

15TH ANNUAL gpca FORUM

منتدى جيكا السنوي

7 - 9 December 2021
Madinat Jumeirah, Dubai, UAE

REDEFINE.
SHAPE.
INVENT.

THE CHEMICAL INDUSTRY IN
A POST-PANDEMIC REALITY

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Dear colleagues,

The coronavirus pandemic changed many facets of our lives, making digital communication and virtual events a staple of the last two years. The ability to stay connected during these challenging times has been essential for business continuity, the exchange of valuable experiences and ideas, and planning for a more secure and sustainable future.

Thanks to the advancement of the vaccine along with the hard work and dedication of frontline workers, medical professionals, residents and the authorities in the region and across the globe, we are gradually returning to normality, with physical gatherings resuming in different parts of the world.

I am, therefore, pleased to once again welcome you to the **15th Annual GPCA Forum** held on **7-9 December 2021** at **Madinat Jumeirah, Dubai, UAE**.

At a time when our industry is facing unprecedented disruptions and rapid changes, brought on by the pandemic exposing the industry's weaknesses and accelerating the formation of new strategies and business models within the chemical industry, the 15th Annual GPCA Forum addressing the theme **"Redefine. Reshape. Reinvent. The chemical industry in a post-pandemic reality"** will be focused on the latest trends, which will create a host of opportunities for our industry, and a heightened focus on sustainability.

I would like to reiterate that GPCA's primary priority remains the safety and wellbeing of our valued members and attendees in compliance with public health requirements and the local UAE authorities' guidelines. Our team has been working tirelessly to adhere strictly to all safety requirements and we are prepared to respond swiftly and adapt the format of the event in line with any material changes.

I look forward to welcoming you to GPCA's flagship event in Dubai this December and I hope you enjoy this edition designed to provide you with the very best conference experience.

Yours sincerely,

Dr. Abdulwahab Al-Sadoun

Secretary General, **GPCA**

ABOUT THE 15TH ANNUAL GPCA FORUM

Redefine. Reshape. Reinvent. The chemical industry in a post-pandemic reality

The global chemical industry is undergoing a rapid shift as the global economy is in a period of flux. The rapidly changing market conditions and sudden disruptions are requiring industry leaders to devise tactics for a new era of growth for alternative feedstocks, waste management and recycling, and developing new circular business models for a sustainable future. Chemical companies are building on their unique strengths and capabilities to redesign an industry backed on sustainability and innovation.

The 15th Annual GPCA Forum will take place from 7-9 December, 2021 at Madinat Jumeirah, Dubai, UAE, and will address the theme, "Redefine. Reshape. Reinvent. The chemical industry in a post-pandemic reality". This edition will propagate key messages to redefine the challenges, reinvent strategies to capitalize on market opportunities and reshape a renewed future for the chemical industry, one fuelled with a sense of purpose.

Bringing together stalwarts and industry experts from across the globe, this edition will stimulate strategic conversations, build strong synergies to thrive in a new reality, thus, laying the foundation for a collaborative, sustainable, and successful recovery.



"Since its launch in March 2006, GPCA has successfully steered the regional petrochemicals and chemicals industries towards a whole new era of co-ordination and co-operation for the collective good of the region. Indeed GPCA has come a long way in fulfilling its objectives as we have established committees to address issues of common concern, and organized workshops and seminars on various topics. We have initiated studies for our members and produced a directory to provide a platform for contact. And we successfully established the Annual GPCA Forum as one of the pivotal events in the global petrochemicals calendar."



Yousef Al-Benyan

*Chairman, **GPCA** and Vice Chairman and CEO, **SABIC***



ABOUT GPCA

The Gulf Petrochemicals and Chemicals Association (GPCA) represents the downstream hydrocarbon industry in the Arabian Gulf. Established in 2006, the association voices the common interests of more than 250 member companies from the chemical and allied industries, accounting for over 95% of chemical output in the Arabian Gulf region. The industry makes up the second largest manufacturing sector in the region, producing over USD 108 billion worth of products a year.

The association supports the region's petrochemical and chemical industry through advocacy, networking and thought leadership initiatives that help member companies to connect, share and advance knowledge, contribute to international dialogue, and become prime influencers in shaping the future of the global petrochemicals industry.

WHAT TO EXPECT AT THE 15TH ANNUAL GPCA FORUM?



