



**Pre-conference workshop day –February 2011**  
**Two-day conference –February 2011**  
**Post conference workshop day– February 2011**  
**Riyadh, Saudi Arabia**

Global polypropylene demand in 2009 was 36.5 mln tons, with the packaging industry holding the largest share at 54%. According to Saudi Arabia's SABIC, GCC consumption of plastics has grown from 19 kg per capita in 2000 to 39 kg per capita in 2010 and should reach the kind of levels seen in developed markets.

Packaging has been identified as the fastest growing segment within the plastics industry, followed by construction wire and cable.

The Middle Eastern governments, in their need to diversify from dependence on oil revenues, support the growth of the petrochemical industry as a means to add value to their exports and also to generate employment for local citizens. This region will see over 3 mln tons of PP capacity additions in the next few years that will account for over 50% of the global planned PP capacity additions. As a result, the Middle East region will emerge as the largest exporter of polypropylene in the world.

This vast industrialisation in the Middle East is led by Saudi Arabia.

**Plastic Packaging Saudi Arabia 2011** will discuss the challenges and the solutions in the Saudi Arabian market. Establishing the need to maximise efficiency, lower costs and continuously innovate packaging applications to service the demands of the brands and end users.

Food packaging, which accounts for over 70% of all the packaging applications of polypropylene, accounted for 56% of the global polypropylene demand of US\$70 mln in 2008. In addition the world pharmaceutical packaging is forecasted to rise 5.9% pa to over US\$34 bln in 2011, the demand from cross-industries is clearly apparent.

Plastic Packaging Saudi Arabia will provide an interactive forum for industry stakeholders from across the entire value chain including petrochemical manufacturers, plastic processors and converters, FMCG and F&B brand owners, big Pharma, R&D institutions and solution providers, to discuss strategies to drive exports into the regional and global market place.

Key topics discussed:

- Developing best practice methods for converting the increasingly complicated food and pharmaceutical packaging demands
- Identifying how to drive a qualified and skilled workforce within KSA and the rest of the Middle East
- Maximising the efficiency of your supply chain whilst reducing costs
- Optimising processes by implementing lean manufacturing and six sigma programs into your plant
- Considering environmentally friendly conversion case studies
- Increasing the value and quality to customers through understanding the end-user expectations
- Evaluating what effect the rapid rise in Middle Eastern petrochemical capacity in the next five years will have on global markets
- Forecasting price fluctuations and developing strategies to cope with unpredictable market movements

Susan Gardner, *Procurement Director,*  
*Asia, Middle East and Africa*  
**Pepsico**

Issam Chaaya, *General Manager,*  
**NAPCO Modern Plastic Products,**  
**Saudi Arabia**

Farhan Khalil, *CFO*  
**The Savola Group - Plastics**  
**Division**

Perwaze Qaiser, *Head - HPC*  
*Packaging Development*  
**Unilever Arabia**

Dipanjani Samadder, *Senior Officer -*  
*Packaging Section*  
**Julphar**

Dr. Khaled Al-Ghefaily, *Executive*  
*Director*  
**Higher Institute for Plastics**  
**Fabrication (HIPF)**

Manfred Hohmann, *Operations*  
*Manager*  
**Taghleef Industries**

Pradeep Tyle, *CEO*  
**Flex Industries**

Adel Al-Ghassab, *Managing Director*  
**Zamil Plastic**

Zahoor Ahmad Hakeem, *Marketing*  
*Manager Middle East*  
**Manama Packaging Industry W.L.L**

Zaheeruddin Ahmed, *Director*  
*Manufacturing*  
**Saudi Plastic Factory**

Dr. Ibrahim Bin Saad Al Mohaizea,  
**Saudi Food and Drug Authority**

Hareshwar Dongare, *Plant Manager*  
**Emirates National Factory For**  
**Plastic Ind. LLC - Future Plast**

