

**Ethylene Middle East  
Technology Conference**

Under the Patronage of His Excellency  
**Shaikh Mohamed bin Khalifa bin Ahmed Al Khalifa**  
Minister of Oil, Kingdom of Bahrain

**17th & 18th October 2016**  
Gulf Hotel, Kingdom of Bahrain

# The Premier Ethylene Conference for the Middle East

EMET 2016 is the event for professionals looking to develop their technical knowledge and optimize their position in the fast evolving Ethylene Industry by increased Operational Efficiency, Sustainability and Excellence.

EMET is a technical conference aimed at providing solutions to the main technological challenges faced by the professionals of the industry.

This event will bring together technical experts from all over the world to share practical experiences, innovative ideas and strategies for reducing costs, maximizing return and creating value on issues related to planning, design, operation and maintenance.

## Topics:

- ▶ Furnace Performance Improvement
- ▶ Critical Equipment Reliability and Integrity
- ▶ Energy Conservation and Sustainability
- ▶ Maintenance Planning & Execution - Best Practices
- ▶ Feed and Production Optimization
- ▶ Process Safety

[www.ethylene-me.com](http://www.ethylene-me.com)

## Chairman's Message

### Conference Chairman



**Ziad Al-Labban**  
CEO  
Sadara Chemical Company

The Ethylene Middle East Technology Conference (EMET) will take place on 17th and 18th October 2016 at the Gulf Hotel in the Kingdom of Bahrain.

Under the theme 'Sustaining Ethylene Competitiveness through Solution Sharing', EMET will bring together professionals looking to develop their technical knowledge and optimize their position in the ethylene industry by increased operational efficiency, sustainability and excellence.

This edition of EMET will focus on 'Solution Sharing', making this a platform for interaction, technical knowledge sharing and problem solving in the Middle East region.

The conference will provide a platform for networking across the streams of operators and owners as well as product and service providers to meet and understand the constantly evolving trends, technologies, products and solutions to the challenges faced by the ethylene industry.

I welcome you to participate in the conference, and look forward to seeing you in the Kingdom of Bahrain this October!

## Steering Committee



### Chairman

**Mohammed Al-Zahrani**  
President,  
SADAF (Saudi Petrochemical Company)

- ▶ **Saad Al-Ayedh**, Vice President- Manufacturing, TASNEE
- ▶ **Jean-Paul Laugier**, Vice President- Ethylene Product Line, Technip
- ▶ **Aman A. Ahmad**, Director- Business Development, Middle East & Africa, KBR Technology
- ▶ **Saleh Al-Halki**, Chief Projects & Engineering Officer, QAPCO
- ▶ **Chuck Swartz**, President, DOW Saudi Arabia
- ▶ **Dr. Heinz Zimmermann**, Vice President- Business Development, Linde
- ▶ **Mohammad Ibrahim**, General Manager, Intermediates & Utilities, Sipchem
- ▶ **Paul Taylor**, Senior Vice President, International Sales, AspenTech
- ▶ **Ibrahim AlZaabi**, Vice President- Olefins, Borouge
- ▶ **Fahad Al-Sharef**, Vice President- Manufacturing Strategy, SABIC
- ▶ **Suleyman Ozmen**, Vice President- Downstream Licensing, Shell Global Solutions
- ▶ **Dr. Pierce Riemer**, Director General, World Petroleum Council (WPC)
- ▶ **Said M. Bajodah**, Executive President, SCP & JCP S-Chem
- ▶ **Alan Cepla**, General Manager and MD, UOP Chemicals
- ▶ **June Wispelwey**, Executive Director, AIChE
- ▶ **Jim Brigman**, Managing Director, Ingenero Inc.
- ▶ **Ra'afat Sindi**, Regional Executive, MENAT, Downstream Technology Solutions, GE Oil & Gas
- ▶ **Dr. Tobias Scheele**, Senior Vice President, SimSci- Design, Simulation & Optimization, Schneider Electric

