

14th World Aluminium Conference

10–12 May 2009 • Grand Hyatt Hotel, Dubai

Interim brochure

Register by
11 February 2009
SAVE OVER \$400*

Welcome address

Abdullah Kalban
CEO, *Dubai Aluminium Company Ltd*, Dubai

Keynote address

Bernt Reitan
Executive Vice President – *Alcoa*,
Group President – *Global Primary Products*, USA

THE AUTHORITATIVE EVENT FOR SENIOR ALUMINIUM EXECUTIVES

Regularly attracts over 250 delegates

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All commodity booms in recent times have faltered because of an unexpected weakening of demand. The current commodity crisis is no different, except that the financial crisis has been a catalyst for forces that were already at work. What might have taken months or even years to happen has been compressed into a few weeks.

The sharp slowdown in world economic growth and ensuing issues has thrown up a number of key challenges for the world's aluminium industry:

- How will the industry respond to short-term challenges and constraints? Who will be the winners and losers from this process?
- Managing the aluminium industry through the economic cycle – how will or should the industry respond along the entire value chain?
- Will the current downturn alter the longer term prospects and opportunities for the aluminium industry.

Our 14th World Aluminium conference, co-hosted this year by Dubai Aluminium Company Limited (DUBAL), will be the first international gathering in 2009 to address these and other vital issues confronting the global aluminium market.

The Gulf region plays an important role within the aluminium industry with its abundant energy resources, a desire to industrialise, create jobs and maximise export revenues. In 2010, several expansion plants of aluminium companies across the region are expected to reach completion. Having the event in Dubai in May will provide a timely opportunity to learn about the Gulf's reputation as an expanding global player and for industry executives to gather and reflect on the previous six months.

Benefits of attending

- Hear CRU's predictions on demand and supply for 2009 and beyond
- Identify key challenges in order to plan your company strategies
- Understand restraints and opportunities due to recent market collapse
- Network with senior level delegates from around the world
- Enjoy a complimentary site visit to DUBAL's aluminium plant

Who will attend?

- Upstream Producers (mining, refining and smelting)
- Downstream Producers (rolling and extrusion)
- Raw material Suppliers (carbon)
- Financial Institutions (traders, finance, funds)
- Consumers
- Logistics

**Sunday 10 May
Complimentary Site Visit
to DUBAL plant**



DUBAL are currently ranked as the world's largest modern aluminium smelter with a captive power station; and one of the largest non-oil contributors to the economy of Dubai. Built on a 480-hectare site in Jebel Ali, Dubai, UAE, DUBAL's major facilities comprise an 960,000 mtpa primary aluminium smelter, a 2,600 megawatt power station, a large carbon plant, three casthouses, a 30-million-gallon-per-day water desalination plant, laboratories, port and storage facilities. The company has the capacity to produce more than one million metric tonnes of high quality finished aluminium products a year, in three main forms: foundry alloy for automotive applications, extrusion billet for construction purposes and high purity aluminium for the electronics industry.

“This is an excellent event to get an expert's perspective on the aluminium industry and also a good opportunity for networking within the industry”

Michael Ren
Outotec Ltd, Canada

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For further information, contact the CRU Events team:
Telephone +44 20 7903 2167
Email conferences@crugroup.com
Fax +44 20 7903 2432

Programme of events

Sunday 10 May

SITE VISIT TO DUBAL PLANT

EVENING WELCOME RECEPTION

Monday 11 May

WELCOME ADDRESS

Abdullah Kalban, CEO, *Dubal Aluminium Company Ltd*, Dubai

KEYNOTE ADDRESS

Bernt Reitan, Executive Vice President – *Alcoa*, Group President – *Global Primary Products*, USA

KEYNOTE SESSION

Meeting the challenges ahead in an increasingly volatile market

GLOBAL ECONOMIC OUTLOOK

When will we get a global economic recovery? What shape will it take? Will Chinese growth take a different form? Is globalisation dead?

SUPPLY AND DEMAND

Outlook for primary aluminium prices – short, medium and long-term. Where will new capacity be located? Has the role of funds diminished?

GALA DINNER hosted by:



Tuesday 12 May

MARKET OPPORTUNITIES

How sustainable is a Middle East downstream sector? Is a new round of M&A activity underway? Raising finance in a tight credit environment and the role of private equity – how difficult will this be? Where is the next set of untapped regional markets?

NEW FRONTIERS FOR ALUMINIUM DEMAND

Price versus performance – what are the key drivers of greater market penetration? How will lightweighting and legislation benefit aluminium?

What will be next 'big' end-use market – step or incremental change?

