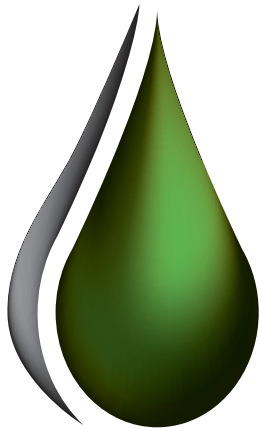


13-16 March 2012

PARIS, FRANCE

www.wraconferences.com/europeanfuels



THE EUROPEAN FUELS CONFERENCE

13th Annual Meeting

STRATEGIES TO ACHIEVE PROFIT OPTIMISATION

MARINE FUELS FOCUS DAY

13 March 2012

KEY SPEAKERS:

Jean-Jacques Mosconi, Senior Vice President, **Total**

Olly Macé, Head of Global Strategy & External Affairs, **BP**

Giacomo Rispoli, Senior Vice President, **Eni S.P.A**

Zbigniew Paszkowicz, Deputy Chief Executive Officer, **Grupa Lotos**

Dr Bela Kelemen, Senior Vice President, Refining & Marketing, **MOL Group**

Krzysztof Lagowski, Director of Strategic Planning Department, **PKN Orlen**

Richard Mills, Strategy Director, **Boeing**

Pierre Macaudiere, Head of Fuels & Emissions Control, **PSA Peugeot Citroën**

EUROPEAN FUELS CONFERENCE

14-16 March 2012

KEY REASONS TO ATTEND:

- **Provides** a strong, cohesive view of the fuels sector and expert insight into how these trends are impacting the European fuels market
- **Gain insight** into how European refineries are maintaining profitability and improving efficiency in the current economic environment
- **Discuss** the development of engines processing cleaner fuels with the automotive, aviation, marine and bunker fuel sectors
- **Review** impact of alternative fuels on fuel quality, sustainability and emission reductions
- **Optimise** energy efficiency and energy savings within refineries to maximise profitability

GALA DINNER

14 March 2012

Co-host:



Sponsors:



Supporting Associations:



Media Partners :



WELCOME

Falling demand and low refining margins have been hurting European refiners. Demand has been reduced by a sharp contraction in economic activity, and supplies of refined products have swelled as new plants come online in other regions.

This is why it is essential to understand the major driving forces behind the industry's challenges: changes in the business environment, demand patterns, energy consumption, supply optimisation and government targets.

Comprehensive and innovative discussions

A three day, industry-led conference with case studies, debates and analysis from refiners, the transport sector and policy makers, the 13th Annual European Fuels Conference has a comprehensive focus on the essential challenges affecting the refining and fuel industry.

Key strategy sessions include optimising energy efficiency, minimising productivity costs, achieving clean fuels specifications, meeting emission reduction targets and finding new areas of growth and profitability.

Marine fuels focus day

In conjunction with the conference, there is a tailored day focusing on the requirements and changes in the marine fuels industry. The Marine Fuels Focus Day creates the best platform to review policy updates, best practice strategies in improving ship emissions and efficiency, increasing fuel quality, and the role of alternative fuels in a sector undergoing tougher requirements as well as strategic and technological upheaval.

Industry attendance

With over 150 delegates from refineries, aviation, automotives, marine, alternative fuels and suppliers, the European Fuels Conference gives you comprehensive solutions, tactics and opinions to survive in a changing fuels environment. This is your opportunity to expand your network, speak to the key decision makers, understand emerging trends in the industry, discover the initiatives of major players and define your own strategies to improve profitability.

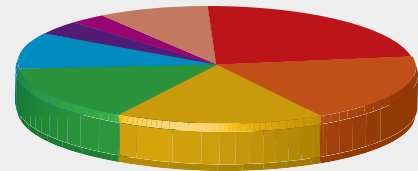
We look forward to welcoming you to Paris to discuss the latest developments in European fuels and refining.



