Argus Media Workshop – REPI – Refinery Economics and Profit Improvement

Course date: To be confirmed
Location: Dubai
Price:
- USD 3100
- Early Bird Price: USD 2800

Overview:
The course is unique in that it provides insight into many aspects of operating a modern refinery in the modern world, incorporating processing, optimisation, energy and oil loss reduction, and knowledge management, all in the framework of a truly global business. The course will highlight:
- Crude oils and refiner's processing options
- Refinery cost structure and cost reduction
- Optimisation and profit margin improvement
- Excellence in yield, energy, oil loss
- Management systems, KPIs, data management
- Use of advanced concepts.

Course Objective:
How Does This Workshop Benefit You?
In the contemporary refining world, where process technology, profitability improvement, data management and global business aspects of the industry are inseparably linked, it is vital that all technical staff understand the key business components and are trained in various disciplines. This will unlock the refiner's technical and business potential, its profitability and reliability.

Trainer Profile:
Zoran Milosevic (PhD, FIChemE) was a Consultant with KBC Process Technology 1992-2015, in which capacity he surveyed 65 world refineries and petrochemicals to carry out profit improvement and energy optimisation studies. He also developed software, conducted numerous training courses and published over 30 technical papers. Since 2015 he has been heavily involved in the development of Artificial Intelligence applications for refineries as technical advisor of start-up company Imubit, Palo Alto. Prior to KBC, his work included refinery operation and process design. He holds a degree in Chemical Engineering from Lehigh University (USA) and is currently Professor in Chemical Process Engineering at the University of Surrey (UK).

Who need this program:
The course is suitable to all refinery technical personnel, but those that would benefit most include:
- Operations’ process engineers and process managers
- Technical services engineers and managers
- Refinery Planners
Day 1 The Basics
- Introduction and objectives
- Introducing the topic - The Concept of Refinery Economics
- Industry Challenges
  - Changing crude slate
  - Overcapacity, new players
  - More stringent regulations
- Evaluating regional players and their positions
  - Markets
  - Operating environment
  - Assets
- Global Energy, Global Oil
- Crude Characteristics, Pricing
  - Quality relationships
  - Assay, Crude Evaluation
- Products and Characteristics
  - Product Markets
- Refinery, Configurations, Yields
- Introduction to Profitability
  - Margin, Crack Spread
  - Refinery expenditures
- Adding Value
  - Refiner’s Flexibility and Operational Options
  - Planning and scheduling
  - Decision making hierarchy
- Tools:
  - Simulation, LP model

Day 2 – Margin Improvement
- Excellence in Refining
  - Benchmarking of key areas
  - CAPEX – Effective investing, value creation, capital cost, economic criteria
  - OPEX – what do the pacesetters do?
  - Intro to Operational Excellence
- Marginal Economics
  - Marginal valuation
  - Cost of marginal energy
  - Cost of marginal quality
  - Exercise – an intermediate stream value
- Profit improvement procedures
  - Approach to profit improvement
    - Seeing the big picture
  - The Process Review – a key activity
- Yield Optimisation
  - Objectives, potential
  - Improvement Projects – identification and benefits
  - Road Map
- Workshop: Process Review of a Crude Distillation Unit

Day 3 – Sustaining Excellence
- Energy cost reduction
- Energy Efficiency and Refinery Margin
- Benchmarking/Gap Analysis
- Built-in Process Inefficiencies
- The Importance of Steam&Power System
- The Importance of Equipment Efficiency
- Heat Integration for high energy efficiency
- Improving RAM
- Managing Oil Loss
- Improving Planning and Scheduling
- Realising the Benefits, Managing Change
- Petrochemicals Integration
- Models of Refinery Integration
- Operational Excellence Management Systems (OEMAS)
- Effective Use of Big Data
  - Advances in Process Control
  - Machine Learning
- Knowledge Management
  - The Cloud of Knowledge
  - Capturing and retaining talent
  - Developing internal expertise
- Industry Outlook
To register, please contact Shanice Sua:
+65 6496 9971
shanice.sua@argusmedia.com

REGISTRATION FORM
Please write in BLOCK letters

COMPANY DETAILS:
Company Name: 
Address: 
City: 
Postal Code: 
Country: 

