



Asset Maximisation

Optimising key processes through reliability management and computing advances



18–19
M A Y
2010

RADISSON SAS
BEKE HOTEL
BUDAPEST

BENEFITS OF ATTENDING

- Achieve operational excellence
- Assess the contribution of bio components to the final blend quality
- Optimise process control without unnecessary plant downtime
- Energy management – benchmarking against your peers
- Apply RAM Modelling techniques to more complex operations

This year's Advisory Board members are:

- Tony Nation, CONOCOPHILLIPS
- Karl Graf, OMV
- Giuseppe Deriu, SARAS
- Judita Feketeova, SLOVNAFT

Sponsored by:



Engineering Services

REGISTER ONLINE AT www.gtforum.com/asset-maximisation

The optimisation of key process variables in the business chain is a discrete but critical part of any refinery and demands constant monitoring. At the 5th ERTC Asset Maximisation conference we will examine the latest technological developments in the computing and reliability disciplines that will help you to maximise your assets.

Efficient running of your operations and enhancing reliability is of crucial importance in today's economic climate. With this in mind, some of challenges we will explore in detail include:

- Managing operating envelopes
- Maintenance considerations relating to lower operating rates
- Dynamic correlation integration optimiser in increasing FCCU yields
- Managing the loss of experienced staff
- Operating opportunity crudes while maintaining high reliability
- Performance analysis and production accounting systems

In maintaining the high standards of our technical sessions, we have appointed senior people in the industry as our Board of Advisors. They are your guarantee that each paper delivers genuinely fresh thinking on the innovations and new technologies that will drive this industry. The board members are:
Tony Nation, CONOCOPHILLIPS; Karl Graf, OMV; Giuseppe Deriu, SARAS; Judita Feketeova, SLOVNAFT

Top 10 reasons to attend

- Understand how to manage deterioration and avoid failure of equipment through a structured process of equipment evaluation
- Assess new methods to improve plant reliability
- Learn how to get the most from the crude oil data you have
- Discover how to add value to your EPC contracts
- Assess how to successfully implement production management information systems
- Analyse practical and low-cost ways to reduce energy wastage
- Case-studies will enable you to benchmark yourself against the industry
- Get feedback from other refineries on their operating performances
- Participate in a panel discussion that addresses key challenges you are facing
- Network with your peers and technology providers



Who you will meet...

- Asset Managers
- Industry Consultants and Analysts
- Information Systems Professionals
- Operations Personnel
- Maintenance Managers/Staff
- Project Management
- Measurement, Systems and Process Control Specialists
- Planning, Scheduling and Economics Personnel
- Process Licensors
- Process Simulation and Optimisation Staff
- Refining and Petrochemical Management
- Reliability Management Personnel
- Technical Management
- Supply Chain Management Professionals

DAY 1 18th MAY 2010	
08.30	Registration
09.00	Welcome remarks
09.10	Keynote address
09.50	The perfect answer to new bio fuel challenge – application to blending indices assessment and diesel additive optimisation TOPNIR and SLOVNAFT
10.30	Coffee break and opportunity to visit the exhibition
	Stream 1 Reliability
	Stream 2 Computing
11.00	Chairman's remarks
11.10	Unifying alarms and operating envelopes for the achievement of KPI's and business objectives CURVACEOUS
11.50	Optimising process control without unnecessary plant downtime ABB
12.30	Lunch and opportunity to visit the exhibition
13.30	Maintenance considerations relating to lower operating rates KBC
14.10	Turnaround management, analysis of major losses Speaker to be confirmed; please visit website for updates
14.50	Industrial wireless adoption to improve plant reliability HONEYWELL
15.30	Coffee break and opportunity to visit the exhibition
16.00	Panel discussion: Overcoming the challenges to optimise key process variables in the business chain
16.40	Closing remarks
17.00	Cocktail reception

DAY 2 19th MAY 2010	
08.30	Registration
09.00	Welcome remarks
09.10	Keynote address
09.50	Performance enhancement: The benefits of a functional specialist operations group model FOSTER WHEELER
10.30	Coffee break and opportunity to visit the exhibition
	Stream 1 Reliability
	Stream 2 Computing
11.00	Chairman's remarks
11.10	Safe and sound – having confidence in manufacturing assets ABB
11.50	Crude oil knowledge management – maximum value from crude oil SPIRAL SOFTWARE
12.30	Lunch and opportunity to visit the exhibition
13.40	Reliability services within EPC contracts – added cost or added value? It's your decision ATKINS GLOBAL
14.20	Reliability engineering during feed phases, condition monitoring and predictive maintenance strategies Speaker to be confirmed; please visit website for updates
15.00	End of conference