Karen Magnusson
Conference Director
13th Annual European Fuels Conference

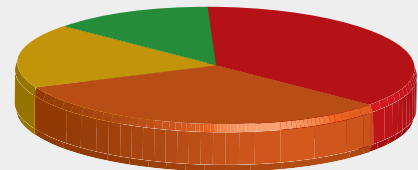
WHO WILL ATTEND THE 13TH ANNUAL EUROPEAN FUELS CONFERENCE

Industry breakdown



Refineries	23%	Biofuels Companies	10%
Technology and service providers	19%	Consultants	4%
Petrochemicals	17%	Financial	3%
National Oil Companies	15%	Others	9%

Job Title Breakdown



Director, Managing Director	33%	Department Head, Senior Manager	26%
Senior Vice President	29%	Manager, Specialist	12%

ADVISORY BOARD

Our expert Advisory Board includes:

- **Jean-Jacques Mosconi**, Senior Vice President, **Total**
- **Johannes Benigni**, Managing Director, **JBC**
- **Manfred Schukert**, Company Strategist, **Daimler AG**
- **Professor Hongming Xu**, Chair in Energy and Automotive Engineering, Head of Vehicle and Technology Research Area, **University of Birmingham**
- **Trevor Harrison**, Acting Chief Executive Officer, **International Bunker Industry Association**



“Excellent forum: engaged, competent and honest participants contributed to positioning some of the bricks of this very complex puzzle.”

Roberta Cenni, New Business Development Manager, **Haldor Topsoe**

13-16 March 2012

PARIS, FRANCE

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MARINE FUELS FOCUS DAY TUESDAY 13 MARCH 2012

08:30 Registration and coffee

09:10 Opening welcome address and business card exchange

09:20 **Marine transport regulations update**

- Latest developments with MARPOL Annex VI
- Assessment of energy efficiency regulations for international shipping expected to come into force in January 2013
- Update on IMO work on market based measures

Dr Edmund Hughes, Marine Environment Division,
International Maritime Organization

10:30 **Q&A session**

10:40 Morning coffee and networking

11:10 **Emissions compliance and reduction for marine fuels**

- State of the art emissions compliance by exhaust gas cleaning systems
- Reducing emissions through the reduction of fuel consumption

Donald Gregory, Director, EGCSA, **Exhaust Gas Clearing Systems Association**

12:20 **Q&A session**

12:30 Lunch and social networking opportunity

14:00 **Solutions for the use of future and alternative fuels in shipping**

- Progress required for development of future marine fuels and what remains to be achieved
- LNG as a fuel for shipping: assessing infrastructure requirements, dual fuel engines progress, LNG price forecasts, refuelling and storage issues
- Meeting the compliancy and technical challenges of current and future SOx legislation and requirements

Monique Vermeire, Fuels Technologist, Chevron Global Marine & Powergen, **Chevron Downstream**

Marco Andreola, LNG Fuelled Marine Systems, Technological and Business Development Campaign Manager - Europe,
Rolls Royce

Aksel Skjervheim, Head of Fuel Market, **GASNOR**

Steffen V Kortegaard, Director Technical Department,
O.W Bunker & Trading A/S

15:50 **Q&A session**

16:00 Afternoon coffee and networking

16:30 **Focusing on the remaining challenges to achieve marine desulfurization**

- Achieving desulfurization in marine fuels
- Producing and achieving low sulphur marine fuels. What aspects and processes refiners must consider
- Gas scrubbing technology: a commercially viable alternative to low sulphur content

Eddy Van Bouwel, European Regulatory & Environment Manager,
ExxonMobil

Michael Lane, Secretary General, **Concawe**

Olav Knudsen, Head of R&D Exhaust Gas Cleaning, **Alfa Laval Aalborg**

17:20 **Q&A session**

17:30 Closing remarks and end of Marine Fuels Focus Day

17:40 **Welcome drinks reception**

CONFERENCE DAY ONE WEDNESDAY 14 MARCH 2012

08:30 Conference registration and coffee

09:00 Opening welcome address and business card exchange - Meet your fellow attendees!

