

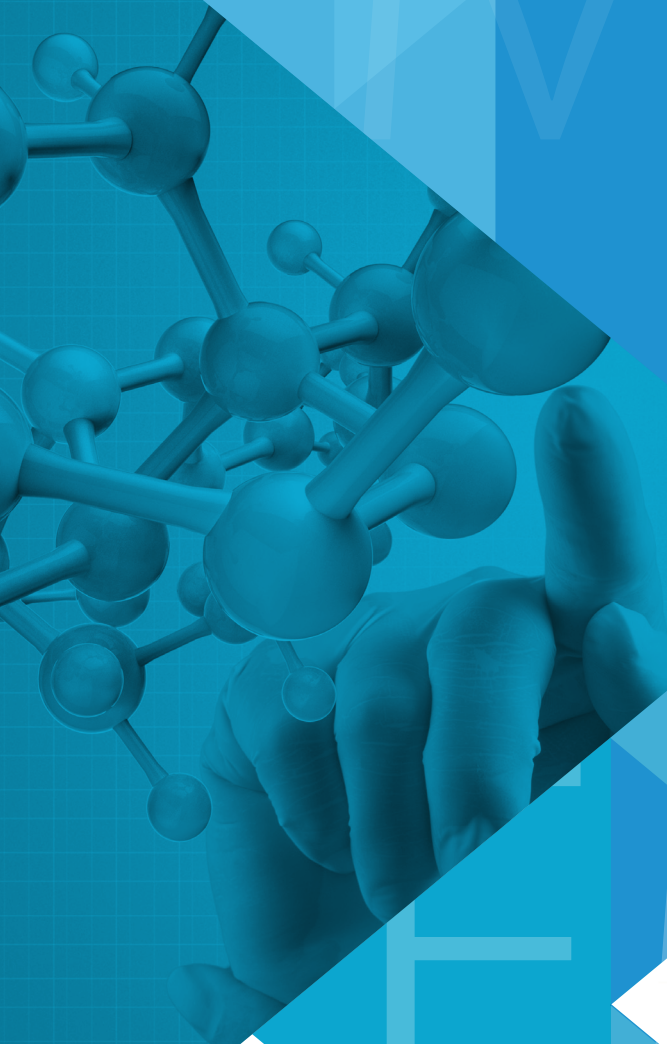


# Ethylene Middle East Technology Conference

19th - 21st October 2014

Gulf Hotel, Kingdom of Bahrain

## Post Event Report



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

## EMET 2014 - A Resounding Success

The first Ethylene Middle East Technology Conference (EMET 2014) was held at the Gulf Hotel, Kingdom of Bahrain from the 19th to 21st October 2014.

Under the patronage of H.E. Shaikh Ahmed bin Mohammed Al Khalifa, Minister of Finance and Minister in Charge of Oil & Gas Affairs, Kingdom of Bahrain, (picture on the right) the event welcomed 623 participants over the 3 days.



EMET was executed under the leadership of Dr. Halim Redhwi, EMET Chairman; Ziad Al-Labban, CEO, Sadara Chemical Company & Advisory Committee Chairman (picture on the left) and Uwaidh Khalaf Al-Harethi, Vice President, Global Procurement, Shared Services, Sabic & Technical Committee Chairman. The theme of EMET 2014 was "Meeting Technical Challenges in the Ethylene Industry through Efficient & Sustainable Technology", with topics that covered industry needs like Operational efficiency & sustainability, Process Safety, Maintenance & Reliability, Feedstock availability and challenges with emerging resources, Latest trends in design,

engineering & construction (EPC), Latest Developments in Olefin Production Technologies and catalysts for increased product yield, Improving Process Performance of Ethylene Crackers.

