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24–25 March 2010 | Singapore  
Goodwood Park Hotel

# 12<sup>th</sup> Asia Cement Trade

*Will Cement Demand Keep  
Pace with Economic Recovery?*

Collins Stewart  
West China Cement Ltd.  
UltraTech Cement Lanka  
Siam City Cement Public Co. Ltd.

Sinoma International  
Beroe Inc.  
Singapore Environment Council  
EICS International LLC.

Zag International  
Purvin & Gertz  
Vietnam National Cement Association

Argus Media Ltd.  
CSL Australia  
Jurong Port

promotion partners



## Day 1 - Wednesday, 24 March 2010

8:00 Registration & Coffee

9:00 Chairman's Welcome & Introduction

### 9:10 2010 – Grappling with Over-Supply

- Global demand recovery
- Oversupply in Asia
- Self sufficient import markets

Imran Akram, Analyst (Building & Construction)  
*Collins Stewart*

### 9:45 Inland China vs. Coastal China : Prospects & Challenges

- Market barriers & logistics constraints – Shanxi, Sichuan, etc.
- Supply/demand balance and future outlook
- Impact of the stimulus package to the cement sector

Low Po Ling, CFO  
*West China Cement Ltd.*

### 10:20 Development & Cement Market Outlook in the Greater Mekong Sub-Region

Surath Pralongsil  
Strategic Planning & Export Manager  
*Siam City Cement Public Co. Ltd.*

10:55 Discussion followed by Refreshment Break

### 11:30 Rebuilding Sri Lanka – Cement Demand & Challenges

Kiran Redkar, Chief Executive  
*UltraTech Cement Lanka*

### 12:05 Indian Cement Industry & Market Outlook

- Consolidation trends and capacity expansion
- Infrastructure & housing as driving factors – will demand ever cease?
- Mitigating surplus?

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Remarks

### 14:10 EPC Challenges & Experience – Greenfield Cement Projects in Asia/Africa

Zhao Xiaoliang, General Engineer  
*Sinoma International*

### 14:45 Cement Market Outlook in Vietnam – Changing the Supply/Demand Balance

Nguyen Van Thien, Chairman  
*Vietnam National Cement Association*

### 15:20 Indonesia Cement Market

15:55 Discussion followed by Refreshment Break

### 16:25 Cement – Life Cycle Analysis

- Red footprint mapping
- Carbon Tax Impact Analysis & Footprint Benchmarking
- Mitigation Planning

Jai Krishnan, Vice President  
*Beroe Inc.*

### 17:00 Green Labelling & the Construction Sector

- A brief of SEC programs and activities
- Eco labelling in general and the Singapore Green Labelling Scheme

- Eco labelling with regards to the cement and construction sector  
Sylvain Richer de Forges, Industry Projects Manager  
*Singapore Environment Council*

### 17:35 Power Generation Using Waste Heat Recovery for the Cement Industry

E. Manoharan, Chief Executive (MENA Region)  
*EICS International LLC.*

18:05 Discussion followed by End of Day 1

1810 -1910 hrs. *Networking Reception*  
for Speakers & Delegates

## Day 2 - Thursday, 25 March 2010

9:00 Chairman's Remark

### 9:05 Americas Cement Outlook

- Where are the bright spot in the region?
  - When is the recovery in the USA?
- Charles Zeynel, President  
*Zag International*

### 9:40 Asia Coal Market Dynamics – Pricing & Trade Flow

- Trends in supply and demand in 2010
  - Evolving regional pricing benchmarks
  - Price trends and forward outlook
- Owain Johnson, Business Development Manager  
*Argus Media Ltd.*

### 10:10 Petcoke to Replace Coal: Feasibility & Challenges

John Vautrain, Sr. Vice President  
*Purvin & Gertz*

- 10:50 Discussion followed by Refreshment Break
- 11:20 **Economic Outlook for 2010**
- 11:55 **Freight Market Outlook & Impact on Cement Logistics**  
Marilyn Gardner  
Marine Transportation Adviser (Cement)  
**CSL Australia**
- 12:30 **Project Update : Jurong Port Expansion & Cement Handling Terminals**  
Senior Representative  
**Jurong Port**
- 13:05 Final discussion followed by Closing Lunch
- 14:00 End of Conference

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

## Can the Industry Survive the Over-Supply Market?

Asia is recording economic recovery with the implementation of the government stimulus programs from China to Vietnam. Can the cement industry bounce back faster than expected?

China & India paves the way for Asia's cement sector turnaround and pockets of growth is expected in countries like Vietnam, Sri Lanka & Indonesia. But will Asia start feeling the heat of oversupply and tip the balance?

*"India's cement industry is likely to record an annual growth of 10% in the coming years.... However, as new capacities become operational, supply may outstrip demand, putting downward pressure on margins."* Oct 2009, World Cement

*"Lafarge and Holcim have both sought to establish themselves in China, which now accounts for half of global cement demand, and other emerging economies in an effort to eke out opportunities beyond the mature, heavily consolidated markets of Europe and North America."*

Dec 2009, Cementchina.net

**CMT's 12th Asia CemenTrade** will give insights to challenges & opportunities facing the industry in 2010. Be empowered with market knowledge, recent trends and latest developments in the cement industry!

