

# Flexible Packaging Middle East 2011

*Market opportunities for films driven by technical sophistication*



Images courtesy of: Borouge, Innovia Films and Novamont S.p.A.

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SHAPING the FUTURE with PLASTICS

**21- 23 November 2011**

*JW Marriott Hotel, Dubai, United Arab Emirates*

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# Flexible Packaging Middle East 2011

21- 23 November 2011, JW Marriott Hotel,  
Dubai, United Arab Emirates

Flexible Packaging Middle East 2011 will be the third international conference organised by Applied Market Information Ltd. for the flexible packaging industry.

AMI's Flexible Packaging Middle East conference is the forum where all stages of the packaging supply chain meet to discuss key trends and developments influencing market growth and profitability.

The Middle East region is growing at rates of over 15% per year with all major application areas advancing. In particular the growth of sophisticated packaging converting markets are giving companies the opportunity to participate in added value areas where profits are greatest. Flexible Packaging Middle East 2011 will build delegates knowledge to provide an opportunity for the industry to meet and discuss the issues of concern today.

**Flexible Packaging Middle East 2011** will also include a business forum which will aim to put these material and technology developments in the context of the challenging business environment where flexible packaging producers and their customers operate. Industry consultants AMI will provide a detailed overview of recent market studies which analyse the structural changes in the Middle East flexible packaging industry.

Whatever your involvement in the flexible packaging industry, be it raw material supplier, equipment manufacturer, film producer, converter or customer, this event will provide an ideal opportunity to meet with like-minded professionals and find out about the latest business trends.

## EARLY BIRD REGISTRATION OFFER

Register before 5th October 2011 and pay €900 saving €200 on the full price of €1100. There are additional discounts for group bookings. The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

## SPONSOR THIS EVENT

A variety of sponsorship opportunities are available at this conference to help to promote and enhance your company's products and services to this highly targeted international audience. Contact the conference hotline for further information.



Image courtesy of: Norner AS

## CONFERENCE HOTLINE

**Contact: Sabine Prack, Conference Organiser**  
**Tel: +44(0)117 924 9442**  
**Fax: +44(0)117 311 1534**  
**E-mail: [sp@amiplastics.com](mailto:sp@amiplastics.com)**

See the latest programme and confirmed speakers at:  
[www.amiconferences.com](http://www.amiconferences.com)

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C O N F E R E N C E

### Monday 21st November 2011

17.00 Registration  
18.00-19.30 Welcome Cocktail Reception  
There are no conference sessions on this day

### Tuesday 22nd November 2011

08.00 Registration and  
welcome coffee sponsored by:  
09.00 Opening announcements



### MARKET OVERVIEW

09.10 **Trends in the global flexible packaging market**  
Mr. Andrew Reynolds, Research Director,  
AMI CONSULTING, United Kingdom

### KEYNOTE PRESENTATION

09.40 **Flexible packaging – an end user perspective and future challenges**  
Mr. Animesh Bhattacharya, Senior Scientist,  
MARS GCC, United Arab Emirates

### SESSION 1 – MATERIALS DEVELOPMENTS

10.10 **Trends and opportunities in transportation packaging**  
Mr. Norbert Schulze, Marketing Director,  
DOW EUROPE GmbH, Switzerland

10.40-11.10 Morning coffee sponsored by:



11.10 **Latest mPE developments - moving heavy duty and medium duty shipping sacks to new grounds**  
Mr. Francois Chambon, Market Development Manager,  
PE EMEAF, EXXONMOBIL CHEMICAL, Belgium

11.40 **Value creation with multimodal polyethylene as a substitute for LDPE and mLLDPE**  
Mr. Peter Malmros, Sr. Technical Manager Blown Film,  
BOROUGE PTE Ltd., Singapore

12.10 **Styrene butadiene copolymers enhanced multilayer packaging films**  
Mr. Marc Heerbrant, Technical Manager K-Resin® Europe,  
Africa - Middle East,  
CHEVRON PHILLIPS CHEMICALS N.V., Belgium

12.40-14.10 Lunch

### KEYNOTE PRESENTATION

14.10 **Flexible packaging investments in the Middle East**  
Mr. Faheem Aslam Janjua, Purchasing Manager  
- Middle East Region,  
AL SAFI DANONE, Kingdom of Saudi Arabia

14.40 **Opportunities and challenges for MDO films**  
Mr. Ole Jan Myhre, Market Manager,  
NORNER AS, Norway



15.10-15.40 Afternoon tea sponsored by:

