

Don't miss the opportunity to qualify for an Institution of Occupational Safety and Health (IOSH) accredited certificate in Directing Safely!

The 4th Middle East Safety Management Congress

Discover The Latest
In World-Class Safety
Strategies



26 – 30 November 2006
Metropolitan Palace
Hotel, Deira, Dubai, UAE

Meet With The Leading Industry Safety Experts:



Eldeen Pozniak
President and Director
Canadian Society of
Safety Engineering
(CSSE) and
Pozniak Safety
Associates Inc
Canada



Waddeh Ghanem
Group EHS Compliance
Manager
Emirates National
Oil Company (ENOC)
UAE



Roy Bedson MBE
Director
Consus
International Ltd
UK



Ahmad Salem
Director
DuPont Safety
Resources
UAE



Ali Asseri
Safety Superintendent
Saudi Aramco Shell
Refinery Co
KSA



Mohammed Al-Fodari
HSE Manager
Kuwait Oil Company
(KOC)
Kuwait

Strategic Business Information Partner:



Organised By:



In Association With CSSE

Including Major Contributions From:

- Aluminium Bahrain Company (ALBA), Bahrain
- Archirodon Construction (Overseas) Co. SA, UAE
- Accident Safety Awareness Presentations (ASAP), UK
- Canadian Society of Safety Engineering (CSSE), Canada
- Carole Spiers Group, UK
- Consus International Ltd, UK
- Dubai Drydocks, UAE
- DuPont Safety Resources, UAE
- Emirates National Oil Company (ENOC), UAE
- Khalda Petroleum Company, Egypt
- Kuwait Oil Company (KOC), Kuwait
- LINK Associates International, UK
- Mentor Risk Management, Jersey
- McKinnon And Associates, South Africa
- Petrofac International Ltd, UK
- Pozniak Safety Associates Inc., Canada
- Revertica, UAE
- Rubicon Response, UAE
- Saudi Aramco Shell Refinery Co, KSA
- Shaikh Khalifa Medical City, UAE
- Sohar Aluminium Project, Oman
- Technip Worldwide, UAE
- The Hashemite University, Jordan

By Attending This Informative Congress You Will Discover How To:

- Explore and compare the key elements of modern safety management and system standards
- Enhance, maintain and improve safety standards within the Middle East
- Motivate and inspire in order to achieve the success of the safety culture change
- Integrate safety management with business operations and explore Risk Based Decision Making (RBDM)
- Effectively introduce individual safety performance based reward schemes
- Develop awareness of safety knowledge within the workplace
- Sustain and improve your safety performance standards
- Value the role of safety and determine internal safety responsibility
- Integrate and implement safety management into a corporate responsible philosophy
- Develop and institutionalise the main ingredients for effective safety training Keep safety high on the agenda and gain long term management commitment
- Explore the anatomy of an accident and the stages of accident control
- Implement and manage an effective safety and skill assessment system
- Prepare your Emergency Response Planning and effective business continuity plans

PLUS!

Two Beneficial Workshops!

Pre-Congress Workshop A

26 – 27 November 2006

Directing Safely

(Certified By the Institution Of
Occupational Safety and Health - IOSH)

Post-Congress Workshop B

30 November 2006

Implementing Effective Accident And Incident Investigation

The 4th Middle East Safety Management Congress

26 – 30 November 2006 • Metropolitan Palace Hotel, Deira, Dubai, UAE



Dear Safety Professional,

Welcome to The **4th Middle East Safety Management Congress**, a strategic event at which the latest thinking and best practice from world-class experts and practitioners with both international and regional experience will be addressed.

Safety in the workplace is a corporate responsibility and should be a primary concern for both employers and staff. But is it? Organisational imperatives concentrate on getting the job done on time and within budget. Safety doesn't slow the job down, but mishaps do!

It is estimated that 70% of all workplace accidents could be prevented if companies and organisations put in place proper safety control measures. However, the driving force for a good company safety culture must come from the top and flow throughout the organisation. Don't learn safety by accident - accidents hurt and safety does not.

Good and effective safety management is not just about legal or moral requirements – it must be embedded in the organisation as a means to:

- Minimise risk
- Reduce costs
- Improve business performance

At The **4th Middle East Safety Management Congress**, leading international and regional professionals will share their forward thinking approach to managing safety and embedding it as a culture in the workplace.