## Reasons to Attend:

- Ascertain the global demand recovery and over-supply scenario in Asia for 2010
- Sinoma International shares its project challenges and lessons learned in Greenfield cement projects in Asia & Africa
- With the end of the war, civil in Sri Lanka will the revival of construction drive cement demand ?
- Access what's in store for the Greater Mekong Sub-Region as Siam City details the market outlook
- Asia coal market dynamics and the evolving regional pricing benchmarks – how will it influence margins?
- Jurong Port Expansion Project: Facilitating cement loading, storage and trading.
- Focus on India & China – Examining market barriers, consolidation trends & prospects
- Dissect the Cement Life Cycle Analysis – the cradle to grave carbon implications & mitigation strategy
- Singapore's Green Labelling Scheme & it's impact on the cement & construction sector
- Assessment of the freight market and its impact on trade, logistics and demand/supply balance

Register now with your team and enjoy a discounted fee for a group of 3 or more! Don't miss this opportunity to network with the supply chain of the cement industry. Register online now at [www.cmtevents.com](http://www.cmtevents.com) or send in your enquiry to [grace@cmtsp.com.sg](mailto:grace@cmtsp.com.sg).

# 12th Asia CemenTrade

24–25 March 2010 | Singapore

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Company Name \_\_\_\_\_

Designation \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

City/Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel (Home) \_\_\_\_\_ (Office) \_\_\_\_\_

Mobile \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please fill in Contact Person field if you are submitting this registration on behalf of delegate.

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

We are a/an: (Select 1 or more)

- Cement Producer
- Concrete Producer
- Cement Raw Material
- Cement Trader
- Building Construction Company
- Shipping and Logistic
- Equipment Provider
- Project Finance / Bank
- Others

Preferred Mode of Payment

- Credit Card - Mastercard
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- Telegraphic Transfer

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If undeliverable, please return to: 80 Marine Parade Road # 13-02 Parkway Parade Singapore 449269

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## HOW TO REGISTER

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## FEES

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

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
<b>SGD2,295</b>	<b>SGD1,895 (MIN SAVINGS OF SGD1200)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

## PAYMENT

**By Credit Card** (Visa/Mastercard only) - please request for credit card form

**By Telegraphic Transfer**

**Account Name:** Centre for Management Technology  
**A/C No:** 151 - 000585 - 001  
**Bank:** HSBC Singapore  
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**Swift Code:** HSBC SGSG

TT must include additional SGD20 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

## CONFERENCE VENUE

CMT has arranged special discounted room rate at S\$ 265++ (Deluxe Single) per room per night inclusive of 1 Buffet Breakfast (subject to room & rate availability) for delegates at **Goodwood Park Hotel Singapore**. Please complete Hotel Reservation Form, which is emailed together with invoice, providing full credit card number & expiry date and fax/email completed form to:

Angelina Tan, Reservations Manager  
**Goodwood Park Hotel Singapore**  
 22 Scotts Road, Singapore - 228221  
 SINGAPORE  
 Phone : 65 67301811  
 Fax : 65 67385034  
 Email : [rmresv@goodwoodparkhotel.com](mailto:rmresv@goodwoodparkhotel.com)  
 Cut-off date: 24-02-2010

# 2nd Africa CemenTrade

DAKAR-SENEGAL | 3-4 March 2010

*"Meeting cement demand & investments in Sub-Sahara Africa"*

### Extensive Benefits of Attending

- Evaluate the real demand in Africa & where are the new capacities?
- Hear from leading cement players the challenges of investing in Africa & lessons learnt
- Review of cement Trade & Investment opportunities in *Egypt, Chad, Tunisia, East Africa, Nigeria, Angola, West Africa, Cape Verde & Ghana*
- Overview of the Global shipping markets & trends
- Case study of using alternative fuels & its benefits
- Review of Africa's power situation & possible solutions
- What do lenders look for when financing trade & investment in Africa
- Network & learn from international panel of experts on expanding your market share in emerging Africa!

# Carbon Trade & Outlook

SINGAPORE | 6-7 May 2010

*"Post Copenhagen – Accords to Boost Carbon Markets & Projects"*

### Key Highlights:

- Emphasis & action post COP15 - Focus on regional carbon offset markets
- US policies & legislations – How will it influence continuity of Kyoto?
- Projects with high CDM closing probability – waste to energy, forestry, fuel replacement
- Financing offset projects & leveraging on carbon funds
- Prospects & challenges in setting up an Asian Exchange

**CUSTOMISED SPONSORSHIP PACKAGES AVAILABLE** - This event is an excellent platform to promote your organisation to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon, Cocktail & Documentation sponsor. Exhibition / catalogue display can be arranged upon request. Contact [cynthia@cmtp.com.sg](mailto:cynthia@cmtp.com.sg) or (65) 6346 9132.