## Participants: 623 unique participants

### Participants Profile

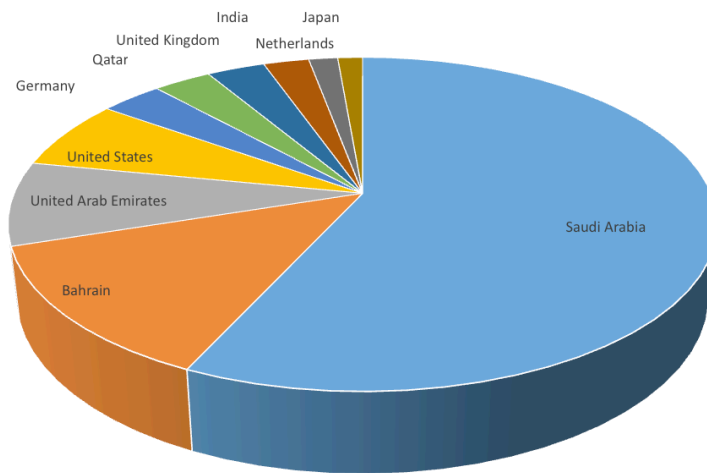
EMET 2014 attendees consisted of a combination of C-Level Executives - Board Members, Presidents & Vice Presidents, Executive & Managing Directors, in addition to Engineers and other professionals from within the technical disciplines, amongst its participants.

- 49% of the EMET qualified participants come from engineering and technical disciplines
- EMET qualified participants featured 195 C-Level executives - management from multinational companies, regional oil & gas, refining and petrochemical projects, and government officials



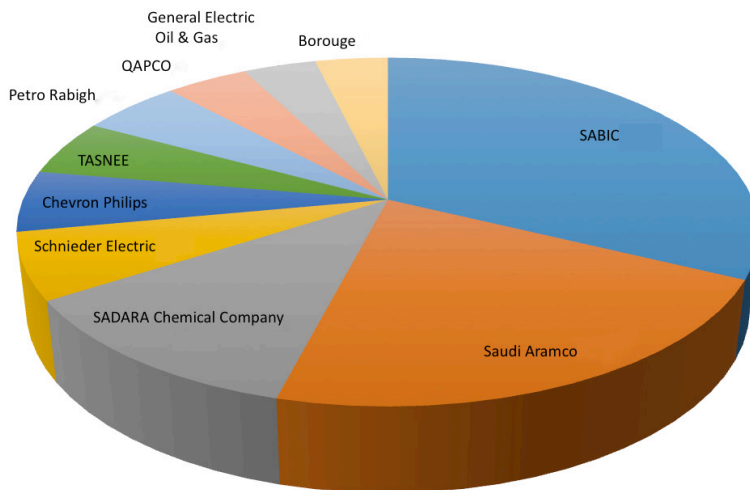
## Top 10 Participating Countries

A total of 24 countries were represented at EMET from the following countries: Bahamas, Bahrain, Belgium, Canada, France, Germany, Hungary, India, Italy, Jamaica, Japan, Kuwait, Malaysia, Netherlands, New Zealand, Oman, Qatar, Saudi Arabia, Singapore, Switzerland, Taiwan, United Arab Emirates, United Kingdom and United States.



## Top 10 Participating Companies

EMET secured every Middle East operating company's participation and stood as a "meeting place" for operators to speak to technology and solution providers about the new developments in the Industry.



