

BBTC MENA & ME-CAT 2027 ADVISORY MEETING TAKEAWAYS

Held on the 7 July 2026

ADVISORY BOARD MEETING OVERVIEW

Industry Leaders' Perspectives and Strategic Priorities for BBTC MENA & ME-CAT 2027

The BBTC MENA & ME-CAT 2027 Advisory Board convened on 7 July 2026, bringing together senior industry leaders, refinery experts, technology providers, catalyst specialists, and downstream professionals to discuss the key challenges, opportunities, and priorities shaping the future of the refining and petrochemical industries.

The meeting provided an important platform for strategic discussions around the evolving downstream landscape, including the need to maximise refinery value, improve operational efficiency, accelerate digital transformation, advance sustainability initiatives, and adopt innovative technologies to support long-term competitiveness.

The Advisory Board shared valuable insights that will guide the development of the BBTC MENA & ME-CAT 2027 technical programmes, ensuring they address the most relevant industry priorities and provide practical solutions for refiners and technology providers.

KEY ADVISORY BOARD TAKEAWAYS

1. Refinery-to-Petrochemicals Integration & Optimising Future Refinery Business Models

- Optimising non-integrated refineries through energy efficiency, advanced catalyst technologies, reliability improvements, and digital optimisation.
- Balancing refinery integration with operational flexibility based on individual refinery configurations.

2. AI, Digitalisation, Cybersecurity & End-to-End Operational Optimisation

- Highlighting cybersecurity and data governance as critical enablers of digital transformation.
- Including data sovereignty and trusted digital infrastructure considerations.
- Emphasising end-to-end "market-to-sensor" optimisation, connecting planning, scheduling, process control, and operations.

3. Energy Efficiency, Sustainability & Operational Resilience

- Building operational resilience against changing market conditions.
- Increasing business agility through flexible operating strategies.
- Improving competitiveness through efficiency improvements rather than capital-intensive investments.

4. Feedstock Flexibility, Residue Upgrading & Future Conversion Technologies

- Covering RFCC technologies for higher-value conversion.
- Including hydrocracking-based residue conversion and hydrogen-addition pathways.
- Considering future technology selection based on carbon intensity, flexibility, and long-term economics.
- Addressing challenges associated with traditional petcoke-based solutions.

5. Catalyst Innovation, Circularity & Lifecycle Optimisation

- Including catalyst regeneration and rejuvenation strategies.
- Highlighting catalyst recycling and metal recovery opportunities.
- Focusing on lifecycle optimisation and supporting circular economy strategies through catalyst management.

6. Reliability, Asset Performance & Digital Excellence

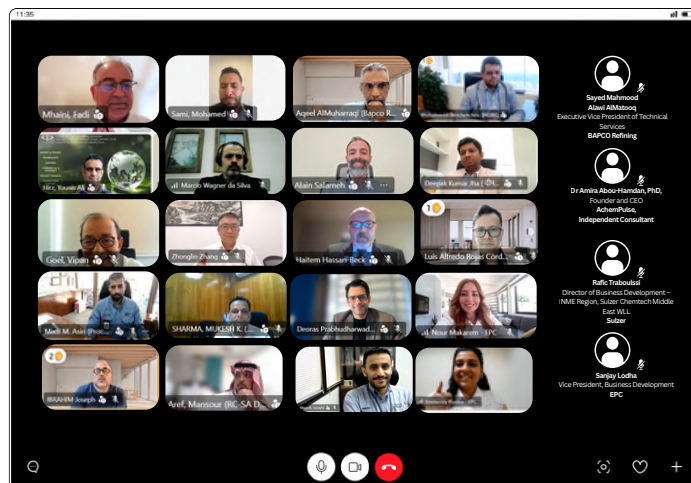
- Leveraging AI and digital tools to improve operational agility.
- Enhancing responsiveness across refinery operations.
- Reducing value leakage through integrated optimisation.

7. Collaboration, Geopolitical Resilience & Future Refinery Competitiveness

- Highlighting the importance of collaboration and resilience in a changing global environment.
- Leveraging AI and digital solutions to improve operational agility and responsiveness.
- Reducing value leakage through integrated optimisation.

OVERALL ADVISORY BOARD MESSAGE

The Advisory Board concluded that future refinery success will depend on balancing integration, operational excellence, flexibility, digital transformation, sustainability and resilience. The ability to adapt to changing market conditions while maximising value creation will be a defining characteristic of the refinery of the future.



Join us in **Bahrain** from **23–25 March 2027** at one of the region's leading industrial hubs, where industry leaders come together to help shape the future of manufacturing and industrial innovation.



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BOTTOM OF THE BARREL TECHNOLOGY CONFERENCE

Unlocking Refinery Value Through Integration, Innovation and Transformation

23-24 MARCH KINGDOM OF BAHRAIN

As the downstream industry continues to evolve, refineries are entering a new era focused on integration, flexibility, efficiency, and long-term competitiveness. BBTC MENA & ME-CAT 2027 will bring together leading experts, technology providers, and industry stakeholders to explore the strategies and innovations shaping the future of refining and petrochemicals.



MIDDLE EAST CATALYST TECHNOLOGY CONFERENCE

Catalyzing the Future: Unlocking Performance Through Innovation, Efficiency and Sustainability

24-25 MARCH KINGDOM OF BAHRAIN

ME-CAT is the Middle East's only technical platform dedicated to refining and petrochemical catalyst technologies. Held alongside BBTC MENA, ME-CAT 2027 focuses on advancing catalyst innovation, improving operational performance and enabling more efficient and sustainable downstream operations through next-generation catalyst solutions, optimization strategies, and lifecycle management.

SEE THE KEY TOPICS AND SUBMIT YOUR ABSTRACT >>

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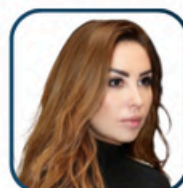
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