

11TH ANNUAL
GPCA
FORUM
 منتدى جيكا السنوي

A CALENDAR EVENT OF
GPCA
 GULF PETROCHEMICALS
 & CHEMICALS ASSOCIATION
 الاتحاد الخليجي للبتروكيماويات والكيماويات

COMPETITIVENESS: RIDING NEW WAVES

27-29 NOVEMBER 2016
 MADINAT JUMEIRAH, DUBAI, UAE

CO-ORGANIZED BY



SPECIAL REGIONAL RATE AVAILABLE THIS YEAR



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In a shifting and challenging business environment it is imperative for chemical companies to remain **COMPETITIVE** and lay the foundation for future success.

The GPCA has therefore chosen as its theme for the 2016 edition of its Annual Forum:

COMPETITIVENESS: RIDING NEW WAVES

Hear from industry leaders and experts about strategies for success and how to ride out the turbulent waves affecting the chemical industry. The future can be bright for the industry if it maintains excellence and innovation throughout the supply chain, and produces products that solve societal and sustainability challenges.



3
DAYS
PACKED WITH
CONTENT &
NETWORKING



OVER
2,000
ATTENDEES
IN 2015



52
COUNTRIES
REPRESENTED
IN 2015



60+
EXHIBITORS



MORE
THAN **20**
HOURS
NETWORKING
TIME



2
SPECTACULAR
NETWORKING
DINNERS



12
HIGH LEVEL
PRESENTATIONS



3
SEMINARS

CONFERENCE SESSIONS WILL INCLUDE:

- Changing, adapting and renewing.....a company recipe for success
- Innovation, market focus and agility as success factors in fast changing chemical industry
- A fully integrated company in the 21st century – Where next?
- Opportunities in a changing feedstock landscape
- Tackling the barriers to develop and retain skilled talent
- Financial and investment strategies for success

NEW FOR 2016

The Annual GPCA Forum is '**Access all Areas**'

- 3 full days of planned sessions
- More planned opportunities for networking
- **New** networking brunch on 27 November
- **New** seminar on 27 November featuring top consultants
- **New** seminar on 28 November sharing turnaround strategies
- **New** seminar on 29 November from top engineering firm thyssenkrupp
- **New** inter-active networking tool POKEN
- **New** Sli.do: Ask questions in the sessions via your laptop, tablet or phone

SPEAKERS



H.E. Dr. Sultan Al Jaber
Minister of State and CEO, ADNOC



Yousef Al-Benyan
Vice Chairman and CEO, SABIC and Chairman, GPCA



André Borschberg
Chairman and Aviator, Solar Impulse Project



Tom Crotty
Director, INEOS



John Floren
President and CEO, Methanex Corporation



Eelco Hoekstra
Chairman Executive Board and CEO, ROYAL VOPAK



Arkadi Nachimowski
Managing Director, Head of Chemicals EMEA, J.P. MORGAN



Jarmo Suominen
CEO, Neste Jacobs



Musab Al-Mahrouqi
CEO, ORPIC



Amin H. Nasser
President and CEO, Saudi Aramco



Jim Fitterling
President and COO, The Dow Chemical Company



Graham van't Hoff
Executive Vice President, Shell Chemicals



Dr. Rudolf Staudigl
President and CEO, WACKER CHEMIE



Matthias Zachert
CEO, LAXNESS



Huda Al-Ghosen
Executive Director, Human Resources, SAUDI ARAMCO












Mutlaq Al-Morished
CEO, TASNEE



Daniele Ferrari
CEO, Versalis

PROGRAM

Day 0 - 27 November

- 09:00 - 17:00 ● Registration, welcome refreshments and exhibition
- 09:30 - 11:30 ● Networking brunch
Sponsored by: 
- 12:30 - 14:00 ● Lunch and business networking
Sponsored by: 
- 14:00 - 18:15 ● [Seminar: 'Understanding today's markets and preparing for tomorrow's'](#)
*Facilitated by **John Pearson**,
Chemical Industry Roundtables*
Participating companies:
   