# Thank you to our Committee Members

## Advisory Committee



### Advisory Committee Chairman

#### Ziad Al-Labban

CEO,  
Sadara Chemical Company

**Asaad Ahmad Al-Saad**, CEO, PIC (Kuwait)

**Dr. Mohammed Yousef Al-Mulla**, Vice Chairman & CEO, QAPCO

**Mohammad Husain**, CEO, EQUATE

**Musab Al-Mahruqi**, CEO, Orpic

**Adel Almoayyed**, Chairman, Board of Directors, Bapco

**Esam F. Himdy**, CEO & Managing Director, Sahara Petrochemicals Company

**Said M. Bajodah**, Executive President, SCP & JCP, S-Chem

**Mohammad Al-Bibi**, President, TASNEE Petrochemicals Complex

**Ibrahim Al Zaabi**, Vice President, Olefins and Utilities, Borouge

**Abdullah Saif Al-Saadoon**, President, Operations, Sipchem

**Fayez M Alsharef**, Director, Chemicals Business, Saudi Aramco

**Fahad A Al-Sherehy**, General Manager, Technology Management Chemicals SBU, SABIC

**Yasuhiko Kitaura**, Sr. Vice President, Manufacturing, Petro Rabigh

**Hasan Dandashly**, CEO, Downstream Technology Solutions, GE Oil & Gas

**John Hague**, Senior Vice President & Managing Director (MENA), Aspen Technology

**Dr. Tobias Scheele**, VP SimSci Design, Simulation and Optimization, Schneider Electric

**Jean-Paul Laugier**, Vice President, Ethylene Product Line, Technip

**Dr. Zuhair Allawi**, President, DOW Saudi Arabia Company

**Stephen Stanley**, Vice President, Olefins Business Group, CB&I

**Aman A. Ahmad**, Director Technology Sales, Middle East & Africa, KBR

**Dr. Pierce Riemer**, Director General, World Petroleum Council

## Technical Committee



### Technical Committee Chairman

#### Uwaidh Al-Harethi

Vice President  
Global Procurement,  
Shared Services, SABIC

**Dhafir Ali Al Shehri**, Lead Planning Engineer, Business & Services Commercial/Planning, SADARA Chemical Company

**Misfer Al-Ghamdi**, Operational Consultant, SABIC

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

**Dr. Pol Hoorelbeke**, Vice President, Safety Division, Total Refining & Chemicals

**David Thomas**, Principal Consultant, Ethylene Optimization, Schneider Electric

**Satyam Mishra**, Global Marketing Manager, Ethylene and Natural Gas Adsorbents, UOP

**Ahmed Al Mehrezi**, Ethylene Unit Manager, Borouge

**Jim Brigman**, Managing Director, Ingenero Inc.

**Nafees Ahmad**, Area Process Engineer, TASNEE

**Ahmad Hamad**, Sales Application Engineer 4, OG-DTS Downstream Technology Solutions, GE Oil & Gas

**Saurabh Shende**, Manager-Technical Services, Dorf Ketel Chemical (I) Pvt. Limited

**Dr. Muhammad Muhammadih**, Regional Business Development Manager, Petrochemical Plants Linde AG

**James Armour**, Regional Manager - Middle East, Engineered Products, Elliott Group

**Sandeep Goel**, Director - Business Development, CB&I

**Steve Waring**, Operations Manager, Ethylene/MPH, S-Chem

# Technical Program

## 19th October 2014

16:00

### Registration

Registration for delegates will open the day before the conference at the Gulf Hotel Convention Center.

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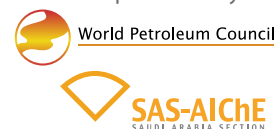


18:00

### Welcome Reception

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

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## 20th October 2014

7:00 onwards

### Registration

Registration will open at 7:00 at the Gulf Hotel Convention Center.

Sponsored by:



7:00 - 8:45

### Breakfast

Complimentary breakfast will be available for all registered delegates until 8:45.

Sponsored by:



8:45 - 9:15

### Conference Opening

**H.E Shaikh Ahmed bin Mohammed Al Khalifa,**

Minister of Finance and Minister in charge of Oil and Gas Affairs, Kingdom of Bahrain

**Ziad S. Al-Labban,** CEO, Sadara Chemical Company and EMET 2014 Advisory Committee Chairman

Sponsored by:



9:15 - 9:30

### Exhibition Inauguration

**H.E Shaikh Ahmed bin Mohammed Al Khalifa,**

Minister of Finance and Minister in charge of Oil and Gas Affairs, Kingdom of Bahrain

9:30 - 10:00

### Coffee Break

10:00- 12:00

### Keynote Session

**Moderator: Dr. Halim Redhwi,** CEO (A), Dhahran Techno-Valley Company (DTVC)

**Collaboration and Technology in Chemicals for Sustainable Growth**

**Salem Al Subayee,** Division Head, Saudi Aramco Chemicals

**Ethane Cracker / HOFCC Integration - Opportunities and Challenges**

**Abdullah Al-Suwailem,** CEO, Petro Rabigh

**Olefins Technology and SABIC growth**

**Fahad Al-Sherehy,** General Manager, Technology management chemicals SBU, SABIC

**Optimizing Opex & Capex**

**Hasan Dandashly,** CEO, Downstream Technology Solutions, GE Oil & Gas

**Flexible Technologies for Competitive Advantage**

**John Derbyshire,** President, KBR Technology

**Global Ethylene Market Status**

**Sanjay Sharma,** Managing Director, Middle East & India, IHS Chemical Consulting

Sponsored by:



12:00 - 14:00 **Lunch**

Sponsored by:



12:00 - 14:00 **Company Presentations**  
Entry to these sessions is at the discretion of the presenting company

12:00 - 12:40 **Technip**  
12:40 - 13:20 **KBR Technology**  
13:10 - 13:50 **GE Oil & Gas**

**Stream 1**

**Stream 2**

14:00 - 15:30 **Moderator: Ahmed Al Mehrezi,**  
Borouge

**Moderator: Steve Waring,** S-Chem

Sponsored by:



Ethylene: The full circle history filled with uncertainty

**David Bronikowski,**  
Sadara Chemical Company

New approach for anticoking technologies qualification for Ethylene furnaces

**Dr. Abduljelil Iliyas,** SABIC

Middle East Cracker Feedstocks - How do you solve a problem like Ethane?

**Dr. Richard Charlesworth,**  
IHS Chemicals

Inspection and remnant life assessment of ethylene cracker tubes

**Kevin Stevens,** Quest Integrity

Improving process performance of ethylene crackers through close cooperation between technology provider, operations and catalyst supplier

**Ernesto Angueira,** CRI Catalysts

Driving the last 20% of safety and reliability: New innovations in engineering modeling software to optimize processes for safety

**Saif Sheikh,** Aspen Technology

Versalis Priolo Ethylene Plant, major upgrade project

**Riccardo Fabbri & Francesco Gravame,**  
GE Oil & Gas

Software driven real-time tracking of DSG fouling

**Mangesh Shenwai,** Ingenero

The development and application of coatings for Ethylene cracker rotating equipment to reduce fouling and corrosion

**Phillip Dowson,** Elliott Group

Selective hydrogenation - Fundamental catalyst principles and new product development

**Dr. Gareth Headdock,**  
Johnson Matthey

15:30 - 16:00 **Coffee Break**

Sponsored by:



	Stream 1	Stream 2	
16:00 - 17:30	<p><b>Moderator: James Armour,</b> Elliott Group</p> <p>Improving compressor reliability with advanced Dorf Ketal chemical treatment <b>Erwin J. Leitner,</b> Dorf Ketal</p> <p>Improvement in efficiency of ethylene plants by removal of black powder and other contaminants in furnace feeds <b>Ram Venkatadri,</b> Pall Corporation</p> <p>Disruptive change in performance support and training through design, simulation and optimization <b>Norbert Jung,</b> Schneider Electric</p> <p>CGC Inter Stage Cooler Fouling and its remedial approach to avoid unplanned shutdown <b>Nafees Ahmad,</b> TASNEE</p> <p>Optimising the Bottom Line Result of your Steam Cracker, Centralloy® HT E <b>Cor Visser,</b> Schmidt+Clemens Group</p> <p>Technip's SFT® Radiant Coil Technology <b>Marco van Goethem,</b> Technip</p>	<p><b>Moderator: Dr. Ahmad Hamad,</b> GE Oil &amp; Gas</p> <p>Catalyzed-assisted manufacture of Olefins (CAMOL): Innovative technology to improve steam cracker operating efficiency <b>Craig B. Ostroff,</b> BASF Qtech</p> <p>Value Cracking: A method for maximizing revenues of Naphtha Crackers <b>Dr. Heinz Zimmermann,</b> Linde Engineering</p> <p>Methane loop for start-up and shut-down of a steam cracker <b>Dharmendra Narang,</b> Technip</p> <p>Implementing APC at S-Chem (Ethylene Pre-Feed Unit) <b>Altaf Khan,</b> Aspen Technology</p> <p>Working Together <b>Philip Edwards,</b> SABIC</p> <p>Process Engineering role in equipment inspection for Ethylene plant <b>Vishal Karate,</b> Sadara Chemical Company</p>	<p>Sponsored by:</p>  <p>الزاسكو السعودية Saudi Aramco</p>
17:30	<b>Raffle Draw</b>		<p>Sponsored by:</p>  <p><b>BASF</b> The Chemical Company</p>
19:30	<b>Gala Dinner</b>		<p>Sponsored by:</p>  <p>سابك sabic</p>

## 21st October 2014

7:00 onwards

### Registration

Registration will open at 7:00 at the Gulf Hotel Convention Center.

