Downstream Turning Points - “Capitalising on Transformation”

14 - 16 SEPTEMBER 2021
Bahrain International Exhibition and Convention Centre
Kingdom of Bahrain

EVENT BROCHURE
www.gdaconference.org

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

SUPPORTED BY:

HOST SPONSOR:
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.
Dear Friends,

From 14 - 16 September 2021, 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” at the Bahrain International Exhibition & Convention Centre. As chairman of the 2021 conference, I would like to invite you to take part in this important event for the industry.

GDA is a pioneering, non-profit association that seeks to foster excellence and drive advancement through industry collaboration and mutually beneficial engagement. In line with this mission, the GDA Conference is the leading Middle East strategic platform for international downstream professionals, addressing global business challenges, sharing best practices and unlocking potential opportunities through collaboration and partnerships.

As the industry becomes more competitive, we are navigating through a critical period of transformation where margin improvement, sustainability and capitalizing on resources are topics of major significance. This event will offer you a chance to interact with leading decision-makers addressing such topics while exchanging ideas and building strategic partnerships across the downstream value chain.

In addition to the GDA Founding Companies Saudi Aramco, Kuwait Petroleum International (KPI), Bahrain Petroleum Company (BAPCO), Kuwait National Petroleum Company (KNPC) and Abu Dhabi National Oil Company (ADNOC), this conference will bring together the key players in the GCC with international stakeholders from operators, technology providers, policy makers and academia in what is now becoming the leading event in the region for the downstream industries. The inaugural edition of the GDA Conference in 2018 was a resounding success. Our ambition is to build on this success, and we hope that you will support and participate in all aspects of the conference and exhibition.

I look forward to welcoming you to the GDA International Downstream Conference and Exhibition 2021.

Ebrahim Talib
Conference Chairman
GDA Conference 2021
Deputy Chief Executive, BAPCO
THE LEADING MIDDLE EAST STRATEGIC PLATFORM FOR DOWNSTREAM PROFESSIONALS

The GDA Conference is the leading Middle East strategic platform for international downstream professionals to address global business challenges, share best practices and unlock potential opportunities through collaboration and partnerships. Striving towards excellence, this forum aims at engaging regional and international stakeholders across the operators, technology providers, policy makers and academia to capitalize on investment, innovation and growth in a safe and sustainable environment.

Now in its second edition, the three-day conference will be held from the 14 - 16 September 2021 at the Bahrain International Exhibition and Convention Centre. This year’s theme is Downstream Turning Points - “Capitalising on Transformation”. The event will welcome refiners and related petrochemical companies, related government agencies, oil and gas consultants, technology and systems providers, research and development entities and equipment and material manufacturers alongside their peers and suppliers from across the Middle East and beyond.
STRATEGIC TOPICS
TO WHICH YOU CAN SUBMIT YOUR ABSTRACT

Sustainability
- Environment
- Reduce, re-use and recycle (circular economy)
- Economics
- Social
- Health and safety

Resilience
- Flexibility and competitiveness
- Asset reliability and management
- Business transformation
- Technology driven transformation
- Process efficiencies
- Best practices from outside oil and gas industry

Disruptors
- Disruptors within
- Regulations
- Energy transition

Future Growth
- Market outlook and industry strategies
- Bottom of barrel upgrades
- Capital efficiencies
- Downstream integration
- Origination and investment
- Funding downstream investments

Digital Transformation
- Smart plants (operation and enterprise analytics)
- Robotics and UAVs, enterprise mobility
- Blockchain/Cloud
- 3D manufacturing
- Leveraging data to optimize networks and logistics utilization

Human Capital
- Human resource development
- Digitalization and training
- Training that meets emerging technologies

ABSTRACTS SUBMISSION DEADLINE EXTENDED: 28 FEBRUARY 2021
www.gdaconference.org/call-for-abstracts
2018 GDA CONFERENCE AND EXHIBITION
HIGHLIGHTS

- Participants: 2525
- Conference attendees: 1706
- Exhibitors and visitors: 820
- Students: 298
- Speakers: 122
- Media and press: 42
- Committee members: 80
- Sqm of exhibition space: 8,000
- Represented companies: 476
- Countries: 27
A FEW FROM OUR 2018 INTERNATIONAL SPEAKER LINE-UP

- His Excellency Bakheet Al-Rashidi, 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, Honeywell 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**
## ATTENDEE PROFILE

### 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
- Instrumentation Manager
- Energy Engineer
- EP Manager
- 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
- 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

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

### C-Level Executives
- Board Member
- President
- Vice-President
- Chief Executive Officer
- Executive Director
- Managing Director
- General Manager
- Chief Engineer
- Ministers and Government
WHY PARTICIPATE

Shape consumer perception:
Position your organization as a supporter of the downstream industry.

Gain audience insights:
Cater to your customers and engage one-on-one with professionals and understand their challenges.

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

Generate new leads:
Connect with consumers who are actively in need of your services and drive sales.

Focus on your target market:
Demonstrate your organization as an industry expert and channel your solutions to a highly relevant and niche sector.

Enhance business, consumer and VIP relationships:
Develop deeper, meaningful connections with your target market. Turn your practical insights to strategies that are result-oriented.
## GDA CONFERENCE AND EXHIBITION
### 2021 SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Exclusive benefits</th>
<th>Platinum USD 80,000</th>
<th>Gold USD 60,000</th>
<th>Silver USD 40,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each sponsor will be branded exclusively on a function, an area or an item to be selected from the list of exclusive benefits</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing and branding benefits</th>
<th>Platinum USD 80,000</th>
<th>Gold USD 60,000</th>
<th>Silver USD 40,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion of company name and logo in alphabetical order in all event collaterals (subject to deadlines)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Use of the GDA Conference logo</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prominent logo branding and link to sponsor’s website on the event website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prominent logo branding in the electronic newsletters</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Identification with logo on exhibition maps</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Economical benefits</th>
<th>Platinum USD 80,000</th>
<th>Gold USD 60,000</th>
<th>Silver USD 40,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email campaign sent to all registered attendees on sponsor’s behalf</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>GDA Executive Club passes*</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>*delegates need to be registered first</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full complimentary delegate passes</td>
<td>12</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Complimentary space only at the exhibition</td>
<td>48 sqm</td>
<td>30 sqm</td>
<td>19 sqm</td>
</tr>
</tbody>
</table>
EXHIBITOR PROFILE
AND STAND RATES

- Marketing, distribution and logistics
- Project management
- Refining and petrochemical equipment
- Instrumentation, automation and digitalisation
- Health Safety 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

**SPACE ONLY (minimum 15 sqm)**
Includes space, aisle cleaning, pavilion security and listing on the GDA Conference website.

**USD 595 per sqm**

**EQUIPPED SPACE (minimum 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 695 per sqm**
OFFICIAL SPONSORS

GOLD SPONSORS

PLATINUM SPONSORS

SILVER SPONSORS

HOST SPONSOR

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