## Technical Committee



### Chairman

**Hamdan Q. Al Shammary**  
General Manager – Technical  
TASNEE (National Industrialization Company)

- ▶ **Khalid Al-Qahtani**, Manager, Process Engineering Department, Petro Rabigh
- ▶ **Dr. Muhammad Muhammadieh**, Managing Director, Linde
- ▶ **Saifuddin Sheikh**, Business Consulting Director- MENA, AspenTech
- ▶ **Ahmed Al Mehrezi**, Ethylene Unit Manager, Borouge
- ▶ **Salim Nasser Al-Duhami**, Process Consultant, SABIC
- ▶ **Fayez Al-Anazi**, General Manager- Manufacturing, SCP & JCP S-Chem
- ▶ **Khalid Al-Hamid**, Director- Engineering, Sadara Chemical Company
- ▶ **Satyam Mishra**, Global Marketing Manager, Ethylene and Natural Gas Adsorbents, UOP
- ▶ **Khalid Nasser Al-Muraikhi**, Head of Engineering, QAPCO
- ▶ **Dr. Pratap Nair**, President & CEO, Ingenero
- ▶ **Curtis Kelly**, Director- Technical Sales Consulting, Design, Simulation & Optimisation Global, Schneider Electric
- ▶ **Greg Yeo**, Chief Engineer, ExxonMobil Chemical
- ▶ **Pascal Coenen**, Licensing Technical Manager, Shell Global Solutions International B.V.
- ▶ **James Armour**, Director Engineered Sales EMA, FS-Elliott Co.
- ▶ **V. Ramesh**, Lead Process Engineer- Major Project Department, QAPCO
- ▶ **Luc Geerts**, Sr. Consulting Solutions Director, Schneider Electric

## Program at a Glance

16th October		17th October		18th October			
8:00	Master Class: Process Safety in Ethylene Plants	8:00	Registration		8:00	Registration	
8:30		8:30	Conference & Exhibition Opening		8:30	Keynote Session	
9:00		9:00			9:00	Importance of Operational Excellence in Middle East Chemicals	
9:30		9:30			Keynote Session		
10:00		10:00	The Changing Competitive Landscape for Ethylene Production in the GCC		10:00	Coffee Break	
10:30		10:30	Coffee Break		10:30	Maintenance Planning & Execution- Best Practices	Technical Session Process Safety
11:00		11:00	Critical Equipment Reliability and Integrity		11:00		
11:30		11:30	Lunch		11:30	Lunch	
12:00		12:00	Panel Discussion		12:00	Special Session	
12:30		12:30	Flexible Technologies for a Competitive Advantage		12:30	Furnace Tube Technology	
13:00		13:00	Feed and Production Optimization		13:00	Panel Discussion	
13:30		13:30	Furnace Performance Improvement		13:30	Challenges facing the World Ethylene Market	
14:00		14:00	Gala Dinner		14:00	Closing Ceremony	
14:30		14:30	Gala Dinner		14:30	Key Take-Aways from EMET 2016	
15:00		15:00	Gala Dinner		15:00	Raffle Draw	
15:30	15:30	Gala Dinner		15:30	Gala Dinner		
16:00	16:00	Gala Dinner		16:00	Gala Dinner		
18:30	Welcome Reception	18:30	Gala Dinner		18:30	Gala Dinner	
19:00		19:00	Gala Dinner		19:00	Gala Dinner	
19:30		19:30	Gala Dinner		19:30	Gala Dinner	
20:00		20:00	Gala Dinner		20:00	Gala Dinner	
20:30		20:30	Gala Dinner		20:30	Gala Dinner	
21:00	21:00	Gala Dinner		21:00	Gala Dinner		

## Participation Costs

CONFERENCE REGISTRATION	FEE
Workshop Registration	USD 500
Conference Pre-Event Registration	USD 1,200
Conference On-Site Registration	USD 1,400
Group Registration Booking (for bookings of 10 delegates and more)	USD 1,000

SPONSORSHIP	FEE
Platinum Sponsors	USD 50,000
Gold Sponsors	USD 30,000
Silver Sponsors	USD 15,000

EXHIBITION	FEE
Equipped Space	USD 750/sqm

Please note: Access to EMET 2016 is strictly limited to registered and pre-paid delegates and speakers as well as accredited students, press and media.

