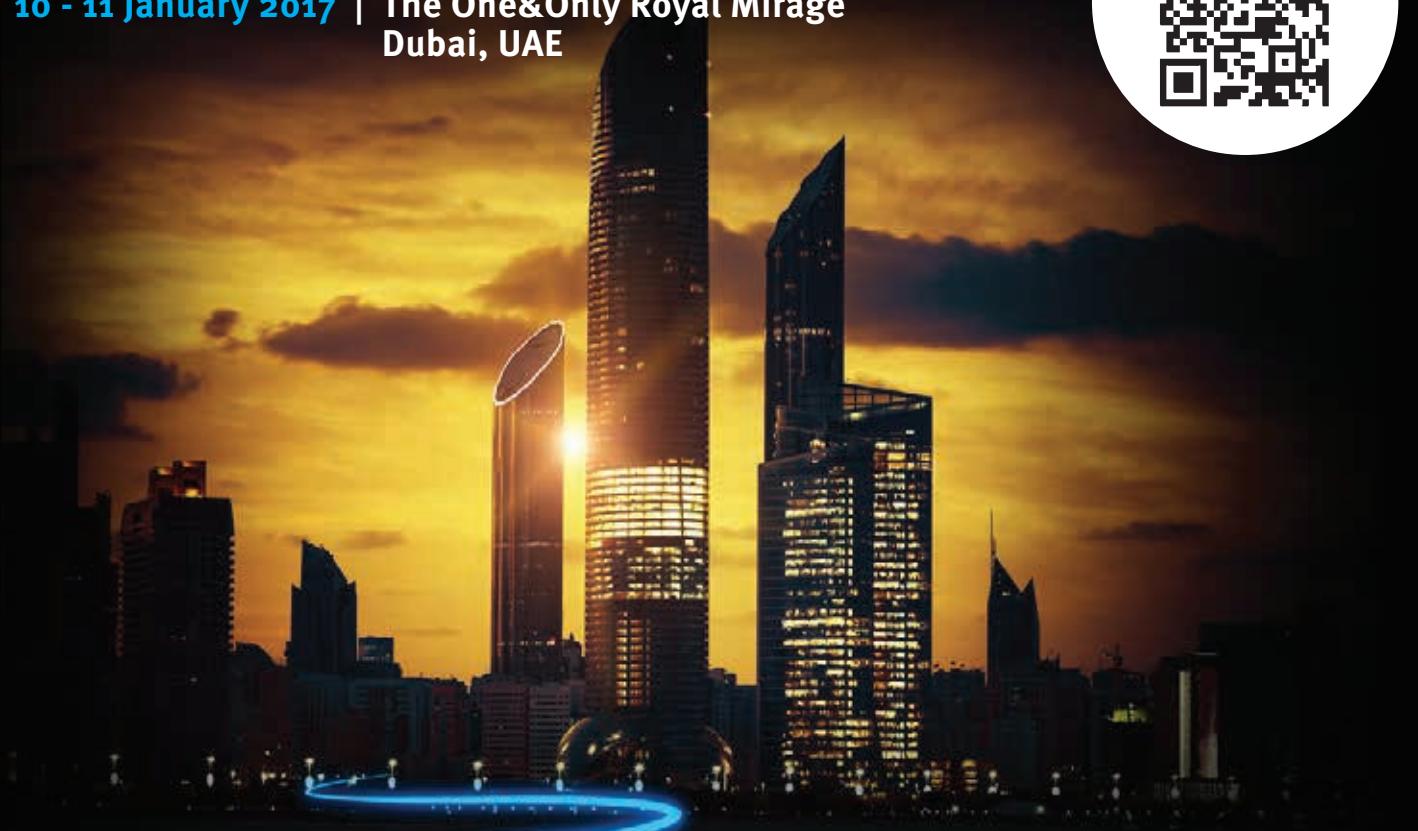


Argus Middle East Petroleum Coke Conference

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
Akçansa 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 **10mmt**