The conference is also supported by two informative workshops that will address highly relevant and practical safety issues:

- Directing Safely (Certified By IOSH)
- Implementing Effective Accident And Incident Investigation

Don't miss this opportunity to hear discussions and presentations on how to improve safety management techniques in your organisation. The congress will bring you quality information, valuable insights and the opportunity to network with safety professionals and practitioners.

Do not miss this important event! I know that you and your organisation will benefit from the congress.

I look forward to welcoming you to this highly informative event in November.

Yours sincerely,

Jennie Bishop
Conference Manager

P.S. Claim your US\$100 Loyalty Bonus if you attended the 3rd Middle East Safety Management Congress. This can be used on top of IIR's early bird discounts. Please see the back page to take advantage of all our generous discounts!

Who Should Attend?

The **4th Middle East Safety Management Congress** is a strategic event and is as vital for board directors as it is for plant level supervisors:

- | | | |
|-------------------|-----------------------------------|-----------------------------------|
| ➤ Directors | ➤ Inspectors | ➤ Environmental Health and Safety |
| ➤ Executives | ➤ Senior Engineers | ➤ Safety and Security |
| ➤ Senior Managers | And all those involved in: | ➤ Risk Management |
| ➤ Managers | ➤ Safety | ➤ Loss Prevention |
| ➤ Superintendents | ➤ Occupational Health and Safety | ➤ Emergency Response |
| ➤ Coordinators | ➤ Fire and Safety | ➤ Crisis Control and Management |
| ➤ Supervisors | ➤ Process Safety | ➤ Human Resources |

Pre-Congress Workshop A

Sunday, 26 November and Monday, 27 November 2006



Directing Safely (Certified By IOSH)

Workshop Timings: Registration will commence at 08:00. The workshop will begin at 08.30 with refreshments being served at appropriate intervals. The workshop will conclude at 14.30 after which lunch will be served.

Directing Safely aims to ensure that health and safety is appreciated by management professionals at the most senior corporate levels. The workshop should enable Directors and Senior Managers to review policy and strategies, and where necessary, introduce changes to make their organisations successfully integrate safety and health issues into business decision making.

Directing Safely is for safety professionals with strategic responsibilities. It is for those senior directors and managers who determine that an organisation has an active health and safety policy within its corporate governance portfolio and follow it by delegating the day-to-day responsibility for safety to line managers. The workshop is also used as a vehicle to introduce new corporate risk management strategies and the effectiveness of Risk Based Decision Making (RBDM) covering occupational and environmental issues. The intent and objective of the course is to facilitate the interaction of effective corporate decision-making and the cost effective management of occupational risk to sensitive business plans and operations.

Your Expert Workshop Leader



Roy Bedson has over 25 years experience in the management of occupational related risk. He is a member of a number of internationally recognised professional bodies, including the Institute of Risk Management, the International Institute of Risk and Safety Management, American Society of Safety Engineers and is a Registered Safety Practitioner. He is also registered in USA as a certified professional environmental auditor specialising in health and safety. During his career development he has undertaken training of Enforcement Officers in all aspects of health and safety and legal compliance.

Roy is on the approved list of health and safety consultants administered by IOSH and has undertaken both internal and external audits of hazardous sites involving the implementation of occupational risk management systems within the MOD (Army) and a diverse range of commercial and public organisations operating in the Food Processing, Energy generation, Petrochemical, Process Manufacturing Industry, Car manufacturing, Engineering, Property, and Local Government sectors. He also has extensive experience in the delivery of training programmes covering occupational and environmental risk. He is a NEBOSH examiner and a registered tutor for IOSH, NEBOSH and CIEH accredited courses. Roy also undertakes training and seminars on an international basis delivering courses in Europe and the Middle East. Roy is a Director of Consus International Limited and Mentor Risk Management (Jersey) Limited providing consultancy and training services to a wide and diverse range of sectors within commerce and industry. Roy holds a number of citations and honours including the MBE, following high profile involvement in disaster management and relief while in military service with the British Army.

