



**Ethylene
Middle East
Technology
Conference**

**Grand Hyatt Al Khobar,
Kingdom of Saudi Arabia**

17 - 18 October 2023

**The Definitive Meeting for
Ethylene Professionals
in the Middle East**

Event Brochure

www.ethylene-me.com

In Collaboration with



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Ethylene Middle East Technology Conference

5th
EMET
CONFERENCE



About EMET

The EMET Conference is the premier event for professionals seeking to enhance their technical expertise and achieve a competitive advantage in the rapidly evolving Ethylene Industry. The conference brings together technical experts from around the globe to exchange practical experiences, innovative ideas, and strategies for increasing operational efficiency, sustainability, and excellence in planning, design, operation, and maintenance.

Industry leaders and senior executives from the regional petrochemical market, including producers, operators, owners, and technology providers, also participate in this gathering to discuss the latest market challenges, emerging opportunities, changing demand, long-term outlook, and trade flows.

EMET through the years



2023 Theme

Innovating Ethylene Technology for a Sustainable Future: Leveraging Digitalization and Emerging Trends

This theme encompasses the focus on innovation in ethylene technology while highlighting the importance of sustainability. It emphasizes the use of digitalization and emerging trends to drive advancements in ethylene production processes, ensuring a more sustainable and efficient future for the industry.

2022 Highlights

The 4th Ethylene Middle East Conference and Exhibition was held under the patronage of H.E. Dr. Mohamed bin Mubarak Bin Daina, Minister of Oil & Environment, Special Envoy for Climate Affairs, Kingdom of Bahrain, and welcomed over 400 participants over the 2-day event. This edition was executed by the leadership of Abdel Hadi Al Suhaimi, Executive President, Saudi Chevron Phillips (S-Chem), the EMET 2022 Conference Chairman; June Wispelwey, Former CEO and Executive Director (retired), American Institute of Chemical Engineers (AIChE), the Conference Co-Chair; Dr. Mohammed AlRabie, Director - Engineering Department, Sadara Chemical Company, the Technical Committee Chairman; and Gregory E. Yeo, Chief Engineer (retired), ExxonMobil Chemical, Technical Committee Co-Chair.



EMET 2022 in numbers

93

COMPANIES

407

ATTENDEES

18

COMMITTEE MEMBERS

17

SPONSORS

830,000+

CAMPAIGN REACH

60+

SPEAKERS

Sponsors and Exhibitors





2023 Conference Topics

Addressing Sustainability Challenges

Goals, strategies, technologies and success stories that address critical sustainability issues in the petrochemical industry, including improvement in energy efficiency, reduction of air emissions (especially GHG emissions), minimization of water use/maximization of water reuse, and elimination of plastic waste.

Enhancing Reliability

Key reliability challenges, solutions and improvements in ethylene plant operations. Topics include equipment reliability, fouling, monitoring, feedstock, contaminants, run length and incidents with high learning value.

Application of a Big Data, Digitalization and Optimization

Technologies, strategies and successful implementations of AI, machine learning, process optimization and advanced control, including process intensification.

Capital Efficiency and Competitiveness

Case studies and insights on effective project development and execution, including reports of implemented projects that have increased profitability and enhanced competitiveness.

Mitigating Risk and Prioritizing Safety

Case studies and lessons learned involving ethylene-specific hazards.

Technical Conference Produced by AIChE



With more than 60,000 members from 110 countries, AIChE has the breadth of resources and expertise in core process industries or emerging areas, such as alternative fuels and energy.

Technical Excellence in Chemicals

The AIChE and EMET collaboration brings together a focused technical conference is dedicated to Chemical Innovation and Safety. Engineers today play a critical role in creating products, fuels, and chemicals with a low carbon footprint to a growing world population.



Darlene Schuster

Executive Director and
Chief Executive Officer, AIChE



The 5th Ethylene Middle East Technology Conference (EMET 2023) will take place on 17-18 of October 2023 at the Sheraton Dammam Hotel & Convention Centre, Kingdom of Saudi Arabia.

EMET will once again bring together over 500 professionals looking to develop their technical knowledge and optimize their position in a fast-evolving ethylene industry through operational excellence, plant reliability, operational efficiency, and sustainability.

AIChE is pleased to partner with Energy Events Experts (E3) and regional industry leaders to design and deliver a premium international conference program. Key industry trends and technical priorities relevant to our business will be addressed including in the areas of sustainability, big data, process safety, reliability, and capital efficiency to name a few. As a result, the conference will provide a unique platform for networking between 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 invite you all to participate in the conference and I look forward to seeing you in Dammam.

