Unlock the $Potential of China’s Bunkering Market

2 – 4 DECEMBER 2013
GRAND HYATT SHANGHAI, CHINA

Top China Industry Leaders and International Experts

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Vice Chairman,
FACTS Global Energy

Capt. Harmeet Bhatia
Regional Operations and Bunker Manager,
Heidmar

Capt. Rahul Choudhuri
Regional Manager – Asia Pacific,
DNVPS Singapore

Post Conference Workshop
4 December 2013 • Wednesday
Bunker Claims and Dispute Management

CONFERENCE HIGHLIGHTS
- Updates on Chinese Government’s Policies for the Marine Fuel Sector
- New fuel regulations and the impact on China’s ability to be a major supplier
- Exclusive China Bunkering Roundtable on Market Potential, Opportunities and Challenges
- Bunker price forecast and differentials in key markets, and what China can offer
- First-hand Information on Bunkering Infrastructure and port investments coming up in China
- International Bunker Companies’ Perspectives on Operating in China
- Legal and Commercial Due diligence when operating in China

会议焦点
- 中国政府对船用燃料油行业的政策更新
- 新燃油法规对中国成为一个主要的供应商的影响
- 独家中国船用燃料小组讨论：潜力和供油业务在中国的商机与挑战
- 关键燃油市场价格预测和差异及中国能提供的条件
- 第一手中国船用燃料油的基础设施和港口投资资料
- 国际船用燃料公司在中国的经营观点
- 在中国营业的法律和商业尽职调查
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<td>9.00</td>
<td>Chairman’s Opening Remarks</td>
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| 9.10  | Key Government’s Policies and Initiatives for China’s Shipping Industry                          | • China’s trade outlook  
• Developments in China’s shipping industry  
• Projected areas for growth  
• Green shipping policies  
Yin Zheng, Deputy Director, Comprehensive Transportation Planning and Research, National Development and Reform Commission of China |
| 10.00 | Bunkering in China – Pros and Cons                                                                | • Local industry overview – volumes, market structure, competition and fuel availability  
• Recent marine fuel regulatory changes and impact  
• What are shipping companies looking for?  
• Initiatives being considered to develop the local bunker market  
• How can China enhance its competitiveness in the global market?  
Paulo Cheng, Marketing Director, Bunker Department, Sinopec Fuel Oil Sales Co Ltd |
| 10.35 | Networking Coffee Break                                                                            |                                                                                                                                                                                                        |
| 11.10 | China’s Bunker Trade Updates and Key Industrial Issues                                             | • Marine fuel oil demand and supply in 2013/14  
• Long term trade and price projections for the China market  
• Trading risk management and the futures market for bunkers  
• How will the market evolve?  
Terry Guo, Senior Analyst, Bank of China International and Co-Head of Institute Sales |
| 11.45 | Potential, Opportunities and Challenges for Bunkering Operations in China                         | • Fuel grades in demand in the local market  
• The price differential challenge – what options are there?  
• Developments in key regional ports impacting China  
• Is China’s bunker market really open for business?  
• Future commercial opportunities  
Panelists  
Paulo Cheng, Marketing Director, Bunker Department, Sinopec Fuel Oil Sales Co Ltd  
Martin Haxholdt, Branch Manager, OW Bunker China Ltd. (Shanghai Representative Office)  
Capt. Harmee Bhatia, Regional Operations and Bunker Manager, Heidmar  
Jiaying Li, Director, China Energy, INTL FCStone Trading Co., Ltd. |
| 12.30 | Networking Lunch Break                                                                             |                                                                                                                                                                                                        |
| 1.40  | China’s Bunker Market – A Ship Owner’s Perspective                                                | • Key considerations and priorities for ship owners  
• How are regulations impacting the industry?  
• Fueling up and comparing China to other markets  
• Expectations from local suppliers  
Capt. Harmee Bhatia, Regional Operations and Bunker Manager, Heidmar |
| 2.15  | Offering Value-Driven Bunkering Solutions in China                                                | • Offering solutions to meet the needs of the shipping industry  
• Building partnerships for the longer term  
• Managing credit and price risks in turbulent times  
• Providing assurance in supply operations  
Martin Haxholdt, Branch Manager, OW Bunker China Ltd. (Shanghai Representative Office) |
| 2.50  | Developing China’s Bunkering Industry                                                              | • Global bunkering trends  
• Strategic considerations related to fuel quality & regulations  
• China as a major bunkering hub – the way forward  
Capt. Rahul Choudhuri, Regional Manager – Asia Pacific, DNVP Singapore |
| 3.25  | Reviewing Bunker Infrastructure in China                                                           | • Current gaps in China’s ports  
• Capacity and demand for expansion  
• What more can be done?  
Dr. Mark Yong, Director (Business Development), BMT Asia Pacific |
| 4.00  | Chairman’s Closing Remarks and Networking Coffee Break                                            |                                                                                                                                                                                                        |
| 4.45  | End of Conference Day 1                                                                           |                                                                                                                                                                                                        |
| 9.00  | Chairman’s Opening Remarks                                                                        |                                                                                                                                                                                                        |
| 9.10  | Global Bunker Fuel Market Outlook                                                                 | • Overview of the present market  
• Supply and demand outlook  
• Price trends  
• Analysis of possible future scenarios  
Senior representative, International Bunker Industry Association (IBIA) |
| 9.45  | Shifts in Refinery Landscape and Challenges in the Bunker Market                                  | • Current refining market dynamics  
• Projections for LSFO availability  
• Challenges in meeting marine fuel market needs  
• How can the situation be improved?  
Mark Lewis, Vice Chairman, FACTS Global Energy |
| 10.20 | Networking Coffee Break                                                                             |                                                                                                                                                                                                        |
| 10.50 | Bunker Price Forecast                                                                              | • Overview of global petroleum markets – shifting demand and its effect on fuel prices  
• Impact of IMO regulations and ECAs  
• Managing price risk and commonly used strategies  
• Future trends – what to expect beyond 2013  
Jiaying Li, Director, China Energy, INTL FCStone Trading Co., Ltd. |
| 11.25 | Commercial Viability of LNG Bunkering in China                                                     | • Global developments  
• Key costs and benefits  
• Commercial and technical considerations  
• China in context  
Dag Lillevstd, Chief Executive Officer, Liquiline AS |
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12.00 Updates on the Hong Kong Bunker Market
• Latest sulphur enforcements and how it is impacting the bunkering market
• Price movements and trends
• Key market drivers and future outlook

