

**SHELL TECHNOLOGY LEADERSHIP  
CONFERENCE, 2014**

Shell Lubricants Egypt  
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Customer Service Number : (+2)27557555



**SHELL TECHNOLOGY LEADERSHIP  
CONFERENCE  
SAHL HASHEESH 2014**



# 7 YEARS

## No. 1

### GLOBAL LUBRICANTS SUPPLIERS

#### Thursday: 6<sup>th</sup> November

Start	Duration (mins.)	End	Activity	Remarks
12:00	60	13:00	Flight Cairo - Hurghada	Terminal # 1/ domestic hall
14:20	60	15:20		Terminal # 3/ Flight # MS 337
13:30	120	15:30	Group Lunch	"All Day" Restaurant
<b>Free Time/Beach Activities</b>				
19:30	150	22:00	Group Dinner	"Beach" Restaurant

#### Friday: 7<sup>th</sup> November

Start	Duration (mins.)	End	Topics	Keynote Speaker	Title	Organization
09:00	5	09:05	Safety Briefing			Hotel
09:05	25	09:30	Opening speech	Mr. Saher Hashem	Managing Director	Shell Lubricants Egypt
09:30	30	10:00	Egypt's Energy Future: New Solutions	Mr. Jeroen Regtien	Vice President, Country Chairman & Managing Director	Shell Egypt N.V.
10:00	30	10:15	<b>Coffee break</b>			
10:15	30	10:45	Energy Efficiency is a forgotten resource	Prof. Hafez El-Salmawy	Managing Director	Egyptian Electric Utility & Consumer protection Regulatory Agency
10:45	30	11:15	Cement energy conservation between local & global challenges	Mr. Bruno Carré	Chief Executive Officer Middle East Zone Director	Suez Cement Group Italcementi
11:15	30	11:45	UNDP Climate Change Activities in Egypt	Dr. Mohamed Bayoumi	Assistant Resident Representative	UNDP
11:45	30	12:45	<b>Prayer break</b>			
12:45	30	13:15	Why solar makes sense	Mr. Ahmed Zahran	Chief Executive Officer Co-Founder	Karm Solar
13:15	60	14:15	Panel Discussion			
Start	Duration (mins.)	End	Activity		Remarks	
14:30	90	16:00	Group Lunch		"All Day" Restaurant	
<b>Free Time / Beach Activities</b>						
19:30	150	22:00	Group Dinner		Beach Area	



## Saturday: 8<sup>th</sup> November

Start	Duration (mins.)	End	Room:Manta			Room:Dolphin			Room:Starfish		
			Session	Presenter	Company	Session	Presenter	Company	Session	Presenter	Company
09:00	40	09:40	Trends with HDDEO and Shell portfolio	Frank Machatschek	Global Product application Specialist (OEM)	Shell technology leadership and Innovation ( GTL )	Luca Borgarello	Luca Global Technical Service Manager	Shell Pure-plus Technology (a deep-dive in the technical Side )	Jos Nieuwenhuis	Technical Manager Mediterranean
09:50	40	10:30	Shell Relationship with HDDEO OEMs	Frank Machatschek	Global Product application Specialist (OEM)	Shell Relationship with OEMs (power and industry)	Luca Borgarello	Luca Global Technical Service Manager	Grease Applications in the Industry	Willy Bernaards	Greases Sales Manager
10:30	30	11:00	<b>Coffee Break</b>			<b>Coffee Break</b>			<b>Coffee Break</b>		
11:00	40	11:40	Field trials with major OEMs and key learnings	Frank Machatschek	Global Product application Specialist (OEM)	How To Choose The Right Filter& How Well Does Your FilterPerform?	Ahmet Guven	Global Product application Specialist (Hydraulics)	Fundamentals of Engine oils	Sherif Abdel-Hakam	LTA
11:50	40	12:30	Engine Oil Analysis Report Interpretation	Moataz Assayed	LTA	Hydraulic oils and energy savings	Ahmet Guven	Global Product application Specialist (Hydraulics)	Using Thermal Imaging to Diagnose Machinery Lubrication Problems	Haitham Sedik	LTA
12:30	30	13:00	<b>Coffee Break</b>			<b>Coffee Break</b>			<b>Coffee Break</b>		
13:00	40	13:40	Crisis management	Anja De Rijk	Operations Manager Medirerranean	Oil Condition Monitoring and Proactive maintenance in Hydraulic Systems	Ahmet Guven	Global Product application Specialist (Hydraulics)	Greases cooking technology and its effect on performance.	Mohamed El-Menshawy	BDM
13:50	40	14:30	Maintenance regimes for reliable operations	Haitham Sedik	LTA	Continuous improvement	Mohamed Abo El-wafa	Plant Manager	Base oil Trends	Ahmed Gamal-El-Din	Europe/Africa Products Manager
Start	Duration (mins.)	End	Activity			Remarks					
15:00	60	16:00	Group Lunch			"All Day" Restaurant					
			<b>Free Time / Beach Activities</b>								
19:30	150	22:00	Group Dinner			Beach Area					



