

THE 7th INTERNATIONAL
SAUDI 
TRANSTEC
2016 EXHIBITION &
CONFERENCE

DAMMAM, KINGDOM OF SAUDI ARABIA

5-7 DECEMBER 2016

TRANSPORTATION, MATERIALS HANDLING,
WAREHOUSING AND LOGISTICS



CONFERENCE PROGRAMME



**DEVELOPING SAUDI ARABIA AS A CENTRE OF
LOGISTICS EXCELLENCE FOR THE MENA REGION**

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ORGANIZED BY:



EXHIBITION SPONSOR:



SUPPORTED BY:



DEVELOPING SAUDI ARABIA AS A CENTRE OF LOGISTICS EXCELLENCE FOR THE MENA REGION

With the Kingdom of Saudi Arabia going through a period of unparalleled change, the opportunities for the transport, logistics and materials handling sectors seems assured.

Now in its 7th Year and with the support of the **Saudi Ministry of Transport**, this two-day conference has been created with the support of industry professionals to address the fundamental challenges and opportunities facing the KSA logistics sector. With thousands of visitors scheduled to attend the event together with over 100 exhibitors, the **SAUDI TRANSTEC** conference has been designed to directly assess not only the short term challenges and opportunities but also the medium to long term outlook for the sector.

OUR VISION: To create a community of domestic, regional and international leaders with unparalleled knowledge and expertise who will develop the KSA's logistics sector into a world class benchmark for excellence.

OUR MISSION: To facilitate the identification of medium to long term strategic goals for the sector and to accelerate networking opportunities between strategic partners through high level debate.

Strategically located as a gateway hub to the MENA region and with record levels of investment into logistics, infrastructure and associated industries, the need to remain ahead of the curve remains paramount. With a strong programme of expert speakers **SAUDI TRANSTEC** looks forward to welcoming you to Damman in December!

We have seen the sector grow and expand in the past seven years and we look forward to meeting with you to discuss, debate, network and develop strategies to help further this growth.

With Best Regards,
Nicholas Cobb

Conference Manager - Saudi Transtec 2016

SAUDI TRANSTEC 2016 HIGHLIGHTS

- Future Forecasts & Assessments - Saudi Arabian logistics & transport panorama through to 2030
- Driving supply chain competition and efficiencies in KSA – looking outside the GCC
- Project infrastructure updates - Ports, Airports, Rail and Road
- Ensuring and promoting best practice health and safety throughout the supply chain
- Customs and Excise processes - boosting efficiency in a globally connected market
- Transportation of dangerous and perishable goods
- Improving efficiencies in warehousing and handling processes
- Integrating new technologies into the supply chain
- International case studies and best practice

You can also follow us on **Facebook** and **Twitter** or join our **LinkedIn** group!



Interested to Find Out More? If you would like to take part as a speaker, delegate, sponsor or partner we would be delighted to hear from you! For more information and to discuss your participation please contact the Conference Manager, Nic Cobb, on conference@sauditranstec.com or call **+44 (0)7541 350 439**.

For more information please visit www.sauditranstec.com



WHY ATTEND THE SAUDI TRANSTREC CONFERENCE?

The KSA logistics and transport sector is growing exponentially. Now in its seventh year and part of the successful Transtec Exhibition there are many reasons to attend Saudi Transtec 2016:

- Hear and debate the key issues facing the sector with over twenty leading speakers
- Enjoy expert led presentations
- Access to delegate only networking sessions
- Take part in interactive training and scenario based workshops
- Pre-arranged and targeted one-on-one meetings with vendors of your choice
- Access to post event speaker presentations
- Free "Executive Outlook Report" highlighting the key points of the conference findings

CONFIRMED SPEAKERS TO DATE INCLUDE:

- **Pieter Spaarwater**, CEO, Hala Supply Chain Services Co.
- **Fuad Fadol**, Strategic Procurement Consultant, Saudi Aramco Mobil Refinery Co. (SAMREF)
- **Chaminda Gunasekara**, Member of the Board, Chartered Institute of Logistics and Transport
- **Hashim Mushtaq Ahmed Khan**, Divisional Head (BD - 3PL - Freight), Warehousing and Logistics Services Co.
- **Vineet Malhotra**, Director, Kale Logistic Solutions
- **Veskopoulis Faidon**, International Operations Manager, ILogistics
- **Samer Al-Madhoun**, Supply Chain Consultant, Trax Consulting
- Senior Representative, SSI SCHAEFER
- **Dr Satish Mapara**, Director, GlobeApex Management Consultants
- Senior Representative, Sohar Port Free Zone
- **Michael Stockdale**, Managing Director, B2C Logistics
- **Alexander Manakos**, Head of Market - Middle East, Lufthansa Consulting
- **Khalid Khaldi**, Senior Project Manager - External Affairs & Logistics Support Saudi Aramco
- **Mark Appleyard**, Consultant, Saudi Industrial Property Authority (MODON)
- **Muhammad Riz**, Manager - Material Management, Surge Laboratories Pvt
- **Amer Badarneh**, Institute Manager, Middle East Logistics Institute for Training (MELI)
- **Eng. Ashraf Kotait**, Port Operations Expert, former Saudi Port Authority
- **Reji John**, Group Editor, STAT Media Group (Moderator)

