



Day 1 - 11 Feb 2014, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction
- 09:10 **Global PET Markets with Emphasis on the Middle East & Africa**
Mr. David Swift, Managing Director PCI (PET Packaging, Resin & Recycling) Ltd
- 09:50 **UAE/Saudi PET Dilemma: New Capacities vs. New Demand**
 - Leveraging the trade balance
 - Avenue for export and domestic requirements
- 10:20 Discussion followed by Refreshment Break
- 10:50 **Iraq's Packaging Outlook & PET Demand**
 - Investment & project updates
 - Supply/demand trend
 - Changing consumerism and packaging requirements
 - Growth & challenges for the PET sector*Mr. Louay Al-Tahan, VP Business Development/CFO Al-Tahan Group*
- 11:20 **India's New PET Capacity & Export Opportunities**
Mr. Vishesh Aggarwal, Managing Director Micro PolyPet Pvt. Ltd.
- 11:50 **Analysis of the Changing PX/PTA Landscape**
 - New projects and future capacities
 - PX vs. PTA: Why the price gap?*Mr. Gordon Haire, Senior Consultant PCI Xylene & Polyester*
- 12:20 Discussion followed by Networking Lunch
- 14:00 Chairman's Remarks
- 14:10 **Due Diligence & Financing PET Projects in Emerging Markets**
Mr. Abdullah Jefri, Investment Officer (Manufacturing & Petrochemicals), IFC
- 14:40 **DANONE's Strategy: Making PET Bottles More Sustainable!**
 - Development of the rPET process
 - Design of recycling guidelines in Europe: Why not for GCC & Africa?

- Social inclusion projects in emerging countries
- DANONE ecosystem initiatives in Latin America & Indonesia
- Collaboration with MNCs, NGOs & government

*Mr. Philippe Diercxsens
Packaging & Environment Manager
DANONE Waters Division*

- 15:10 **Recycled PET – Status of PET Waste and Impact on the Middle East Region**
Mr. George A. Hanna, President Hipro Consulting

15:40 Discussion followed by Refreshment Break

- 16:10 **rPET for Direct Food Contact: How to Assure Consumer Safety and Legal Compliance**

*Ms. Lisa Maria Straub
Food Safety Manager Viscotec
Starlinger & Co. GmbH Headquarters*



Starlinger

- 16:40 **Modular Solutions for the Specific Needs of PET Processors**
Mr. Bilal Tas, Manager Technical Sales Gneuss Inc



- 17:10 **Genesys - The Next Step in the Evolution of Drying Technologies for PET**
Giorgio Santella, Chief Marketing Officer Piovon Spa



Customers. The core of our innovation

- 17:40 **Technology Solutions for PET Preform Production Constraints in MEA**
Yves Rebert, Regional Manager North & West Africa Husky Injection Molding System

18:10 Discussion followed by end of Day 1

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Day 2 - 12 Feb 2014, Wednesday

- 09:00 Chairman's Remark
- 09:10 **Analyzing the Economics of Scale in PET Preform Production**
 - The value chain v the profit chain
 - PET economics
 - Basics for preform manufacturing
 - Should bottlers manufacture preforms?*Mr. Fernando Castro, Caiba SA*
- 09:40 **PET Packaging Trends & Market for Dairy Products**
 - PET consumption outlook in South & East Africa
 - Innovation in packaging trends and market drivers
 - Sustainability and recycling trends*Mr. Bruce Volmink, Head of Packaging Parmalat South Africa*
- 10:10 **Review of the Beverage Industry and Challenges for Growth in 2014**
 - Growth in iced tea, still drinks, energy drinks, soymilk*Ms. Ashley Batten, Research Analyst Euromonitor International*
- 10:40 Discussion followed by Refreshment Break
- 11:10 **Overview & Developments of Global Food Contact Legislation Related to PET**
Koen Weel, Project Manager Packaging Research, TNO Triskelion BV
- 11:40 **Project Update: PET Recycling Status in Egypt**
Mr. Hemant Gupta, Commercial Director BariQ (Raya Holding)
- 12:10 **Redefining Single Stage PET Processing**
 - Single-stage vs. two-stage
 - Technical differences with conventional single-stage technologies
 - Benefits resulting from new process*Constantinos Sideris, Director Cypet Technologies*
- 12:40 Final Discussion followed by Closing Lunch
- 13:30 End of conference

Program details published herein are confirmed as at 03/01/2014.
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Separately Bookable Workshop
Developing Inroad to the AFRICAN Markets: Opportunities & Challenges
(Including a real life business case study on the value chain for preforms to the bottled water industry in Kenya)
12th Feb 2014 (13:30 - 16:30 hrs.)

Market Opportunity

- Review of EA macro environment including the ease of doing business
- Insight on the potential PET preform opportunity in Kenya (particular focus on bottled water market)

Challenges - (Based on real life case study)

- Regulatory Environment - Customs, Duties, Quality, Intellectual Property
- Commercial Characteristics - Importation, Distribution, Price Waterfall
- Production Characteristics - Input Criteria, Machinery Selection
- Financial Environment - Foreign Investment Controls, FX Performance, Banking Options, Credit Protection
- Competition - Resin, Preforms, Machinery

Market Entry

- Ambition - Size of Prize
- Value Chain - Margin Review
- Business Model - Potential Options, Contacts

Workshop Leader:

Neal Gohill, MD, Blue Grass Ltd.

Per Person Fee for Conference:	(USD)
Regular Fee for 1	1595.00
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Separately Bookable Workshop	395.00
Developing Inroad to the AFRICAN Markets: Opportunities & Challenges	

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