Read What Delegates Said About IIR's Previous Safety Management Congress

“ Well organised event with many different topics from speakers working in a broad range of areas ”

Suzanne Galway, Training & Development Superintendent
Emirates Group, UAE

“ A big thank you to IIR ME for organising this event. Great presenters and certainly a must attend for all H&S practitioners ”

Rafael Butch Vargas, Fleet & Security Manager
DHL Express, UAE

“ Very well organised and well catered event ”

Stephen Tugby, Safety Officer
Airwork Technical Ltd, Oman

“ Excellent event to exchange experience and ideas ”

Abdulmajeed M. Al-Khamis, Pilot Plants Manager
SABIC, KSA

08:00 Morning Coffee

08:30 Chairman's Welcome And Review Of Day One

08:45 **Key Note Address**

Corporate Responsibility And Safety Management: From Expectations To Action

- Where safety integrally fits into a corporate responsibility philosophy?
- Challenges and issues of implementation

Mohammed Al-Fodari, *HSE Manager*,
Kuwait Oil Company (KOC), Kuwait

09:30 **Is Safety Really First?**

Internationally the work related injury and death rate is rising, and more and more manmade disasters are occurring. Given this scenario, is safety really given priority? How proactive is our approach to safety? Do we simply rely on the luck factors and react when something goes wrong?

- Where is management?
- Work injuries and deaths increasing!
- What is first?
- Safety (evil) records
- Near misses ignored!
- Professional professionals
- Focusing on the risks
- Safety as a value

Ron McKinnon, *Principal Member*,
McKinnon And Associates, South Africa

10:10 Networking And Refreshment Break

10:40 **Case Study: The Rudiments Of Risk Assessment In The Workplace**

- Basic concepts of risk assessment
- Hazard analysis techniques
- Human factors

Marios Rivans, *Corporate HSE Manager*,
Archirodon Construction (Overseas) Co. SA, UAE

11:20 **Establishing Measures Of Safety Climate As A Precursor To Selecting Appropriate Interventions For The Improvement Of Safety Performance**

- Defining the scope
- Designing the method
- Implementation across the organisation
- Value to the business

Peter Watton, *Senior Vice President*, **Technip Worldwide**, UAE
Gordon Thom, *Director*, **Revertica LLP**, UAE and UK

12:00 **Effective Leadership For Safety: Improving Safety Performance In High Hazard Environments**

- Senior managers' prime influence on an organisation's safety culture
- Importance of participative, transformational styles at all levels of management

Dr Steven Yule, *Partner*, **Revertica LLP**, UK

12:40 Lunch For Delegates And Speakers

13:40 **Case Study: Management Lead And Accountability: Keeping Safety High Up The Agenda**

- Developing Khalda's organisational culture
- Long term and effective management commitment
- Leading and engaging the workforce effectively in HSE

Samir Saad Aly, *HSE Assistant General Manager*,
Khalda Petroleum Company, Egypt

14:20 **Exploring The Anatomy Of An Accident And Identifying Different Stages To Control It**

- How much do we know about accidents?
- How does an accident happen? When? Where?
- How does it egg, evolve and end?
- When and how can we interfere to stop the accident from happening? - Stages of accident control

Mohammed Ali Redha, *Safety Coordinator SHE Department*,
Aluminium Bahrain Company (ALBA), Bahrain

15:00 Networking And Refreshment Break

15:30 **Developing And Monitoring Emergency Response Planning – Are You Prepared?**

- Developing an emergency response plan
- Maintaining an emergency response plan
- Testing and evaluating an emergency response plan

Martin Wyatt, *Emergency Management Consultant*,
LINK Associates International, UK

16:10 **Evaluating Rapid Response And Post-Trauma Support**

- Defusing the crisis
- Recognising post-trauma
- Specialist interviewing techniques
- Trauma support model

Carole Spiers, *Managing Director*, **Carole Spiers Group**, UK

16:40 **Preparing And Implementing Effective Business Continuity Plans**

- Identification of potential business risks arising from incidents
- Business and trade disturbance and disorder
- Evaluating and modernising your existing business contingency plans

Dr Naill M. Al-Momani, *President, Crisis and Emergency Management Committee*, **The Hashemite University**, Jordan

17:20 Closing Remarks From The Chairman

17:30 Close Of The Congress





Post-Congress Workshop B Thursday, 30 November 2006

Implementing Effective Accident And Incident Investigation

Workshop Timings: Registration will commence at 08:00. The workshop will begin at 08:30 with refreshments being served at appropriate intervals. The workshop will conclude at 14:30 after which lunch will be served.

