

السلام عليكم ورحمة الله وبركاته

تهديكم غرفة الشرقية أطيب تحياتها، وتفيدكم بتلقيها خطاب الاتحاد الخليجي للتكرير بتاريخ (٢٦/١٠/٢٠٢٢م)، بشأن الدعوة للمشاركة في "مؤتمر ومعرض GDA 2023" خلال الفترة من ١٣ - ١٥ فبراير ٢٠٢٣م بعالم المعارض مملكة البحرين ، وذلك بتنظيم من الاتحاد الخليجي للتكرير وتحت رعاية صاحب السمو الملكي الأمير سلمان بن حمد آل خليفة ولي العهد ورئيس الوزراء، كما يجمع مؤتمر ومعرض GDA آلاف المشاركين من مئات الشركات حول العالم في بيئة متعددة الأوجه لتطوير الأعمال، وعرض التكنولوجيا المبتكرة والفرص التعليمية، والشبكات حيث يضم قائمة متنوعة من الحضور تتألف من المديرين التنفيذيين والهيئات الحكومية والمهندسين ووسائل الإعلام وغيرهم من المهنيين.

عليه، يأمل الاتحاد الخليجي للتكرير من الراغبين والمهتمين وذوي العلاقة المشاركة والتسجيل في هذا المؤتمر ولمزيد من المعلومات يمكنكم زيارة الموقع الالكتروني التالي: (<https://2u.pw/xV64H>)، والتواصل مباشرة على وريد الالكتروني: ([maria@e3-worldwide.com](mailto:maria@e3-worldwide.com)).

وتقبلوا خالص التحية والتقدير



**International  
Downstream Conference  
& Exhibition**

Under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa,  
Crown Prince and the Prime Minister of the Kingdom of Bahrain

# GDA INTERNATIONAL DOWNSTREAM CONFERENCE & EXHIBITION

Theme: Downstream Turning Points - Capitalising on Transformation

13-15 February 2023  
Exhibition World Bahrain

[www.gdaconference.org](http://www.gdaconference.org)

## EVENT BROCHURE

Supported by:



Host Sponsors:



# ABOUT THE GULF DOWNSTREAM ASSOCIATION

The Gulf Downstream Association (GDA) was established by its founding companies Saudi Aramco, Kuwait Petroleum International (KPI), Bahrain Petroleum Company (BAPCO), Kuwait National Petroleum Company (KNPC) and Abu Dhabi National Oil Company (ADNOC). GDA is a pioneering, non-profit association and “point of reference” for all downstream players including industry professionals, corporate executives and legislators seeking to foster excellence and drive advancement through mutually beneficial engagement and industry collaboration.

The association was established to aggregate the scattered wealth of knowledge that lies across the global downstream industry in order to accelerate development and serve as a catalyst for strong and sustainable industry growth in the Gulf region and worldwide. GDA takes a leading role in supporting the local, regional and international industry through sharing of knowledge, experience and best practices.



## GDA BOARD MEMBERS



**GDA Chairman**  
**Suleman A. Al-Bargan**  
Vice President of Downstream  
Global Manufacturing,  
Saudi Aramco



**GDA Vice Chairman**  
**Waleed K. Al Bader**  
Chief Executive Officer  
Kuwait National  
Petroleum Company



**Board Member and  
Financial Secretary**  
**Hafedh Al-Qassab**  
Acting Deputy Chief Executive  
Technical & BMP Project Director  
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**Board Member**  
**Abdullah Naji Al Messabi**  
Chief Executive Officer  
Adnoc Refining



**Board Member**  
**Shafi Taleb Al-Ajmi**  
Executive Vice President  
Manufacturing  
Kuwait Petroleum International  
(KPI)

## GDA FOUNDING COMPANIES





## MESSAGE FROM GDA CONFERENCE 2023 CHAIRMAN

### **Suleman A. Al-Bargan**

GDA Chairman,  
Vice President of Downstream  
Global Manufacturing,  
Saudi Aramco

Dear Friends,

I am honored to chair the 2nd edition of the GDA International Downstream Conference and Exhibition. We had to postpone it from its original date in 2020 due to the COVID-19 pandemic that caused global disruption to businesses and lives beyond anyone's imagination. We promised to return only when it was safe for everyone to come together.