PACKED WITH
IMPACTFUL
CONFERENCE
SESSIONS



SENIOR INDUSTRY
SPEAKERS



MASTERCLASSES



EXHIBITING
COMPANIES



OF ALLOCATED
NETWORKING
TIME



SPECTACULAR
NETWORKING
DINNERS



AWARDS AND
RECOGNITION



“This was my first time at the Annual GPCA Forum, and I was really impressed. I congratulate the GPCA Secretariat for the excellent organization of the event and their ability to attract such a diverse audience.”

**H.E. Dr. Mohammed bin Hamad
Al Rumhi**
Minister of Oil and Gas, Oman



SPEAKERS



Yousef Al-Benyan
Vice-Chairman &
CEO, **SABIC** and
Chairman, **GPCA**



Seifi Ghasemi
Chairman,
President and CEO
Air Products



Ilham Kadri
CEO and President of
the Executive Committee
Solvay



Thomas Gangli
CEO
Borealis



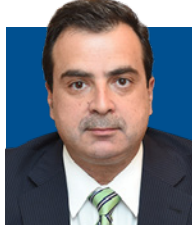
Mutlaq Al-Morished
CEO
Tasnee



Naser Aldousari
President and CEO
EQUATE



**Ahmed Saleh
Al Jahdhami**
CEO Downstream
OQ



Dr. Ahmed Ali Attiga
CEO
**Arab Petroleum
Investments
Corporation
(APICORP)**



Chuka Umunna
Managing Director &
Head of EMEA ESG
J.P. Morgan



**Dr. Abdulwahab
Al-Sadoun**
Secretary General
GPCA



Ahmad Al Khowaiter
CTO
Saudi Aramco



Paddy Padmanathan
President and CEO
ACWA Power



Dietmar Siersdorfer
Managing Director
Siemens Energy
Middle East and UAE



Karsten Radtke
Global Head of Business
Development & Sales,
**Thyssenkrupp
Industrial Solutions
AG**



Dr. Bernd Elser
Managing Director
- Global Chemicals
Lead
Accenture



David Seymour
Middle East
Chemicals and
Natural Resources
Lead
Accenture



Dr. Leila R. Benali
Chief Economist
**International Energy
Forum**



Robert Spruijt
Head Sustainable
Finance EMEA
(Europe, Middle East
& Africa)
ING



Ora Lazic
Senior Market
Engagement Lead,
Global Energy Transition
S&P Global Platts



Fikret Ersoy
Managing Director -
Middle East, Turkey
and Africa
BDP International



Patrick Hore
Global Vertical Head
of Chemicals
Maersk



Marcos Mayo
Partner
Kearney



Mirko Rubeis
Managing Director &
Partner, Middle East
BCG



Murhaf AIMadani
Vice President
- Corporate
Digitalization Program
(CDO), **SABIC**



Theo Jan Simons
Partner
**McKinsey &
Company, Cologne**



Eren Cetinkayam
Partner
**McKinsey &
Company Istanbul**



Ruchin Jain
Associate Partner
**McKinsey &
Company, Dubai**



Manish Chawla
Global Managing
Director - Energy &
Natural Resources
IBM



Valentina Riggins
SVP Digital Solutions
Worley



Helen McGeough
Senior Analyst Plastic
Recycling
ICIS



**Dr. Richard
Charlesworth**
Executive Director,
IHS Markit



Chuck Venezia
Senior Vice President
- Petrochemicals
Argus Media

Conference speakers

Masterclass and seminar speakers

AGENDA

Day 0: Tuesday, 7 December 2021

08:00 – 09:00	Registration	REGISTRATION SPONSOR 	REFRESHMENT SPONSOR 
09:00 – 10:15	Masterclass 1: Realizing the potential of hydrogen – The fuel for a clean future economy Panellists: Ahmad Al Khowaiter, <i>CTO, Saudi Aramco</i> Paddy Padmanathan, <i>President and CEO, ACWA Power</i> Dietmar Siersdorfer, <i>Managing Director, Siemens Energy Middle East and UAE</i> Karsten Radtke, <i>Global Head of Business Development & Sales, Thyssenkrupp Industrial Solutions AG</i> Presenters and Moderators: Dr. Bernd Elser, <i>Managing Director - Global Chemicals Lead, Accenture</i> David Seymour, <i>Middle East Chemicals and Natural Resources Lead, Accenture</i>		
10:15 – 10:30	Networking break		REFRESHMENT SPONSOR 
10:30 – 11:45	Masterclass 2: Stepping up the ESG game - How will it influence the value of chemical companies? Panellists: Dr. Leila R. Benali, <i>Chief Economist, International Energy Forum</i> Robert Spruijt, <i>Head Sustainable Finance EMEA (Europe, Middle East & Africa), ING</i> Presenter and Moderator: Ora Lazic, <i>Senior Market Engagement Lead, Global Energy Transition, S&P Global Platts</i>		
11:45 – 13:15	Networking lunch and prayer break		
13:15 – 14:45	Masterclass 3: From survival to revival - Rebounding stronger through supply chain resilience Panellist: Fikret Ersoy, <i>Managing Director - Middle East, Turkey and Africa, BDP International</i> Patrick Hore, <i>Global Vertical Head of Chemicals, Maersk</i> Presenter and Moderator: Marcos Mayo, <i>Partner, Kearney</i>		
14:45 – 15:00	Networking break		REFRESHMENT SPONSOR 
15:00 – 16:15	Masterclass 4: Leveraging technology post-crisis - The compass to guide new growth Panellists: Murhaf AlMadani, <i>Vice President – Corporate Digitalization Program (CDO), SABIC</i> Manish Chawla, <i>Global Managing Director – Energy & Natural Resources, IBM</i> Valentina Riggins, <i>SVP Digital Solutions, Worley</i> Presenter and moderator: Mirko Rubeis, <i>Managing Director & Partner, Middle East BCG</i>		
19:00 – 22:00	Welcome dinner		