Be Part of EMET

EMET is the perfect platform to network and engage with leading producers and operators from around the world, both in and out of the region, making it the ideal place to showcase your business and gain valuable exposure in the industry. Don't miss this opportunity to connect with the key players in the Ethylene Industry and stay ahead of the curve.

EMET provides a unique opportunity to connect with decision-makers and potential buyers in the Ethylene Industry at a time when they are actively seeking the latest developments, products, and services to stay ahead of the competition. With over 80% of attendees having technical backgrounds, ranging from super specializations to technical heads, the biennial conference attracts a global audience seeking trusted academic, industrial, and practical insights to navigate through complex and volatile commodity markets.



Focus on Innovation

Showcasing latest trends and developments in ethylene technology in the Middle East.



Networking Opportunities

Bringing together a diverse group of professionals in the ethylene industry, providing excellent networking opportunities.



Access to Key Markets

Gain first-hand knowledge and insights into the region's ethylene market, one of the world's largest producers and exporters of ethylene.



Expert Speakers

Features renowned speakers and industry leaders who will share their expertise and experience, providing valuable insights and perspectives.



Comprehensive Program

Covers a wide range of topics related to ethylene technology, providing a comprehensive and engaging learning experience.



Sponsor with us:

- Meet your target audience
- Influence the engineering community
- Conduct business with high-level attendees

[VIEW 2022 SPONSORS](#)

Showcase your brand at the exhibition:

- Communicate face to face with your target market
- Meet and connect with prospects
- Meet other companies and individuals that you can collaborate with
- Strengthen and grow your brand

[VIEW 2022 EXHIBITORS](#)



Plan your participation



Sponsorship Levels

Package 1 Platinum Sponsor (Reserved for Producers)	Package 2 Platinum Sponsor (Reserved for Producers)	GOLD	SILVER
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USD 75,000

USD 50,000

USD 35,000

USD 20,000

Secure maximum visibility, meet customers and showcase your products and services

Sponsorship benefits include:

- Full Marketing Campaign
- Delegation Passes
- Exhibition Space
- Branding

Display Area

Display Area with 2 Delegation Passes	USD 9,000
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Registration Fees

Early Bird Pass Until 30 th September	USD 1,600
Special delegate Pass for Sponsors & Exhibitors	USD 1,400

Hear from industry experts and enjoy unparalleled networking opportunities

Sponsorship Benefits

BENEFITS	PLATINUM SPONSOR (RESERVED TO PRODUCERS)		GOLD SPONSOR	SILVER SPONSOR
	PACKAGE 1	PACKAGE 2	\$ 35,000	\$ 20,000
	USD \$ 75,000	USD \$ 50,000		
Pre Event				
C-level Executive to be profiled as an Advisory Committee Member	✓	✓	✓	-
Logo placement on the event brochure	✓	✓	✓	✓
Logo and company profile listing on the event website	✓	✓	✓	✓
Logo or company name placement on email campaigns	✓	✓	✓	✓
Logo placement on other marketing collaterals (print and digital)	✓	✓	✓	✓
Special sponsorship announcement on social media platforms	MULTIPLE	MULTIPLE	MINIMUM 2	MINIMUM 1
Special sponsorship announcement on dedicated email campaign	✓	✓	✓	-
Special press release on sponsorship announcement	✓	✓	-	-
Access to the delegates list,(position,company, country) starting one month before the event	✓	✓	✓	✓
Onsite				
Full complimentary delegate passes	40	12	8	4
Included in above, access to “Executive Lounge” for designated registered delegates	20	8	5	2
Dedicated display area -Table and Chairs -Waste basket, Electrical Socket and consumption	18 sq.m	18 sq.m	8 sq.m	4 sq.m
Special seating arrangement at the opening ceremony:				
- Front Row	1 SEAT	1 SEAT	1 SEAT	-
- Second Row	2 SEATS	2 SEATS	1 SEAT	1 SEAT
Logo recognition on marketing materials (print and digital)	✓	✓	✓	✓
Logo placement on banners and digital support:				
- Main Entrance - Conference Hall	✓	✓	-	-
- Registration	✓	✓	-	-
- Luncheons	-	-	✓	-
- Coffee Breaks	-	-	-	✓
- Outdoor and Corridors	✓	✓	✓	✓
- Plenary & Technical Sessions	✓	✓	✓	✓
- Executive Lounge	✓	✓	✓	✓
Post Event				
Logo recognition on marketing materials (print and digital)	✓	✓	✓	✓
Exclusive email sent on behalf of sponsor to all attendees	✓	✓	-	-
Logo placement on “thank you” emails to all attendees	✓	✓	✓	✓
Access to the final delegates list (position, company, country)	✓	✓	✓	✓

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