXENS



Gabor Kenessey **GM Supply Chain** ORPIC



Michael Millard SVP & GM Catalysts, Adsorbents & Specialities UOP



Eithne Treanor Founder & MD E.TREANOR MEDIA



Jean Viallefont VP Orient Zone, Refining & Petrochemicals TOTAL



Mikael Berthod TRC Manager Abu Dhabi Oil Refining Company (TAKREER)



Fareed Al Jaberi VP Supply Division, Abu Dhabi Oil Company (TAKREER)



Yogesh Chandra Refinery(Production) **Planning Engineer** KNPC

Mohamed Al Yabhouni Vice President, Major Projects Division, Abu Dhabi Oil Refining Company (TAKREER)



Omar Bahobail, CEO. Al Waha Petrochemicals Company



Elie Saad VP & Managing Director LANXESS Middle East



Mohammad Abdur Rakib Process Modeling & Simulation Leader Abu Dhabi Oil Refining Company (TAKREER)

Rolando Ranauro Vice President, **Refinery Catalysts** ALBERMARLE



Nawal Abdulla Saleh Badou Team Leader Operational Planning KNPC

FOR SPEAKING OPPURTUNITIES PLEASE CONTACT : Maxwell Thompson T:+971 4 435 6101 E: maxwell.thompson@clarionevents.me





AXENS' MIDDLE EAST SEMINAR

Program

07:30 - 08:00 Registration and Welcome Coffee

08:00-08:10 Welcome Address & Opening Remarks Jean Sentenac

Refining Session

- 08:10-08:40 Axens Market Outlook: Middle East Focus Jean Sentenac
- 08:40-09:10 Axens Presence in the Middle East Joseph Ibrahim
- 09:10-09:30 Symphony™: One Year Later Xavier Decoodt
- **09:30-09:50** Maximizing Profits by Optimizing Operation: Prime-G+[™], MAPD & AlphaButol[®] Units *Gildas Rolland*
- 09:50-10:20 Q&A Session 1
 - 10:20 10:50 Morning Break Snacks and Business Networking

From Crude to Petrochemicals Session

- **10:50-11:10** New Advances in Residue Upgrading Technologies to Meet Petrochemicals Demand *Delphine Largeteau*
- 11:10-11:30 Maximizing Petrochemical Production with High severity Fluidized Catalytic Cracking (HS-FCC[™]) Nicolas Lambert

Petrochemicals Session

- 11:30-11:50 ParamaX[®] Offer Improvement Christophe Pierre
- **11:50-12:10** Axens Products Offer for Petrochemicals

 Xavier Decoodt
 Xavier Decoodt

axens.net | 🎔 @AxensGroup





AXENS' MIDDLE EAST SEMINAR

Natural Gas Session

12:10-12:30 Claus & TGT Catalysts for Natural Gas Fanny Gil-Mares

12:30-12:55 Q&A Session 2

12:55-13:05 Prize Draw

13:05-13:15 Closing Remarks

13:15 - 15:30 Networking Lunch



AGENDA

AXENS WORKSHOP: SUNDAY 10TH MAY 2015

- Market Outlook: Middle East Focus
- Clean Fuels Production
- Crude to Petrochemicals
- Innovative Schemes for Maximizing Paraxylene Production
- Technologies for Boosting Olefins Yields
- Claus & TGT: Catalytic Solutions for Natural Gas Treatment