- 14:00 - 15:00 ● [Session 1: Energy and carbon emissions](#)
 - Energy outlook for coming year, including price trends for oil, and the effect of the energy outlook on the chemical industry
 - Effect of COP 21 on the energy picture of the future, and knock-on effects on the chemical industry
 - Q & A
 Presenting company: 
- 15:00 - 16:00 ● [Session 2: Strategies for success in downstream chemical sectors](#)
 - Growth rates in different markets downstream from commodity petrochemicals
 - Succeeding in downstream industries: what does it take?
 - Q & A
 Presenting company: 
- 16:00 - 16:15 ● Networking break
- 16:15 - 17:15 ● [Session 3: Digitization of the chemical industry - hype or reality for competitive advantage?](#)
 - The full impact of digitization has yet to be felt in the chemical industry, yet it offers the opportunity for companies to not only increase operational efficiency and customer focus but potentially create new business models
 - However, many companies are struggling with where and how to start on the digital journey and even questioning if it is worth the effort – but in face of the ever increasing competitive landscape we believe there is no choice.
 - Q & A
 Presenting company: 

- 17:15 - 18:15 ● [Session 4: Long term survival strategies for petrochemical players](#)
 - An assessment of pivotal events and trends, their potential impact on developments in the olefins, aromatics and polymer value chains over the next ten years
 - To survive, organizations must develop new business models focused on developing new products and services to respond to critical areas for the global economy such as water and food availability
 - Q & A
 Presenting company: 
- 19:30 - 22:30 ● Welcome dinner
Sponsored by: 

Day 1 - 28 November






- 08:00 - 17:00 ● Registration, welcome refreshments and exhibition
Sponsored by:  
- 09:00 - 09:30 ● Opening session and welcome address
 Yousef Al-Benyan,
*Vice Chairman and CEO, SABIC
and Chairman, GPCA*
- 09:30 - 09:50 ● Plenary address
 H.E. Dr. Sultan Al Jaber,
*Minister of State and CEO,
ADNOC*
- 09:50 - 10:10 ● Keynote session
 Amin H. Nasser,
*President and CEO,
Saudi Aramco*
- 10:10 - 10:30 ● Keynote session
 Jim Fitterling,
*President and COO,
Dow Chemical Company*
- 10:30 - 10:50 ● Panel discussion and questions
- 10:50 - 11:00 ● Presentation to retiring GPCA board members

PROGRAM

- 11:00 - 11:30 ● Morning refreshments
Sponsored by: 
- 11:30 - 11:50 ● Changing, adapting and renewing... the Wacker recipe for success
 Dr. Rudolf Staudigl,
President and CEO,
Wacker Chemie
- 11:50 - 12:10 ● LANXESS - Innovation, market-focus and agility as success - factors in a fast changing chemical industry
 Matthias Zachert,
CEO,
Lanxess
- 12:10 - 12:30 ● Alternative energy and feedstock sources in the current chemical landscape: The methanol perspective
 John Floren,
President and CEO,
Methanex Corporation
- 12:30 - 12:50 ● Panel discussion and questions
- 12:50 - 14:30 ● Lunch and business networking
Sponsored by: 
- 14:30 - 17:30 ● Business networking and exhibition
- 14:00 - 17:45 ● Day One seminar: 'Turnaround strategies: Changing fortunes and competitiveness'
Business leaders from GCC and international companies share their insights and strategies about how they turned around the fortunes of their companies to achieve success
- 14:30 - 14:40 ● Introduction
- 14:40 - 15:00 ● Business restructuring in Saudi Arabia – A CEO's perspective
 Mutlaq Al-Morished,
CEO,
TASNEE
- 15:00 - 15:20 ● Versalis: A new operating model
 Daniele Ferrari,
CEO,
Versalis

- 15:20 - 16:00 ● Case study: Strategic initiatives using technology co-development
 Jarmo Suominen,
CEO,
Neste Jacob
- 16:00 - 16:20 ● Panel discussion and questions
- 16:20 - 16:40 ● Refreshments
- 16:40 - 17:00 ● Building a company that we are proud of
Case study: ORPIC
 Musab Al-Mahrouqi,
CEO,
ORPIC
- 17:00 - 17:20 ● Case study: International company
- 17:20 - 17:40 ● Panel discussion and questions
- 17:45 ● Close of seminar
- 19:30 - 22:30 ● Gala dinner
Sponsored by: 

Day 2 - 29 November

- 08:00 - 17:00 ● Registration, welcome refreshments and exhibition
Sponsored by: 
- 09:00 - 09:10 ● Welcome and introduction
- 09:10 - 10:00 ● Plenary address: Solar Impulse - Exploration to change the world
 André Borschberg,
Chairman and Aviator,
Solar Impulse Project
- 10:00 - 10:20 ● Keynote session: A fully integrated company in the 21st century – where next?
 Graham van't Hoff,
Executive Vice President,
Shell Chemicals
- 10:20 - 10:40 ● Keynote session: Opportunities in the changing feedstock landscape
 Tom Crotty,
Director,
INEOS Group
- 10:40 - 11:00 ● Panel discussion and questions
- 11:00 - 11:30 ● Morning refreshments
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PROGRAM