We are now back with renewed energy and enthusiasm. We are also moving to a brand-new venue "Exhibition World Bahrain" which is opening soon in the Kingdom of Bahrain as the Middle East's largest venue of its sort. As I look into the future, I see a significant growth potential for our industry, despite the challenges posed by geopolitics, environmental concerns, post-pandemic dynamics, and economic uncertainties.

Accordingly, we have designed a conference program that will touch on all these challenges and explore creative ways of not only sustaining, but also growing the downstream industry while positively contributing to the peace and prosperity of humanity.

I welcome you all to join hands with us in this noble mission at this event. I invite you to showcase your best and take away the cumulative best of others from this event. You have a unique opportunity to expand your professional and business network, while bonding with peers on common interests. We are committed to making this event a great success and a memorable experience for all of us. I look forward to learning about your new ideas and exhibiting your best products and service to our delegates.

Dear Friends,

From 13-15 February 2023, over 6,000 industry executives, leaders and personnel will gather for the second edition of the Gulf Downstream Association (GDA) International Downstream Conference and Exhibition under the theme Downstream Turning Points - "Capitalising on Transformation".

As the industry becomes more competitive, we are navigating through a critical period of transformation where margin improvement, sustainability and capitalising on resources are topics of major significance. This event will offer you a chance to interact with leading decision-makers, and build strategic partnerships across the down stream value chain.

Over three days, the GDA conference and exhibition will bring together key players in the GCC including international stakeholders from operators and technology providers to policy makers and academia to the leading event in the region for downstream industries.

Following the resounding success of the inaugural GDA conference and exhibition in 2018, we're back with our in-person event in February 2023 and look forward to making this edition even more successful with your support and participation in all aspects of the event. See you at GDA International Downstream Conference and Exhibition at the Middle East's newest Exhibition and Convention Centre, Exhibition World Bahrain.

## MESSAGE FROM GDA SECRETARY GENERAL



### **Mohammad Al-Shahrani**

Secretary General,  
Gulf Downstream Association  
Head of Affiliates Manufacturing  
Excellence, Downstream Global  
Manufacturing, Saudi Aramco

# THE LEADING MIDDLE EAST STRATEGIC FORUM FOR DOWNSTREAM PROFESSIONALS

The GDA Conference is the leading Middle East strategic forum for international downstream professionals to address global business challenges, share best practices and unlock potential opportunities through collaboration and partnerships. The event welcomes refiners, petrochemical companies, related government entities, oil and gas consultants, technology and system providers, research and development entities, and equipment and material manufacturers from the Middle East and beyond.

## WHAT TO EXPECT AT GDA CONFERENCE 2023



High Level Sessions



Technical Programme



Youth Programme



VIP Programme



Networking Opportunities



Innovative Exhibition



**9,000**

Sqm. of exhibition space

**5,000**

Attendees

**500**

Companies

**150**

Speakers

**EVENT  
NUMBERS**

## RESILIENCE

- Business transformation
- Technology driven transformation
- Agility & flexibility to respond to market dynamics
- Asset reliability
- Best practices from outside oil & gas industry
- Flexibility & competitiveness in design & operation
- Process efficiencies & cost optimisation

## DE-CARBONISATION & SUSTAINABILITY

- Environmental compliance & reporting
  - A. Carbon:
    - Carbon capture, utilisation & storage
    - Carbon pricing
    - Carbon circularity & re-use applications
  - B. Fuels:
    - Advanced alternative fuels
    - Sustainable aviation fuel
    - Hydrogen: from grey to blue
    - Blue ammonia
- ESG
  - Decarbonisation & sustainability communication.
  - Technologies & best practices that aim to cover the following topics:
    - Energy efficiency & conservation
    - Flare management
    - Water management
    - Waste management

# CALL FOR **ABSTRACTS OPEN**

**FINAL DEADLINE : 15 OCTOBER 2022**

**SUBMIT NOW:** [gdaconference.org/call-for-abstracts](https://gdaconference.org/call-for-abstracts)

## **FUTURE GROWTH**

- Future of refining
- Downstream integrations
- Capital efficiencies
- Funding downstream investments
- Market outlook & industry strategies
- Origination & investment

## **DISRUPTORS**

- Market disruptors
- Policy & regulatory disruptors
- Energy transitions



## DIGITALISATION IN DOWNSTREAM SECTOR

- Smart Plants
- Robotics & Unmanned Aerial Vehicle (UAVs) enterprise mobility
- Blockchain & cloud computing
- 3D Manufacturing
- Leveraging data to optimise networks & logistics utilisation
- Data Science Technology, AI, internet of things (IoT), Machine Learning (ML), etc.