SUMMIT DAY ONE: MONDAY 11TH MAY 2015

8.50	Chair's Opening Remarks			
0.00	Eithne Treanor, Managing Director, E.Treanor Media			
	Takreer Welcoming Address: Ruwais Refinery Expansion			
9:00	Jasem Ali Al Sayegh, CEO, Abu Dhabi Oil Refining Company (TAKREER)			
9.10	BOROUGE 3 - BUILDING A WORLD CLASS PETROCHEMICAL PLANT IN THE MIDDLE EAST			
	Senior Vice President, Borouge			
	EXPANDING THE VALUE CHAIN: VERTICAL INTEGRATION OF REFINING AND PETROCHEMICALS TO DRIVE LONG TERM GROWTH AND PROFITABILITY			
9.30	 TOTAL Keynote Case Study: Antwerp Refinery - Integrating Refinery And Petrochemical Facilities To Optimise Capital Employment And Reduce Storage Costs Adopting an integrated management approach to enhance operating efficiency Leveraging transferable expertise from refining and petrochemicals teams to benefit organisational efficiency Understanding how optimising human capital leads to a decrease in operating expenditure Highlighting best practices of refining and petrochemical integration Jean Viallefont, VP Orient Zone, Refining & Petrochemicals, 			
	TOTAL			
	INNOVATION DRIVING COMPETETIVENESS			
9.50	 Assessing How Technology Innovation Is Changing The Competitive Landscape Of The Global Downstream Industry How will new innovative technologies such as CTM, Crude-to- Olefins and shale gas technology affect the competitive landscape of the Middle East downstream industry? Evaluating how vertical refining and petrochemical integration can help combat increasing competition from Asia and North America In light of new technology, where will the competitive advantage for the Middle East region lie? 			
	Michael Millard, SVP & GM, Catalysts, Adsorbents & Specialities,			
	UOP ASIAN PERSPECTIVE			
10:10	EVALUATING THE STRATEGY OF INTEGRATING BASE OIL PRODUCTION INTO A REFINERY TO CREATE FURTHER VALUE ADDITION • How will the integration of a base oil plant at Ruwais add further value downstream • What are the target markets for Base Oil production from Ruwais • Understanding the product slate that will be produced			
	Fareed AI Jaberi, VP Supply Division, Abu Dhabi Oil Refining Company (Takreer)			
10.30	SATORP CASE STUDY: HOW TO BUILD A WORLD CLASS INTEGRATED REFINERY SAFELY, ON SCHEDULE AND BELOW BUDGET • Focus on project achievements • Analyzing execution strategies and applying them • A closer look at lessons learned during the project			
10.50	Mohammed Hammad, Execution Director, Saudi Aramco MORNING COFFEE BREAK IN EXHIBITION SHOWCASE AREA			