Day 1: Wednesday, 8 December 2021

08:00 – 15:00	Registration	REGISTRATION SPONSOR 	REFRESHMENT SPONSOR 
09:00 – 09:10	Curtain raiser and opening by Emcee		
09:10 – 09:25	Welcome address Yousef Al-Benyan, <i>Vice Chairman and CEO, SABIC and Chairman, GPCA</i>		
09:25 – 09:45	Inaugural address		
09:45 – 10:00	Q&A session		
10:00 – 10:20	Keynote address		
10:20 – 10:30	Recognition of ex-members of the GPCA Board of Directors		
10:30 – 11:00	GPCA Legacy Awards ceremony		
11:00 – 11:30	Inauguration of exhibition and networking break		

Session 1: Strengthening the recovery through value-creation

11:30 – 11:50	Leadership at work - How has COVID altered the bigger agenda of sustainability? Dr. Ilham Kadri, <i>CEO and President of the Executive Committee, Solvay</i>	
11:50 – 12:10	Shaping a future-positive revolution for plastics Thomas Gangl, <i>CEO, Borealis</i>	
12:10 – 12:30	Achieving sustainable growth through an ESG focused business model	
12:30 – 12:45	Panel discussion and Q&A	
12:45 – 14:05	Networking lunch and prayer break	
14:05 – 16:35	Knowledge Partner Seminars 1. Petrochemicals Excellence: What it takes to win! Theo Jan Simons, <i>Partner, McKinsey & Company, Cologne</i> Eren Cetinkayam, <i>Partner, McKinsey & Company Istanbul</i> Ruchin Jain, <i>Associate Partner, McKinsey & Company, Dubai</i> 2. Transitioning to circular plastics Helen McGeough, <i>Senior Analyst Plastic Recycling, ICIS</i> 3. Moving mountains: Will chemical recycling help solve the plastic waste crisis? Dr. Richard Charlesworth, <i>Executive Director, IHS Markit</i> 4. Carbon border adjustment schemes: a golden opportunity for Middle East producers of petrochemicals and polymers? Chuck Venezia, <i>Senior Vice President – Petrochemicals, Argus Media</i>	
19:00 – 22:00	Gala dinner	GALA DINNER SPONSOR 

Day 2: Thursday, 9 December 2021

08:00 – 15:00	Registration	REGISTRATION SPONSOR 	REFRESHMENT SPONSOR 
09:00 – 09:10	Welcome and recap of day 1		
09:10 – 09:30	Keynote address: Energy transition - A multi-trillion-dollar opportunity in the making Seifi Ghasemi, <i>Chairman, President and CEO, Air Products</i>		
09:30 – 09:40	Q&A session		
09:40 – 10:00	Session TBD		
10:00 – 10:10	Q&A		
10:10 – 10:40	Strategic dialogue: Sustainable financing - A key enabler for a purpose-driven, future industry Panellists: Dr. Ahmed Ali Attiga, <i>CEO, Arab Petroleum Investments Corporation (APICORP)</i> Chuka Umunna, <i>Managing Director & Head of EMEA ESG, J.P. Morgan</i>		
10:40 – 11:00	Panel discussion and Q&A		
11:00 – 11:30	Networking break		REFRESHMENT SPONSOR 
11:30 – 12:10	Beyond the pandemic – The GCC perspective to creating resilient, purpose-driven and high-performing organization Panellists: Mutlaq Al-Morished, <i>CEO, Tasnee</i> Naser Aldousari, <i>President and CEO, EQUATE</i> Ahmed Saleh Al Jahdhami, <i>CEO Downstream, OQ</i>		
12:10 – 12:25	Q&A session		
12:25 – 12:40	Closing remarks Dr. Abdulwahab Al-Sadoun, <i>Secretary General, GPCA</i>		
12:40 – 14:00	Networking lunch and prayer break		