Sponsored by:



7:00 - 8:30

### Breakfast

Complimentary breakfast will be available for all registered delegates until 8:30.

Sponsored by:



8:30 - 8:35

### Welcome Address

**Dr. Halim Redhwi**, CEO (A), Dharan Techno-Valley Company  
EMET 2014 Chairman

Sponsored by:



8:35 - 10:00

### Keynote Session

**Moderator: Dr. Pierce Riemer**, Director General, World Petroleum Council

**Value of soft technology in the Ethylene industry**

**Dr. Tobias Scheele**, Vice President and General Manager, Schnieder Electric

**Challenges for the Middle East petrochemical industry**

**Ali Vezvaei**, Senior VP, Linde AG, Engineering, Member of the Board,  
Linde Eng. Middle East

**US Shale Gas: Its impact on the worldwide petrochemical industry**

**Stephen Stanley**, VP – Olefins Business Group, CB&I

**Role of catalyst in a new era of ME petrochemicals**

**Andy Gosse**, Vice President, CRI Catalyst Company

**Continuing advances in turbomachinery technology:**

**Deliver a competitive advantage**

**Art Titus**, Chief Operating Officer, Elliott Group

10:00 - 10:30

### Coffee Break

Sponsored by:



### Stream 1

10:30 - 12:00

**Moderator: Pascal Coenen**,

Licensing Technical Manager, Shell  
Global Solutions

Creating the agile and adaptive workforce through operational intelligence

**Altaf Khan**, Aspen Technology

Importance of Ethylene selectivity

**Matthew Smith**, KBR Technology

Extending furnace run length and coil life through decoke procedure and optimization

**Vinod Mishra**, Ingenero

### Stream 2

**Moderator: Misfer Al-Ghamdi**,

Operational Consultant, SABIC

Technical challenge of compressors and steam turbines for mega ethylene plant

**Satoshi Hata**, Mitsubishi Heavy Industries  
Compressor Corporation

A new decoke scheme for Ethylene cracking furnaces to meet the challenges of stringent environmental emission

**Johan van der Eijk**, Technip

Contaminant removal for improved process reliability in Ethylene Plants

**Satyam Mishra**, UOP

Sponsored by:





	<p><b>Stream 1</b></p> <p>Better combustion control with live O<sub>2</sub> and CO analysis, using Tunable Diode Laser (TDL) Gas Analysers in radiant sections on an Ethylene cracker furnace</p> <p><b>Jan Hordijk</b>, Servomex</p>	<p><b>Stream 2</b></p> <p>Feed gas compressor system fouling and corrosion – monitoring and mitigation</p> <p><b>B.S Rao</b>, Ingenero</p>	<p>Sponsored by:</p> <p><b>TASNEE</b> <b>التصنيع</b></p>
	<p>Continuous Olefin/Paraffin Separation with Imtex Facilitated Transport Membranes</p> <p><b>Glenn Towe</b>, Imtex Membranes</p>	<p>Cooling Water GRP Network</p> <p><b>Ramireddy Annapureddy</b>, TASNEE</p>	
	<p>HRC(II) Energy Saving Coating Materials</p> <p><b>Toyofumi Ogura</b>, Nippon Netsuhoshazai Kenkyusho</p>	<p>Enhanced heat transfer solutions for Ethylene Plant Optimization</p> <p><b>Thomas Lang</b>, Wieland Thermal Solutions</p>	
12:00 - 14:00	<p><b>Lunch</b></p>		<p>Sponsored by:</p> <p><b>TASNEE</b> <b>التصنيع</b></p>
12:00 - 14:00	<p><b>Company Presentations</b></p> <p>Entry to these sessions is at the discretion of the presenting company</p>	<p>12:00 - 12:40 <b>Linde</b></p> <p>12:30 - 13:10 <b>Aspen Technology</b></p> <p>13:10 - 13:50 <b>Dorf Ketal</b></p>	
14:00 - 15:30	<p><b>Closing Keynote Session</b></p> <p><b>Moderator: Ziad Al-Labban</b>, Chief Executive Officer, Sadara Chemical Company</p> <p><b>The compressor and steam turbine designs of tomorrow</b> <b>Hiroaki Osaki</b>, President, Mitsubishi Heavy Industries Compressor Corporation</p> <p><b>The increasing importance of operational excellence in Middle East chemicals</b> <b>John Hague</b>, Senior VP &amp; Managing Director (MENA), Aspen Technology</p> <p><b>Operational efficiency &amp; sustainability</b> <b>Zuhair Allawi</b>, President, DOW (Saudi Arabia)</p> <p><b>The end of the shale revolution?</b> <b>Jim Foster</b>, Editorial Director, Petrochemical Analysis, Platts</p>		<p>Sponsored by:</p> <p><b>TASNEE</b> <b>التصنيع</b></p>
15:30	<p><b>Raffle Draw</b></p>		<p>Sponsored by:</p> <p><b>BASF</b> The Chemical Company</p>