ONE ON ONE MEETINGS

Looking to meet a Specific Vendor? If you book to attend the conference as part of the delegate package you will have access to a series of one-on-one meetings in pre-designated preliminary and follow up meetings. A full list of confirmed exhibitors will be sent out to registered delegates.

Interested to find out more? To book your place please visit www.sauditranstec.com or visit us on [Facebook](#) at Saudi Transtec.



5 DECEMBER 2016

ASSESSING THE KSA'S STRATEGIC SECTOR DEVELOPMENT

DAY ONE MAIN CONFERENCE HIGHLIGHTS

Prayers to be held at 11.31 / 14.28 / 16.48 / 18.18

10.00 - 12.00 Pre-Arranged Introductory One-on-One Vendor Meetings

10.00 - 12.00 Conference Registration

11.45 - 12.00 Official Inauguration & Tour of the Exhibition

12.00 - 12.10 Chairman's Opening Remarks and Welcome Address

12.10 - 12.30 Opening Keynote with the Ministry of Transport, Kingdom of Saudi Arabia
Session Reserved for the Kingdom of Saudi Arabia Ministry of Transport

12.30 - 13.00 Saudi Vision 2030 - Furthering the KSA as a Strategic EMEA Logistics Hub

- Introducing the Saudi Vision 2030
 - What does Saudi Vision 2030 mean for the KSA's logistics supply chain sector?
 - As the KSA seeks to diversify its economy alongside hydrocarbons, what level of contribution can the logistics and transport sectors add to this goal?
 - International investment opportunities in the KSA's strategic transport infrastructure program
 - International partnerships and investment to further develop the KSA as a supply chain hub for the region and EMEA
-

13.00 - 14.00 Networking Lunch Break

14.00 - 14.30 Chambers of Commerce Keynote Panel - The KSA as a Strategic Regional Partner for the Global Logistics Industry

- What is needed to boost the KSA's position as a growing regional logistics partner?
 - Commonly raised concerns of members and who industry and Government cooperate to overcome them.
 - Aside record levels of investment what partnership role can Government play in supporting industry to further consolidate the KSA as a gateway route to the GCC?
-

14.30 - 15.00 Consumer Panel Debate - What Does the End User Expect from its Supply Chain Provider?

- How do you cement an effective relationship with your suppliers and customers?
 - Flexible contract negotiation in a time of tightened margins
 - What sort of service support is needed?
 - Assessing the long term criteria to developing integrated supply chain solutions
 - Real time reporting of client problems - working with the solution provider to overcome supply difficulties in real time.
-

15.00 - 15.30 Analyst Briefing - Future Transport & logistics Trends in the KSA and its Continued Contribution to the KSA's Economic Development

- How does the KSA compare to its international partners in terms of strategic logistical importance?
 - Emerging trends in the wider regional economy - what is happening and where?
 - o What sectors can the KSA's logistics sector capitalise on?
-

15.30 - 16.00 Afternoon Coffee Break & Networking

16.00 - 17.00 Transport Focus Session - Developing the Strategic Transport Infrastructure of the KSA

- Strategic multimodal logistics and freight projections
 - Connecting the KSA's critical transport infrastructure with the GCC
 - The KSA as a regional aviation centre of excellence
 - What is further needed to develop the KSA as a key regional maritime logistics partner?
 - Major investment opportunities in the KSA transport sector
-