GPCA LEGACY AWARD (التّرواد)

The third edition of the **GPCA Legacy Award (التّرواد)** will be hosted on 8 December at the 15th Annual GPCA Forum in Madinat Jumeirah, Dubai. In a special recognition ceremony on day one, the Legacy award will be bestowed upon:

- » **H.R.H. Prince Faisal Bin Turki**, *Advisor to the Ministry of Petroleum & Mineral Resources, Saudi Arabia*
- » **H.E. Yousef Omais Bin Yousef**, *ADNOC Group CEO (1994 – 2011) and former Chairman, Borouge*

By bestowing them with this esteemed Award, GPCA will honor and pay tribute to their lifetime contributions and achievements in the development of a chemical and petrochemical industry in their respective countries and the wider region. The ceremony is open for attendance by all delegates and GPCA welcomes everyone to join us at this special award ceremony and celebrate the legacy of two

great industry leaders who have left a lasting mark on the regional chemical industry and propelled it to the global stage.

About the Award

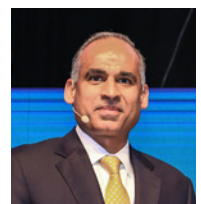
The GPCA Legacy Initiative and GPCA Legacy Award were launched in 2017 to recognize the pioneers of the chemical industry in the Arabian Gulf region. The Award takes place on an annual basis and honors individuals who have made extraordinary contributions to foster and strengthen the chemical industry in one or more of the GCC states.

For more information about the Award, please visit:
www.gpcalegacy.com



“GPCA has established its annual conference as one of the world’s most globally relevant gatherings with agenda topics that are of most importance to our industry for the coming years. The Gulf region continues to be an important force in our global chemical industry.”

Bhavesh (Bob) Patel
CEO, **LyondellBasell** and *President, ICCA*



DELEGATE REGISTRATION RATES



USD 1,700

GPCA member

USD 2,700

Non-GPCA member

USD 680

Academic rate

** +5% UAE VAT.

For more details on delegate registration and group bookings please contact forumregistration@gpca.org.ae

WHO ATTENDS?

- » President and CEO
- » Chairman
- » COO
- » CFO
- » EVP, SVP, VP
- » Managing Directors
- » General Managers
- » Stakeholders
- » Engineers
- » Investors
- » Petrochemical and Chemical Executives
- » Strategic Partners
- » Analysts
- » Consultants
- » Researchers
- » Marketing and Sales Representatives

WHY ATTEND?



LEARN

How the industry is meeting future change through strategic partnership



SHARE

Industry best practice, challenges and ideas for the future



NETWORK

Meet and speak with like-minded professionals



INNOVATE

Exchange ideas with your peers to rethink the future of the industry

WHY SPONSOR?



ENHANCE YOUR CORPORATE IDENTITY

Gain maximum brand exposure and promotion before, during and after the event



NURTURE BUSINESS RELATIONSHIPS

Meet with existing clients and drive new leads for your organization with exclusive networking opportunities



INCREASE YOUR COMPANY'S VISIBILITY

Reinforce your organization's brand and influence customer decisions



DEMONSTRATE COLLABORATION

Participating at a GPCA event demonstrates industry-wide collaboration towards a sustainable and efficient future

WHY EXHIBIT?



- » Meet with key industry stakeholders and showcase your products
- » Meet face-to-face with your target audience and generate new leads
- » Demonstrate your business strengths and expertise
- » Benefit from a 360 degree marketing plan aimed at helping you achieve your participation objectives

SPONSORSHIP PACKAGES



7-9 December 2021
Madinat Jumeirah, Dubai, UAE

Redefine. Reshape. Reinvent.
The chemical industry in a post-pandemic reality

The Annual GPCA Forum, GPCA's flagship event, is the leading networking event for the petrochemical and chemical industry in the Arabian Gulf region. During the three-day forum, international and regional senior industry executives share their perspectives on current industry issues.

In the last 15 years, the Annual GPCA Forum has become not only a key feature in the global chemical industry agenda, but also a crucial knowledge sharing and networking platform for both the region and global industry stakeholders.

