

Tentative Conference Programme*

SUNDAY, 1 FEBRUARY 2026

14:00 Exhibition set-up

16:00 Delegate registration

MONDAY, 2 FEBRUARY 2026

07:30 Delegate registration

08:30 Welcome address from the organisers

09:00 Welcome from the Ministry of Industry and Mineral Resources (Saudi Arabia)

09:20 Cement sector 2026 outlook: Philippe Richart, CEO, World Cement Association

09:40 The Saudi cement market: opportunities and challenges: Dr Badr O Johar, CEO, Arabian Cement Company and President, Committee for Cement Companies (NCCC)

10:00 **Coffee break**

10:30 **Panel discussion:** Regional market situation and challenges – Market volatility & industrial pressures: what's next for MEA cement?

• Ahmed Heshmat, Board Member, A³&Co • Mosleh Alemrani, Ministry of Industry and Mineral Resources, Saudi Arabia • Amr Reda, CEO, Titan Egypt • Shoel Al-Aayed, CEO, Riyadh Cement

12:00 **Lunch**

14:00 Tracking industry sustainability indicators to 2030 and beyond: Jim O'Brien, Jim O'Brien CSR Consulting (Ireland)

14:20 Global cement - musical chairs, what does it mean for Africa? Tony Hadley, Tony Hadley Africa Advisory (UK)

14:40 Saudi's Future Cement Initiative: Prof. Bassam Dally, King Abdullah University of Science and Technology (Saudi Arabia)

15:00 **Coffee break**

15:30 **Panel discussion:** Circularity & waste valorisation
 • Amr Nader, CEO, A³&Co • Majed Alosailan, CEO, City Cement (Saudi Arabia) • Dirk Lechtenburg, MVW Lechtenberg & Partner (Germany) • Sultan Alsaif, CEO, Terra Fuel (Saudi Arabia) • Sami Alrashdi, National Center for Waste Management (Saudi Arabia)

16:30 Modernisation of cement plants enabling long-term sustainability: Fouad Kammoun, thyssenkrupp Polysius (Germany)

16:50 Improving kiln and calciner performance while reducing fuel consumption: Omar Khattab, FCT Combustion (Australia)

17:10 Maximising alternative fuels: the foundation of sustainable pyroprocessing: Jens Breidenbach, KHD (Germany)

17:30 Yamama Cement's 12,500tpd kiln line relocation: Liu Yulin, SINOMA Overseas Development Co. Ltd (China)

TUESDAY, 3 FEBRUARY 2026

08:30 Market-driven strategies for MENA producers: Amr Nader, CEO, A³&Co (UAE)

08:50 Decarbonisation strategies and alternative fuels: Medhat Ismail, CEO, Lafarge Iraq (Iraq)

09:10 Closing the tertiary air control gap: from blindspot to plant savings: Alexandra Graf, Promecon (Germany)

09:30 Waste heat recovery using ORC technology in the Middle East: Filippo Vescovo, Turboden (Italy)

10:00 **Coffee break**

10:30 **Panel discussion:** SCMs & low-carbon materials

• Peter Hoddinott, Independent Consultant (UK)
 • Christos Leptokaridis, Saudi Ready Mix (Saudi Arabia)
 • Arnaud Riou and Ahmed Moniem, Sika AG (Switzerland)
 • Dr Hilal Saif Al Dhamri, CEO, Middle East Calcined Clay (MECC) (Oman)

12:30 **Lunch**

14:00 Sustainable and autonomous cement production with Model Predictive Control: NEXE case study: Juliano de Goes Arantes, Rockwell Automation (Switzerland)

14:20 Established AI-control in Saudi cement plants: Dirk Schmidt, DE-VELOP Consulting Co Ltd (Vietnam)

14:40 AI that reinvents cement – smarter, greener, more productive: Vaideesh Narayana, Head – Global Sales, Optiverse (India)

15:00 **Coffee break**

15:30 **Panel discussion:** Digital maturity & AI-driven operations

• Amr Nader, CEO, A³&Co
 • Mohammed Fouad Hussein, Riyadh Cement (Saudi Arabia)
 • Alejandro Espejel Garcia, Alcemey (Germany)
 • Ghassane Zidi, Fuller Technologies (Denmark)

16:30 Preparation, handling and feeding of alternative fuels: Boris Sassenrath, Fuel-Technology / Westeria GmbH (Germany)

16:50 Case study of enhancing alternative fuels utilisation: Maged Moustafa, ACC (Egypt)

17:10 Co-firing with hydrogen: Luis Novais, UTIS (Portugal)

19:30 **Gala dinner and entertainment**

WEDNESDAY, 4 FEBRUARY 2026

07:30-16:00 Tour to Yamama Cement works

*Conference programme is subject to change.