



INNOVATIVE

# PLASTIC DESIGNS

SUSTAINABILITY FOR FUTURE GENERATIONS



10<sup>TH</sup> 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

Keynote: Establishing a circular economy strategy

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

09:30 – 09:50

Circular economy experience from an FMCG giant

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

09:50 – 10:10

Panel discussion and Q&A

10:10 – 10:40

Networking break

Sponsored by:

#### Session 2: Investing in the future of plastics packaging

10:40 – 11:00

Investing in the future of packaging

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

11:00 – 11:20

PepsiCo sustainability: Global goals and regional initiatives

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

11:20 – 11:40

A new strategy for plastic packaging

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

11:40 – 12:00

Viridis 25: Sustainability journey through recycling



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**Muayad Al-Faresi**, *Global Business Director – PET, EQUATE*

12:00 – 12:20 Panel discussion and Q&A

12:20 – 14:00 Networking lunch and prayer

Sponsored by:

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

14:00 – 14:20 Enhancing the use of recycled plastic in packaging

**Marwan Moubarak**, *MD, Industrium Group*

14:20 – 14:40 Circular economy through behavioral change

**Elle Runton**, *Senior Project Manager – Rethink Plastic, Emirates Nature –WWF*

14:40 – 15:00 UAE plastics recycling landscape – A GPCA study

**Aparajith Balan**, *Associate Director, Chemicals and Plastics – MEA, Frost & Sullivan*

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

15:20 – 16:00 Networking break

Sponsored by:

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: Sustainability and circular economy impact on GCC petrochemical industry – SABIC experience <b>Dr. Waleed Ahmad Al-Shalfan, GM, Technology Petrochemicals SBU, SABIC</b>
<b>Session 4: Sustainability in the global plastics industry</b>	
09:20 – 09:40	Sustainability: More than just corporate responsibility <b>Maitha Al-Marashi, VP, Sustainability, Borouge</b>
09:40 – 10:00	Achieving a circular economy through chemical recycling <b>Jens Chromy, Business Development Manager, Recenso GmbH</b>
10:00 – 10:20	Plastics recycling: Impact on the polymers industry <b>David Lines, Principal, Energy and Chemicals Advisory – Europe, Africa and the Middle East, Nexant</b>
10:20 – 10:40	Panel discussion and Q&A
10:40 – 11:10	Networking break Sponsored by:
<b>Session 5: Achieving closed loop objectives</b>	
11:10 – 11:30	The circular masterbatch <b>Wim de Vos, CEO, Campine</b>
11:30 – 11:50	Improved packaging designs for recyclability <b>Michael Hahl, Sustainability and Strategic Innovation Director, Flexible Packaging, Huhtamaki</b>
11:50 – 12:00	Case study: Transforming from a scrap pelletizing unit to recycling in the GCC <b>Dr. Ahmad Kussad, GM, Middle East Plastic Industries</b>
12:00 – 12:20	Panel discussion and Q&A
12:20 – 12:30	Closing address <b>Dr. Abdulwahab Al-Sadoun, Secretary General, GPCA</b>



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12:30 – 14:00	Networking lunch and prayer Sponsored by: <b>sabic</b> <b>Converters workshop: The sustainability upsurge implications and opportunities for plastic converters</b>
14:00 – 14:05	Opening remarks <b>Roberto Ribeiro, President, Townsend Solutions</b>
14:05 – 14:25	Benefits of shifting to a circular economy, including adherence to GCC national visions <b>Dr. Raed AlZubi, ME Partner, Townsend Solutions</b>
14:25 – 15:00	Application level impact of sustainability initiatives, current and future <b>Roberto Ribeiro, President, Townsend Solutions</b>
15:00 – 16:00	Converter panel discussion and Q&A <b>Andy Brewer, Program Manager, All Service Plastic Molding (MINCO Group)</b> <b>Amarildo Bazan, Commercial Director, Wise Plásticos SA</b>
16:00 – 16:15	Update on global recycling initiatives <b>Roberto Ribeiro, President, Townsend Solutions</b>
16:15 – 16:45	Technical solutions <b>Peter Koueik, Regional Sales Manager – MENA, Starlinger &amp; Co. Gesellschaft m.b.H</b>
16:45 – 17:00	Closing remarks <b>Roberto Ribeiro, President, Townsend Solutions</b> Workshop partner: <b>TOWNSEND Solutions</b>  **Please note that this workshop is dedicated for converters only