## Participating Companies

AICHE	Global Corporate Finance	Platts - McGraw Hill Financial
Akhbar Al Khaleej	GPIC	Prolab Systems WLL
Al Bakali General Trading Co WLL	Grundfos	PSR
Al Jubail Petrochemical Co Kemya	Gulf Strategic Partners WLL	QAPCO
Al Rifai Group	Haldor Topsoe International A/S	Qatar Airways
Al Waha	Haws AG	Qatar Chemical Co Ltd
Al-Bakali General Trading Co WLL	HTRI	Qatar University
ARVOS Group	IHS	Quest Integrity NZL Ltd
Aspen Technologies	Imtex Membranes Corp	Rawabi Marketing International
Awan Media	Industrial Systems Group	SABIC
Axens	Information Affairs Authority - Radio	SABIC - Kemya
Bahrain Exhibition & Convention Authority (BECA)	Bahrain	SABIC - Petrokemya
Bahrain National Gas Co	Ingenero	SABIC - Saudi Kayan
Bahrain News Agency (BNA)	Invensys Saudi Arabia Co Ltd	SABIC - SHARQ
Bahrain Orched	ITP	SABIC - United
Bahrain TV	Jacobs Consultancy	SABIC - Yanpet
BANAGAS	Johnson Matthey	SABIC UK Petrochemicals Ltd
Bapco	KBR Technology	Sadaf
BASF - Saleh & Abdulaziz Abahsain Co	King Fahd University of Petroleum & Minerals	SADARA Chemical Company
BASF Qtech	King Faisal University	Sahara Petrochemicals Company
Borouge	Kubota	Samref
Buhindi Group WLL	Kuwait National Petroleum Company	SATORP
Calgavin Ltd	Linde AG-Linde Engineering	Saudi Aramco
CB&I	Maadon	Saudi Sensing
Chevron Phillips	Manoir Pitres SAS	S-Chem
CLARIANT	Mass Company	Schmidt + Clemens Group
CNN	Materials Experts Co Ltd	Schneider Electric
Convex Events Co	MCO Saudi Arabia LLC	Servomex
CRI	Ministry of Education	Shell Companies in Saudi Arabia & Bahrain
Daikure Co Ltd	Ministry of Finance	Shell Global Solutions
Dhahran Techno Valley Company	Mitsubishi Corporation	Sipchem
Diamond Energy & Process Corporation	MRASN	Source Technology Solutions
Dorf Ketal	Mustang HDP	SULZER
Dow Chemical	NAIZAK	Sulzer Pumps (Saudi Arabia) LLC
DWC	Nalco Champion	TASNEE
Ebara International Corporation	Nippon Netsuhoshazai Kenkyusho Co Ltd	Technip
Cryodynamics Division	nogaholding	Titanium & Steel Manufacturing Co Ltd
Ecosinews Sdn Bhd	Orpic	TOTAL
Elliot Group	Oryx Chemical	UOP Honeywell
Emerson Process Management	Pall Corp	Wieland-Werke AG
Energy Connexions	PCMC	World Petroleum Council
EQUATE Petrochemical Company	PeopleLink Middle East	World Refining Association
GAS Arabian Services	Petro Rabigh	Yanpet
GE Oil & Gas	Petrochemical Industries Co (PIC)	Zeeco Middle East Ltd

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EMET 2014  
CONFERENCE

# Ethylene Middle East Technology Conference

**19th - 21st October 2014**

**Gulf Hotel, Kingdom of Bahrain**

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