## Sunday: 9<sup>th</sup> November

Start	Duration (mins.)	End	Activity	Remarks
13:00	60	14:00	Group Lunch	"All Day" Restaurant
14:00	60	15:00	Flight Hurghada - Cairo	Terminal # 1/ domestic hall
15:55	60	16:55		Terminal # 3/ Flight # MS 338

Shell  
**HELIX**

Shell  
**Tellus**

Shell  
**RIMULA**



## Saher Hashem

Managing Director of Shell Lubricants Egypt

### Biography

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Saher Hashem is the Managing Director of Shell Lubricants Egypt. He holds a Bachelor's degree of Business Administration from the American University in Cairo (AUC), an MBA in Business Administration from Boston University, USA, as well as a M.Sc. in International Marketing from the University of Strathclyde, UK.

Through his work with Shell across the MENA region, Hashem has gained extensive expertise in areas of Sales and Marketing management, and product development. He has developed broad experience through working in North Africa, Middle East and Central Asia markets.

He gained his experience through working on both FMCG s and B2B Business models.



## Jeroen Regtien

VP Egypt, Country Chairman & Managing Director Shell Egypt N.V.

### Biography

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Jeroen Regtien held a number of managerial and executive positions in Brunei, Australia, Oman and The Netherlands with a strong focus on oil and gas field development as well as technology development and implementation.

He was appointed Country Chairman and Managing Director of Shell Egypt in July 2011, and in 2013, he assumed the role of Vice President Egypt, Country Chairman & Managing Director.

Regtien graduated as an experimental physicist from Groningen State University after which he started his professional career with Shell Research in computer science and reservoir engineering in the Netherlands.





## **Prof. Hafez Abdel Aal El-Salmawy**

Managing Director of the Egyptian Electric Utility & Consumer protection Regulatory Agency

### **Biography**

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Prof. Hafez Abdel Aal El-Salmawy, received his PhD from Cairo University in 1991. He works as Professor at Zagazig University, Egypt. He is serving as the managing director of the Egyptian Electric Utility and Consumer Protection Regulatory Agency, since 2006.

He is Vice President to the Association for Mediterranean Regulators for Electricity and Gas "MEDREG" as well as chairman of the MEDREG Electricity Working Group. Regarding his professional career, he worked as technical manager for four years in the National Energy Conservation and Environment project (ECEP).

He also worked as Director of Energy efficiency business support in the Energy Efficiency and Green House gases reduction project, for five years. He worked as a senior projects consultant for many international companies for industrial power generation including; ABB, ALSTOM Power and Waukesha (USA) engines.

He participated in many projects as a part of multi-national teams including SDT Canada and Allied consultants. He is a consultant for energy and environment at many of United Nations agencies including UN/DESA, UNEP and UNDP, where he conducted several missions. He worked for two years as a visiting scholar at Ohio State University, USA. He published 30 scientific papers in many international journals and conferences in addition to several reports and manuals.