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	12.50 – 13.10	The Alba Calciner Perspective: Optimisation, efficiency and increased aluminium production
09.30 – 09.35	Argus welcome remarks	Fuad Abdel Hussain, Manager – Calciner, Alba	
09.35 – 09.40	Opening remarks by Chairperson Jim Nicholson, SVP Asia, Argus Media	13.10 – 13.30	Q&A session
		13.30 – 15.00	Networking lunch
MARKET OVERVIEW			 
09.40 – 10.00	Petcoke prices and the factors impacting change Lauren Masterson, Editor, Energy Argus Petroleum Coke, Argus Media	14.55 – 15.20	Egypt, a fast growing buyer of petcoke: opportunities and challenges
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		<ul style="list-style-type: none">The conversion to using solid fuels in EgyptSteam coal versus petcokeLocal production of petcokeCurrent and future consumers of petcoke <p>Waleed Abouraya, President, MEBPC</p>
10.20 – 10.50	Building a legacy: Collaboration within the Aluminium and Coke Industry Saleh Ahmed Rabbaa, VP Carbon & Port, Emirates Global Aluminium (EGA)	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
10.50 – 11.10	Refinery perspective: SATOP's successful Lender Reliability Test (LRT) David Marion, VP Manufacturing, SATORP		<ul style="list-style-type: none">Russia and CIS petcoke markets – myths and legendsProduction facilitiesRussian demand and market developmentCIS export trade flows <p>Yury Burenko, Senior Trader, DYM Resources</p>
11.10 – 11.40	Q&A session with speakers of sessions 1&2	16.00 – 16.30	Q&A session
11.40 – 12.10	Networking break	16.30 – 17.00	Panel discussion: Changing regulations in Asia and the impact on petcoke imports
PETCOKE DEMAND AND THE ALUMINIUM SECTOR			
12.10 – 12.30	Anode-grade supply and demand in China <ul style="list-style-type: none">Current state of the anode grade marketTrade flows and where the market is heading by 2020Factors affecting supply in ChinaAluminium demand expectations in China <p>Lang Guanghui, Chairman, Sunstone Development</p>		<ul style="list-style-type: none">Uncertainty in Chinese high-sulphur regulationsImpact of India's potential clean energy cess on petcokePurchasing strategy by manufacturers – who is likely to increase consumption <p>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 Bulks, Argus Media</p>
12.30 – 12.50	Indian petcoke consumption – an overview of the aluminium industry <ul style="list-style-type: none">Current scope of importsHow aluminium manufacturers are planning their petcoke needsEvaluating fuel import and consumption <p>Neeraj Singh Rathore, Head of Strategic Procurement for Aluminium Raw Materials, Vedanta Aluminium</p>	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!



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 Bulks, **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)

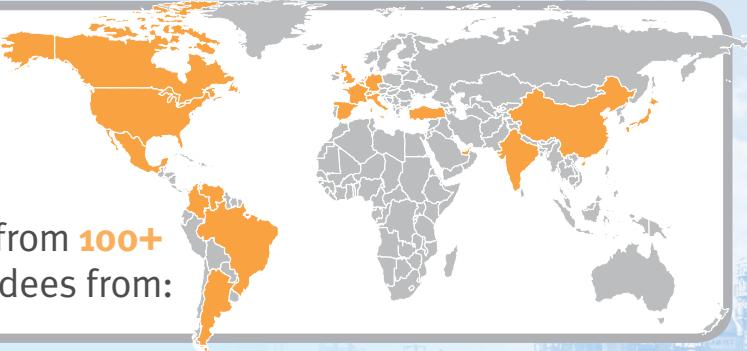
Our expertise in Petroleum Coke conferences

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:



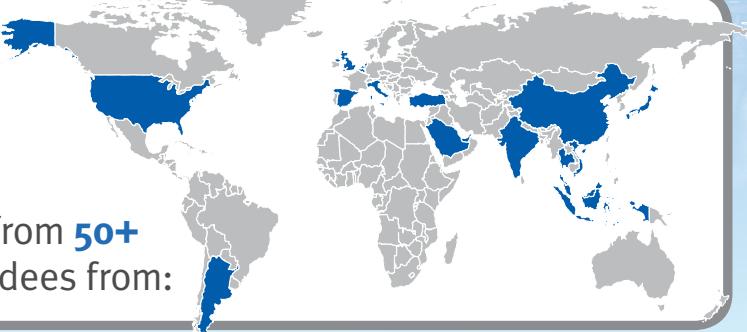
Argus Mediterranean Solid Fuels 2016

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

2017

2010
2012
2014

2016

2016



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

"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 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

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

HMEC

"...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



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



Sponsorship

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



Exhibiting

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



Networking

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

Email: mina.rezvan@argusmedia.com

Phone: +971 4 434 5116

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

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DATES & VENUE

10-11 January 2017

Dubai, UAE

<input type="checkbox"/> Early Bird (valid till 13th 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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Security code: _____ Exp. date: _____ / _____ / _____

Signature: _____

Card billing address: _____

Credit card payments must be received before the expiration date

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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

right to refuse admission to an event for any reason. 13. Views expressed by speakers at the event may not be the views of Argus. All event materials are provided to you on an "as is" basis and we make no warranty as to the completeness or accuracy of such materials. 14. You agree that, unless otherwise expressly stated, we own all intellectual property rights in all event materials and delegate lists. 15. You may not film, photograph or otherwise record all or any part of the event without our prior written consent. 16. You must comply with all applicable laws and any health and safety requirements (including no smoking signs) in respect of the event.

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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