

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

22–23 Oct 2013 / Istanbul, Turkey



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## Day 1 - 22 Oct 2013, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction  
*Giorgio Bodo*  
Chairman & Managing Director  
**ASEC Cement**
- 09:10 **Global Cement Outlook - Will 2014 Growth Accelerate?**  
*Imran Akram, CEO*  
**IA Cement Ltd**
- 09:40 **Turkey's Cement Growth & Export Capacity**
- New acquisitions and strategy for expansion
  - Local consumption trend and export outlook
  - Challenges for Turkish producers
- Hakan Gürdal, General Manager*  
**Akcansa Cimento Sanayi ve Tas**
- 10:10 **GCC Cement Outlook: Will Demand Sustain & Growth Continue?**  
*Tareq Ahmed Samaha*  
Commercial Director  
**Ras Al Khaimah Co. for White Cement & Construction Materials**
- 10:40 Discussion followed by Refreshment Break
- 11:10 **Opportunities & Challenges in Iraqi Cement Market**
- Construction update in Iraq
  - Projected domestic demand and capacity
  - Raw material and technology challenges
  - Investment challenges in Iraq
  - How will Lucky Cement's new capacity shift trade dynamics?
- Muhammad Asadullah*  
Manager Export Marketing  
**Lucky Cement Ltd**

- 11:40 **Cement Investment Challenges in Emerging Markets**
- Case study on Africa
- Harpreet Duggal*  
Joint President - International Markets  
**Binani Cement Factory LLC**
- 12:10 Discussion followed by Networking Lunch
- 14:00 Chairman's Introduction  
*Harpreet Duggal*  
Joint President - International Markets  
**Binani Cement Factory LLC**

### Focus on Maghreb

- 14:10 **Egypt Cement Market Developments & Challenges**
- New installed capacity
  - Shortage of fuel
  - Export outlook
- Giorgio Bodo*  
Chairman & Managing Director  
**ASEC Cement**
- 14:40 **Algeria's Cement Growth & Position in North Africa**  
*Bulent Kahyaoglu, General Director - West*  
**HC Trading**
- 15:10 **Rebuilding Libya: Post Civil Revolution**
- Supply/demand balance and market outlook
  - Construction sector update
  - Raw material and energy challenges
- Mario Zottele, CEO*  
**Joint Libyan Cement Manufacturing Co.**

15:40 Discussion followed by Refreshment Break

- 16:10 **Production of Ultra Low Carbon Cement**
- Comparison of the differences in production methods between high and low carbon cement
  - Benefits of using more supplementary cementitious materials
  - Alternatives uses for low carbon cement
- Martyn Popham, Director*  
**Cenin Cement Ltd**
- 16:40 **Innovative Solutions for New Market Challenges**  
*Moises Rodriguez Nunez*  
Sales Area Manager  
**Cemengal SA**

17:10 Discussion followed by End of Day 1

17:15 - 18:15 *Networking Reception*  
for Speakers & Delegates

## Day 2 - 23 Oct 2013, Wednesday

- 09:00 Chairman's Introduction  
*Imran Akram, CEO*  
**IA Cement Ltd**
- 09:05 **Iran's Capacity & Export Outlook**  
*Shahriar Gravandi, Managing Director*  
**Saman Ghard Cement Co.**
- 09:35 **Expectations of the Freight Market in the Middle East, Mediterranean & Black Sea**
- 5 year analysis of the world fleet structure and freight developments
- S. Levent Karacelik, President*  
**Marvel International Management & Transportation Co**

- 10:05 **Dry Bulk Market Developments in 2013 and Future Prospects**  
*Dimitrios Georgantis*  
Cement Logistics Manager  
**Howe Robinson & Co. Ltd**
- 10:35 Discussion followed by Refreshment Break
- 11:05 **IFC's Role in Financing and Promoting Investment in the MENA Cement Sector**  
*Georges Zahar, Chief Investment Officer*  
**IFC**
- 11:35 **Eastern Europe/Balkans Cement Markets**  
*Arda Ozkir, Export and Exchange Manager*  
**Oytas Foreign Trade**
- 12:05 Final Discussion followed by Closing Lunch
- 13:30 End of Conference

<u>Per Person Fee for Conference:</u>	<u>(USD)</u>
Regular Fee for 1	1895.00
Group Fee for 3 or more	1495.00

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