



INNOVATIVE

PLASTIC DESIGNS

SUSTAINABILITY FOR FUTURE GENERATIONS



10TH EDITION | 11 - 12 MARCH 2019 | ART ROTANA, AMWAJ ISLANDS, BAHRAIN

Content partner: Nexant

PROGRAM

Day 1: Monday, 11 March 2019

08.00 – 09:00

Registration and welcome coffee

Sponsored by:



09:00 – 09:10

Opening remarks

Ahmed Omar Abdulla, CEO, **Borouge** and Chairman, *Plastics Committee*, **GPCA**

Session 1: Circular economy in plastics: Towards a sustainable future

09:10 – 09:30

Establishing a circular economy strategy

Dr. Maurits van Tol, SVP, *Innovation and Technology*, **Borealis**

09:30 – 09:50

Circular economy trends around the world

Dave Andrew, VP, *Sustainability*, **ExxonMobil**

09:50 – 10:10

Circular economy experience from an FMCG giant

Dr. Annie Weisbrod, *Principal Scientist, Global Product Stewardship – Environmental Sustainability*, **Procter & Gamble**

10:10 – 10:40

Panel discussion and Q&A

10:40 – 11:10

Networking break

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Session 2: Investing in the future of plastics packaging

11:10 – 11:30

Investing in the future of packaging

Joost Verploeg, MD, *Africa, Middle East, Indian Subcontinent*, **LyondellBasell**

11:30 – 11:50

PepsiCo sustainability: Global goals and regional initiatives

Wael Ismail, *Senior Director, Public Policy, Government and Corporate Affairs - MENA*, **PepsiCo, Inc.**

11:50 – 12:10

Enhancing the use of recycled plastic in packaging



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Marwan Moubarak, MD, Industrium Group

12:10 – 12:30 Panel discussion and Q&A

12:30 – 14:00 Networking lunch and prayer

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Session 3: Creating an environment for the growth of plastics recycling in the GCC

14:00 – 14:20 Regulators, standards and enforcement: The golden triangle

14:20 – 14:40 Recycling landscape in the UAE: GPCA study

Aparajith Balan, Associate Director, Frost & Sullivan

14:40 – 15:00 A new strategy for plastic packaging

Lorraine Francourt, EHS Director, Chemicals Management and Circular Economy, The Dow Chemicals

15:00 – 15:20 Panel discussion and Q&A

15:20 – 16:00 Networking break

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19:00 – 22:00 Gala dinner

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Day 2: Tuesday, 12 March 2019

08:00 – 09:00 Registration and welcome coffee

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09:00 – 09:20 Opening address

Dr. Waleed Ahmad Al-Shalfan, GM, Technology Petrochemicals SBU, SABIC



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Session 4: Sustainability in the global plastics industry

- 09:20 – 09:40 Sustainability: More than just corporate responsibility
Maitha Al-Marashi, *VP, Sustainability, Borouge*
- 09:40 – 10:00 Achieving a circular economy through chemical recycling
Jens Chromy, *Business Development Manager, Recenso GmbH*
- 10:00 – 10:20 Plastics recycling: Impact on the polymers industry
David Lines, *Principal, Energy and Chemicals Advisory – Europe, Africa and the Middle East, Nexant*
- 10:20 – 10:40 Panel discussion and Q&A
- 10:40 – 11:10 Networking break
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Session 5: Value chain collaboration

- 11:10 – 11:30 The circular masterbatch
Wim de Vos, *CEO, Campine*
- 11:30 – 11:50 Improved packaging designs for recyclability
Michael Hahl, *Sustainability and Strategic Innovation Director, Flexible Packaging, Huhtamaki*
- 11:50 – 12:00 Case study: Transforming from a scrap pelletizing unit to recycling in the GCC
Dr. Ahmad Kussad, *GM, Middle East Plastic Industries*
- 12:00 – 12:20 Panel discussion and Q&A
- 12:20 – 12:30 Closing address
Dr. Abdulwahab Al-Sadoun, *Secretary General, GPCA*
- 12:30 – 14:00 Networking lunch



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