## HUMAN CAPITAL AND TALENT MANAGEMENT

- Talent Management
  - A. Strategies to identify & attract human talent to the downstream industry
  - B. Best practices & systems that promote effective human resource management
  - C. Developing & implementing effective competency framework in organisations
- Training & Digitalisation
  - A. Changes in training requirements to meet the new emerging technologies in downstream industry
  - B. Strategies to address attrition and knowledge gap as a result of adapting more technologies in the downstream industry
  - C. Utilising digitalisation in training programme & people development, & how it influences training cost & effectiveness
- Post COVID-19: Workforce Design & Virtual Organisations

# 2018 GDA CONFERENCE AND EXHIBITION HIGHLIGHTS

2,526

Unique Participants

1,706

Conference Attendees

820

Exhibitors and Visitors

298

Students

122

Speakers

80

Committee Members

42

Media and Press

8,000

Sq.m of Exhibition Space

476

Represented Companies

27

Countries



I thoroughly enjoyed this inaugural event. Given this was the first one, it was very impressive to see both the wide range and high caliber of the exhibitors and participate in very active and engaging technical sessions **Alan Gelder, VP Refining, Chemicals & Oil Markets, Downstream Global Content Lead, Wood Mackenzie**

## A FEW FROM OUR 2018 INTERNATIONAL SPEAKER LINE-UP



- His Excellency Bakheet Al-Rashid, **Minister of Oil and Minister of Electricity and Water, State of Kuwait**
- His Excellency Shaikh Mohamed bin Khalifa Al Khalifa, **Minister of Oil, Kingdom of Bahrain**
- Dr. Alexander Ritschel, **Head of Technology, Masdar**
- Dr. Andrea Lovato, **Chief Technology Officer, Acwa Power**
- David M. Johnson, **President and CEO, Achates Power**
- David H. Witte, **Sr. VP and Division Head - Energy and Natural Resources, IHS Markit Houston**
- Francois Good, **SVP, Refining and Petrochemicals, TOTAL**
- Jean Sentenac, **Chairman and CEO, Axens**
- Norm Gilsdorf, **President, Honeywe II High Growth Regions Middle East, Russia and Customs Union, Honeywell**
- Othman Al-Ghamdi, **CEO, S-Oil Corporation**
- Steven McCoskey, **VP, Operations, Solomon Associates**
- Tor Fjaeran, **President, World Petroleum Council (WPC)**
- Dr. Sun Xiansheng, **Secretary General, International Energy Forum (IEF)**
- Alan Gelder, **VP Refining, Chemicals and Oil Markets, Downstream Global Content Lead, Wood Mackenzie**
- Daniel Rodas, **Director, Solution Architect, Baker Hughes, a GE company**
- Dr. Gnana Pragasam Singaravel, **Catalysis Section Head, ADNOC Abu Dhabi National Oil Company**
- Jorn Veenstra, **Specialist Pipeline Integrity, DNV GL - HQ**

# 2023 PROGRAMME

## DAY 1 - 13 FEBRUARY

08:00 › 10:00	Registration Opens
10:00 › 11:15	Technical Sessions <span>Parallel Sessions</span> Resilience, De-carbonisation and Sustainability & Future Growth
10:00 › 11:15	Expert Workshop
11:15 › 11:30	Coffee Break and Networking
11:30 › 12:30	Panel Discussion: Downstream Growth Challenges and Opportunities
12:30 › 13:45	Lunch
13:45 › 15:00	Technical Sessions <span>Parallel Sessions</span> Disruptors, Digitalisation in Downstream Sector and Human Capital & Talent Management
13:45 › 15:00	Expert Workshop
15:00 › 15:15	Coffee Break and Networking
15:15 › 16:15	Panel Discussion: Business Transformation
16:15 › 17:00	Official Exhibition Opening Followed by VIP Tour
17:00 › 18:00	Conference Opening Ceremonies including Ministerial Keynotes
18:00 › 18:15	Break
18:15 › 20:30	Gala Dinner