EVENT FEATURES

3 DAY CONFERENCE	EXHIBITION	NETWORKING DINNERS	LEADERS OF TOMORROW	MASTER CLASSES
MEETING ROOMS	VIP MAJLIS	BUSINESS CENTRE	SPEAKERS LOUNGE	

Sponsorship	Sold to
Principal sponsor (includes gala dinner and LoT)	SABIC
Diamond sponsor (welcome dinner + branding across the event)	
Platinum sponsor (venue sponsor and entrance arch + branding across the event)	OQ
Gold sponsor (day 1 luncheon + branding across the event)	
Gold sponsor (day 0 and day 2 luncheon+ branding across the event)	
Refreshment sponsor (includes day 0, 1 and 2 networking breaks)	Chemanol
Transportation and valet parking sponsor	EQUATE
Lanyard sponsor	SABIC
Delegate bags sponsor	Tasnee
VIP networking tent/ Majlis sponsor	SABIC
Registration sponsor	Sipchem
Official technology partner (includes digital, mobile app and Konduko)	SABIC
Business center sponsor	S-Chem
Speaker lounge sponsor	Air Products
Stationery sponsor	GPIC
Broadcast partner (GPCA TV host)	RCJY
Mobile charging station and branded power banks	Petro Rabigh
Branded corporate gift sponsor	
Delegate information point and help staff/ ushers	Accenture
Safety sponsor	
Media center sponsor	Advanced Petrochemical
Event guide and pocket program sponsor	
Directional signage sponsor	Accenture
GPCA TV advertiser	KAUST

EXHIBITION RATES		
Space options - Per 6sqm price	Members	Non-members
Space only - Front row stands	\$10,500	\$14,500
Space only	\$9,500	\$13,500
Shell scheme	\$9,500	\$13,500
Upgraded shell scheme	\$11,500	\$15,500

MEETING ROOM RATES (3 DAYS)		
Opportunity	Members	Non-members
Small meeting room	\$10,500	\$15,000
Medium meeting room	\$12,000	\$18,000
Large meeting room	\$15,000	\$21,000



2021 PARTNERS

Exhibitors

Meeting room partners

PARTNER MARKETING PACK

Sponsors and exhibiting companies at GPCA events are provided with a suite of marketing benefits to help maximize the ROI from their participation at the events and promote their brand.



COMPANY DESCRIPTION

All exhibitors and sponsors can list their company profile on the website and within the show catalogue.



EMAIL SIGNATURE AND WEB BANNER

All exhibitors and sponsors will receive a personalized e-signature and website banner to promote their participation across the GPCA events.



EMAIL CAMPAIGNS

All exhibitors and sponsors will be featured on email campaigns promoting the events that they are a part of with a guaranteed reach of 10,000+ recipients.



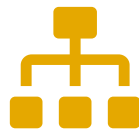
PROMOTE YOUR BRAND LOGO

All exhibitor and sponsor logos will be featured on all relevant event collateral including but not limited to the event brochure, event website, social media platforms, onsite signage and branding, 3rd party advertisements and other platforms as relevant.



PERSONALIZED E-INVITATION

All sponsors will receive a personalized HTML invitation, which can be used to promote your organizations participation at the GPCA events.



3RD PARTY REPRESENTATION

All exhibitors and sponsors will receive 3rd party marketing benefits via our media partner network including advertisements, email campaigns, social media posts, press releases, etc.



UPLOAD PRODUCT CATEGORIES

List your product categories to inform attendees about the varied product verticals your organization deals in.

FORUM VENUE

The 15th Annual GPCA Forum will be held at the Madinat Jumeirah, Dubai, UAE.

The main conference and exhibition will take place in the convention centre, the gala dinner will be located at the events arena at Jumeirah Beach Hotel and booked meeting rooms will be available across the entire venue.



Event proceedings will be conducted in strict adherence to rules and regulations laid out by the Dubai Government authorities, including Dubai Health Authority (DHA) and Dubai Municipality (DM) to ensure the health and safety of all attendees.

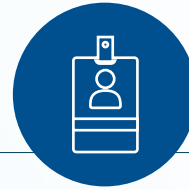


7 - 9 December 2021
Madinat Jumeirah, Dubai, UAE

PLAN YOUR PARTICIPATION



For sponsorship and exhibition bookings:
✉ sales@gpca.org.ae
☎ +971 4 451 0666 ext 155/103



For delegate registrations:
✉ forumregistration@gpca.org.ae
☎ +971 4 451 0666 ext 153

GPCA MEMBERSHIP

Become a GPCA member and receive discounted delegate rates to attend the 2021 GPCA events contact: members@gpca.org.ae

Contact Us

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