### SESSION 2 – MACHINERY DEVELOPMENTS

15.40 **Analysis and optimisation of a biax-film line's energy consumption. Reduction in use of energy and of the CO2 footprint**  
Mr. Andreas Blin, Senior Sales Manager,  
BRÜCKNER MASCHINENBAU GmbH & Co. KG, Germany

16.10 **Multilayer blown film for flexible packaging**  
Mr. Mirko Zisa, Area Manager for Blown Film Lines,  
BANDERA LUIGI COSTRUZIONI MECCANICHE S.p.A., Italy

20.00 Conference Dinner

## PROGRAMME

**Wednesday 23rd November 2011**

08.30 Registration and welcome coffee  
09.00 Opening announcements

### SESSION 2 – MACHINERY DEVELOPMENTS (Cont.)

- 09.10 **A hundred years - a million ideas - proven and visionary blown film technology for the Middle East**  
Mr. Sascha Skora, Senior Sales Manager,  
REIFENHÄUSER KIEFEL EXTRUSION GmbH, Germany
- 09.40 **On-line measurement and control of co-extruded film thickness and barrier layers in flexible packaging production**  
Mr. Chris McGowan, Director of System Sales – EMEA, India,  
NDC INFRARED ENGINEERING Ltd., United Kingdom
- 10.10 **The transition from a local to a global market**  
Mr. Deniz Gürsoy, Regional Sales Director – Middle East,  
SIEGWERK DRUCKFARBEN AG & Co. KGaA, Germany

10.40-11.10 Morning coffee

### SESSION 3 – BUSINESS FORUM

- 11.10 **Market opportunities in ME for films driven by technical sophistication**  
Mr. Rafique Ahmed Shaikh, Business Development Manager,  
AL SHARQ PLASTIC INDUSTRIES Co. Ltd.,  
Kingdom of Saudi Arabia
- 11.40 **Mapping the technological demands for a successful product**  
Mr. Zahoor Ahmad Hakeem, Marketing Manager,  
MANAMA PACKAGING INDUSTRY W.L.L., Kingdom of Bahrain
- 12.10-13.40 Lunch
- 13.40 **Sustainability in packaging – market opportunities**  
Mr. Ahsan H. Darvesh, Managing Director,  
TECHNOVAA INDUSTRIES LLC, United Arab Emirates
- 14.10 **Perspectives on flexible packaging trends and new technology**  
Eng. Kais Ayadi, Operation Manager,  
3P GULF GROUP PETRO-VALUE, Kingdom of Saudi Arabia
- 14.40 **Closing comments**  
Mr. Andrew Reynolds, Research Director,  
AMI CONSULTING, United Kingdom
- 15.00 Afternoon tea and conference ends

Conference CD sponsored by:



AMI reserves the right to alter the programme without notice.  
The latest programme including any new speakers or changes to schedules can be viewed on our website [www.amiconferences.com](http://www.amiconferences.com)

## HEADLINE SPONSOR: Borouge



### Borouge

Borouge is a leading provider of innovative, value creating plastics solutions. With more than 50 years of experience in polyolefins and using our unique Borstar® technology, we focus on advanced packaging, infrastructure and automotive markets. Borstar Enhanced Polyethylene and Polypropylene offer unique combination of superior physical and performance properties providing converters and end-users an unparalleled balance of Performance, Productivity and Versatility in a myriad of flexible packaging applications. The fundamental feature of Borstar technology marries the better features of various conventional PE into one unique product family. As a result, Borstar Enhanced PE and PP are bimodal products that are consistent not only in quality and low in gels, as with Borstar PP - which is paramount in numerous flexible packaging applications. Borouge is committed to the principles of Responsible Care® and to leading the way in "Shaping the Future with Plastics™".

### FLEXIBLE PACKAGING MIDDLE EAST 2011: EXHIBITION SPACE

Make it easy for the delegates to find you at this busy event with your own table top exhibition space. Bring your own display stand, or just use the space to have literature and samples available and ensure that you make an impact. The table top exhibition will run throughout the conference in the spacious lobby to the main meeting room.

### Registration includes 1 free delegate place!

Space is limited so to avoid disappointment please register for this service as soon as possible.

**Save €200**  
**Register before 5th October 2011**  
**and save €200**

### FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

1. Get an up to date view on the latest trends in flexible packaging.
2. Competitive dynamics between film types and competitive products
3. Assess the latest technology developments and find out how they can help improve productivity and output.
4. Benchmark your company's performance against those of other leading players in the industry.
5. Network with our senior delegates and speakers from around the world.

## **FLEXIBLE PACKAGING MIDDLE EAST 2011**

### **CONFERENCE INFORMATION**