	KNPC		
	Case Study: Integration Of KNPC Naphtha Feed Into		
	Equate (KPPC) Aromatics Complex To Increase Petrochemical Profitability By Circa 12 Mm\$/Year And MAB /KNPC Profit		
	Improvement Program		
	Optimizations of FRN stream from KNPC to KPPC and resultant		
11.00	improvement on Para Xylene production		
11.20	MAB Refinery profit improvement programme		
	 MAB & MAA integration Creating a feed mix optimization through integration between 		
	KNPC & KPPC to eradicate a light naphtha stream from the FRN		
	feed pool		
	Nawal Badou, Team Leader Operational Planning, KNPC		
	Yogesh Chandra, Sr. Specialist Operational Planning, KNPC		
11.40			
10.00	NAVIGATING THROUGH CHALLENGING TIMES WITH		
12.00	INNOVATION AS A COMPASS Jean Sentenac, CEO, Axens		
	PANEL DISCUSSION AND Q & A		
	How Will Integration And Innovations In Technology Impact		
	The Competitive Landscape Of The Refining And		
	Petrochemical Industries?		
40.00	Invited Panelists:		
12.20	Jean Sentenac, CEO, AXENS		
	Omar Bahobail, CEO, AL WAHA PETROCHEMICALS		
	Michael Millard, SVP & GM, Catalysts, Adsorbents & Specialities, UOP		
	Jean Viallefont, VP Orient Zone, Refining & Petrochemicals, TOTAL		
13.00	LUNCH		
	SOLVING THE CHALLENGE: CATALYST BEST PRACTICES		
	Moderated by: Ozgur Buyuktanir, Process Engineering Department Manager, Abu Dhabi Oil Refining		
	Company (TAKREER)		
	Takreer are about to commission the EPC FEED of their		
	Atmospheric Residue Desulphurisation Unit (ARDS) which will		
	utilize 3000mt of catalysts in addition to their RFCC unit. There		
14.00	are three main questions surrounding the catalysts utilised in the ARDS unit as well as the RFCC Unit:		
	4. What is the best way to be add and manage the yest amounts		
	1. What is the best way to handle and manage the vast amounts of catalysts in these units?		
	 What is the best way to handle and manage the vast amounts of catalysts in these units? How to optimise the use of these catalysts? 		
	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an		
	of catalysts in these units?2. How to optimise the use of these catalysts?3. How to dispose of vast amounts of catalysts in an environmentally friendly way?		
	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an		
14.00	of catalysts in these units?2. How to optimise the use of these catalysts?3. How to dispose of vast amounts of catalysts in an environmentally friendly way?In this section catalyst companies will present their solutions to the		
14.00 14.20	of catalysts in these units?2. How to optimise the use of these catalysts?3. How to dispose of vast amounts of catalysts in an environmentally friendly way?In this section catalyst companies will present their solutions to the problem and questions posed above Solution		
	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF		
14.20	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE		
14.20 14.40 15.00	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION		
14.20 14.40	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA		
14.20 14.40 15.00	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER)		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) REAL TIME MODELLING Real-Time Engines For Operational Excellence • Supply/Demand unpredictability		
14.20 14.40 15.00 15.30	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) Real-Time Engines For Operational Excellence • Supply/Demand unpredictability • Automation and information Solutions		
14.20 14.40 15.00 16.00 16.20	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) REAL TIME MODELLING Real-Time Engines For Operational Excellence • Supply/Demand unpredictability • Automation and information Solutions • Real-time Performance management – 'Dashboards		
14.20 14.40 15.00 16.00 16.20	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) Real-Time Engines For Operational Excellence • Supply/Demand unpredictability • Automation and information Solutions		
14.20 14.40 15.00 16.00 16.20	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) REAL TIME MODELLING Real-Time Engines For Operational Excellence • Supply/Demand unpredictability • Automation and information Solutions • Real-time Performance management – 'Dashboards with a difference'		
14.20 14.40 15.00 16.00 16.20	of catalysts in these units? 2. How to optimise the use of these catalysts? 3. How to dispose of vast amounts of catalysts in an environmentally friendly way? In this section catalyst companies will present their solutions to the problem and questions posed above Solution BASF ALBEMARLE GRACE PANEL DISCUSSION & QUESTIONS AFTERNOON COFFEE BREAK IN EXHIBITION SHOWCASE AREA CHALLENGES WITH INDUSTRIAL CYBER SECURITY Vice President, WIPRO Limited MODELLING & SIMULATION INDUSTRIAL CYBER SECURITY FOR REFINERS TAKREER CASE STUDY How A Refiner Has Developed A Modeling And Simulation Strategy From The Planning Stage All The Way Along The Chain • Optimizing operations and efficiency • Using simulation to assess the yield of a process • Using computational tools for operations troubleshooting Dr. Mohammad Abdur Rakib,Process Modeling & Simulation Leader, Abu Dhabi Oil Refining Company (TAKREER) REAL TIME MODELLING Real-Time Engines For Operational Excellence • Supply/Demand unpredictability • Automation and information Solutions • Real-time Performance management – 'Dashboards with a difference' Session Reserved for Invensys		

