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#ArgusMEPetcoke17



Argus Middle East Petroleum Coke Conference

10 - 11 January 2017 | The One&Only Royal Mirage
Dubai, UAE

To the website...



Our 2017 expert speakers lineup include:



David Marion
Vice President -
Manufacturing,
SATORP



Saleh Ahmed Rabbaa
VP Carbon & Port for
Jebel Ali Operations
**Emirates Global
Aluminium (EGA)**
UAE



Fuad Abdel Hussein
Manager – Calciner
**Aluminium Bahrain
(Alba)**
Bahrain



Lang Guanghui
Chairman
Sunstone Development
China



Onur Yakmaci
Energy-Fuel Procurement
and Business Development
Manager
Akansa Cement
Turkey



K.C. Gandhi
Jt. President
(Material Management)
Shree Cement
India

Partners:



Petroleum
illuminating the markets

Register now at
www.argusmedia.com/middleeastpetcoke



The international petroleum coke market has evolved rapidly in recent years following fluctuating prices, policy changes in key markets and uncertain supply and demand.

As the only dedicated petroleum coke conference in the region, the **Argus Middle East Petroleum Coke Conference** is uniquely positioned to bring together regional and international refiners, traders, cement producers, aluminium and EPC companies looking to gain insight into market trends, explore new opportunities and enhance efficiency.

Join industry experts to explore the growing importance of the Middle East region in the global petroleum coke market and develop new relationships to navigate the evolving landscape.

Who you will meet at the conference

Directors, Vice Presidents, Managers and C-level participants from:

- ▶ Refiners
- ▶ Traders
- ▶ Cement companies
- ▶ Aluminium producers
- ▶ Shipping and logistics companies
- ▶ EPC companies



Why attend

- Gather exclusive market updates and key industry developments from experts and policy makers
- Network and develop quality business relationships with international and regional end-users, traders and refiners
- Play an active role in the growth of the Middle East's petroleum coke market
- Meet with industry leaders to identify emerging commercial opportunities and nurture existing relationships
- Extended coffee breaks, exclusive luncheons

Regular attendees include:

Oxbow, HPCL-Mittal Energy, BP, Trammo, Inc., Sinopec, Shell Trading, SAIF, Reliance Industries, Rain Cii Carbon, Indian Oil Corporation Limited, ExxonMobil Corporation, Essar Oil, Votorantim Cement, Shree Cement, Ultratech Cement, JK Lakshmi Cement, Aditya Birla Group, Dalmia Cement, Koch Carbon, Akçansa, Al Rajhi Cement, Garcia-Munte Energia, Lafarge Egypt, OTI, Phillips 66, Adani Enterprises, Aminco Resources, Prism Cement, Sinoway, Cemex and many more...



Topics discussed

- Understanding fuel grade demand forecasts - Asia, Turkey, Egypt, CIS
- Petcoke prices and the factors impacting change
- Changing regulations for fuel oil sulphur caps – impact on coker feed and petcoke quality
- Design and operational considerations for the production of various coke grades from Delayed Coking Units (DCU)
- Anode-grade demand and the aluminium sector - updates from China, India, UAE, Bahrain, CIS

“Good information flow. Whole lot of information will make decision making for larger business opportunities easier. Thank you, Argus”

Lafarge Holcim

For further information visit www.argusmedia.com/middleeastpetcoke



Why the Middle East?



Petcoke demand from the Middle East and Africa to triple by **2020** to **4mn t/yr**



Middle East is the **2nd** largest aluminium producing region globally



Middle East petroleum coke output expected to increase by two-thirds by **2020** to **10mnt**



Aluminium expansions

Increasing calcined coke demand as new aluminium expansions come online in Bahrain, UAE, Saudi Arabia, Oman

New

New petroleum coke projects and refinery upgrades in UAE, Oman, Iran & Kuwait

1.25m t/y

In Oman alone, petcoke production capacity to increase by **1.25m t/y** by **2019**



Preliminary agenda - Day One

08.30 – 09.30

Registrations and welcome refreshments

09.30 – 09.35

Argus welcome remarks

09.35 – 09.40

Opening remarks by Chairperson

Jim Nicholson, SVP Asia, [Argus Media](#)

MARKET OVERVIEW

09.40 – 10.00

Petcoke prices and the factors impacting change

Lauren Masterson, Editor, Energy Argus Petroleum Coke, [Argus Media](#)

10.00 – 10.20

Changing regulations for fuel oil sulphur caps – impact on coker feed and petcoke quality

