Fairmont Bab Al Bahr, Abu Dhabi, United Arab Emirates
Wednesday 26 and Thursday 27 October 2011

Hosted By

ABU DHABI TERMINALS

7th TRANS Middle East
ABU DHABI 2011

Technical Site Visit • Networking Welcome Reception • Networking Gala Dinner • 70 International Exhibition Stands • 25 International Conference Speakers • 500 International Decision Makers

Official Hotel and Venue • Gala Dinner Sponsor • Welcome Reception and Banners Sponsor • Conference Delegates Lunch Sponsor • Lanyards Sponsor • Name Tags Sponsor • Official Carrier

Growth Strategies Driving Maritime Players Within The Region
Forthcoming Challenges in Relation to Strong Demand in Global Containerisation
Current State of Infrastructure And Investor Sentiments For Ports And Shipping Development
Global Trends in The Ownership of Ports And Its Significance For Shipping Lines
The Outlook For Container Traffic And The Growth Prospects For Intra-Regional Trades

Maritime Supply Chain Integration – Realising The Part of Ports in Global Logistics
Port Modernisation And Capacity Improvements: Catching up With Growth Opportunities
Putting The Right Cargo Handling And Heavy Lifting Equipment in Place
Achieving Greater Cargo Visibility, Security And Tracking in Your Ports
Cost Effective Container Inspection And Detection Technology

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SUPPORTING MEDIA

SUPPORTING TRADE ORGANISATIONS
Dear Colleague

Trans Middle East is the largest annual Container Ports, Shipping and Transport Logistics Exhibition and Conference business to business trade event throughout the Middle East.

**Abu Dhabi Terminals** is delighted to host the captioned event in the modern and prosperous Emirate of Abu Dhabi on Wednesday 26 and Thursday 27 October 2011.

**Abu Dhabi Terminals** comprises of three main ports. Mina Zayed the main gateway for container and general cargo vessels; Musaffah located in the heart of the industrial city and the Freeport catering for smaller vessels, tugs, barges and service crafts.

Mina Zayed is located in the North-East section of Abu Dhabi, it covers an area of 510 hectares and contains 21 berths with depths ranging from 6 to 15 meters and a total berth length of 4,375 meters. In addition, Mina Zayed has over 143,000 m² of covered warehousing space and cold storage facilities with a capacity of 20,000 tons.

The 7th Trans Middle East 2011 Exhibition and Conference comprises of a world-class Exhibition and Conference consisting of 35 international business leaders responsible for global transport and logistics, and will be attended by more than 300 senior executive decision makers from the world’s leading ports, shippers, cargo owners, shipping lines, freight forwarders, logistics companies, terminal operators, railway operators and port-rail equipment services suppliers. A concurrent two days Trade Exhibition will comprise more than 80 international exhibiting companies providing an invaluable commercial opportunity to market products and services to the participants at this prestigious annual trade event.

This annual event is designed to promote the movement of containerised cargo throughout the Middle East and your participation and support in making this event a great success will be much appreciated.

We look forward to meeting you in Abu Dhabi in 2011 for what promises to be a most enjoyable and memorable two days international trade event.

Yours sincerely

Martijn Van de Linde
Chief Executive Officer
Tuesday 25 October 2011

Technical Site Visit

9am  Transport Departs From Fairmont Bab Al Bahr Hotel Lobby
     Video Presentation by Abu Dhabi Terminals En Route to Site Visit Location

10am Arrive at Khalifa Industrial Zone in Taweelah For Presentation And Safety Briefing
     Tour Khalifa Industrial Zone And Transfer to Terminal Island

10 30am Arrive at Terminal Island For Presentation And Tour
     Visit to The Terminal Control Tower

11 30am Depart For Fairmont Bab Al Bahr Hotel. Light Refreshments Served En Route to Hotel

12 30pm Arrive Fairmont Bab Al Bahr Hotel (approx.)