11:30 - 11:50 ● Economies of scale, and the contribution of logistics to competitiveness in the chemical industry



Eelco Hoekstra,
Chairman Executive Board and CEO, Royal Vopak

11:50 - 12:10 ● Tackling the barriers to develop and retain skilled talent: A Saudi Aramco perspective



Huda M. Al-Ghosen, *Executive Director, Human Resources, Saudi Aramco*

12:10 - 12:30 ● Financial and investment strategies for success in the chemical industry



Arkadi Nachimowski,
Managing Director, Head of Chemicals EMEA, J.P. Morgan

12:30 - 13:00 ● Panel discussion and questions

12:50 - 13:00 ● Conference sessions closing address



Dr. Abdulwahab Al-Sadoun,
Secretary General, GPCA

13:30 - 14:30 ● Lunch and business networking
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14:30 - 17:00 ● Business networking and exhibition

14:30 - 16:30 ● [Day two seminar: Delivering Marginal Gains](#)

Presenting company:



Driving performance excellence by finding ways to improve every aspect of your operation – not only by giant leaps – but mostly by percentage points is one way to long term success in the Middle East region. The cumulative effect of every one percent improvement across your business is a quantum leap in productivity and performance. Sustainable business success is no longer about giant paradigm shifts but marginal gains in operational performance. The need to do more with less is a focus as true for the downstream industry in the Middle East as for any industry across the world today. During the Day 2 seminar, thyssenkrupp Industrial Solutions will analyse, present and discuss solutions that ensure competitiveness and support sustainable business success, through the lens of a marginal gains strategy. Build a sustainable competitive advantage through an aggregation of small, purposeful improvements.

14:30 - 14:55 ● Welcome Speech

Johan P. Cnossen,
COO, thyssenkrupp Industrial Solutions

14:55 - 15:35 ● Keynote Speech: Delivering Marginal Gains – how the 1% really matters

Boris van Thiel,
thyssenkrupp Industrial Solutions Regional Cluster MENA

- Marginal gains by Asset Management (O&M) capabilities
- Innovation and Evolution in Process Technology - Creating environmental friendly and energy saving concepts
- Marginal gains by new technology approaches: The Adwin Methanol and STAR® dehydrogenation technology
- Granular Urea_ES: Adding value to urea as well as to sulphur

15:35 – 16:15 ● Discussion panel

Dr. Malcolm Cook,
Head of Business Development, thyssenkrupp Industrial Solutions Regional Cluster MENA

- Company with experience of marginal gains
- Middle East expert on the trend to optimizing efficiency in the competitive industrial global markets

16:15 – 16:30 ● Summary and Outlook

Johan P. Cnossen,
COO, thyssenkrupp Industrial Solutions

16:30 ● Close of 11th Annual GPCA Forum

SPONSORSHIP OPPORTUNITIES

Thank you to our 2016 sponsors including:



Are you looking for an occasion to meet up with your customers and suppliers, all in one place?

Or would you like the opportunity to position your brand at the heart of the global chemical industry by sponsoring and exhibiting at this major international forum?

There are a limited number of sponsorship packages available including:

- Poken
- Media center sponsor
- Mobile charging points
- Day 0 Refreshments
- USB sticks
- Broadcast partner

These sponsorship opportunities will enable you to present your brand to 2,200+ senior industry executives.

The Annual GPCA Forum is the biggest and highest profile gathering of chemical industry leaders in the Middle East with attendance growing consistently every year.



VENUE

The 11th Annual GPCA Forum will be held across:

Madinat Jumeirah, Dubai, UAE

The main conference and exhibition will be in the Convention Center, the welcome and gala dinners will be in the Events Arena at Madinat Jumeirah and sponsor meeting rooms will be available across the whole resort.

ACCOMMODATION:

We have a special rate at the Jumeirah Beach Hotel for delegates of the 11th Annual GPCA Forum.

Please note that there are a limited number of rooms available and once they are all booked any available rooms will be charged at the hotel standard rate.



**For more information visit
the website**

www.gpcaforum.net

DELEGATE FEES

Members Rate

Standard Fee \$1,700

Non Members Rate

Standard Fee \$2,600

The GPCA is delighted to be able to offer delegates from the following selected countries a special regional delegate rate this year:

China • Egypt • India • Morocco • Pakistan • Turkey

Special Regional Rates

Standard Fee \$1,050



To register visit

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