SUMMIT DAY TWO: TUESDAY 12TH MAY 2015



Chair's Opening Remarks ECONOMIST PANEL : CHANGING THE STATUS QUO Keynote: The Future Of The Downstream Industry In The Wake		Assessing How R&D Is Working To Comply With New And Future Environmental Regulations • Identifying the different research that is currently being done to get
Keynote: The Future Of The Downstream Industry In The Wake		
	10.50	the carbon footprint down
Of A Changing Global Landscape • Assessing the impact of plunging oil prices on Middle Eastern		Understanding the commercial processes that are available to deal with CO2 and waste – what research is being done
downstream operatorsUnderstanding the change in thinking on the North American		in this area?How can refiners and petrochemical producers bring down their
 global oil and petrochemical prices What impact will this have on Middle Eastern target markets for Crude and petrochemical products? Where do future supply and demand bottlenecks lie and how 		carbon footprint and better comply with environmental regulations? New technologies for dealing with waste and CO2
	11.10	COFFEE BREAK IN EXHIBITION SHOWCASE AREA
Tim Fox, Chief Economist & Global Head of Research,		COMPLEXES WITH INNOVATIVE TECHNOLOGY Session Chair: Rolando Ranauro, Vice President Refinery Catalysts, ALBEMARLE
THE CHANGING DYNAMICS OF REFINING AND		ALKYLATION
PETROCHEMICAL FEEDSTOCKS	11.30	Understanding The Advantages Of Having An Alkylation Unit In A Refinery Complex To Reduce The Use Of MTBE
		The use of alkylation technology to comply with cleaner fuels
		specification worldwide
Coming Years		 Phasing out of MTBE as a necessity in refining operations Key drivers to alkylation for refiners requiring more, high
		octane, gasoline blending components that do not contain
.		aromatics, benzene, olefins and sulphur
after a big expansion?		Assessing the economics of Alkylation for Middle Eastern refiners
What impact will changing the feed have on the refinery?		Matthew Clingerman, Regional Engineering Manager, DUPONT
	44.50	GTL
		Delivering An Overview Of Fischer-Tropsch Technologies For The Production Of Diesel From Syngas Using A Variety Of Feedstocks
		Integrating Fischer-Tropsch GTL Technology Into A
		Complex Refinery
	11.50	Highlighting the environmental advantages of integrating Fischer-Tropsch into refining operations
The Feedstock Mix In The Middle East		Evaluating the process technology, reactor design and catalyst
How major changes in global feedstock dynamics are driving		requirements to achieve a successful industrial scale-up
		Reserved for Johnson Matthey
Deploying more energy efficient technologies to create high		OCT
value specialty products		Implementation Of Olefin Conversion Technology In A Refinery
 Moving from gas to liquid feedstocks – what are the options? 		To Convert Ethylene And Butadiene To Propylene Integrating OCT Technology into a refinery or petrochemical
Fuad Mosa, GM Technology KSA & Emerging Economies,		plant
		Converting pyrolysis C4s to propylene to greatly improve
		processing economics Integrating OCT with an FCC unit to improve FCC operating
		 Integrating OCT with an FCC unit to improve FCC operating by upgrading Ethylene and butylene to Propylene
Availability Impact Growth Potential In The Middle East		 Fixed bed catalyst system with in situ regeneration to create a
Petrochemical Market?		simple operating cycle
Panelists:	12.30	FCC INNOVATION
		Unveiling The Modern FCC In A Diesel & Petrochemical Oriented Refinery
Fuad Mosa, Director, technology programming & technology		Nicolas Lambert, FCC Technology Manager, AXENS
•		WATER TREATMENT TECHNOLOGY
RESEARCH & DEVELOPMENT: INNOVATING TO REMAIN	12 50	Senior Representative, Baker Hughes
COMPETITIVE		Chair's Closing Remarks
		Lunch and Close of Abu Dhabi International Downstream 2015
The role of the TRC in the refineries catalysts management		
Understanding how R&D can also support marketing operations		
	 What impact will this have on Middle Eastern target markets for Crude and petrochemical products? Where do future supply and demand bottlenecks lie and how will this affect pricing in the short, medium and long term? Tim Fox, Chief Economist & Global Head of Research, EMIRATES NBD THE CHANGING DYNAMICS OF REFINING AND PETROCHEMICAL FEEDSTOCKS FEEDSTOCK CHANGES Keynote: Understanding The Thinking Behind Takreer's Decision To Change The Feed To Its Ruwais Refinery Over The Coming Years What are the strategic tenets to changing the refinery feed after a big expansion? What are the strategic tenets to changing the refinery feed after a big expansion? What are the strategic tenets to changing the refinery feed after a big expansion? What impact will changing the feed have on the refinery? How will changing the Feed to the Ruwais refinery affect the products Takreer is producing? Mohamed Al Yabhouni, VP Major Projects Division, Abu Dhabi Oil Refining Company (TAKREER) ALTERNATIVE FEEDSTOCKS Identifying Alternative Feedstocks And Potential Changes To The Feedstock Mix In The Middle East How major changes in global feedstock dynamics are driving the move towards alternative feedstocks Crude-to-Chemicals, is this a reality in the Middle East? Deploying more energy efficient technologies to create high value specialty products Moving from gas to liquid feedstock s – what are the options? Fuad Mosa, GM Technology KSA & Emerging Economies, Technology & Innovation, SABIC MORNING COFFEE BREAK IN EXHIBITION SHOWCASE AREA PANEL DISCUSSION AND Q&A How Will The Changing Dynamics Of Global Feedstock Availability Impact Growth Potential In The Middle East Petrochemical Market? Panelists: Dr. Elie Saad, VP & Managing Director	global oil and petrochemical protes 11.10 What impact will this have on Middle Eastern target markets for Crude and petrochemical products? 11.10 Where do future supply and demand bottlenecks lie and how will this affect pricing in the short, medium and long term? 11.10 Tim Fox, Chief Economist & Global Head of Research, EMIRATES NBD 11.10 THE CHANGING DYNAMICS OF REFINING AND PETROCHEMICAL FEEDSTOCKS 11.30 FEEDSTOCK CHANGES Keynote: Understanding The Thinking Behind Takreer's Decision To Change The Feed To Its Ruwais Refinery Over The Coming Years 11.30 • What are the strategic tenets to changing the refinery feed after a big expansion? 11.30 • What are the strategic tenets to changing the refinery feed after a big expansion? 11.30 • What are the strategic tenets to changing the refinery feed after a big expansion? 11.30 • What are the strategic tenets to changing the refinery feed after a big expansion? 11.50 • What are the strategic tenets to changing the refinery feed after a big expansion? 11.50 • More Middle Cast 11.50 • Mohamed AI Yabhouni, VP Major Projects Division, Abu Dhabi Oil Refining Company (TAKREER) 11.50 • LTERNATIVE FEEDSTOCKS 11.50 • Crude-to-Chemicals, is this a reality in the Middle East? 11.50 • Deploying more energy effici