DELEGATE 1 DETAILS
Name: Dr/Mr/Ms: 
Job Title: 
Telephone: 
Email: 

DELEGATE 2 DETAILS
Name: Dr/Mr/Ms: 
Job Title: 
Telephone: 
Email: 

Special dietary/disability requirements (if any): 

Total no. of Delegates: 

Signature: 

Date: 

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Terms and Conditions – Argus Workshops

1. Agreement
1.1. These “Terms and Conditions” set out the contract between Argus Media Singapore Pte Ltd (“Argus”) and the “Company” specified in the “Registration Form” submitted by you regarding the attendance by the Company’s specified representative(s) (the “Attendee(s)” or “Attendee”) of the workshop specified in the Registration Form (the “Workshop”). The expressions “we”, “us” and “our” refer to Argus and “you” and “your” refer to the Company.
1.2. These Terms and Conditions, the Registration Form and any confirmation email and invoice sent by Argus set out the entire agreement between you and us in relation to the Workshop. In the event of any conflict, the Terms and Conditions shall prevail.
1.3. You unconditionally warrant and represent that you have all necessary authority to enter into and to perform your obligations under this Agreement on behalf of the Company. You undertake on behalf of yourself and the Company that you, the Company and the Attendees will observe and comply with this Agreement. By submitting the Registration Form, you agree to be bound by this Agreement, which shall only become fully effective and binding when we issue an invoice.
1.4. Workshop attendance and Workshop Materials
2.1. Subject to availability and provided Argus has received payment in full of the Fees, Argus invites the Attendees to (a) attend the Workshop, and (b) use the content presented and materials made available by us at the Workshop (the “Workshop Materials”) for the purpose of supporting their attendance at the Workshop.
2.2. You acknowledge and agree to comply, and procure the compliance of the Attendees, with all applicable laws, regulations and requirements (including without limitation health and safety requirements) in respect of the Workshop. We reserve the right to refuse admission in respect of any Attendee without liability to you or to the Workshop for any reason.
2.3. Argus reserves the right in its sole discretion to make reasonable changes to the content, presenters, location, and/or timing of the Workshop should Argus deem it necessary and/or desirable.
2.4. Argus shall have the right to terminate the Agreement immediately without penalty or liability by written notice to the Attendee in the event that you, an Attendee Delegate, your company, or any party with Control of your company is or becomes subject to any of the sanctions listed in clauses 4.1 and 4.2.
2.5. You acknowledge and agree that, unless otherwise expressly stated, we own all intellectual property and other rights necessary to the rights therein.

Fees
3.1. Argus shall be entitled to submit an invoice for the registration fee together with all applicable taxes (including without limitation sales tax(s)) for the attendance by the Attendee at the Workshop (the “Fees”) upon receipt of a Registration Form from you. The Fees are not refundable in whole or in part or as otherwise set out at clauses 4.1 and 4.2.
3.2. You shall pay the Fees in full without deduction or set off: (i) within 30 days of the date of the invoice, or (ii) by the first day of the Workshop, whichever is earlier.
3.3. Without prejudice to any other remedies that may be available to Argus, Argus shall be entitled to charge interest of 2% above the National Westminster Bank base rate in force at the relevant time in respect of any overdue payment.
3.4. Cancellations, Substitutions and Termination
4.1. One or more Attendees are unable to attend the Workshop: (a) you may cancel their registration and Argus will refund the Fees for the Attendee(s) (less a 15% administration charge providedArgus receives notification of such cancellation by email sent to the Attendee email address on the Registration Form at least 14 days prior to the Workshop (to avoid the generation of cancellations notted less than 14 days prior to the Workshop for any reason), or (b) a substitute attendee may attend in place of the Attendee(s) so long as Argus is notified in advance of the Workshop.
4.2. In the event that the Fee is paid in full but the Workshop is cancelled, Argus shall be entitled either to refund the Fees in full, or to give you the option to transfer the registration to any future event organized by Argus.
4.3. Argus reserves the right to cancel the Workshop by written notice to you via email. You shall be liable for all costs and expenses reasonably incurred by you in connection with the cancelation of the Workshop.
4.4. Argus accepts no liability if Argus cancels the Training as a result of an event arising that is beyond the reasonable control of Argus or if an Attendee is unable to attend the Training for any reason, including due to adverse weather conditions or any force majeure event.
4.5. Argus shall be entitled to reschedule the Workshop to a later date or to terminate the Agreement immediately without notice
4.6. Argus will have the right to terminate the Agreement immediately without penalty or liability by written notice to you in the event that you, an Attendee Delegate, your company, or any party with Control of your company is a Restricted Entity. For purposes of this clause, “Restricted Entity” means (i) any individuals or entities listed against whom sanctions have been levied by the U.S. Department of the Treasury’s Office of Foreign Assets Control (“OFAC”), the U.S. Department of State, the United Nations Security Council, the European Union, Her Majesty’s Treasury’s U.K. Department of Treasury’s Office of Foreign Assets Control’s “Specially Designated Nationals and Blocked Persons List (SDN)” or the Consolidated List of Targets (CFT) or any (i) national or international body or organisation of an equivalent nature and/or (ii) national or international body or organisation which updates or replaces those entities from time to time, and/or (iii) any individuals or entities with whom Argus is prohibited from dealing pursuant to any applicable sanctions regime or any other law, regulation or executive order.
4.7. Any provision of the Agreement (as a whole or in part) is found by any competent authority to be unenforceable or illegal, the remainder of the provisions shall remain in force.

