*Program topics, speakers and schedules listed herein are confirmed as at printing time. Please refer to the event's Latest Schedule at **http://www.cmtevents.com/eventschedule.aspx?ev=091038&** for most up-to-date details.*

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4th MidEast CemenTrade

12–13 October 2009 | UAE
Millennium Hotel Abu Dhabi

How soon will market recover with the revival of the construction industry?

Major Players:

Bazian Cement Company
Al Badia Cement
Al Jouf Cement Company
Thatta Cement Company Ltd.
Solving International Middle East Management
Star Cement LLC
Continental Trading Company
A TEC Production & Services GmbH
America University of Sharjah
DP World
National Cement Company
Fars & Khuzestan Cement Co.
Cimenterie Nationale S.A.L

Day 1 - Monday, 12th October

8:00 Registration & Coffee

9:00 Chairman's Welcome & Introduction

9:10 **Changing Landscape of the Global Cement Industry**
- Impact of credit crunch on the global supply/demand pattern
- Market diversification portfolio to minimize risk exposure
- What can be expected next year?

9:45 **Reconstruction of Iraq – Cement Demand & Challenges**
- Types of projects & status of development
- Cement demand projection
- Update on 2nd cement plant in Bazian

Marcel Cobuz, CEO
Bazian Cement Company

10:20 Discussion followed by Refreshment Break

10:50 **Deregulating the Syrian Cement Industry & Market Outlook**
- Microeconomic indicators
- Border countries cement producers & implications to Syria
- Privatisation & investment climate
- Incentives for investors & challenges for producers (government & private)

Khaled Al-Sawaf, Executive Project Manager
Al Badia Cement Company

11:25 **New Road Map for Cement Industry in Saudi Arabia**
- Customer segmentation, supply/demand pattern & growth
- Export opportunities for potential markets – Iraq, Syria & Jordan

Hassan Gabry, Commercial Director
Al Jouf Cement Company

12:00 **Cement Investment Opportunities in MEEA: Winning Strategies through Diligent Planning**
- Cement demand/supply dynamics in MEEA
- Critical planning factors & economic viability

Rabih Chehouri, Founding Partner & MD
Solving International Middle East Management

12:35 Discussion followed by Networking Lunch

13:50 Chairman's Remarks

14:00 **Trends of Pakistan's Cement Industry**
- Short & long-term projection
- Opportunities of supplying into South Afghanistan

M. Fazlullah Shariff, Chief Executive
Thatta Cement Company Ltd.

14:35 **UAE's 7000tpd Cement Project & Market**

TVS Chidambaram, General Manager (Technical)
Star Cement LLC

15:10 **Thriving Markets of the Sub-Sahara**
- Key markets: **Ghana**, **Tanzania**, **Sudan**, etc.
- Real estate market growth forecast
- Cement capacity, demand & price issues

Abdul Wahid Bedri, Managing Director
Continental Trading Company

15:45 Discussion followed by Refreshment Break

16:15 **Developments in Port Facilities, Handling & Logistics**
- What can be expected in the near future?
- Freight markets & impact on logistics
- Port facilities improvement to ensure easy accessibility – East Africa, North Africa & GCC

Djama Ibrahim Darar, Commercial Director
DP World

16:50 **Remodelling Logistics to Foster Trade Opportunities for the Levant Region**

Adib El Hachem, Marketing & Sales Director
Cimenterie Nationale S.A.L

17:25 Discussion followed by End of Day 1

1735 -1835 hrs. *Networking Reception*
for Speakers & Delegates

Day 2 - Tuesday, 13th October

9:00 Chairman's Remark

9:10 **GCC Real Estate Markets & Project Profiles**
- Potential in real estate markets & projects in the pipeline
- Will real estate markets fuel the demand for cement & building materials?

9:45 **Yemen Cement Industry & Export Potential**
- Government's role in attracting local & foreign investment
- Competitive environment & future prediction
- Recent issues & impact on the cement export trade in Yemen

Mohamed D. A. Saeed, Deputy General Manager
National Cement Company

10:20 Discussion followed by Refreshment Break

10:50 **Iran's Cement Market & Prospects for Central Asia**

- Domestic demand and growth projection
- Export capacity for **Turkmenistan**, **Azerbaijan** & **West Afghanistan**
- Logistics & infrastructure challenges

Arash Habibi, Planning Manager
Fars & Khuzestan Cement Co.

11:25 **From Waste to Efficient Fuel Combustion**

- Global trend on reducing energy costs
- Waste sourcing & preparation
- Overcoming operational constrainst

Wilfred Zieri, Sales Manager
A TEC Production & Services GmbH

12:00 **Opportunities & Challenges in Using Recycled Concrete**

- Properties and quality of the concrete
- Large scale production & commercial challenges

Sami Tabsh, Professor - Dept of Civil Engineering
America University of Sharjah

12:35 Final Discussion followed by Closing Lunch

14:00 End of Conference

You will network with

Senior executives from international/regional cement producers/traders, ready-mix concrete, pre-cast & building materials companies, cement raw materials suppliers (slag, fly ash, steel, coal), construction/ infrastructure/building/equity/research analysts, project financiers/banks, engineering, technology & equipment providers, logistics & shipping companies (dry bulk and cement carriers), CDM consultants

Garnering New Leash of Opportunities into 2010

Nestled between the emerging markets of Africa & traditional markets of Asia, the Middle East is a pivotal trading route for both meeting demand and soaking in supply. Despite the global slowdown, momentum in the GCC & Levant region is still being funneled by multibillion dollar stimulus packages and real estate investments.

"The need for housing & continued government investments in infrastructure development in emerging economies will drive the global demand for cement."
Commodity Online, April 2009

"Total value of real estate projects under construction in the GCC stands over US$2.39 trillion." *Arab Construction World, April 2009*

"Abu Dhabi expects almost US$7 billion worth of major construction contracts to be awarded this year, underpinning growing confidence in the emirate's construction sector."
MEED, May 2009

CMT's 4th MidEast CemenTrade will focus on critical insights and market intelligence that will prepare and secure your business for the coming year

- Country specific forecast and trends – ***Iraq***, ***Afghanistan***, ***Saudi***, ***Yemen***, ***Iran***, ***Pakistan***, ***Sub-Sahara*** and more!
- Assessment on investment opportunities in the dynamic Middle East & East Africa markets
- Hear global analysis of cement trading and impact of the credit crunch ?
- Impact of the new clinker production unit by Star Cement to the supply balance in UAE
- Ascertain the changing landscape of the cement industry & expectations for 2010
- Developments in port and loading infrastructure in East Africa to facilitate logistics & import
- Gain cost competitiveness by learning the options & advantages of alternative fuel switch
- To what extent will the real estate markets help resuscitate the cement demand in the GCC?
- Opportunities and commercial challenges – Recycling concrete from waste materials
- Network and exchange ideas with international panels and delegates gathered in the vibrant Emirate of Abu Dhabi!

So register with your team now at **www.cmtevents.com** or send your enquiry to **cynthia@cmtsp.com.sg**

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4th MidEast CemenTrade

12–13 Oct 2009 | Abu Dhabi, UAE

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The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

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Cut-off date: 12 September 2009

CMT'S UPCOMING EVENTS

12th Asia CemenTrade

SINGAPORE | 24-25 February 2010

" Prospects for Full Recovery in Asia "

2nd Africa CemenTrade

DAKAR, SENEGAL | 15-16 March 2010

"Meeting cement demand in Africa - projects update & trade flow"

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