09:10 **Keynote address: Future developments within the European fuels market**

Jean-Jacques Mosconi, Senior Vice President, **Total**

09:30 **European fuel market developments. Addressing supply and demand imbalances**

- Outlining demand dynamics and future developments within the fuel market
- Analysing the latest fuel developments in the Russian, Asian and Middle Eastern markets and the impact on the European market
- Assessing the optimum strategy for the supply of crude
- Outlook on gas to oil competition

Isabelle Muller, Secretary General, **Europia - European Petroleum Industry Association**

Dr Fatih Birol, Chief Economist, **International Energy Agency**

Johannes Benigni, Managing Director, **JBC Energy**

Thomas Jaboeuf, Senior Energy Strategist, **GDF SUEZ**

10:50 **Q&A session**

11:00 Morning coffee and networking

11:30 **Reviewing fuel directives and European fuels policy**

- The EU Energy Tax directive review and its impact on the fuel industry
- RED & E10 standardization under CEN. What can we expect beyond E10
- Implementation of E10. Benefitting from strong message from government backed by refiners and car manufacturers which put consumers at the centre of discussions

Dr Pierre Dechamps, Adviser for Energy, Climate Change and the Environment, **European Commission**

Ortwin Costenoble, Senior Standardization Consultant, **NEN ENERGY RESOURCES**

12:30 **Q&A session**

12:40 Lunch and social networking opportunity



CONFERENCE DAY ONE WEDNESDAY 14 MARCH 2012

14:00 Automotive fuels developments, targets and specifications

- Future challenges for sustainable mobility and the role of fuels
- Harmonisation of fuels specifications at European levels and worldwide
- Reaching the 2020 target of 95g CO₂/km and heavy-duty vehicles fuel consumption trends and efficiency improvement

Pierre Macaudiere, Head of Fuels & Emissions Control, **PSA Peugeot Citroën**

Rodica Faucon, Fuels Expert, Powertrain Engineering Division, **Renault**

Manfred Schuckert, Company Strategist, **Daimler AG**

15:00 Q&A session



15:10 Afternoon coffee and networking

15:40 Global environmental challenges in the European fuels industry and a sustainable future for transport

- Progress towards sustainability for the European refining industry in a low carbon environment
- Addressing the fuel quality issue
- Vision for 2020 fuels mix and the energy roadmap to 2050
- Analysing European customers' perceptions, attitudes and willingness to pay for sustainability, environment and alternate powertrains

Giacomo Rispoli, Senior Vice President, **ENI S.P.A**

Dr Andrés Holló, Product Development Manager, **MOL Downstream Development**

Chris Hunt, Secretary General, **UKPIA**

17:20 Q&A session

17:30 Close of conference day one

19:00 Gala dinner hosted by



TOTAL



CONFERENCE DAY TWO THURSDAY 15 MARCH 2012

08:30 Morning coffee

09:00 Opening welcome address

09:10 The alternative fuels of choice debate

- Role of alternative transport fuel in mitigating climate change and options for biofuels
- Co-blending ETBE/ETOH: the most favoured mix
- Roadmap for the development of fuel cells vehicles and hydrogen
- LNG as a potential fuel for trucks: answering the challenging infrastructure development
- Updates and cost competitiveness within VGO, LPG and CNG

Olly Macé, Head of Global Strategy & External Affairs, **BP**

Dr Walter Mirabella, Chairman Biofuels Team, **EFOA – European Fuels Oxygenates Association**

Professor Hongming Xu, Chair in Energy and Automotive Engineering, Head of Vehicle and Engine Technology Research Area, **University of Birmingham**

10:30 Q&A session

10:40 Morning coffee and networking

11:10 Role of biofuels in future fuels action plans

- The development of sustainable biofuels and its impact on refiners – overcoming blending challenges and requirements
- Drop in biofuels. How the latest developments in hydrotreated vegetable oil will impact the European fuels landscape
- Developing sustainable cellulosic ethanol as a biofuel and green chemical

Bogdan Janicki, Senior Advisor, **Central Europe Energy Partners (CEEP)**

Heli Salmenpohja, Oil Products & Renewables, **Neste Oil**
Senior Representative, **Sud-Chemie**

12:10 Q&A session



12:20 Fuels infrastructure development

- Achieving operational excellence and redeveloping fuels infrastructure
- Technology developments with alternative fuels