Reservation Form

Promo code: DM1



ERTC Asset Maximisation Conference

4503/10

18 – 19 May 2010, Radisson SAS Beke Hotel, H-1067 Budapest Terez Krt. 43 BUDAPEST
Tel: +36 889 3900 Fax: +36 889 3915 Web: www.radissonblu.com/hotel-budapest

Please make a reservation at the **ERTC Asset Maximisation Conference** for the following delegate:

Title	Given Name	Family Name
Position	Company	
Address		
Telephone	Fax	
E-mail address		
Company VAT number		

Conference Fee (per delegate)

	Before 20 April 10% off	After 20 April Full price
<input type="checkbox"/> Operator firm	€1125 +25% VAT	€1250 +25% VAT
<input type="checkbox"/> Supplier firm	€1799 +25% VAT	€1999 +25% VAT

Please note: All operator firm bookings will be qualified and confirmed by the organiser. The organiser's decision is final

I wish to pay by: Credit Card Cheque Bank Transfer
 MASTERCARD VISA AMERICAN EXPRESS MAESTRO

Card holder's name

Card number

Expiry date Security no Signature

Please note: Card payment to be made at time of reservation Security no: Last 3 digits on back of card (AMEX – 4 digits on front of card)

Make cheque payable to: **Incisive Financial Publishing**

Transfers to:

Incisive Financial Publishing Haymarket House 28 – 29 Haymarket London SW1Y 4RX, UK	Sort code: 15-10-00 IBAN: GB96 RBOS 16107010064499 Euro account no: INFIPUEURA BIC/SWIFT: RBOSGB2L	The Royal Bank of Scotland PO Box 412 62/63 Threadneedle Street London EC2R 8LA, UK
--	---	--

Accommodation

Please contact the Radisson SAS Beke Hotel directly for a bedroom reservation. Alternatively, there will be suggestions for other hotels nearby on our website: www.gtforum.com/asset-maximisation

I have read and agree to the terms and conditions below

Signature Date

Warning: ERTC is a registered trademark, and the titles, contents and style of this brochure are the copyright of Incisive Media. We will act on any infringement of our rights anywhere in the world. © Incisive Media.

Cancellation: A refund (less 10% administration fee) will be made if notice of cancellation is received in writing three weeks before the conference. We regret that no refunds can be given after this period. A substitute delegate is always welcome but the organiser must be notified of the change in advance of the conference to avoid incurring a charge.

Disclaimer: The programme may change due to unforeseen circumstances, and Incisive Media reserves the right to alter the venue and/or speakers. Incisive Media accepts no responsibility for any loss or damage to property belonging to, nor for any personal injury incurred by, attendees at our conferences, whether within the conference venue or otherwise.

Data Protection: By registering for the ERTC Asset Maximisation Conference, Incisive Media will send you further information relating to this event. In addition we will send you information about our other relevant products and services which we believe will be of interest to you. If you do not wish to receive other relevant information from Incisive Media via a particular medium please tick the following relevant boxes: mail ; phone ; fax ; email . Incisive Media will also allow carefully selected third parties to contact you about their products and services. If you do not wish to receive information from third parties via any of the following media please tick the relevant boxes: mail ; phone ; Please tick if you are happy to receive relevant information from carefully selected third parties by email and fax .

5 Easy ways to book

1 ELECTRONIC REGISTRATION

Visit our website at:
www.gtforum.com

2 E-MAIL

E-mail us at:
conf@gtforum.com

3 FAX

Complete and return this form to:
+44 (0)20 7504 3730

4 MAIL

Complete and return this form to:
Saffa Khan
Global Technology Forum
Incisive Media
Haymarket House
28 - 29 Haymarket
London SW1Y 4RX
England

5 TELEPHONE

Simply call with details on:
+44 (0)870 240 8859

VAT Reclaim

You may be able to recover this and other VAT using VATAX Reclaim Ltd. Full details are available at www.VATAX.net or telephone +44 (0)20 7831 5115

Website Page

For the latest information on all GTF Conferences and Training Courses visit our website at:
www.gtforum.com