# Program Schedule

## 16th October 2016

### 08:00 – 08:30 Workshop Registration

### 08:30 – 17:30 Master Class: Process Safety in Ethylene Plants

The class, taught by global ethylene safety experts, will begin with extended technical presentations on three ethylene-specific hazards- Autorefrigeration and brittle fracture, Exothermic reactors and thermal runaway and Explosive NOx gums and NOx salts in ethylene plant coldboxes

The class will also include an introduction to CCPS' Risk Based Process Safety (RBPS) approach, including the four pillars and twenty elements that define the structure for the RBPS. This workshop will include ethylene-specific process safety examples and case studies. This workshop will serve as an excellent starting point for the exploration of the steps and procedures involved in providing a safe operating environment.

Moderator:	<i>Gregory Yeo, Chief Engineer, ExxonMobil Chemical</i>
RBPS Workshop:	<i>Charles Cowley, Staff Consultant, Center for Chemical Process Safety (CCPS)</i>
Autorefrigeration:	<i>Ralph King, Stress Engineering, retired from Lyondell-Basell</i>
NOx Gums & Salts:	<i>Dr. Dane Grenoble, Consultant, retired from ExxonMobil Chemical</i>
Exothermic Reactors:	<i>Pascal Coenen, Licensing Technical Manager, Shell Global Solutions</i>

### 18:30 – 20:00 Welcome Reception

The Welcome Reception will enable all participants to meet and network in a relaxed atmosphere enjoying refreshments and canapes.

## 17th October 2016

### 07:00 onwards Registration

### 08:30 – 09:00 Exhibition Inauguration

*His Excellency Shaikh Mohamed bin Khalifa bin Ahmed Al Khalifa, Minister of Oil, Kingdom of Bahrain*

### 09:10 – 09:30 Conference Opening

*His Excellency Shaikh Mohamed bin Khalifa bin Ahmed Al Khalifa, Minister of Oil, Kingdom of Bahrain & Ziad Al-Labban, CEO, Sadara Chemical Company, EMET 2016 Conference Chairman*

### 09:30 – 11:00 Keynote Session - The Changing Competitive Landscape for Ethylene Production in the GCC

*Uwaidh K. Al-Harethi, Executive Vice President, Chemicals, SABIC (Invited)*  
*Antonio Pietri, President & CEO, AspenTech*  
*Jim Foster, Editorial Director, Petrochemical Analysis, Platts (Invited)*

### 11:00 – 11:30 Coffee Break

### 11:30 – 13:00 Critical Equipment Reliability and Integrity Energy Conservation and Sustainability

Moderators:	<i>James Armour, Director Engineered Sales EMA, FS-Elliott Co., LLC</i>	<i>Dr. Muhammad Muhammadieh, Managing Director, Linde Arabian Contracting</i>
	<i>Saifuddin Sheikh, Business Consulting Director, MENA, AspenTech</i>	<i>V. Ramesh, Lead Process Engineer, Major Project Department, QAPCO</i>