Francis Osbourne, Head of Forecasting, Crude Oil & Refined Products, [Argus Media](#)

10.20 – 10.50

Building a legacy: Collaboration within the Aluminium and Coke Industry

Saleh Ahmed Rabbah, VP Carbon & Port, [Emirates Global Aluminium \(EGA\)](#)

REFINER'S PERSPECTIVE

10.50 – 11.10

Refinery perspective: SATORP's successful Lender Reliability Test (LRT)

David Marion, VP Manufacturing, [SATORP](#)

11.10 – 11.40 **Q&A session with speakers of sessions 1&2**

11.40 – 12.10 **Networking break**



PETCOKE DEMAND AND THE ALUMINIUM SECTOR

12.10 – 12.30

Anode-grade supply and demand in China

- Current state of the anode grade market
- Trade flows and where the market is heading by 2020
- Factors affecting supply in China
- Aluminium demand expectations in China

Lang Guanghui, Chairman, [Sunstone Development](#)

12.30 – 12.50

Indian petcoke consumption – an overview of the aluminium industry

- Current scope of imports
- How aluminium manufacturers are planning their petcoke needs
- Evaluating fuel import and consumption

Neeraj Singh Rathore, Head of Strategic Procurement for Aluminium Raw Materials, [Vedanta Aluminium](#)

12.50 – 13.10

The Alba Calcliner Perspective: Optimisation, efficiency and increased aluminium production

Fuad Abdel Hussain, Manager – Calcliner, [Alba](#)

13.10 – 13.30 **Q&A session**

13.30 – 15.00 **Networking lunch**



EMERGING SUPPLY AND DEMAND CENTERS

14.55 – 15.20

Egypt, a fast growing buyer of petcoke: opportunities and challenges

- The conversion to using solid fuels in Egypt
- Steam coal versus petcoke
- Local production of petcoke
- Current and future consumers of petcoke

Waleed Abouraya, President, [MEBPC](#)

15.20 – 15.40

Turkish Cement Market and A General Outlook of Energy & Solid Fuels in Turkey

Onur Yakmaci, Energy-Fuel Procurement and Business Development Manager, [Akcansa Cement](#)

15.40 – 16.00

Petcoke market in CIS countries: New production facilities and geography of export supplies

- Russia and CIS petcoke markets – myths and legends
- Production facilities
- Russian demand and market development
- CIS export trade flows

Yury Burenko, Senior Trader, [DYM Resources](#)

16.00 – 16.30 **Q&A session**

16.30 – 17.00

Panel discussion: Changing regulations in Asia and the impact on petcoke imports

- Uncertainty in Chinese high-sulphur regulations
- Impact of India's potential clean energy cess on petcoke
- Purchasing strategy by manufacturers – who is likely to increase consumption

Jitendra Roy Choudhary, Research Fellow, [KAPSARC](#)

Lang Guanghui, Chairman, [Sunstone Development](#)

K.C. Gandhi, Jt. President (Material Management),

[Shree Cement](#), India

Freddie Staermose, VP – Generating Fuels and Dry Bunks, [Argus Media](#)

17.30 – 17.35

Closing remarks by conference chairperson and end of day

18.00 – 21.00

Cocktail Party



Interested in who is confirmed to attend?
Write a mail to me.events@argusmedia.com to know more!

For further information visit www.argusmedia.com/middleeastpetcoke



Preliminary agenda – Day Two

08.30 – 09.30

Registrations and welcome refreshments

09.30 – 09.35

Argus welcome remarks

09.35 – 09.40

Opening remarks by Chairperson

Jim Nicholson, SVP Asia, **Argus Media**

CHANGING DYNAMICS OF GENERATION FUELS

09.40 – 10.05

**Thermal coal in the Middle East:
How are end users responding to changing dynamics?**

- Recent evolution of thermal coal prices
- Attractiveness of thermal coal as a generation fuel in the Middle East
- A look ahead at supply/demand dynamics affecting the market
- Gas vs coal vs petroleum coke from an end user's point of view

Freddie Staermose, VP – Generating Fuels and Dry Bunks, **Argus Media**

SHIPPING & LOGISTICS

10.05 – 10.30

Handy and Supramax: Dry Bulk Shipping Outlook

- Fleet structure and growth – dry bulk
- Charter rates and ship values
- Dry bulk trade growth & structure

Ralph Leszczynski, Head of Research, **Banchero Costa**

TECHNOLOGY

10.30 – 10.55

Design and operational considerations for the production of various coke grades from Delayed Coking Units (DCU)

- Review factors affecting pet coke quality
- DCU operating conditions for different coke types
- DCU feed pre-treatment options to enhance coke quality
- DCU economics and how this affects coke type

Steve Beeston, Vice President, Global Technology Business Development, **Amec Foster Wheeler**

10.55 – 11.25 **Networking break**



11.25 – 12.20

Interactive roundtables



Delegates have the option of joining a roundtable discussion of their choice. Each roundtable will be moderated by an industry expert.