## DAY 2 - 14 FEBRUARY

08:00 › 10:00	Registration Opens
10:00 › 11:00	Panel Discussion: De-carbonisation & Sustainability
11:00 › 11:15	Coffee Break and Networking
11:15 › 12:15	Technical Sessions <span>Parallel Sessions</span> Resilience & De-carbonisation and Sustainability
11:15 › 12:15	Special Session - Market Analysis and Industry trends
11:15 › 12:15	Expert Workshop
12:15 › 13:30	Lunch
13:30 › 14:30	Technical Sessions <span>Parallel Sessions</span> Future Growth & Disruptors
13:30 › 14:30	Special Session - Technology Transformation
13:30 › 14:30	Expert Workshop
14:30 › 14:45	Coffee Break and Networking
14:45 › 15:45	Panel Discussion: Energy Transition
15:45 › 16:00	Coffee Break and Networking
16:00 › 17:00	Technical Sessions <span>Parallel Sessions</span> Digitalisation in Downstream Sector & Human Capital and Talent Management
16:00 › 17:00	Special Session - Downstream World-Class Projects Delivery
16:00 › 17:00	Expert Workshop

## DAY 3 - 15 FEBRUARY

08:00 › 09:00	Registration Opens
09:00 › 10:00	Technical Sessions <span>Parallel Sessions</span> Resilience, De-carbonisation & Sustainability and Future Growth
09:00 › 10:00	Expert Workshop
10:00 › 11:00	Panel Discussion: Digital Transformation in Downstream
11:00 › 11:15	Coffee Break and Networking
11:15 › 12:15	Technical Sessions <span>Parallel Sessions</span> Disruptors, Digitalisation in Downstream Sector & Human Capital and Talent Management
11:15 › 12:15	Expert Workshop
12:15 › 13:30	Lunch
13:30 › 14:30	Panel Discussion: Human Capital and Diversity
14:30 › 14:45	Coffee Break and Networking
14:45 › 15:30	GDA Conference Outcome and Closing Remarks by Conference Chairman

Updated 29 August 2022

# ATTENDEE PROFILE



## VIP and C-Level Executives

- Ministers and Government Official
- Board Member
- President
- Vice President
- Chief Executive Officer
- Executive Director
- Managing Director
- General Manager
- Chief Engineer

## Operations and HR professionals

- Country and Division Manager/Head
- District Manager/Supervisor
- Marketing Manager
- HR, Training or Team Leader/Manager
- Internal Auditor

## Engineers and other professionals

- Advanced Process Manager
- Area Manager
- Business Development Manager
- Chemical Engineer
- Communications Engineer
- Compliance Engineer
- Consultant
- Costing and Planning Engineer
- Design Process Engineer
- Digitalisation Engineer
- Instrumentation Manager
- Energy Engineer
- EP Manager
- Environment Engineer
- Facilities Planning Engineer
- Field Service Engineer
- Fire Officer
- Gas Process Engineer
- Inspection Engineer
- Instrument and Control Engineer
- Instrument Design Engineer
- IT Specialist
- Lead Engineer
- Lead Scientist
- Maintenance Engineer
- Modelling and Planning Specialist
- Network Engineer
- NGL Manager
- Oil Producing Engineer
- Operational Excellence Manager
- Planning Manager
- Plant Engineer
- Process Applications Manager
- Process Control Manager
- Production Engineer
- Process Manager
- Project Manager
- Quality Manager
- Refinery Engineer/Manager
- Reliability Engineer
- Research Engineer
- Risk Assessment Engineer
- Safety and Environment Manager
- Sales and Marketing Manager
- Specialty Products Manager
- Technical Catalysts Manager
- Technical Services Manager
- Technology Manager
- Technology Sales Manager

# WHY PARTICIPATE



## Shape consumer perception:

Position your organisation as a supporter of the downstream industry.