17.00 - 17.10 Close of Day One & Chairman's Closing Remarks



6 DECEMBER 2016

ASSESSING THE PRACTICAL CONSIDERATIONS OF THE KSA AS AN EMEA HUB

DAY TWO MAIN CONFERENCE HIGHLIGHTS

Prayers to be held at 11.31 / 14.28 / 16.48 / 18.18

- 9.00 - 10.00 [Pre-Conference One on One Follow-Up Meetings](#)
-
- 10.00 - 10.10 Day Two Chairman Opening Remarks
-
- 10.10 - 10.30 [Operator Keynote: Creating Supply Chain Flexibility to Cope With a Shifting Landscape](#)
- Managing a flexible and adaptive supply chain in an era of uncertainty
 - Understanding supply chain complexity and how to master it
-
- 10.30 - 11.00 [Operator - Solution Provider Case Study keynote - Integrating the Latest Technology to Boost Commercial Efficiencies](#)
- Assessing the right time to purchase and integrate supply chain technology
 - Utilising the latest technology to maintain the competitive edge
-
- 11.00 - 11.30 [Saudi Aramco Mobil Refinery \(SAMREF\) Case Study - Raising Awareness and Close Coordination when Transporting Dangerous Goods](#)
- Ensuring safe handling and shipping by sea freight from Port of Origin to Port of Entry
 - Working with all stakeholders at Port of Entry (Port Authority, Customs, road shipper, civil defence, traffic police) in order to mitigate risk
-
- 11.30 - 12.00 Coffee break and Networking
-
- 12.00 - 12.30 [Panel Debate: What Opportunities Await the Freight Forwarding Sector?](#)
- Mergers, acquisitions and strategic alliances: what consolidations are taking place in the logistics sector in KSA and how are they changing the landscape?
 - Freight forwarders strategy in leading the on-demand logistics or “uberization” challenge.
-
- 12.30 - 13.00 Industry Case Study: Effective Warehousing & Process Strategy into the Medium to Long Term
-
- 13.00 - 14.00 Networking Lunch
-
- 14.00 - 14.40 [Panel Debate: Attracting the Brightest Talent - Utilising Human Resources to Retain the Competitive Edge](#)
- International case studies - best practice from the leading international operators
 - Understanding the human factor - ensuring workforce buy-in and strategy support
-
- 14.40 - 15.10 [Analyst Briefing: Securing the KSA's Logistics and Transport Infrastructure](#)
- Ensuring physical and cyber security best practice throughout your operational chain
 - The importance of contingency planning to ensure robust operational resilience
-
- 15.10 - 15.40 [Consultants Briefing: Improving Health and Safety Procedures throughout the Supply Chain](#)
- Why develop an integrated health and safety strategy?
 - Developing and embedding strategies throughout your operational chain
-
- 15.40 - 16.00 Coffee & Networking
-
- 16.00 - 17.20 [Interactive Scenario Training](#)
- Attendees are invited to participate in an afternoon group based scenario training session. Mixed groups will be led by one of the day's speakers to critically assess a number of real life scenarios.
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- 17.20 - 17.30 [Closing Audience Participation Session](#)
- Audience members will be encouraged to give their assessments as to what practical measures would assist the KSA in becoming a truly world class logistics and supply chain hub. All feedback will form part of an exclusive post event report and set the basic industry benchmarks to be assessed at SAUDI TRANSTEC 2017
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- 17.00 - 17.10 Close of Day Two & Chairman's Closing Remarks

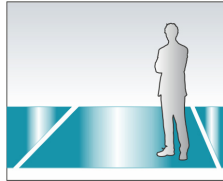
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EXHIBITION SPACE

OPTION A - SPACE ONLY

If you intend to design & build your own stand select space only.

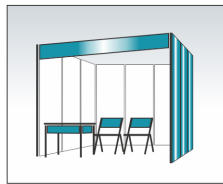
Price: USD 320,00/sqm



OPTION B - SHELL & SPACE

Includes space, back & side walls, carpet, spotlights, electrical sockets, table & chairs, fascia with exhibitor name & stand #.

Price: USD 385,00/sqm



OPTION C - SPACE ONLY OUTDOOR

If you intend to display your exhibits outdoor select space only outdoor.

Price: USD 90,00/sqm

BOOK YOUR STAND NOW

Space at the 2016 SAUDI TRANSTEC Conference & Exhibition is limited. Book now to get a prime location within the exhibition hall.

THE DIRECT ROUTE TO YOUR TARGET MARKET EVENT SPONSORSHIP

Display your brand in front of technical experts and industry professionals at the longest running logistics event in the Kingdom. Sponsorship provides an easy, cost-effective way to increase your organisation's visibility and ensure maximum gain from the event.

WHY?

More Visibility = More Leads = More Sales

Create your competitive advantage and stand out from the crowd! Increase your exposure before, during and after the event and get noticed beyond the walls of your stand to attract key buyers.

HOW?

Advertising

Reach all the event attendees promoting your brand through different advertisement options available in the Official Show Catalogue.