Ahmed Al Dakheel, *General Manager*  
**Obeikan Flexible Packaging**

Abdel Moneim Daoud, *Manufacturing*  
*Manager / Operational Excellence*  
*Manager / Certified Leadership Skills*  
*Facilitator*  
**Pregis**

James Bernard  
*Associate Director, Business*  
*Development & Client Services*  
**Dubai Multi Commodities Centre**

## Conference day one: 28 February 2011

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08:45 Opening of Conference day one

08:50 Chairman's opening address

### *Global and regional overview*

09:00 **Understanding the global plastic packaging market and considering the position of Saudi Arabia now and moving forward**

- Analysing global petroleum output in relation to plastic conversion in key markets
- Identifying key market trends in polymer demand
- Discovering why the Middle East is set to become the largest exporter of polypropylene in the world
- Maximising the plastic export market to combat the reliance of the oil and gas sectors

Farhan Khalil, *CFO*

**The Savola Group - Plastics Division**

09:40 **Discussing the benefits of the Saudi Arabian market as a future plastic converting stronghold**

- Understanding the influence of Middle Eastern output in relation to the global markets
- Building an infrastructure that can support the huge demand
- Showcasing the Saudi Clusters Program developed by the Government of Saudi Arabia
- Exploiting the geographical location of the Kingdom to supply the eastern and western markets

Issam Chaaya, *General Manager*

**NAPCO Modern Plastic Products, Saudi Arabia**

### *Identifying challenges and opportunities in plastic packaging across the region's FMCG and Pharmaceutical sectors*

10:20 **Updating global food contact regulations for plastic packaging**

- Consolidation of EU plastic food-contact regulations
- Understanding standards set by the Saudi Food and Drug Authority (SFDA)
- Considering other organisations that promote quality in the sector e.g. World Packaging Organisation (WPO)

Prof. Ibrahim S. AL Mohizea, *Vice President for Food Affairs*

**Saudi Food and Drug Authority**

11:00 Networking break

11:30 **Overview and potential of the pharma market in the GCC**

- Capitalising on the generic drug manufacturing within the region
- Developing a strategy for packaging on-shelf differentiation, in terms of functionality, structure and user-friendliness
- Identifying regulations set by government and industry standards covering the safety, security and ease of use features of drug containers

Dipanjan Samadder, *Senior Officer - Packaging Section*  
**Julphar**

12:10 **Maximising profit margins for specialist packaging solutions**

- Analysing the weight versus manufacturing complexity pay-off for thinball products
- Decreasing the cost of production and feeding processes for thinball products
- Employing new equipment and techniques to decrease manufacturing time

Ahmed Al Dakheel, General Manager  
**Obeikan Flexible Packaging**

12:50 Networking lunch

14:00 **Developing best practice methods for converting the increasingly complicated food and pharmaceutical packaging demands**

- Evolving your business to meet the global change of consumers demand for eco-friendly packaging
- Initiating an advanced injection moulding operation to reduce waste, reduce operation costs and improve adaptability
- Mapping the technological demand of brands and how to work with your customer to design and produce a successful product

Zahoor Ahmad Hakeem, Marketing Manager Middle East  
**Manama Packaging Industry W.L.L**

14:40 **Analysing paper on various methods, tools and products available globally in order to protect against price volatility**

- Analysing techniques and strategies to manage the price risks of plastics
- Maximising data and financial tools to be used to combat risks
- Predicting movements within the market and managing this to ensure your output and quality is not affected

James Bernard  
*Associate Director, Business Development & Client Services*  
**Dubai Multi Commodities Centre**

15:20 Networking break

15:50 **Panel Discussion: Choosing the right plastic suppliers to maximise production whilst curtailing costs**

- Selecting raw material suppliers – assessing terms of payment, practicality and lead time
- Building sustainable relationships with suppliers to maintain consistency of price
- Qualifying your grade and selecting a plastics supplier that meets your required standard

