

**9**  
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ANNUAL

# EUROPEAN OIL STORAGE CONFERENCE

## Shifting strategies and practices in a volatile marketplace

Sponsored by



### Headline Industry Thought-Leaders:



**Chris Midgeley**

Chief Economist and  
Head of Oil Markets  
Analysis

**Shell**



**Abel Noordanus**

Commercial  
Manager

**Odfjell Terminals**



**Hamza Khan**

Senior Commodity  
Strategist

**ING**



**Patrick Kulsen**

Managing  
Director

**PJK International**



**Niels von Hombracht**

Consultant

**Flowcom  
Consultancy**

Featuring an exclusive  
announcement from

**Oman Tank Terminal Company**

## WHY ATTEND

- **HEAR** leaders from the oil storage industry discuss their current strategies and the challenges they face
- **ADDRESS** the global oil market trends in the demand and distribution to give a better understanding of the ever changing flows in and out of Europe
- **EXAMINE** current and future demands from the customer, what opportunities and challenges are ahead and how might this affect demand in storage?
- **EXPLORE** the strategic advantages and return on investment from developing refineries into storage facilities

## WHAT'S NEW FOR 2016?

Featuring an agenda packed with industry leaders and renowned experts, along with even greater networking opportunities, this must attend event returns to explore recent developments in Europe's oil storage business and assess the impact of volatile oil prices for the industry.



### HEINEKEN TOUR INCLUDED WITH YOUR REGISTRATION

Join us at the end of Day 1 for a sensational interactive tour of the renowned historic brewery now an exciting interactive museum and among the city's most visited attractions.

## GREATER NETWORKING WITH OUR EVENT MOBILE APP!



Benefit from improved networking on-site by accessing the delegate list, exchange contact information electronically and send live messages to fellow attendees. Additionally, all presentations will be uploaded as soon as they are made available for publication by our speakers.

## MAXIMISE YOUR NETWORKING OPPORTUNITIES

Showcase your products and services to senior-level decision makers. The Platts Oil Storage conference offers you an excellent opportunity to maximize your 2016 marketing budget through these sponsorship opportunities:

- ✓ Executive Sponsor
- ✓ Networking Reception Sponsor
- ✓ Luncheon Sponsor
- ✓ Networking Break Sponsor
- ✓ Exhibitor
- ✓ Mobile App Sponsor

To learn more about sponsorship and exhibition opportunities, please contact **Daniel Davies** on **+44 (0) 20 7176 6229** or email him at **daniel.davies@platts.com**

## COMPANIES THAT ATTENDED IN 2015 INCLUDE:

iCON Infrastructure • Port of Amsterdam • PETCO Trading Labuan Company • Blue Water Energy  
 Petroineos Trading • Hazel International • Port Of Tarragona • RPS Energy • The Carlyle Group  
 VTTI • Oiltanking • Sea Tank Terminal • Phillips 66 • Energy Intelligence Group • Vopak  
 EQT • Alva Energy • EQT Partners • Royal Vopak • FGE London (EMC) • Cophasec  
 Financial Times • NATO Support Agency • First Reserve International • OPAL Tank Storage  
 Glencore Energy • Brainum • Greenergy • Port of Rotterdam • Grisard Bauprodukte • RPS Group  
 Gunvor Group • UNIPEC Singapore • Hestya Energy • Dutch Ministry of Defence  
 Defence Pipeline Organisation • HubSE Demurrage Software • NuStar Terminals  
 Alinda Capital • Oiltanking Stolthaven Antwerp • International Energy Agency • OPEC  
 JANAF • Petrofrance • Kennet Oil Logistics • Petrolina • Kestrell Solutions • Lantmannen Aspen  
 CLH Legaltree • BP Oil International • Sands Capital Management • Zenith Energy  
 Siemens • Magna Carta International • Statoil • Ministere du Pétrole de l'Energie et des Mines  
 Vesta Terminals • MOL • CTSTanks Netherlands • National Service of Allied Pipelines  
 National Service of the Allied Pipelines • ABN AMRO Bank • Lotis

## DAY ONE – MONDAY JANUARY, 18TH 2016

08:30 **Registration and continental breakfast**  
– available to sponsor



### CHAIRPERSON'S WELCOMING REMARKS

09:20 Niels von Hombracht, Consultant, **Flowcom Consultancy** & Former Chief Executive Officer, **LBC** and Executive Board Member, **Royal Vopak**

### KEYNOTE ADDRESS

09:25 **Global oil market developments – a view from shell**

- What is the expectation for the oil price levels on a 1-2 year outlook
- How has the OPEC market share strategy changed the game?
- Impacts to volume from lift of Iran sanctions
- Recent trends for the oil products market

Chris Midgely, Chief Economist and Head of Oil Markets Analysis, **Shell**

### EXCLUSIVE ANNOUNCEMENT FROM OMAN TANK TERMINAL COMPANY

09:50 **Floating storage as an enabler for land storage infrastructure**

Said Al-Maawali, Project Director, **Oman Tank Terminal Company**

### OIL STORAGE IN EUROPE FROM THOSE AT THE FOREFRONT - LEADERS DISCUSS

Leaders of the oil storage industry discuss their current strategies and the challenges they face in within and from outside of Europe.