Welcome Reception

7 30pm - 9 30pm Welcome Reception For All Participants And Spouses At The Poolside, Fairmont Bab Al Bahr Hotel Abu Dhabi.
Smart Casual Attire. Sponsored by

Wednesday 26 October 2011

7 30am Conference Delegates Registration. Refreshments Served in The Exhibition

9am Conference And Exhibition Opening Ceremony

9am  Organiser’s Remarks, Rory J. Doyle, Managing Director, Transport Events Management, Malaysia

9 05am Welcome Address, Martijn Van de Linde, Chief Executive Officer, Abu Dhabi Terminals, United Arab Emirates

9 15am Keynote Address, Tony Douglas, Chief Executive Officer, Abu Dhabi Ports Company, United Arab Emirates

9 30am Exhibition Opening Ceremony And Tour Of The Exhibition By The VIP Group

Session 1 The Transformation And Vision of Middle Eastern Port Developments

- Keeping up With Demand: Latest in Port Modernisation And Capacity Improvements
- Business Development Strategies For Ports And The Key Drivers to Maintaining Good Customer Relations
- Towards a Socially Sustainable Port: Strategies in Optimising Capability And Efficiency of Terminal Utilisation
- Ports in Proximity: Competition And Coordination Among Neighbouring Seaports
- The Human Capital Investment: Challenges in Recruitment, Skills And Training Development of Port Personnel

10 45am Chairman’s Opening Remarks, Prof. Dr.-Ing. Holger Schuett, Chief Executive Officer, ISL Applications, Germany

10 45am Julian Skyrme, Chief Commercial Officer, Abu Dhabi Terminals, United Arab Emirates

11 10am Keith Nuttall, Group Commercial Manager, Gulftainer, United Arab Emirates

11 35am Hamad Fakhroo, Assistant Director General, Bahrain Logistics Zone, Kingdom of Bahrain

12pm Jonathan Beard, Managing Director, GHK, Hong Kong

12 25pm Questions And Answers Followed by Conference Delegates Lunch Sponsored by
Session 1 2pm  Chairman’s Opening Remarks, Julian Skyrme, Chief Commercial Officer, Abu Dhabi Terminals, United Arab Emirates
2 20pm  Prof. Dr.-Ing. Holger Schuett, Chief Executive Officer, ISL Applications, Germany
2 40pm  Martin Sharp, Business Development Manager, BMT Hi-Q Sigma, United Kingdom
3pm  Conference Delegates Refreshments Served in The Exhibition

Session 2 Building Sustainable Container Shipping And Multimodal Operations
- Shipping Liner Strategies on Maintaining a Profitable Bottom Line
- The Outlook For Container Traffic And The Growth Prospects For Intra-Regional Trades
- The Shipowner’s Perspective - Innovative Developments Within Shipping
- Decoding Free Trade Zones as a Trade Facilitator
- Developing Effective Synergies Between Ports, Shippers And 3PLs in The Supply Chain
- Tapping New Efficiencies Through Integration With Economic Zones
- Integrated Project Logistics Challenges For Oil And Gas in Emerging Markets

Session 3 Technology, Innovations And Cutting Edge Solutions For Port Operations
- Increasing Terminal Throughput Via Intelligent Logistics Control
- Key Success Factors For Wireless Productivity
- Recent Developments of Technology And Systems at The Terminal
- The Productivity, Technological And Economic Benefits to Terminals in Outsourcing Maintenance
- Keeping The Cranes on Their Rail Construction

Thursday 27 October 2011
8am  Conference Delegates Registration. Refreshments Served in The Exhibition

Session 3 9am  Chairman’s Opening Remarks, Bill Burns, General Manager, Ajman Port And Customs, United Arab Emirates
9am  Teun Druijf, Managing Director, Bemo Rail BV, The Netherlands
9 25am  Jost Daemmgen, Sales Manager, Port Cranes, Konecranes, Germany
9 50am  Ziad Banna, Regional Account Manager, Middle East, India And Africa, Navis, United Arab Emirates
10 15am  Conference Delegates Refreshments Served in The Exhibition
11 15am  Christian Schuster, Regional Sales Manager, MAFI Transport-Systeme, Germany
11 40am  Leendert Kats, Sales Manager, Merford Cabins, The Netherlands
12 05pm  Dr. Peter Koch, Global Market Manager, Conductix-Wampfler, Germany
12 30pm  Questions And Answers Followed by Conference Delegates Lunch
2pm  Theo Diehl, Head of International Cranes And Materialhandling, Energy Chain Systems, igus, Germany
2 20pm  Helmut Mittelstädt, Chief Executive Officer, KOCKS, Germany
2 40pm  Arno Weil, Vice President – Sales, Pintsch Bubenzer, Germany
3pm  Questions And Answers Followed by Chairman’s Closing Remarks And Conference Delegates Refreshments Served in The Exhibition
REGISTRATION INFORMATION

To Participate in The 7th Trans Middle East 2011 Exhibition And Conference You need to Register as a Conference Delegate or as a Trade Exhibition Visitor. Conference Delegate Registration Benefits Include:

- Technical Sit Visit (Tuesday 25 October 2011) • Networking Welcome Reception (Tuesday 25 October 2011) • Password Protected Online Conference Papers And Speakers Bio • Conference Lunches And Refreshment Breaks • Gala Dinner (Wednesday 26 October 2011) • Participants’ Full Contact Details And Official Colour Photos From The Event. Conference Delegate Registration are:
  - Once Before Sunday 25 September 2011: The Early Bird Conference Delegate Registration is GBP995 - Save GBP300
  - From Monday 26 September 2011: The Regular Conference Delegate Registration is GBP995. Special Offer! - 3 Delegates For The Price of 2 in This Category! Save GBP995
  - For UAE Nationals, Citizens And Residents of UAE, The Conference Delegate Registration is AED1,195
  - No Delegate Registration Will be Accepted Without Full Payment

REGISTRATION

Please Complete And Fax Back This Form or Register Online at www.transportevents.com if You Wish to Register Multiple Conference Delegates, Please Copy This Form For Each Delegate And Fax to: + 60 87 426 223 or Email alin@transportevents.com

Conference Registration

- I Wish to Attend The Technical Site Visit on Tuesday 25 October 2011 at 9am
- I Wish to Attend The Gala Dinner on Wednesday 26 October 2011
- Spouses Welcome to Attend

Exhibition Registration Only

- I Wish to Visit The Trade Exhibition Only - Free of Charge

Exhibition Opening Times are:

- Wednesday 26 October 2011 9am to 5pm
- Thursday 27 October 2011 9am to 3.30pm

Name: ____________________________ Date: 31 / 10 / 2011

Position: ____________________________

Organisation: ____________________________

Address: ____________________________

Tel: ____________________________

Fax: ____________________________

Email: ____________________________

I am Not Able to Attend The Event But I Wish to Purchase The Username And Password to Access The Presented Conference Papers And Speaker Biographies Online at GBP199 / AED1,195.

REGISTRATION INFORMATION

METHOD OF PAYMENT

- Credit Card - Secure Online Registration And Payment Via Paypal at www.transportevents.com
- Telegraphic Transfer - Complete The Registration Details on This Page And Fax to + 60 87 426 223 or Email alin@transportevents.com For TT Payment, You Must Supply Confirmation of The TT From Telegraphic Transfer - Complete The Registration Details on This Page And Fax to + 60 87 426 223 or Email alin@transportevents.com For TT Payment, You Must Supply Confirmation of The TT From

* Bank Transfer to:
  Beneficiary Bank: HSBC GBU - Offshore Banking Unit Labuan (Swift: HSBCMYKA)
  IBAN Code: GB32MIDL40051535674259
  Account Name: Transport Events Management Limited
  Account Number: 801-005521-725

Please Quote Both Delegate And Company Name as Reference. Transmitting Bank Charges Must be Paid by The Sender.

TERMS AND CONDITIONS

- No Delegate Registrations Will be Accepted Without Completing This Registration Form And Full Payment
- Upon Receipt of Your Registration Form And Full Payment, a Set of Delegate Information Documents Will be Emailed to You Including Your Proforma Invoice And, If Required, a Letter of Invitation For Entry Visa Applications
- No Refunds Will be Given However, Substitutions Can be Made at Any Time
- If a Delegate is Unable to Attend, The Delegate Remains Liable For Full Delegate Registration Payment
- Delegates Will Not be Admitted Unless Payment Has been Received
- Flights, Airport Transfers And Accommodation Are Not Included in Your Delegate Registration Fee
- This Event Programme Is Subject to Change Without Notice. E&OE

I Acknowledge That I Have Read And Understand The Above Terms And Conditions.

Signed: ____________________________ Date: ____________________________

COMPLETE AND RETURN YOUR REGISTRATION FORM TO:

Transport Events Management Limited
Level 5, Lot 7, Block F, Saguiling Commercial Building, Jalan Patu Patau, 87000 Labuan F.T., Malaysia
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enquiries@transportevents.com

www.transportevents.com

Entry Visa
Please Email alyson@transportevents.com if You Need a Visa Invitation Letter With Your Visa Application. This Will Only be Provided For Registered Participants

The Official Hotel And Venue is Fairmont Bab Al Bahr, Abu Dhabi, United Arab Emirates. Special Reduced Hotel Rates Will Be Made Available to All Registered Participants. Subject to Availability.

Fairmont Bab Al Bahr
Between The Bridges
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United Arab Emirates
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Email: babalbahr.reservations@fairmont.com
Website: http://www.fairmont.com/babalbahr

The Official Carrier For This Event Is Etihad Airways. For Airfares, Reservations And Information, Please Visit www.etihadairways.com

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