12.35 Networking Lunch Break

1.45 Bunker Procurement Risk – A Buyer’s Perspective
• The owners’ risk management criteria when buying fuel
• Challenges of sourcing fuel from different markets
• Managing paper and physical market risks
Rakesh Sharma, Bunker Manager, Pacific Basin Shipping (HK) Ltd

2.00 Credit Assessment of Shipping Companies in Today’s Market Climate
• Key factors to consider when accessing the credibility of a shipping company
• Understanding clients’ financial accounts
• Interpreting credit reports and manage credit risks
• Case studies
Capt. Joe Zhou, Regional Credit Manager, Bomin Bunker Oil Ltd

2.55 Bunker Sale and Purchase Agreements for the China Market
• Key contract criteria to be aware of
• Negotiation of the sale/purchase
• Typical disputes to expect
• Claims and dispute resolution
Gerald Yee, Partner, Head, Shipping and Admiralty Practice Group, Dispute Resolution Practice Group, Colin Ng & Partners LLP

3.30 Chairman Closing Remarks and Networking Coffee Break

4.15 End of Conference Day 2

China’s Bunkering Updates

Sinopec, BP to Expand Bunker Deliveries to Eight Chinese Ports
China Petroleum & Chemical Corp. (600028) and BP Plc (BP/) will supply shipping fuel to customers in eight more Chinese ports under a joint-delivery contract signed last year.
www.bloomberg.com, 26 June 2013

Brightoil to Boost its China Bunker Business with 15 New Barges
(Brightoil) plans to boost its bunker business in China by adding 15 new barges to its supply operations this year. Brightoil Chairman Raymond Sit Kwong Lam said last year the company was looking to significantly expand its Chinese bunkering operations, and Ship & Bunker reported Friday the supplier plans to nearly double its spending on fuel oil and related products between now and 2016.
www.shipandbunker.com, 11 June 2013