10:20 **Odfjell Terminals' perspective**

Abel Noordanus, Commercial Manager, **Odfjell Terminals**

10:45 **Networking and refreshment break**  
– available to sponsor



11:15 **VTTI's perspective**

Jared Pearl, Commercial Director, **VTTI**

11:40 **Koole's perspective**

Robert Guijs, Business Manager, **Koole Terminals**

12:05 **Group Q&A**

Presenters from the preceding sessions will gather on the head table and take your questions

### EVOLVING GLOBAL OIL AND PRODUCT FLOWS IN THE CONTEXT OF OIL STORAGE MARKETS

This section will focus on the global trends in the demand and distribution to give a better understanding of the ever changing flows in and out of Europe

12:30 **Examining recent Middle East & Asia downstream developments**

- Overview of Middle East and Asian trade flows
- Upcoming expansion projects and recently online

Ellen Ruhotas, Managing Director, **Ratio Group**

12:55 **The state of the North American hydrocarbons market**

- Supply, demand, government regulations
- Potential kickbacks on global markets and impact on storage economics

John Kingston, President, McGraw Hill Financial Global Institute, **McGraw Hill Financial**

13:20 **Networking lunch**

– available to sponsor



### REFINING FOCUS: DEVELOPMENTS, CHALLENGES AND NEW BUSINESS OPPORTUNITIES

14:35 **Shifting European refining markets**

- To what extent are improved margins for European refiners due to the falling oil price
- Future for European market with strong competition with other regions
- The diesel fuel lifeline - optimizing the product matrix to boost profitability

Hamza Khan, Senior Commodity Strategist, **ING**

### EUROPEAN STORAGE HUB GROWTH AND DEVELOPMENTS

Examining the changing role of European ports and their impact on the oil storage market – What should your strategy be and where should you be located?

15:00 **Mediterranean storage markets**

- Overview of market
- Development potentials for the regions

Sami Habbab, CEO, **Delta Rubis**

15:25 **Baltic & Scandinavian storage markets**

- Overview of market
- Development potentials for the regions

**INVESTING IN EUROPEAN OIL STORAGE & INFRASTRUCTURE**

This section will focus on the latest strategies from some of the largest and most innovative terminal owners globally. Covering strategic updates, latest investments, and future visions for best terminal locations

15.50 **Overview of investments in bulk liquid storage terminals**

- What are the funding options for storage terminal developments?
- What do we need to do to encourage investment?

Peter Geertse, Commercial Manager, **Zeeland Seaports**

16.15 **Networking and refreshment break**  
– available to sponsor16.45 **Mid-sized terminals and the role of investors**

- Key challenges, rationale and advantages of mid-sized terminals
- Synergies with mid-market investors
- Case study

Enis Moran, Partner, **ICON Infrastructure**

17.10 **Increasing optionality in Rotterdam for the trade in diesel**

- The existing system for production, storage and trade of diesel
- How a future diesel common carrier system will increase optionality

Sander Rijdsdijk, Business Manager Oil & Tankstorage, **Port of Rotterdam**

**PANEL SESSION**17.35 **Future outlook for investment**

- Economies of scale calling for strategic alliances
- Alternative investments vs oil infrastructure
- Divest to reinvest?

Peter Geertse, Commercial Manager, **Zeeland Seaports**

Eduard Ruijs, Managing Director, **First Reserve**

Ellen Ruhotas, Managing Director, **Ratio Group**

**Moderated by:**

Niels von Hombracht, Consultant, **Flowcom Consultancy** & Former Chief Executive Officer, **LBC** and Executive Board Member, **Royal Vopak**

18.00 **Heineken Tour**

Join us in the reception area to depart for a stimulating tour of the renowned Heineken Brewery.

**DAY TWO – TUESDAY JANUARY, 19TH 2016**08:00 **Registration and continental breakfast**  
– available to sponsor**CHAIRPERSON'S WELCOMING REMARKS AND REVIEW OF DAY ONE**09.00 Niels von Hombracht, Consultant, **Flowcom Consultancy** & Former Chief Executive Officer, **LBC** and Executive Board Member, **Royal Vopak**09:10 **Future outlook for European Storage markets**

- Future storage demand, affects from trader consolidation
- The drive to reduce CAPEX
- Is consolidation the answer?