GET INVOLVED

WHO YOU WILL MEET:

WHY SPONSOR?

Align your company brand with the only conference actively supporting the integration of refining and petrochemical complexes in the Middle East

- Meet over 200 senior level decision makers from the International refining and petrochemical industry and build and develop critical business relationships
- Maintain your position as the market-leader within the refining and petrochemical global markets and convey a message of thought leadership on the technical agenda
- Raise your companies profile and educate the industry on your innovative solutions by joining our distinguished speaking faculty and presenting a case study

WHO SHOULD SPONSOR?

Downstream Services Providers

Regional Integrated Complex's

Chemical Companies

Petrochemical Producers

Equipment Manufacturers Engineering Companies

Commodity Exchanges Logistics Providers

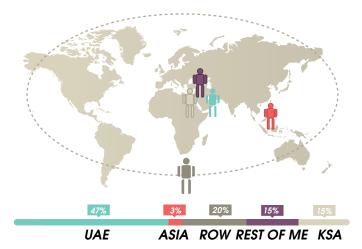
Software Providers

Catalyst Providers

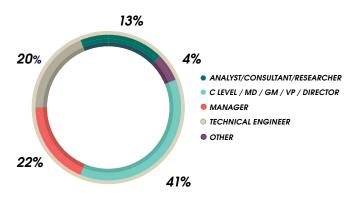
Consultants

Banks

GEOGRAPHIC BREAKDOWN



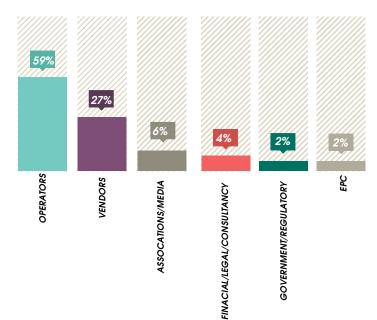
ATTENDEE SENIORITY BREAKDOWN :



<u>COMPANY TYPE :</u>



- Assess the impact of changing feedstock dynamics
 on Middle Eastern producers
- Hear global case studies on vertical as well as horizontal integration
- Analyze the latest technologies and innovations from the world's leading catalyst and solution providers
- Identify new opportunities and share insight with industry peers - What impact will the current economic climate have on the global downstream industry



PARTICIPATING COMPANIES INCLUDE:











GRACE

أورب Orpic







LANXESS

🗆 • BASF

The Chemical Company

JMX Johnson Matthey

Process Technologies



















WWW.ADIDOWNSTREAM.COM