Dan-Bunkering: A Lot of New Opportunities in the Chinese Shipping Market
Commenting on the start of operations at its new office in Beijing, A/S Dan-Bunkering Ltd. (Dan-Bunkering) today said that it is seeing “a lot of new opportunities in the Chinese shipping market.”
www.shipandbunker.com, 31 May 2013
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会议第一天
2013年12月2日・星期一

9.00  会议主席开场发言

9.10  中国政府对航运业的关键政策与行动
Yin Zheng, Deputy Director, Comprehensive Transportation Planning and Research, National Development and Reform Commission of China

10.00  中国船用燃料市场 - 优势和劣势
Paulo Cheng, Marketing Director, Bunker Department, Sinopec Fuel Oil Sales Co Ltd

10.35  茶歇

11.10  中国燃料贸易更新和重点工业问题
Terry Guo, Senior Analyst, Bank of China International and Co-Head of Institute Sales

11.45  中国船用燃料小组讨论: 潜力和供油业务在中国的商机与挑战
Panelists
Paulo Cheng, Marketing Director, Bunker Department, Sinopec Fuel Oil Sales Co Ltd
Martin Haxholdt, Branch Manager, OW Bunker China Ltd. (Shanghai Representative Office)
Capt. Harmeet Bhatia, Regional Operations and Bunker Manager, Heidmar
Jiaying Li, Director, China Energy, INTL FCStone Trading Co., Ltd.

12.30  午餐

会议第二天
2013年12月3日・星期二

9.00  会议主席开场发言

9.10  国际船用燃料市场的展望
Senior representative, International Bunker Industry Association (IBIA)

9.45  炼油厂的变化及对船用燃料市场的挑战
Mark Lewis, Vice Chairman, FACTS Global Energy

10.20  茶歇

10.50  燃油价格预测
Jiaying Li, Director, China Energy, INTL FCStone Trading Co., Ltd.

11.25  中国液化天然气的商机
Dag Lilletvedt, Chief Executive Officer, Liquilne AS

12.00  香港燃油市场的更新

12.35  午餐

风险管理

1.45  燃料采购风险 - 买方的观点
Rakesh Sharma, Bunker Manager, Pacific Basin Shipping (HK) Ltd

2.20  针对船运公司的信用评估
Capt. Joe Zhou, Regional Credit Manager, Bomin Bunker Oil Ltd

2.55  中国燃料销售和购买协议
Gerald Yee, Partner, Head, Shipping and Admiralty Practice Group, Dispute Resolution Practice Group, Colin Ng & Partners LLP

3.30  会议主席闭幕词和茶歇

4.15  会议结束
China has been the driving force in most shipping sectors in the last few years, and is expected to play an increasingly significant role in the bunkering industry as well. Partnership opportunities are abound with local traders, and the Government is evaluating the possibility of granting more supplier licenses.

**Reasons Why You Must Attend This Event**

- Optimize market development strategies by understanding China’s Bunkering Market Dynamics
- Know China Government’s Key Policies for the Bunkering Sector
- Hear strategies from leading bunker traders on how to operate successfully and expand their business in China.
- Profit from guaranteed bunker trade networking opportunities with local traders and suppliers
- Unlock the commercial potential of LFSO, LNG Bunkering and Infrastructure developments in China
- Forecast bunker prices into 2014 in key markets and specifically China
- Explore partnership and contracting opportunities with top bunker suppliers, traders and shipping companies in China.

**Who Will You Meet?**

**INDUSTRIES**
- Shipping Companies 15%
- Bunker Traders 40%
- IOCs, NOCs & Independents 25%
- Ports and Terminals 5%
- Finance, Legal and P&I 5%
- Surveyors and Testing 6%
- Lubricant/Fuel Technology Providers 1%
- Maritime Services 3%

**COUNTRIES**
- Singapore 30%
- China PRC 35%
- Hong Kong 12%
- Taiwan 2%
- Japan 3%
- Korea 3%
- Malaysia 1%
- Indonesia 1%
- Russia 4%
- Norway 2%
- Netherlands 3%
- Denmark 1%
- Greece 1%
- USA 1%
- Middle East 1%

**SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

To position your company as a market leader at this event, and to explore the range of thought leadership, speaking, branding and marketing opportunities available, please contact:

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