Sponsorship

Generate new business and stand out from the competition by promoting your brand through our exclusive sponsorship opportunities. The Sponsorship menu includes three categories **GOLD**, **SILVER** and **BRONZE** that offer exclusive benefits.

INTERESTED IN FINDING OUT MORE?

For further details and to secure your sponsorship or exhibition space please contact:

DANIELE ZIPOLI
exhibition@sauditrantec.com
Rome: +39 06 3088 3030

For the full range of opportunities please visit:
www.sauditrantec.com

DELEGATE REGISTRATION FORM - CONFERENCE

Attending the SAUDI TRANSTEC 2016 Conference is subject to the payment of a fee.

Please fill in the Form below to be registered as a Delegate to the Conference.

INVOICING DATA

NAME _____

POSITION _____

COMPANY _____

COMPANY

REGISTRATION N° _____

ADDRESS _____

CITY _____

POSTAL CODE _____

COUNTRY _____

PHONE _____

FAX _____

MOBILE _____

E-MAIL _____

WEBSITE _____

Registration fee covers:

- SEATING TO THE CONFERENCE SESSIONS
- COFFEE BREAKS AND WORKING LUNCHES ACCESS

After sending this form, SAUDI TRANSTEC 2016 Conference Secretariat will issue an invoice for your registration as a delegate to the Conference and will send you all the necessary papers.

Please select:

- EARLY BIRD RATE (until 6th November): US\$ 510.00
- STANDARD RATE (from 7th November): US\$ 700.00

Registration procedure:

Confirmation and invoice will be sent on receipt of payment. Delegates who do not pay with their booking are requested to provide a copy of bank transfer to help payment allocation. Staff at the event will request a credit card guarantee for delegates without proof of payment.

Cancellations:

Cancellations received in writing before the 6th of November will be refunded less a 50% cancellation fee. Those received in writing from the 7th November until the beginning of the event will receive no refund and registrations will be liable for payment of 100% of the invoiced amount. Substitutions are welcome at any time.

Submitted by Company: _____ Contact Person: _____

By filling this form in, I agree that my data is included in IES mailing lists and may be used by IES only for marketing purposes. I am aware that Article 13 of the Italian Law D.Lgs. 196/2003 entitles to ask for confirmation, change or cancellation of personal data from IES mailing lists, by sending an e-mail to ies@ies.co.it

For order and acceptance: _____
 (Date) (Signature & Company Stamp)

For assistance please contact:

SAUDI TRANSTEC 2016 CONFERENCE SECRETARIAT - C/O IES srl
 Phone: +39 06 30883030 - Fax: +39 06 30883040 - E-mail: exhibition@sauditranstec.com

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The SAUDI TRANSTEC 2016 Organisers are at your disposal to provide detailed information for the exhibition and conference and all related enquiries:



INTERNATIONAL EXHIBITION SERVICES SRL

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 exhibition@sauditrantec.com | www.sauditrantec.com

IES with partners in 40 countries and over 30 years of experience in the organisation, management and supply of services to exhibitors at international exhibitions across the globe, are also the organiser of the SAOGE - The Saudi Arabia International Oil & Gas Exhibition, the MOC - Mediterranean Offshore Conference and Exhibition in Egypt, the MTE - The Saudi Arabia International Machine Tools and Machinery Exhibition and the OMC - Offshore Mediterranean Conference and Exhibition in Italy.



DHAHARAN INTERNATIONAL EXHIBITION COMPANIES

P. O. Box 7519 | 31472 Dammam, Kingdom of Saudi Arabia | Tel: +966 13 859 1888 | Fax: +966 13 859 0212 | exhibition@sauditrantec.com | www.sauditrantec.com

DIEC, founded in 1985 by leading group of Saudi businessmen and investors, has achieved its goal in providing exhibitors a unique open gate in specialized trade show business throughout the GCC (Gulf Cooperation Council) and the Far East Countries. Quality leadership and business excellence afforded DIEC the authority of being the sole organizer in the eastern province of the Kingdom of Saudi Arabia.



OPERATIONS: SKY GULF EXHIBITION

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Sky Gulf Exhibitions is part of Sky Gulf Media Group, providing exhibition organising services in the Gulf region, especially in the Kingdom of Saudi Arabia. The Exhibitions organised by Sky Gulf Exhibitions are in the machinery, energy and logistics sectors, and are organised in the three main cities of the Kingdom; Riyadh, Jeddah and Dammam, providing a market place for international companies, to network and develop opportunities. The Head Office of Sky Gulf Exhibitions is located in Al Khobar in the heart of the energy capital of the world. Through a network of partners and agents in the Middle East and Europe, Sky Gulf Exhibitions reaches an international audience.