

BASE OIL  
AND LUBES  
MIDDLE EAST



**BLM**  
10-11 APRIL 2019  
Dubai, UAE

# Base Oil & Lubes

## Middle East 2019 (BLM 2019)

*Managing Change and Identifying Opportunities  
in an Oversupplied Market*

10-11 April 2019, Dubai, UAE

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### Conference Agenda

**WEDNESDAY**

**10 April 2019**

- 8.00am Registration and Morning Coffee
- 9.00am **Co-Chairperson's Welcome**
- *Mr. Mohammed El Sadek, Director - Lubricants Marketing, ENOC Lubricants, ENOC Marketing LLC, UAE*
- 9.10am **Opening Remarks**
- Mr. Burhan Al Hashemi, Managing Director, ENOC Marketing, Emirates National Oil Company Limited (ENOC) LLC, UAE*
- 9.20am **Official Opening by**
- His Excellency Dr. Matar Hamed Al Neyadi  
Undersecretary of Ministry of Energy and Industry, United Arab Emirates*
- 9.30am Morning Coffee Break
- 10.00am **Crude Oil Trends and Impact on Base Oil Markets**
- Mr. Daniel Colover, Market Engagement Manager, S&P Global Platts, UAE*
- 10.30am **Potential Disruptors to the Global Lubricants Industry**
- Ms. Geeta Agashe, President, Geeta Agashe & Associates, LLC, USA*
- 11.00am **Global and Long Term Lubricant Market Outlook**
- Mr. Benoît Mahe, Senior Consultant, Energy & Environment Practice, Sia Partners, Europe*
- 11.30am **Opportunities in Indian Lubricants Market**
- Mr. Milind Phadke, Vice President, Energy Practice, Kline & Company, USA*
- 12noon Lunch
- 1.30pm **Afternoon Session Chairman's Remarks**
- *Ms. Geeta Agashe, President, Geeta Agashe & Associates, LLC, USA*
- 1.40pm **ClipperView: The Storm Ahead**
- Mr. Abudi Zein, CEO, ClipperData, USA*
- 2.10pm **The Rise of Electric Vehicles and New Mobility Patterns**
- Mr. Jean-Pierre Corniou, Deputy CEO, Sia Partners*

- 2.40pm **Why Passenger Car Motor Oil Is No Longer The Best Choice For Four Stroke Motorcycles**  
*Mr. Patrice Estouieg, Product Line Manager, IEO-Specialties Additives Europe, Africa, Middle-East, Chevron Oronite, France*
- 3.10pm **Turkey Lube Market Development and Opportunities**  
*Mr. Kerem Tercan, Division Manager, Ekin Kimya, Turkey*
- 3.40pm Afternoon Coffee Break
- 4.10pm End of Day One

**THURSDAY**

**11 April 2019**

- 8.00am Morning Coffee
- 9.00am **Co-Chairman's Opening Remarks**  
• *Ms. Geeta Agashe, President, Geeta Agashe & Associates, LLC, USA*
- 9.10am **IMO 2020 and Impact on Marine Oils**  
*Mr. Sanjiv Wazir, Technical Manager, LUKOIL Marine Lubricants, UAE*
- 9.40am **The Lubricant Additives Market in the Middle East – New Trends and Technologies**  
*Mr. Kailash Sawant, Regional Business Manager, Engine Oil -India /Middle East, Lubrizol India Pvt. Ltd, India*
- 10.10am Morning Coffee Break
- 10.40am **Horizon 2025: The Middle East Base Oils Market in the Next 5-7 years**  
*Mr. Eduard Gracia, Principal, A.T. Kearney, UAE*  
*Presented by: Ms Geeta Agashe, President, Geeta Agashe & Associates, LLC, USA*
- 11.10am **Open Forum – Base Oil Migration in the ME: Are Lubricants Marketers Ready?**  
**Moderator:**  
*Ms. Geeta Agashe, President, Geeta Agashe & Associates, LLC, USA*  
**Panelists:**  
*Mr. Mohammed El Sadek, Director - Lubricants Marketing, ENOC Lubricants, ENOC Marketing LLC, UAE*  
*Mr. Kailash Sawant, Regional Business Manager, Engine Oil -India /Middle East, Lubrizol India Pvt. Ltd, India*  
*Mr. Gerard Heaton, Sales & Marketing Manager, Saudi Aramco Base Oil Company – Luberef, KSA*
- 11.45am Summary followed by Conference Luncheon
- 1.30pm End of Conference

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