Liability
6.1. Argus shall be liable to the Company, any of the Attendees, or any other party for any inaccuracies, errors, omissions, defects, in delay in delivery of the Workshop Materials or for any loss or damage, however caused and whether or not for breach of contract, negligence or otherwise and whether or not Argus is advised of the possibility of such loss or damage, including lost of data, business, reputation or anticipated savings, and all indirect, incidental, special, punitive or consequential loss or damage arising in connection with this Agreement.
6.2. Subject to clause 6.3, the total aggregate liability of Argus, its employees, Affiliates, sub-contractors and agents, to you, the Company and the Attendees or any other party arising out of or in connection with this Agreement whether the action is brought in contract or tort (including negligence) or in any other way, and whether common law or statute, will not in any event exceed the total amount actually paid by the Company to Argus in respect of the Workshop.
6.3. Nothing in this Agreement shall be construed as limiting the liability of either party for fraud or death or personal injury caused by that party’s negligence.
6.4. You are fully responsible and liable for any loss or damage however caused by you and/or the Attendees to property (including for the avoidance of doubt the Workshop venue or individuals at a Workshop). You shall on demand indemnify and keep Argus fully indemnified from and against any loss, damage (including statutory damages), claims, costs and expenses (including legal and other professional costs and expenses) and liabilities suffered or incurred by Argus and/or its affiliates arising out of or in connection with the attendance of you and/or the Attendees at the Workshop.
6.5. You shall indemnify and keep Argus fully indemnified from and against any loss, damage or expense howsoever caused by you and/or the Attendees to property (including for the avoidance of doubt the Workshop venue or individuals at a Workshop) and the Company and/or the Attendees or any other party arising out of or in connection with this Agreement whether the action is brought in contract or tort (including negligence) or in any other way, and whether common law or statute, will not in any event exceed the total amount actually paid by the Company to Argus in respect of the Workshop.
6.6. You hereby consent to collection by Argus of such Personal Data and you warrant that you have obtained all necessary consents from any data subjects to the use by Argus of Personal Data in accordance with this Agreement and the Privacy Policy.

Privacy
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Email and Data
8.1. “Company” specified in the “Registration Form” submitted by you regarding the attendance by the Company’s specified representative(s) to the Workshop by filling and submitting the form below.

NAME: 
Job Title: 
Address: 
City: 
Postal Code: 
Country: 

Special dietary/disability requirements (if any):

Total no. of Delegates: 

Signature: 

Date: 

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EMAIL: 
shanice.sua@argusmedia.com

FAX: 
Complete this form and fax to +65 6533 4181

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☐ Early Bird rate
☐ Standard Rate

For group discounts, please contact Shanice Sua
(shanice.sua@argusmedia.com / +65 6496 9971) for more details.

PAYMENT METHODS
☐ Invoice my company (Fill the form on the right and return it to us)
☐ Cheque enclosed (Fill the form on the right and enclose the cheque made payable to “Argus Media Singapore Pte Ltd”).