## 17th October 2016 (cont'd...)

	<p><b>Extending Cracked Gas Compressor Run Cycle and Improve Efficiency by Antifoulant Dosing in Sadaf Ethylene Plant</b></p> <p><i>Vijay Pawar, Process Engineer, Saudi Petrochemical Company (SADAF)</i></p>	<p><b>Revamping Refractories Lining of Old Ethylene Cracking Furnaces: An Opportunity for Improved Efficiency and Sustainability</b></p> <p><i>Manabendra Maity, Principal Engineer, SABIC</i></p>
	<p><b>Preventing the Tripping of Ethylene Critical Motors during a Power Dip</b></p> <p><i>Abdulrahman Quqandi, Engineer, Jubail United Petrochemical Company</i></p>	<p><b>Energy Real Time Optimization and Monitoring in Olefins Units</b></p> <p><i>Joan S. Sanromá, Sales Director Europe &amp; Middle East, Sotetica Visual MESA</i></p>
	<p><b>Mercury Removal in Ethylene Plants: Overview and Case Study</b></p> <p><i>Wim Reel, Senior Marketing Manager, UOP</i></p>	<p><b>Energy Management Initiatives by TASNEE for Ethylene Cracker Plant</b></p> <p><i>Abdulaziz R. Al-Ghamdi, Engineer, TASNEE</i></p>
<b>13:00 – 14:00</b>	<b>Lunch</b>	
<b>14:00 – 15:00</b>	<p><b>Panel Discussion - Flexible Technologies for a Competitive Advantage</b></p> <p><i>Dr. Tobias Scheele, Vice President and General Manager, Schneider Electric (Invited)</i>  <i>Jean-Paul Laugier, Vice President, Ethylene Product Line, Technip</i>  <i>John Derbyshire, President, KBR Technology</i></p>	
<b>15:00 – 16:30</b>	<p><b>Feed and Production Optimization</b></p> <p><i>Moderators:</i>  <i>Fayez Al-Anazi, General Manager, Manufacturing, SCP &amp; JCP S-Chem</i>  <i>Curtis Kelly, Director, Technical Sales Consulting, Schneider Electric</i></p>	<p><b>Feed and Production Optimization</b></p> <p><i>Salim Nasser Al-Duhami, Process Chief Engineer, SABIC</i>  <i>Khalid Al-Hamid, Director, Engineering, Sadara Chemical Company</i></p>
	<p><b>Model Based Optimization of Ethylene Plants: A Best Practice</b></p> <p><i>Walter Jacobs, Senior Specialist Supply Chain Planning Optimization, SABIC Europe</i></p>	<p><b>Furnace Revamp or Replacement - A Case Study</b></p> <p><i>Saleh Mohd Al-Halki, Chief Projects &amp; Engineering Officer, QAPCO</i></p>
	<p><b>Plant Wide Implementation of APC in QAPCO Ethylene Plant</b></p> <p><i>Nalband Abdul Samad, Lead APC Engineer, QAPCO</i></p>	<p><b>Furnace Performance and Run Length Improvement Through Multi-Model Techniques</b></p> <p><i>Dr. Pratap Nair, President &amp; CEO, INGENERO</i></p>
	<p><b>Expecting The Unexpected™ Using Rigorous Process Modeling</b></p> <p><i>Faisal Baksh, Process Engineer, Sadara Chemical Company</i></p>	<p><b>Furnace Run Length Improvement</b></p> <p><i>Sivaprasad Ayyappan Asari, Process Engineer, PetroRabigh</i></p>
<b>19:30 – 21:00</b>	<b>Gala Dinner</b>	



# 18th October 2016

**08:00 onwards**     **Registration**

**08:30 – 10:00**     **Keynote Session - Importance of Operational Excellence in Middle East Chemicals**

*Said M. Bajodah, Executive President, SCP & JCP, S-Chem (Invited)*  
*Charles Swartz, President, Dow Saudi Arabia (Invited)*  
*Kevin W. McQuillan, Sr. Consultant, Solomon Associates*

**10:00 – 10:30**     **Coffee Break**

**10:30 – 12:00**     **Maintenance Planning & Execution - Best Practices**     **Process Safety**

*Moderators:*     *Hamdan Q. Al Shammary, General Manager – Technical, TASNEE*     *Dr. Pratap Nair, President & CEO, Ingenero Inc.*  
*Luc Geerts, Sr. Consulting Solutions Director, Schneider Electric*     *Greg Yeo, Chief Engineer, ExxonMobil*