Patrick Kulsen, Managing Director, **PJK International**

09.35 **Independent tank storage broker**

- The middle (wo)man in tank storage
- Specialist in tank storage assisting in tank storage opportunities
- Benchmark your storage agreements
- Progress after a year in the business

Krien van Beek, Owner, **RVB Tank Storage Solutions**

**MAXIMISING VALUE IN EUROPEAN OIL STORAGE OPERATIONS**10.00 **Integrating European storage and transportation networks: challenges and opportunities**

- Vision of an integrated European logistic network
- Benefits of an integrated approach
- Barriers to overcome in the future

Adrien Souchet, Head of Business Development & Strategy, **CLH**

**DRIVING INNOVATION AND EXPLORING NEW STRATEGIES FOR EUROPEAN STORAGE**10.25 **Performance improvement strategies – achieving terminal efficiency through technology**

- Optimizing terminal design
- Balancing costs whilst acknowledging the voice of the customer

10.50 **Networking and refreshment break**  
– available to sponsor

### 11.20 **Safety Maturity Tool; from ranking to learning**

- Safety Maturity Tool (SMT) gives insight in the performance of a terminal regarding 'hardware', 'software' and 'mindware'.
- First results of SMT and actions which are undertaken

Sandra Du Bont, Secretary General, **Votob**

## ASSESSING OPPORTUNITIES FOR THE FUTURE OF OIL STORAGE

### 11.45 **PANEL DISCUSSION**

#### **Where are the next waves of opportunity for European storage?**

- Discussing new opportunities for the European Storage industry
- Examining the key drivers impacting storage demand

Patrick Kulsen, Managing Director, **PJK International**

Sandra Du Bont, Secretary General, **Votob**

**Moderated by:**

Niels von Hombracht, Consultant, **Flowcom Consultancy** & Former Chief Executive Officer, **LBC** and Executive Board Member, **Royal Vopak**

### 12.10 **Chairperson's closing remarks and end of conference**

Niels von Hombracht, Consultant, **Flowcom Consultancy** & Former Chief Executive Officer, **LBC** and Executive Board Member, **Royal Vopak**

### 12.20 **End of conference**



## PLATTS EMEA UPCOMING OIL EVENTS

### **Inaugural Commodity Risk Seminar**

October 15, 2015 | Marriott Hotel, West India Quay, London, UK

### **3rd Annual Middle East Crude Oil Summit**

December 7-9, 2015 | Dubai, UAE

### **6th Annual Middle Distillates Conference**

January 26-27, 2016 | Hilton Antwerp, Belgium



## GREATER NETWORKING WITH OUR EVENT MOBILE APP!

January 18-19, 2016 | Hilton Amsterdam | The Netherlands | #PlattsOilStorage

## Pricing & Registration

Rate	Book by November 13	Book by December 11	Standard Price
Commercial Conference Rate	\$1,299 + VAT <b>Save \$500</b>	\$1,499 + VAT <b>Save \$300</b>	\$1,799 + VAT
Group Rate (register 3 or more people simultaneously)	\$899 + VAT <b>Save \$400</b>	\$1,099 + VAT <b>Save \$200</b>	\$1,299 + VAT
Academic / Non-Profit Rate*	\$699 + VAT <b>Save \$200</b>	\$799 + VAT <b>Save \$100</b>	\$899 + VAT

\*Subject to approval.

Dutch VAT charged at 21%. VAT registration number NL 0547743063.

**SAVE OVER \$500**

**Register before November 13**



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**SAVE 10% off your conference fee when you pay at the time of registration**

The conference registration fee is payable in advance and includes documentation, breakfasts, luncheon and refreshments. Discount offers cannot be combined unless otherwise stated by Platts.

## THE VENUE



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**Web:**

www3.hilton.com/en/hotels/netherlands/hilton-amsterdam-AMSHITW/index.html



## DISCOUNTED ACCOMMODATION

Your conference registration does not include accommodation; however, we have reserved a limited number of rooms for Platts European Oil Storage Conference participants at the **Hilton Amsterdam Hotel** at the preferential rate listed below.

The discounted rates are for the nights of January 17-18, 2016 only, and will be honoured until December 17, 2015 - subject to availability.

## ROOM RATES

- Single/Double: €169 + VAT

To book, please contact the hotel directly via the number above and quote 'Platts'.

## TERMS & CONDITIONS

To view full terms and conditions please visit <http://bit.ly/PlattsTCs>

## SUBSTITUTION & CANCELLATION

Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. Cancellations\* must be received in writing on or before November 8, 2015 in order to be refunded, less a \$195 administrative charge. No refunds will be made after this date. In the event of non-attendance, the full invoice fee will be payable. In case of conference cancellation, Platts liability is limited to refund of the conference registration fee only. Platts reserves the right to alter this program without prior notice.

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