

Sixteenth Arab-International Cement Conference and Exhibition 2010

ZKG INTERNATIONAL spoke with Eng. Ahmad Al-Rousan about the prospects for this year's AUCBM conference in Ras Al Khaimah/UAE, held from 6-8.12.2010 in the Ras Al Khaimah Exhibition Center.

ZKG: Dear Mr. Al-Rousan, what are the specials of this year's conference?

Ahmad Al-Rousan: This year, AUCBM biennial Cement Conference and Exhibition had larger participation, particularly in the Exhibition, as compared to previous cement conferences, which was already beyond expectations. This would suggest that the Arab cement industry remains steadfast despite economic difficulties witnessed during the past two years.

This year, AUCBM received an offer from PRESCON, who had previous successful events concerning environment in the cement industry. They had intended to hold a conference on environmental issues in the Middle East and found that holding the conference jointly with AUCBM's would be attractive to delegates, who would benefit from attending two events at a time. We were approached by more than one side for holding joint conferences, but we agreed with PRESCON because their proposed conference tackles environmental issues in the cement industry.

ZKG: What was the reason to make the joint conference with PRESCON?

Ahmad Al-Rousan: As you know, AUCBM biennial cement conferences (apart from our biennial environmental conferences) always contain sessions dedicated to environment, and we thought that PRESCON would help target certain speakers in this field. Moreover, the Middle East has lately been 'congested' with large number of events concerning cement and construction, and that is why we agreed to hold PRESCON Environmental Conference within the AUCBM Conference, particularly that they approach the same themes as mentioned earlier.

ZKG: What are your expectations for the event and the outcome of the event?

Ahmad Al-Rousan: Well, we are optimistic regarding the conference in particular. As regards the Exhibition, if you would visit the Conference website you would see that out of the 166 stands arranged for the Exhibition, 151 have been already reserved. However, the conference is envisaged to attract more audience this year than previously, with distinctive papers to be presented by WBCSD, Exane Paribas, VDZ, TCMA, and prominent personalities from China and Russia. This would sure have positive effect on the Arab cement industry, represented by its delegates for the conference, who will benefit from meeting, discussing and keeping contacts with their suppliers.

ZKG: What are the best reasons to participate in the conference/exhibition?

Ahmad Al-Rousan: Parallel to the conference and exhibition, the AUCBM is holding its Board of Directors and General Assembly Meetings. This would mean that almost all decision makers in the Arab cement industry will be present in the conference and exhibition venue. Thus, we see that this would be a unique opportunity for international and Arab equipment suppliers, etc., to meet key persons in the Arab cement industry for whatever reason they plan. What we know is that AUCBM conferences are earmarked by all those working for and in cement industry all over the world.

ZKG: Is it still possible to participate on the exhibition and/or to have a paper presented at the conference?

Ahmad Al-Rousan: Till present, we still have 15 free stands. However, no papers can be accepted as the program is now full, particularly that we do not see that the conference duration should exceed three days period. For more information, please visit our website www.aucbm.org, where you could find requested information on the conference papers, exhibitors, exhibition floorplan, delegates list in addition to other details that you may need.

www.aucbm.org



Ahmad Al-Rousan