ALUMINIUM AND SUSTAINABLE DEVELOPMENT

Is aluminium a help or a hindrance to sustainable development? Role of scrap and secondary. Limiting the carbon footprint of the aluminium industry



Conference Venue

Dubai's luxury city conference hotel, Grand Hyatt Dubai, towers majestically by the edge of Dubai's historic creek. Set within 37 acres of landscaped gardens, our Dubai hotel is an outstanding combination of resort facilities, luxury hotel guest rooms and suites, residential apartments and one of the most advanced conference centres in the United Arab Emirates and Middle East

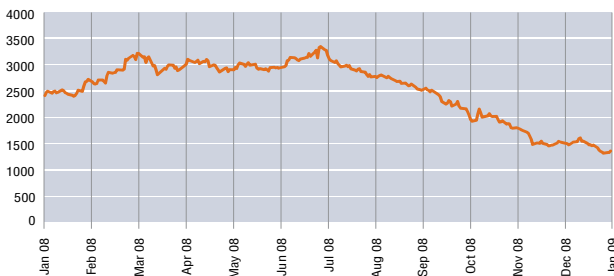
Sponsorship and Exhibition Opportunities

Sponsoring an element of the conference, or taking an exhibition stand, will offer significant brand exposure in front of a prestigious and influential audience of over 250 decision makers involved in the world aluminium industry.

If you feel that your company would benefit from this type of high profile exposure, please contact Mariilyn Portner to discuss the remaining sponsorship and exhibition packages:

Telephone +44 20 7903 2402
 Email mariilyn.portner@crugroup.com

Aluminium spot price (US\$/ tonne)



Source: www.crugroup.com

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THOMSON REUTERS

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Please register me for the **14th World Aluminium Conference** at the rate of:

- £795 / \$1630* / €1115 – by 11 February 2009
- £895 / \$1835* / €1250 – by 3 April 2009
- £995 / \$2040 / €1395 – after 3 April 2009
- This registration is part of a **Discounted Group Booking**
- Please register me for the DUBAL site visit on 10 May

- I am interested in sponsorship and/or exhibition opportunities
- I cannot commit just yet but please send me further information

REGISTRATION DETAILS

Mr Mrs Miss Ms Dr Prof Other _____

Family name _____ Forename(s) _____

Email address _____

Job title _____

Company name _____

Address _____

Zip/Postcode _____ Country _____

Tel _____ Fax _____

PAYMENT DETAILS Please send payment with your registration

I am from an EU country and my sales tax number is:

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Mark the remittance "CRU WORLD ALUMINIUM 2009 conference registration for (delegate/s name/s)."

I enclose a cheque payable to CRU Publishing Ltd

I wish to pay by credit card* – please debit my: Mastercard Amex Visa

Credit card number:

Valid from: / to: /

*NB We require the cardholder's registered address if different from the details given.

Name on card _____

Signed _____ Date _____

Registration code: Web

Please use this code when registering online.

Contact details

Tel: +44 20 7903 2167

Fax: +44 20 7903 2432

Email: conferences@crugroup.com

CONFERENCE INFORMATION

Register Online

You can also register for this conference online at www.worldaluminiumconference.com. Please quote the registration code at the bottom of this form.

Discounted Group Booking

Arrange a Group Booking and Receive up to 20% Discount. By registering a group booking you will enjoy the following discount rates on each delegate:

Second delegate: **10% discount**

Third delegate: **15% discount**

Fourth delegate plus: **20% discount**

All registration forms must be sent together and paid for with the same credit card to qualify for a group discount. If registering online please make sure to add all delegates when completing group booking.

Hotel Details

Reduced hotel rates are available to conference delegates at the The Grand Hyatt, Dubai. On receipt of your conference registration form, we will send you a hotel reservation form.

Sponsorship Opportunities

For **sponsorship and exhibition opportunities** contact Marilyn Portner on tel: +44 20 7903 2402 or email: marilyn.portner@crugroup.com
 For **speaking opportunities** please contact Nicola Coslett on tel: +44 20 7903 2238 or email: nicola.coslett@crugroup.com

Terms of Booking

Payment Policy

Registrations can only be confirmed upon receipt of payment or proof of payment and discounted fees will only apply when payment is received within the offer period. If payment is not received before the conference, delegates will be asked to guarantee payment at registration with a personal credit card. Late payments made after the conference will be subject to an additional administration fee of GBP 80.00/US\$ 165.00/€ 110.00.

Cancellation Policy

Cancellations must be received in writing prior to 10 April 2009 to qualify for a full refund less GBP 80.00/US\$ 165.00/€ 110.00 administration fee. It may be necessary for reasons beyond the control of the organisers to alter content, timing and venue. In the unlikely event of the conference being cancelled or curtailed due to any reasons beyond the control of CRU Events, or it is necessary or advisable to relocate or change the date and/or location of the event, neither CRU Events, nor its employees will be held liable for refunds, damages and/or additional expenses which may be incurred by delegates. We therefore recommend prospective delegates to arrange appropriate insurance cover.

This conference is an open forum and the content of papers and presentations given by guest authors and speakers from companies other than CRU and its subsidiaries and any opinions expressed therein are the responsibility of the authors and speakers concerned and are not endorsed by CRU Events. CRU Events disclaims all liability for any tort or damage arising out of any statement or opinion made in any paper or presentation by any guest author or speaker.

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