Dr Bela Kelemen, Senior Vice President, Refining & Marketing, **MOL Group**

Antoine Fournier, Deputy Product Line Manager - Distillate Hydrotreatment, **Axens**

13:00 Q&A session

“ Interesting wide content with good networking opportunities. ”

Heli Salmenpohja, Renewable Fuels Manager, **Neste Oil**

CONFERENCE DAY THREE FRIDAY 16 MARCH 2012

13:10 Lunch and social networking opportunity

14:30 **Answering the consolidation need: securing supply to EU consumers**

- Addressing refinery complexity and delivering high value products: a recipe to survival
- Obtaining highest quality of fuel products and increasing high margin products
- Upgrading residual oil products for the maximum production of diesel

Krzysztof Lagowski, Director of Strategic Planning Department, **PKN Orlen**

Zbigniew Paszkowicz, Deputy Chief Executive Officer, **Grupa Lotos**

Jan Steegstra, Technology Manager, **Chevron**

15:30 **Q&A session**

15:40 Afternoon coffee and networking



16:10 **Round table discussion**

The roundtable discussion groups provide you with a range of different discussion topics and are the ideal place for you to meet face-to-face with some of the key speakers and your peers in small groups. You will be able to choose between the tables and change subject tables three times to discuss specific issues and ideas that have arisen over the course of the day in an interactive environment.

Roundtable 1: Transport requirements for European fuels production

Roundtable 2: Reviewing fuel directives and their impacts

Roundtable 3: The role of biofuels and alternative fuels

Roundtable 4: Carbon capture and energy efficiency, successfully adapting processes

17:20 **Q&A session**

17:30 Close of conference day two



08:30 Morning coffee

09:10 Opening welcome address

09:20 **Improving European refining systems through carbon capture and energy efficiency**

- Gaining from practical emissions reduction techniques and energy efficiency programmes
- Looking at design improvements to lower emissions and how the fuel GHG 6% reduction will be addressed
- Creating value through refinery hydrogen management, generating assets to sell hydrogen as a fuel

Dr Márk Bubálik, Refinery Technology Expert, **MOL Group**

Christian Hoppe, Downstream Policy & Advocacy Manager, **Shell**

10:20 **Q&A session**

10:30 Morning coffee and networking

11:00 **Aviation fuels and developing carbon-neutral fuels and developments**

- Targeting carbon-neutral growth of aircraft operations
- Reviewing of industry initiatives: R&D development of aviation fuels to meet emission targets
- ALFA-BIRD: selecting and characterising the most appropriate fuels of aircraft
- Value and maturity assessment in alternative fuels R&T

Richard Mills, Strategy Director, **Boeing**

Pierre Albano, Vice President Environment, **Air France**

Frederic Eychenne, New Energies Programme Manager, GDD – Environmental Affairs, **Airbus**

Dr Marc Maurel, Strategic Product Development, **EADS**

12:10 **Q&A session**

12:20 Lunch and social networking opportunity

14:00 **Carbon trading and calculating refinery emissions**

- Future outlook for the European carbon market
- Emissions and carbon trading: viewpoint from the European Commission
- Managing carbon desks and carbon trading mechanisms
- Calculating emissions for refineries and reviewing benchmarking studies

Konrad Hanschmidt, Carbon Markets - Head of EU ETS, **Bloomberg New Energy Finance**

Hans Bergman, Head of Unit B2, Directorate for European & International Carbon Market, **European Commission**

Cécile Tibi-Rambal, Head of Oil Marketing, **GDF Suez Trading**

Oliver Sartor, Research Fellow, CDC **Climat Research**

15:20 **Q&A session**

15:30 Afternoon coffee and networking

15:50 **Maximising profits by focusing on energy savings and programmes**

- Controlling net energy consumption and fixed costs to operate cost-effectively and maximise profitability
- Simplifying operational and maintenance of plants' air pollution control systems

16:50 **Q&A session**

17:00 Close of conference

“ Good topics to understand future of fuelling industry, good organization and good opportunity to exchange ideas. ”

Ruth Sharon, Sales & Marketing Manager, **Bazan Oil Refineries**

SPONSORSHIP OPPORTUNITIES

The 13th Annual European Fuels Conference offers the perfect platform for you to introduce or raise your company profile to an audience of senior level decision makers in the fuels and refining industry.