Adel Al-Ghassab, *Managing Director*  
**Zamil Plastic**



Issam Chaaya, *General Manager*  
**NAPCO Modern Plastic Products, Saudi Arabia**

Manfred Hohmann, *Operations Manager*  
**Taghleef Industries**

Pradeep Tyle, *CEO*  
**Flex Industries**

16:50 Chairman's closing remarks

17:00 End of conference day one

## **Conference day two: 01 March 2011**

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08:45 Opening of conference day two

08:50 Chairman's opening address

### ***Production and operational optimisation***

09:00 **Utilising innovative flexible packaging technology to meet increasing customer specifications**

- Discussing new products and technologies in injection/blow moulding
- Exploring global plastic processing techniques
- Exploiting masterbatches, additives and polymers to deliver the right product to your customer

Pradeep Tyle, *CEO*  
**Flex Industries**

09:40 **Implementing high-tech extrusion lines to boost productivity**

- SWOT analysis: Implementing a new extrusion line
- Ensuring revenue is not lost through implementation 'down time'
- Considering the retrofits for aging extrusion lines

Hareshwar Dongare, *Plant Manager*  
**Emirates National Factory For Plastic Ind. LLC - Future Plast**

10:20 **Identifying how to drive a qualified and skilled workforce within Saudi Arabia and the rest of the Middle East**

- Demonstrating the importance in the development of a local skilled work force and the opportunities within the plastics industry
- Encouraging internal and external training and leadership programs to drive continuous quality
- Showcasing grass roots development already in place for example: Higher Institute for Plastics Fabrication (HIPF)

Dr. Khaled Al-Ghefaily, *Executive Director*  
**Higher Institute for Plastics Fabrication (HIPF)**

11:00 Networking break



**11:30 Optimising processes by implementing Lean Manufacturing and Six Sigma programs into your plant**

- Improving plant efficiency and profitability through quality improvements, cost reductions, cycle time reductions and increasing machine uptime
- Implementation of Lean Manufacturing concepts
- Creating a kaizen culture across the entire value-chain

Zaheeruddin Ahmed, *Director Manufacturing*  
**Saudi Plastic Factory**

**12:10 Case Study: Lean Six Sigma strategies to dramatically improve efficiency**

- Driving Lean Six Sigma principles on the company's inventory management systems, supply chain operations, sales and operational planning, manufacturing footprint and strategic sourcing operations
- Benchmarking global best practices
- Aligning strategy throughout the whole business across all operations

Abdel Moneim Daoud, *Manufacturing Manager / Operational Excellence Manager / Certified Leadership Skills Facilitator*  
**Pregis**

12:50 Networking lunch

**14:00 Maximising the efficiency of your supply chain from suppliers to end users**

- Mapping the supply chain across the entire value chain
- Considering logistical challenges at all stages of the value chain
- Understanding export and import considerations through Saudi Arabia

Perwaze Qaiser, *Head - HPC Packaging Development*  
**Unilever Arabia**

***Environmental considerations***

**14:40 Reducing costs and the environmental impact within your supply chain**

- Utilising a logistics strategy to reduce costs without affecting lead time
- Considering the use of 3<sup>rd</sup> Party Logistics partners (3PLs)
- Managing e-technology to enhance communications through all stakeholders
- Developing a 'green' supply chain

Susan Gardner, *Procurement Director, Asia, Middle East and Africa*  
**Pepsico**

**15:20 Considering environmentally friendly conversion case studies**

- Highlighting the market's shift in attitude towards the environment
- Supporting the increasingly importance of the development of biodegradable plastic additives

- Analysing the benefits and limitations of current Polylactic acid (PLA) and Polycaprolacton (PCL) food packaging containers
- Identifying innovative packaging that could challenge the plastic market e.g. Fruitplast

Manfred Hohmann, *Operations Manager*  
**Taghleef Industries**

16:00 Chairman's closing remarks

16:10 End of conference day two

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