12.20 – 12.30

Closing remarks by conference chairperson followed by networking lunch

12.30 – 14.00 **Networking lunch and end of conference**



For partnership/media opportunities - contact Harish Vasudevan
(harish.vasudev@argusmedia.com / +971 4 362 8308)

For sponsorship/branding opportunities and group discounts, contact Mina Rezvan
(mina.rezvan@argusmedia.com / +971 4 434 5116)

Visit www.argusmedia.com/middleeastpetcoke for the latest agenda and speaker list

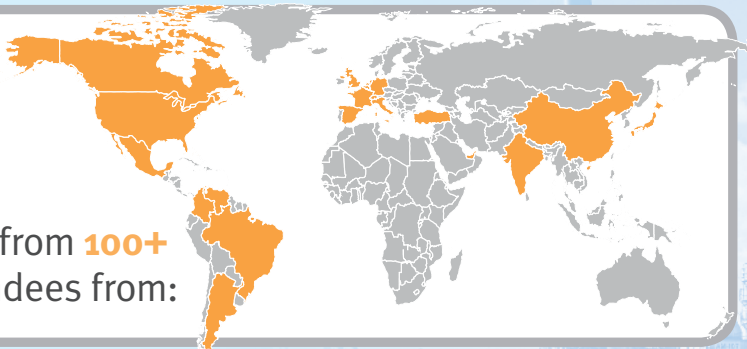
Our expertise in Petroleum Coke conferences

Over 8 years of expertise in the Petroleum Coke market with our exclusive flagship events across US, Europe and Asia



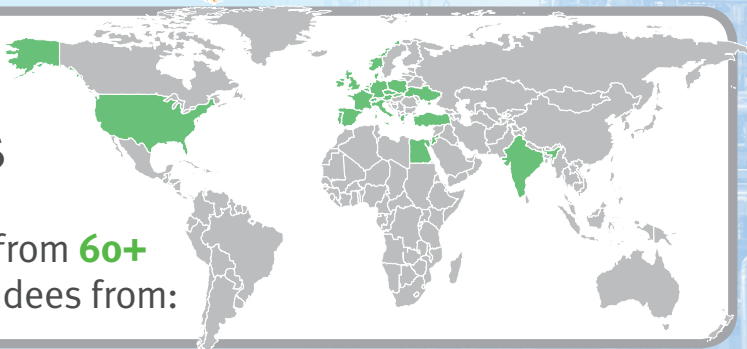
Argus Americas Petroleum Coke Summit 2016

200+ delegates from **100+ companies** Attendees from:



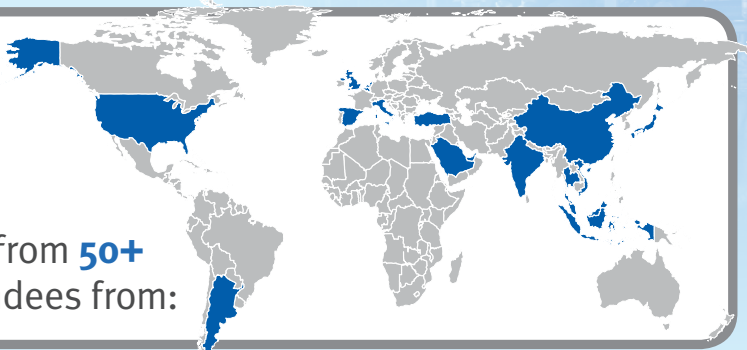
Argus Mediterranean Solid Fuels 2016

100+ delegates from **60+ companies** Attendees from:



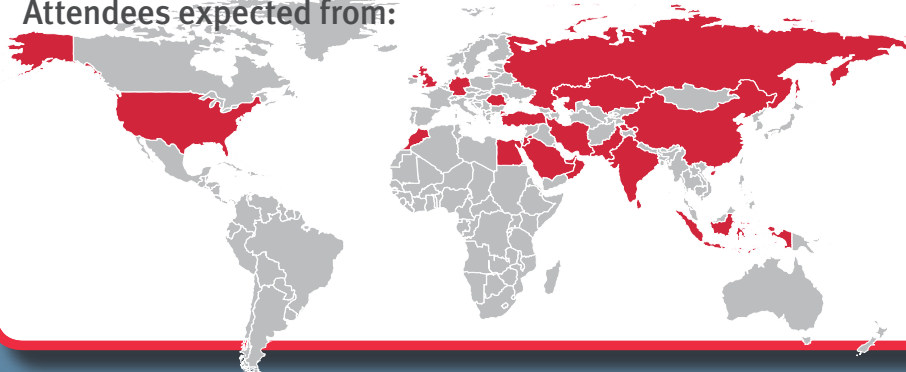
Argus Asian Petroleum Coke 2016

100+ delegates from **50+ companies** Attendees from:



Argus Middle East Petroleum Coke Conference 2017

150+ delegates expected from **100+ companies**
Attendees expected from:



Who you will meet:

- ▶ Traders
- ▶ Cement companies
- ▶ Aluminium producers
- ▶ Shipping and logistics companies
- ▶ EPC companies
- ▶ Refiners

Register now at www.argusmedia.com/middleeastpetcoke



What happened in our 2015-16 Petcoke conferences



600+
Attendees



400+
Companies



50+
Countries

Testimonials

"A great opportunity for building/refreshing networks and receiving up to date information in the market."

Heidelberg Cement Trading

"Conference was well attended with full house, the panel discussions were very good. Yes, networking sessions were really helpful to do methodical networking. It was overwhelming for me to get response from peer and seniors"

Lafarge Holcim

"The conference was extremely successful... I can recommend the conference to anyone interested in the latest developments in the coal and petroleum coke markets."

Isken

"Conference outcome exceeded my expectations and added lot of value"

HMEL

"...from our perspective it was certainly an informative and worthwhile conference."

RWE Supply and Trading

"The quality of the speakers and presentations were outstanding. It was a pleasure to be at the conference. I highly recommend the conference to any professionals working in solid fuels industry."

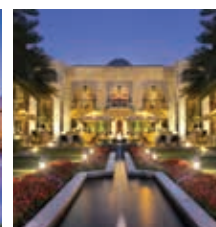
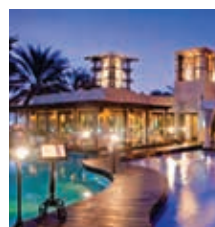
Interkarbon



Venue:

The One&Only Royal Mirage, Dubai

On a kilometre of private beachfront overlooking the amazing landscape of The Palm Island Bay, One&Only Royal Mirage commands a regal presence amidst 65 acres oasis of lavishly landscaped gardens, just minutes away from Dubai Marina.



For further information visit www.argusmedia.com/middleeastpetcoke



Sponsorship Opportunities

The Argus Middle East Petroleum Coke Conference 2016 provides an unparalleled platform to leverage your brand. Meet key decision-makers and industry experts to exchange ideas, do business and plan for the year ahead.

Argus will customize the most effective package to meet your business objectives. A wide range of sponsorship and exhibitor packages are available for your budgets to deliver the highest return on your investment available at any industry conference.

Be recognized in front of key industry stakeholders, meet new customers and get deals done.

Contact **Mina Rezvan**

+971 (0) 4434 5116 | mina.rezvan@argusmedia.com



Sponsorship

Position your organization as an industry leader

- Premium speaking opportunities alongside respected industry experts
- Predominant display of your company logo in all event marketing via website, direct mailer, email campaigns and press releases
- Display of your company logo on the main conference stage and welcome area
- Inclusion of your corporate profile on the conference website and conference documentation



Exhibiting

Join the showcase of leading products and services

- Promote your products and services to key industry figures
- Attract new business and strengthen existing relationships
- Use your dedicated corporate space to showcase your organization and conduct private meetings
- Display and distribute your marketing literature on site



Networking

Network face-to-face with the most influential Petcoke experts from around the world

- Meet decision makers from leading companies, end-users and petcoke specialists who shape the future of the market
- Utilize the exclusive post-conference networking opportunities in a relaxed setting apart from conference sessions
- Access the list of attendees prior to the conference so you can schedule targeted meetings in advance

To discuss a tailored sponsorship package for your needs, contact Mina Rezvan

Email: mina.rezvan@argusmedia.com

Phone: [+971 4 434 5116](tel:+97144345116)