## Build brand visibility:

Boost your brand presence in front of key downstream vendors, technology providers, operators, policy makers and academia.



## Focus on your target market:

Demonstrate your organisation as an industry expert and channel your solutions to a highly relevant and niche sector.



## Gain audience insights:

Cater to your customers and engage one-on-one with professionals and understand their challenges.



## Generate new leads:

Connect with consumers who are actively in need of your services and drive sales.



## Enhance business, consumer and VIP relationships:

Develop deeper, meaningful connections with your target market. Turn your practical insights to strategies that are result-oriented.



A well-managed show, overall. Good material and audience. The quality of this meeting has been steadily improving over the years. Catering requires special mention this time - quality was good. Kudos to the organizers! - **Dr. Pratap Nair, President & CEO, Ingenero Inc**

# GDA CONFERENCE AND EXHIBITION 2023 SPONSORSHIP PACKAGES

		Platinum USD 100,000	Gold USD 75,000	Silver USD 50,000
<b>Exclusive benefits</b>	Each sponsor will be branded exclusively on a function, an area or an item to be selected from the list of exclusive benefits	✓	✓	✓
<b>Marketing and Branding benefits</b>	Inclusion of company name and logo in alphabetical order in all event collaterals (subject to deadlines)	✓	✓	✓
	Use of the GDA Conference logo	✓	✓	✓
	Prominent logo branding and link to sponsor's website on the event website	✓	✓	✓
	Prominent logo branding and link to sponsor's website in the electronic newsletters	✓	✓	✓
	Identification with logo exhibitions maps	✓	✓	✓
	Email campaign sent to all registered attendees on sponsor's behalf	2	1	1
<b>Economical Benefits</b>	Full complimentary delegate passes	12	8	4
	Access to "GDA Executive Club" for designated registered delegates	6	4	2
	Complimentary space only at the exhibition	48 sqm	30 sqm	18 sqm

\*Above rates are inclusive of Bahrain VAT

# EXHIBITOR PROFILE AND STAND RATES



- Marketing distribution and logistics
- Project management
- Refining and petrochemical equipment
- Instrumentation, automation and digitalisation
- Health safety and environment
- Operational excellence
- Products, supplies and consumables
- Consulting and training
- Technology providers
- Refining and petrochemical operators
- Service providers
- Refining catalyst, absorbents and additives
- Energy management
- Gas processing

## BOOK YOUR STAND

### SPACE ONLY (min. 15 sqm)

Includes space, aisle cleaning, pavilion security and listing on the GDA Conference website.

**USD 655**  
per sqm

### EQUIPPED SPACE (min. 9 sqm)

Includes rear and side walls, aisle cleaning, pavilion security, carpet, fascia with company name, 1 table, 3 chairs and electricity connection including 1 twin power socket and 4 spotlights and listing on the GDA conference website.

**USD 765**  
per sqm

\*Above rates are inclusive of Bahrain VAT



# BAHRAIN REIMAGINED



## About Bahrain

Bahrain offers valuable opportunities for businesses and the best market access to growing Gulf economies and beyond. Located at the heart of the Gulf region, Bahrain has a natural geographic advantage, which is continually enhanced through new infrastructure projects. The rich culture and history of Bahrain mixed with modern amenities create a world of possibilities.

## Bahrain Airport

Four times larger than the old airport terminal, the new building has capacity to handle up to 14 million passengers per year. It offers rooms, suites and sleeping pods that can be booked for stays of two hours and upward. There's also a museum space called Cultural Heritage Galleries, which celebrates Bahrain's past and present.

## Event Venue

Strategically placed within Bahrain's dynamic new events, sports, and entertainment precinct, Exhibition World Bahrain is located adjacent to the Bahrain International Circuit (BIC), Al Dana Amphitheatre, and the soon-to-be developed Bahrain International Sports Precinct. With easy access to the new Bahrain International Airport, 18,000 hotel rooms, and a wide range of attractions and dining experiences, Exhibition World Bahrain, we look forward to hosting you at a world-class venue.



A professional conference for downstream professionals. - **Xander de Jong, Principal Process Engineer, R&D, Q8 - Kuwait Petroleum International Ltd**

# OFFICIAL SPONSORS

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