Customised packages can be tailored to suit your needs including branding, exhibition and social options to allow you to:

- Demonstrate the value of your business case to a motivated senior audience
- Build new relationships and have face to face meetings with potential clients
- Get “front of mind” with profile and branding across our huge multimedia marketing campaigns

Our packages are tailored to suit your individual needs taking into account your company's bespoke requirements.

Whether you are looking to promote your thought leadership expertise, technological developments or company position within the market, contact us to discuss your requirements in further detail.

To discuss your requirements in further detail please contact:

David Ling

Commercial Director

+44 (0)207 067 1864

d.ling@theenergyexchange.co.uk

GALA DINNER

Join us on the social highlight of the 13th Annual European Fuels Conference, the Gala Dinner hosted by Total at Chez Jenny, Wednesday 14 March.

Network with your business partners and clients in a relaxed and informal environment while enjoying a real icon of the Place de la République as the Chez Jenny brasserie continues the grand tradition of French culture and generous gastronomy.



UNIQUE NETWORKING OPPORTUNITIES TO MEET EUROPEAN FUELS LEADERS AND EXPERTS

Business card exchange: At the start of the conference delegates are given the opportunity to meet their industry colleagues and fuels leaders. Business cards are exchanged and key relationships initiated that can be cultivated throughout the event and beyond.

Dedicated networking breaks: With a gala dinner, drinks receptions, 4 lunches and 8 coffee breaks there are plenty of opportunities offered for you to catch up with your peers, meet European fuels leaders, speak with influential decision makers and secure new business leads.

Gala Dinner: Network with business partners and clients while enjoying French cuisine at an exclusive gala dinner hosted by Total at Chez Jenny.

Roundtable discussions, panel debates and Q&A sessions: Expert chairpeople and roundtable leaders have been selected to manage specific discussions. Select a table of your choice and join interactive industry discussions. Take advantage of Q&A sessions in order to get your questions answered by industry experts and leaders.



COMPANIES WHO HAVE ATTENDED THE EUROPEAN FUELS CONFERENCE IN THE PAST

ENI ■ Technip ■ Shell ■ Total ■ Axens ■ Statoil ■ OMV ■ KNPC ■ Saudi Aramco ■ Conoco Phillips ■ Haldor Topsoe ■ Innospec ■ MOL Group ■ Naftec ■ Cepsa ■ Infineum ■ Petrobras ■ Repsol ■ Adnoc ■ Petrol D.D ■ UOP ■ Wood Mackenzie ■ Air Liquide ■ BP ■ Chevron ■ European Commission ■ Exxonmobil ■ Foster Wheeler ■ KBC Process ■ Neste Oil ■ Afton Chemical ■ Aramco Overseas Company ■ Erg Raffinerie ■ Grupa Lotos ■ IFP ■ Institut Francais Du Petrole ■ PKN Orlen ■ Vopak Oil ■ Baker Petrolite ■ DNV ■ GDF Suez ■ HTE Aktiengesellschaft ■ IEA ■ Irbaris ■ Lukoil Bulgaria Ltd ■ M W Kellogg ■ National Oil Corporation ■ Opec ■ Airbus ■ Aspentech ■ Avantium ■ Bapco ■ Basf ■ Bazan Oil Refineries Ltd ■ Cri/Criterion Catalysts ■ Cyprus Petroleum ■ Esso ■ Fluor ■ Galp Energia ■ Hellenic Petroleum ■ Holborn Europa Raffineries ■ Renault ■ Sabic ■ Ceska Raffineria (CRC) ■ Johnson Matthey ■ Neste Jacobs Oy ■ Saipem ■ Volkswagen Ag ■ Volvo Technologies ■ Aker ■ Baker Hughes ■ BMW ■ Boeing ■ Dupont Clean Technologies ■ Emerson Process Management ■ Europia ■ Honda Motor Europe Ltd ■ Lanxess ■ Linde AG ■ Lotos ■ OW Tankers A/S ■ Saab Automobile Powertrain AB ■ Sibur ■ Siemens ■ Slovnaft S.A. ■ Uhde GmbH ■ Worley Parsons Europe and many more...