## **Bruno Carré**

CEO of Suez Cement group of companies and Zone Director for Middle East at Italcementi

### **Biography**

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Bruno Carré is a graduated engineer from Ecole Centrale (Paris) and obtained his MBA from Groupe HEC. He joined Italcementi in October 2004.

His professional career started with Mercer, as consultant for manufacturing companies on strategic and organization efficiency projects. He then joined AusseDat Rey, a French paper company which was acquired in 1990 by International Paper; he held several positions including R&D, business development and Division General Manager in Europe and in the United States. From 1998 through 2004, he worked for Alcan-Pechiney as Vice President for Flexible Packaging Europe then as Vice President for Global Beauty Packaging.

Since October 2004, he has been in charge of Italcementi activities in France and Belgium which include cement, ready-mix and aggregates, as well as lime and transportation.

He served as Chairman for the French Cement Industry Association (SFIC) from 2008 through 2011; he was also Board member with Cembureau, EPE (Entreprise pour l'Environnement, a member of WBCSD network), and GFI (Groupe des Fédérations Industrielles).

Since October 2011, Bruno Carré is CEO of Suez Cement group of companies and Zone Director for Middle East at Italcementi. Since 2013, he has been appointed as Deputy Chairman at the Cement chamber in the Federation of Egyptian Industries.





## Dr. Mohamed Bayoumi

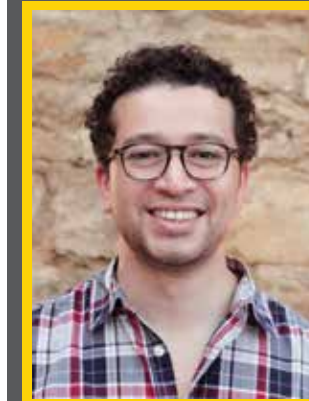
Assistant Resident Representative and Environment Team Leader in UNDP Egypt

### Biography

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Dr. Mohamed Bayoumi has graduated as an Engineer from the Cairo University in Egypt and obtained his Masters and PhD in Environmental Engineering from University of Southampton in UK. He has more than 20 years of work experience in the area of development focused on linkages between poverty alleviation with natural resources management and global environmental issues.

He is currently working as the Assistant Resident Representative and Environment Team Leader in UNDP Egypt, overseeing a portfolio of diversified projects jointly implement with the Government of Egypt in the areas of climate change mitigation and adaptation, sustainable transport, energy efficiency, renewable energy, hazardous waste management, and conservation of biodiversity.



## Ahmed Zahran

CEO & Co-Founder, KarmSolar S.A.E.

### Biography

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Ahmed holds an MSc in Economics from the University of London (School of Oriental & African Studies – SOAS), and a diploma from the European College of Liberal Arts in Berlin (ECLA) in Philosophy and Literature. Ahmed holds a BSc in Finance from the American University in Cairo.

After obtaining his BSc he worked in Tunisia as a financial planning analyst of the Shell gas distribution activities for two years. Afterwards, he worked with Shell Trading in London as a finance adviser for the European Emissions Trading Scheme (EUETS). Through his role, he was responsible for the compliance of the Shell installations in Europe with the EUETS through trading the carbon credits needed for their compliance. After returning to Egypt, Ahmed worked as the CDM & Renewable Energy Business Development Manager for Tri Ocean Energy (part of Egypt Kuwaiti Holding) where he helped establish Tri Ocean Carbon which is focused on carbon trading & renewable energy investment.

Ahmed is a co-founder & the current CEO of KarmSolar an Egyptian joint stock company working in the field of off grid solar innovations, he is a cofounder of KarmSolar and a winner of the Wharton University Innovation Tournament for 2012, he also worked with KarmSolar to achieve the second place at the Harvard University Business Plan Competition. KarmSolar managed in a short time to become one of the leading innovative companies in solar applications in Egypt. Ahmed is working with his team at KarmSolar on converting diesel run operations with in agriculture & industry to solar energy while making them cheaper, easier to use & economically sustainable. Ahmed is also interested in the civil society in Egypt. He is a co-founder and a former board director of Nahdet El Mahrousa NGO that is currently one of the biggest Egyptian youth run NGOs working on youth development projects.