For further information visit www.argusmedia.com/middleeastpetcoke

Argus Middle East Petroleum Coke Conference

10 - 11 January 2017 | The One&Only Royal Mirage, Dubai, UAE

EMAIL:

me.events@argusmedia.com

FAX:

Complete this form and fax to
+971 (0) 4 424 0134

MAIL:

Complete this form and post to the address below

DATES & VENUE

10-11 January 2017
Dubai, UAE

<input type="checkbox"/> Early Bird (valid till 13 th November)	€ 1595
<input type="checkbox"/> Standard Pass	€ 1995

Group Discount

For registrations of 3 pax or above from the same company, a group discount rate will be applicable. For more details, write a mail to me.events@argusmedia.com

PAYMENT METHOD

- ☐ Invoice my company
- ☐ Cheque enclosed (Make payable to “Argus Media Limited”).
- ☐ Credit card

Type of credit card (check one): ☐ Visa ☐ Amex ☐ Mastercard

Promo Code: _____

Card number: _____

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PAYMENT:

Total fees: _____

COMPANY DETAILS:

Company Name: _____

Business Activity: _____

Address: _____

City: _____

Postal Code: _____

Country: _____

VAT number: _____

DELEGATE 1 DETAILS

Name: Dr/Mr/Ms: _____

Job Title: _____

Telephone: _____

Email: _____

Special dietary/disability requirements (if any): _____

DELEGATE 2 DETAILS

Name: Dr/Mr/Ms: _____

Job Title: _____

Telephone: _____

Email: _____

Special dietary/disability requirements (if any): _____

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Payment 1. If payment is not received in full at the time of booking, your booking will be provisional until payment is received in full in accordance with paragraph 2 below. You acknowledge that we cannot guarantee bookings made on a provisional basis. 2. The event fee is payable within 30 days of the invoice date and in any event must be received in full 7 days before the event. 3. Fees are a fixed price and unless otherwise stated reductions and discounts cannot be offered should you not wish to attend the entire event. 4. In order to qualify for any “early bird” discounts, booking and payment in full must be received prior to the date specified above and on the invoice. 5. UK Excise Regulations, delegates from all countries are required to pay VAT on any event taking place in the UK.

Cancellations & Substitutions 6. If you are unable to attend the event, you may send a substitute provided that you inform us in writing to bioconf@argusmedia.com at least 48 hours before the commencement of the event. 7. Cancellations made in writing to bioconf@argusmedia.com before 18 September 2011 will be refunded in full, less a 15% administration charge. No refunds will be given for cancellations received on or after 18 September 2011. 8. Failure to attend all or part of an event for any reason whatsoever will be treated as a late cancellation and no refunds will be given. 9. If the event is cancelled for any reason within our control, then the registration fee will be fully refunded. We shall not be liable for any other loss, damage, costs (including without limitation travel, visa or accommodation costs), expenses or other liabilities incurred by you in connection with such cancellation. Refunds may take up to 25 business days.

Events 10. Our agendas are correct at the time of issue; however, it may be necessary to make some amendments to the content, speakers, location, and/or timing of the event. 11. Please advise us of any special requirements (such as access or dietary requirements) at the time of booking. 12. We reserve the

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Privacy & Marketing 17. Any personal data you disclose to us will be processed in accordance with the Data Protection Act 1998 and our privacy policy. 18. Your personal data may be used by us and carefully selected third parties to inform you about other products and services that may be of interest to you via telephone, post and/or email. If you do not wish to receive such marketing information, please contact us 19. You agree that we may use your company name in marketing promotions in connection with this event. 20. We may record (by audio and/or visual means) all or part of the event. You agree that we may use and distribute such recordings for the purposes of training, publicity and documentation.

General 21. It is your responsibility to arrange appropriate insurance cover for your attendance at the event. 22. You are fully responsible and liable for any loss or damage caused by you to property or individuals at an event. 23. Except in respect of death or personal injury caused by our negligence or for fraud, our total aggregate liability in connection with the event shall be limited to the fee paid by you. 24. You are responsible for safeguarding your own property at the event. We accept no liability in respect of any damage to, or theft or loss of, your property. 25. These Terms and Conditions together with the registration form set out the entire agreement between you and us. 26. If any provision of these Terms and Conditions (in whole or in part) is found by any competent authority to be unenforceable or illegal, the remainder of provisions shall remain in force. 27. These Terms and Conditions shall be governed by the laws of England and you agree to submit to the exclusive jurisdiction of the English courts.

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