4 EASY WAYS TO REGISTER

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First Name: _____

Last Name: _____

Job Title: _____

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Email: _____

YOUR COMPANY DETAILS

Company Name: _____

Address: _____

Postcode: _____

Country: _____

PACKAGES & PRICING

4 DAYS

Includes: Marine Fuels Focus Day and The European Fuels Conference

Before 30 January 2012 £2449 (save £200)

After 30 January 2012 £2649

3 DAYS

Includes: The European Fuels Conference

Before 30 January 2012 £1949 (save £200)

After 30 January 2012 £2149

I do not require audio on demand, please deduct £200 from the above price

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Date _____

*Please note, the booking form must be authorised before we can proceed with the registration

To register more delegates, please photocopy this booking form. Group discounts are available for more than 3 registrants, please email f.chapman@theenergyexchange.co.uk for further information.

PAYMENT TERMS & CONDITIONS

Our official confirmation, invoice and hotel booking details will be emailed to you within 3 days of receiving your registration.

Payment: Payment of the full delegate fee is due 14 days after the invoice date, or immediately, if the registration is made within one month of the event. Our invoice will show your registration fee in British Pounds. Our full bank account details are on the invoice. Please note your booking is valid only after full payment is received. We recommend you check with your Finance Department that payment has been made before traveling to the Conference.

Cancellations: Made one month prior to the start of the conference will be refunded less a 50% administrative charge. Refund will be made after the conference. Made within one month of the start date of the conference will receive no refund. Substitutes are acceptable at any time.

Force Majeure: Please note that in case of force majeure The World Refining Association is relieved of all obligations. Force majeure includes any circumstances beyond the will of The World Refining Association, that impedes permanent or temporary compliance with the obligations, such as 'acts of god' including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire or severe disturbances affecting the conference organisation or its suppliers.

TEAM PACKAGES TERMS & CONDITIONS

Bookings are only accepted per company site and not across multiple company sites. Bookings must be made at the same time and no merging of separate bookings is permitted. The team package promotion cannot be used in conjunction with any other World Refining Association promotional offer or discounted structure.

OFFICIAL VENUE AND ACCOMMODATION

Crowne Plaza Republique, 10 Place de la Republique, 75011 Paris, France
Tel : +33-1-43144350 Fax: +33-1-47003234

The cost of the hotel is not included in the conference fee. The World Refining Association has negotiated preferential rates at the hotel for delegates attending the event at a rate of €170 per night including breakfast. For any accommodation related queries please email Natasha Harwood at n.harwood@theenergyexchange.co.uk

Registration Fee: The registration fee covers attendance at all sessions, refreshments, lunches, receptions and documentation containing the speaker presentations. Please note it may be necessary to alter the content or timing of the programme or its speakers.

Language: The official conference language will be English.

Customer Services: For questions concerning your registration, attendance, visa support and invoice payments, please contact our Customer Services Department, Tel: +44 (0)1242 529 090, Fax: +44 (0)1242 582 157.

BOOKING CODE **WEB**

HEAR FROM AN EXPERT SPEAKER LINE UP FEATURING

Jean-Jacques Mosconi

Senior Vice President
Total

Olly Macé

Head of Global Strategy & External Affairs
BP

Krzysztof Lagowski

Director of Strategic Planning Department
PKN Orlen

Giacomo Rispoli

Senior Vice President
ENI S.P.A

Isabelle Muller

Secretary General – Energy Policy,
Climate Change & Refining

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Heli Salmenpohja

Oil Products & Renewables
Neste Oil

Dr Edmund Hughes

Marine Environment Division
International Maritime Organization

Professor Hongming Xu

Chair in Energy and Automotive Engineering,
Head of Vehicle and Engine Technology Research Area
University of Birmingham

Bogdan Janicki

Senior Advisor
Central Europe Energy Partners (CEEP)

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Dr Marc Maurel

Strategic Product Developments
EADS