Workshop Objectives

To show you the cause, effects and control of all undesired events by applying lessons learned from effective accident and incident investigations. You will participate in actual hands on case study investigation, which will enable you to carry out effective investigations at your workplace. The workshop will demonstrate how to find the facts of the event rather than to merely identify the faults of people.

Definitions

- Safety, accident, near miss, incident and loss

Cause And Effect And Control Of Accidental Loss

- Cause of accidents
- Consequences (HSE)
- Control

Luck Factors

- Luck factors determine the outcome of contact
- Emphasis on control at pre-contact stage

Accident Ratios

- Heinrich, Bird, BHP

Why Accidents And Near-Misses Are Not Reported?

- Culture
- The fear factor
- The record

Why Do We Investigate Accidents?

- Group exercise and debate

The Main Aim Of Accident Investigation

- Fact finding and not fault finding

- Basic and root causes

The 5 Golden Rules

- Visit the scene and gather the evidence
- Look beyond the injury – Why?

Accident Investigation Management Principles

- Critical few, point of control and multiple causes

Opening A Can Of Worms!

- Case study, the P-38 and the crystal ball

Immediate Cause Analysis

- Identifying the acts and conditions
- Questions to ask

Basis (Root) Cause Analysis

- Personal and job factors

Case Study: Impala

- You will investigate the Impala accident

Summary And Close

- Group quiz

You will also take away with you a copy of the workshop accompanying book, an adaptable accident and incident investigation form and the booklet "Accident Investigation Made Simple (AIMS)".

Your Expert Workshop Leader



Ron C. McKinnon, CSP, is an internationally experienced and acknowledged safety professional. He has been extensively involved in research concerning the cause, effect and control of accidental loss, near miss reporting, accident investigation and safety culture change for the last 33 years. He is the author of "Cause, Effect, and Control of Accidental Loss", published by CRC Press. Ron holds a Diploma in Safety Management from Technikon SA, South Africa, a Management Development Diploma (MDP) from the University of South Africa, and a M.Sc. in Safety and Health Engineering from Columbia Southern University, USA. He is a Certified Safety Professional (CSP). Ron was Safety Advisor to BHP Copper, Corporate SHE Manager for Mopani Copper Mines, Zambia and SHE Manager at Alba in Bahrain. He was also a General Manager of the National Occupational Safety Association (NOSA) where he spent 21 years and introduced the NOSA 5 Star System to some eight countries. Ron is a professional member of the ASSE, (American Society of Safety Engineers) Tucson Chapter Past President and an honorary member of the Institute of Safety Management. He is currently a safety consultant.



Marios Rivans is the Corporate HSE Manager for Archirodon Group NV, one of the leading international construction groups, performing major marine, civil, industrial and electromechanical projects worldwide, over a 50 year span. Marios has also worked for the Organising Committee of the 2004 Athens Olympic Games as OSH Programme Manager and Regional Risk Manager and has over 10 years of direct safety and operational risk management experience. He is a nominated facilitator of ILO Safe Work Programme and has been awarded by the European Agency of Safety and Health at Work, for his study in the management of psychosocial risks at work. He has been a key note speaker for several risk management workshops in Greek Universities and Management Institutions.



Dr Ahmad Salem has been Director with DuPont Safety Resources since the year 2000. He has many years of experience in the field of Europe HSE and was Certified Industrial Pharmacist by The Belgium and France Health Authorities. Ahmad has extensive knowledge in HSE management systems and project management of implementing several Safety and Occupational Health programmes.



Carole Spiers has over twenty years' experience as a specialist trauma counsellor and is also a BBC Broadcaster and Journalist. She is the founder and MD of the Carole Spiers Group (CSG), a dynamic niche consultancy and the UK's No.1 provider of Stress Management and Employee Wellbeing with prestige clients such as Panasonic, Rolls Royce, the Bank of England and many others. Carole is frequently called upon by the media to provide expert comment and is regularly commissioned to give keynote presentations on stress-related issues to international conferences. She is author of Tolley's 'Managing Stress in the Workplace' - published by LexisNexisUK as well as being a regular contributor to professional journals and the national press. A VP of the International Stress Management Association UK, Carole was instrumental in establishing National Stress Awareness Day™. Carole acts as an Expert Witness on Stress Risk Assessment, before the UK Courts and is President of the London Chapter of the Professional Speakers Association.



