

# 10<sup>th</sup> Middle East CementTrade

5-6 October 2015, Dubai  
Pullman Deira City Centre Dubai

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## Day One - Monday, October 5<sup>th</sup>

08:00 Registration & Coffee

09:00 Chairman's Welcome & Introduction

### 09:10 Global Cement Markets and M&A Outlook

- Overview of global cement markets
- First look at 2016 prospects
- Outlook for sector M&A

Imran Akram, CEO  
IA Cement Ltd

### 09:40 UAE Cement Outlook, Opportunities & Challenges

- New acquisitions and strategy for expansion
- Local consumption trend and export outlook
- Challenges for UAE cement producers

### 10:10 Going Green – A Sustainable Option for UAE Construction

- UAE's consumption vs. production of slag/cementitious materials
- How will the new initiative of using Green cement impact cement/concrete sector?
- Market opportunities and challenges for blended cement in UAE

Anil Parashar, Joint President (Operations)  
Binani Cement Factory LLC

10:40 Discussion followed by Refreshment Break

### 11:10 Saudi's Construction Sector Outlook & Cement Consumption Analysis

- Update on Saudi's giant projects i.e. Riyadh & Jeddah Metro, expansion of Grand Mosque in Mecca, etc.
- Capacity vs. consumption and mitigating surplus in the market
- Will there be equal opportunities for all cement producers in the Kingdom?
- Possibility of lifting the export ban: opportunities for the sector

Fadi Mujahed, Chief Commercial Officer  
Saudi Readymix Concrete Co. Ltd

### 11:40 Iran's Cement Capacity & Export Outlook

- Cement price and movement
- Total productions capacity vs. consumption
- Driving factors for domestic consumption
- Key export markets for Iran and supply/demand challenges

Hamid Reza Tajik, Managing Director  
Development of Nano Technology Co.

### 12:10 Panel Discussion: Regional Demand & Challenges for Cement in the Wake of Oil Price Collapse

- Government spending cuts
- Business and consumer sentiment
- Impact on margins of lower transport cost, etc.

Panelists:  
Imran Akram, CEO  
IA Cement Ltd

Hamid Reza Tajik, Managing Director  
Development of Nano Technology Co.

Fadi Mujahed, Chief Commercial Officer  
Saudi Readymix Concrete Co. Ltd

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Introduction

### 14:10 Finding a Competitive Niche and Strategies to Succeed in a Consolidated Cement Environment

- Implications of the completion of Lafarge – Holcim deal
- How should cement companies react to the deal and to the growing importance of emerging countries?

Giorgio Bodo, Sr. Industry Advisor  
Cement Business Advisory

### 14:40 Status of Granulated Blast Furnace Slag in Japan

- Character and merit of GBFS in cement use
- Demand and supply

Kenji Nobata, General Manager  
Nippon Steel & Sumitomo Metal Corporation

### 15:10 GGBS Cement Production in Challenging Economic Conditions: Adapting the Business Model – Ecozem Ireland Story

- Examination of European construction performance 2004-2014 and Irish construction performance 2004-2014 (80% reduction in Cement market)
- Managing the boom but more interestingly managing the recession
- Ecozem response to market conditions i.e. expansions of product range, no enforced redundancies
- Examination of fixed costs: Energy, shipping, stevedoring
- Future challenges i.e. response to climate change obligations of Governments, response to low carbon demands from market, development of new low carbon cements

John Newell, Chairman  
Ecozem Ireland

15:40 Discussion followed by Refreshment Break

### 16:10 Trade Opportunities & Outlook for Turkey & Mediterranean Cement Markets

Metin Atik, President & General Manager  
Meta Foreign Trade Co.

### 16:40 Egypt Cement Sector Update

17:10 Discussion followed by End of Day 1

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## Day Two - Tuesday, October 6<sup>th</sup>

09:00 Chairman's Introduction

### 09:10 Fundamental Changes & Opportunities in Iran's Cement, Clinker & Steel Market after Lifting of Sanctions

Hossein Parhizgar, Managing Director  
KTP

### 09:40 East/West Africa Cement Sector Outlook

### 10:10 Volatility of Dry Bulk Cargo Trade

- Bulk carrier demand
- Baltic Dry Index (BDI) & freight rates movement

Rahul Sharan, Dry Bulk Analyst  
Drewry

10:40 Discussion followed by Refreshment Break

### 11:10 Nano Cement – Effective Approach to Modifying Ordinary Portland Cement

- Brief introduction of the technology
- Ecological advantages of nano cement production
- Economic advantages of nano cement production
- Products based on nano cement

David Campbell, Head of Business Development  
Moscow IMET International

### 11:40 Qatar/Oman Cement Outlook

12:10 Final Discussion followed by Networking Lunch

13:30 End of Conference

Program details published herein are confirmed as at 28/07/2015.  
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