**CGC Dryer Water Flooding Method**

*Vijay Kumar, Senior Process Engineer, PETROKEMYA-SABIC*

**“Popcorn” Polymer in Steam Crackers**

*Pascal Coenen, Licensing Technical Manager, Shell Global Solutions International*

**Optimizing Ethylene Plant Maintenance Cost and Turnaround Time Through Effective Use of Model-Based Estimating Integrated with Resource Loading and Scheduling**

*Ron Beck, Director, Industry Marketing, AspenTech*

**Process Simulation – A Better Approach to Investigate the Tube Rupture Relief Through CW Side of Ethylene Exchanger**

*Muhammad Ilyas, Senior Process Engineer, Sadara Chemical Company*

**Robotic Ethylene Fired Heater Convection Bank Cleaning**

*Scott Donson, Technical Sales Manager, Tube Tech International*

**Furnaces Firebox Fuel Gas Flooding Detection and Mitigation**

*Radhi Al-Aqeeli, Process Engineer, SABIC KEMYA*

**12:00 – 13:30**     **Lunch**

**13:30 – 14:30**     **Special Session - Furnace Tube Technology**

**Application of Modern Steam Cracking Furnace Technologies**

*Johan van der Eijk, Technip*

**Next Generation Cracking Tube "Aftalloy" Having Uniform Aluminum Oxide Film for Improvement of Cracking Furnace Efficiency and Performance**

*Kenji Otsubo, Chief Engineer, Kubota Corporation*

**Improving Ethylene Output**

*Cor Visser, Schmidt + Clemens*

**Kanthal APMT™ - The Benefits of Using Furnace Coil Technology with Alumina as Protective Layer**

*Thomas Blomfeldt, Senior Engineer, Sandvik Materials Technology*



13:30 – 14:30

**Panel Discussion**

*Niyazi Demir, General Manager, Business Strategy, Chemicals SBU, SABIC (Invited)*

*Guo Hongli, Chief Representative Science & Technology, Sinopec (Invited)*

*Gregory Yeo, Chief Engineer, ExxonMobil Chemical (Invited)*

*Nikhil R. Meswani, Executive Director – Petrochemicals, Reliance Industry Limited (Invited)*

15:30 – 16:00

**Closing Ceremony - Key Take-Aways from EMET 2016**

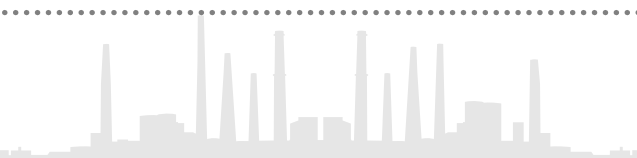
*Ziad Al-Labban, CEO, Sadara Chemical Company & EMET 2016 Conference Chairman*

*Mohammed Al-Zahrani, President, SADAF (Saudi Petrochemical Company) & EMET 2016 Steering Committee Chairman*

*Hamdan Q. Al Shammari, General Manager - Technical, TASNEE (National Industrialization Company) & EMET 2016 Technical Committee Chairman*

16:00

**Raffle Draw**





## Venue

The Gulf Hotel's hugely successful Gulf Convention Centre was the first major meetings venue in the Kingdom of Bahrain when it launched in May 1997.

The Centre remains at the forefront of Bahrain's business scene today, superbly maintaining its status as the largest and most impressive meetings and events facility on the island.

The state-of-the-art facility houses 29 venues and over 4,780 sqm of space to ensure there is plenty of room for almost any type of event.

The contemporary surroundings are further enhanced by a team of professional staff who provide impeccable service for all sizes of gatherings, from intimate business meetings to theatre-style conferences for up to 2,200 delegates.

## Thank you Sponsors

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For more information on EMET 2016, contact:

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