

# 6<sup>th</sup> Middle East CementTrade

5-6 Oct 2011 / ISTANBUL  
Sheraton Istanbul Maslak Hotel

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## DAY 1 - 5 Oct 2011, Wednesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction  
*Luca Gonnelli, Head of Europe/Middle East, Zag International*
- 09:10 **Global Cement: Where Are We Heading in 2012?**  
*Imran Akram, Equity Research (Building & Construction) MF Global UK Ltd*
- 09:45 **Centenary of Turkish Cement Industry**  
  - National economy and construction sector outlook
  - Sustainable developments in the cement sector
  - Potential markets & export trends
  - Strength and opportunities for the industry*Kerem Ersen, Head of Economic Evaluation & Foreign Relations, Turkish Cement Manufacturers Association (TCMA)*
- 10:20 Discussion followed by Refreshment Break
- 10:50 **New Capacities & Outlook for Oman's Cement Sector**  
*Jamal Shamis Al Hooti, CEO Oman Cement Company (S.A.O.G)*
- 11:20 **Syria amid the Crisis - Implications for the Cement Industry**  
*Khaled Al Sawaf, Chief Executive Officer (CEO) Al Badia Cement (JSC)*
- 11:50 **Top Management Panel Discussion: Closer Insights into Arab Cement Industry amid Political Uncertainty**  
  - Current business situation- has it return to normalcy?
  - Will the maker & marker of cement growth continue?
  - What are the implications to the regional cement trade?*Panelist:*  
*Khaled Al Sawaf, Chief Executive Officer (CEO) Al Badia Cement (JSC)*  
*Jamal Shamis Al Hooti, CEO Oman Cement Company (S.A.O.G)*  
*Hakan Gürdal, General Manager Akcansa Cimento Sanayi ve Tas*
- 12:30 Discussion followed by Networking Lunch
- 14:00 Chairman's Introduction  
*Alok Agarwal, Director, Binani Industries Ltd*
- 14:10 **New Trends in Iran Cement Market**  
*Dr. Hafez Kamal Hedayat, Chairman, Khuzestan Cement Co*
- 14:40 **Cement Sustainability Initiative: Making & Measuring Progress**  
  - Introduction to CSI: who we are, what is our geographic coverage, what cement production do we represent and how is our evolution?
  - Scope of activities: from cement to concrete and to the whole product life cycle

- Sustainable development issues: CO2 and energy, alternative fuels, other emissions, water, biodiversity, health and safety and the associated work programme
  - A learning and sharing experience: measure on the same methodologies, set specific company targets, share information
- Philippe Fonta, Program Director - Cement Sustainability Initiative (CSI), World Business Council on Sustainable Development (WBCSD)*
- 15:10 **Post 2012 Scenarios of Climate Mitigation Regulatory & Voluntary Efforts and the Strategic Options to Cement Sector**  
  - Copenhagen and Cancun agreements
  - Regulatory scenarios of climate mitigation action
  - Global and regional Carbon markets and funds
  - Developments in Voluntary markets
  - Implications for businesses in cement value chain or life cycle
  - What is the response of the businesses now and how it is shaping?
  - Strategic options to businesses along the cement value chain*Dr. P. Ram Babu, CEO, General Carbon Advisory Services*
- 15:40 Discussion followed by Refreshment Break
- 16:10 **Cementitious Demand: Market Outlook Beyond 2011**  
*Luca Gonnelli, Head of Europe/Middle East, Zag International*
- 16:40 **Current Scenario of Fleets in the Mediterranean & Balkan Sea: How Will it Effect Freight & Trade?**  
  - Type and size of fleets used for shipping out of Mediterranean to destinations in West Africa
  - Future prospects of the vessels tonnage and age
  - Impact of surplus or shortage of vessels on cement trading*Levent Karacelik, Chairman, Marvel International Management & Transportation Co*
- 17:10 **Dry Bulk Freight Market**  
  - Supply and demand dynamics
  - Scrapping - how much can it affect the supply challenge
  - Cement Carriers - changing trends in employment and fleet*Dimitrios Georgantis, Cement Logistics Manager Howe Robinson & Co. Ltd, London*
- 17:40 Discussion followed by End of Day One
- 18:30 **Bosporus by Night - Networking Dinner Reception Sponsored by CMT**  

We sail up the Bosporus, as far as the Black Sea. While passing under the suspension bridges and viewing Ottoman summer palaces, waterside mansions and modern villas which line the European and

Asian coasts, you will enjoy spectacular panoramic view of Istanbul at night.

Programme  
18:30 Gather at lobby for transfer to boat  
19:15 Arrive at docks  
19:15-21:00 Welcome drinks followed by networking dinner reception  
Dinner Menu  
Hors d'oeuvres, hot starters, fresh seasonal salad, grilled fish or chicken steak, dessert, unlimited local drinks with selection of local wines, beers, spirits and soft drinks and Turkish coffee.  
21:30 Back to hotel

## DAY 2 - 6 Oct 2011, Thursday

- 09:00 Chairman's Introduction  
*Imran Akram, Equity Research (Building & Construction) MF Global UK Ltd*
- 09:05 **European Construction & Cement Market Trends**  
  - European economy, construction and cement activity trends
  - Housing market, non-residential and civil engineering in Europe
  - European cement market in the global perspective*Ivica Karas, Economics & Statistics Officer The European Cement Association (CEMBUREAU)*
- 09:35 **Russia & Turkey: Trade Dynamics & Challenges**  
*Serdar Kuruoglu, Senior Trade Manager, HC Trading*
- 10:05 **India's Cement Sector Demand & Export Outlook**  
*Alok Agarwal, Director, Binani Industries Ltd*
- 10:35 Discussion followed by Refreshment Break
- 11:05 **Saudi Cement Market Outlook**  
  - Najran Cement: The unexpected success story
  - Present & future market analysis
  - Cement plant capacities in KSA and challenges*Naji Muhamed Al Hamami, Sales & Marketing Manager Najran Cement Company*
- 11:35 **Cimenterie Nationale & the Lebanese Cement Market Evolution**  
*Adib El Hachem, Marketing & Sales Director Cimenterie Nationale S.A.L*
- 12:05 **Egypt: Cement Developments After the Turmoil**  
*Ayman Ismail, Head of Asec Trading, SEC Cement*
- 12:35 Final Discussion followed by Closing Lunch
- 14:00 End of Conference