Gordon Thom, MCMI, has over 25 years of management experience in the petro-chemical and energy-related industries around the world. Having spent his initial years in general management, he began to specialise in Health, Safety and Environmental management in the wake of the Piper Alpha tragedy and subsequent Cullen Inquiry. Since then, he has occupied corporate HSE management positions in several major contracting companies and has been involved in many industry initiatives, including the inception of 'Step Change in Safety' in the North Sea in the late 1990's. He set up Revertica in 2004 with Dr. Steven Yule to deliver specialist industrial psychology solutions to industry, specifically relating to safety. Revertica has developed and applied tools to address safety climate and safety culture maturity, as well as the assessment and improvement of safety leadership attributes. Gordon currently manages Revertica business in the Middle East and lives in the UAE.



Peter Watton brings 30 years petrochemical industry experience that started in the exploration and production side of the business. During that time he worked in many different countries developing an appreciation for the variety of cultures that he experienced. 20 years ago he took on an HSE and Quality management role and has been committed to these disciplines ever since. Since making that change Peter has held senior positions in HSE and Q on major construction, hook up and commissioning projects around the world, both on and offshore. He has worked in Asia the Middle East, North and South America as well as Europe. Peter developed a particular interest and expertise in the development of Integrated Management systems and has held senior corporate roles, within the client and contracting communities, developing and implementing such systems. He is currently the Senior Vice President HSE for the Technip Group.



Dominic Webb BSc Hon is currently the International Team Leader for Rubicon Response. When Rubicon was acquired by the Petrofac Group, Dominic was given the opportunity to set up the Rubicon Response International Team in the UAE, further developing the Rubicon portfolio into the region and Asia. He is directly responsible for all international projects and manages a team of 20

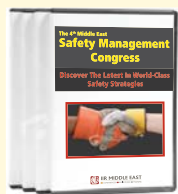
emergency management professionals. Dominic is studying for a PhD in emergency management systems at Aberdeen University and has spoken at a number of oil and gas conferences in relation to the Incident Command System and Emergency Management competency. In addition he guest lectures at Coventry University and has helped to set up a graduate programme. He is also a member of the Business Continuity Institute, SEISO UK and is an approved Incident Command System Practitioner in accordance with the US Homeland Security Act.



Martin Wyatt is an Emergency Management Consultant within LINK Associates International. Since joining LINK in 1994 Martin has been involved in the design, development and delivery of training in emergency response and emergency management at varying levels of management across a broad range of high risk industries, onshore and offshore, world-wide. He has also developed and run major exercises to test combined response of onshore and offshore organisations. He has worked extensively in the Middle East, within the oil and gas exploration and production areas and is at present heading up a three year project in Oman. He has developed and been involved in many tabletop, control post and live exercises. Other projects include Peer Reviews of Emergency Response procedures; development of LINK's in house Practical Emergency Management course; relatives and media response team training and the development of Emergency Command Centres. Most recently, Martin has been involved in the emergency management development and training of two large oil refineries and a large chemical complex, in the UK. Martin spent twenty years in the Merchant Navy, initially spending nine years on worldwide petroleum product carriers, very large crude carriers and liquid natural gas carriers. He then gained three years experience on coastal chemical and petroleum carriers followed by eight years on platform support vessels in the North Sea.



Dr Steven Yule (MA Psychology; MSc Human Factors, PhD Psychology) is a Research Fellow at the University of Aberdeen and partner of Revertica. He is a chartered psychologist and his research is on Human Factors issues in organisations which are exposed to major hazards. He is particularly interested in the role that non-technical skills (leadership, teamwork, situation awareness) can have in enhancing safety, and has several published papers in this area. He also has considerable experience working with senior managers on leadership style and safety performance in the UK and US energy sectors, and has assessed the safety climate of dozens of industrial locations around the world.



Complimentary Added Value Bonus Pack

Book for the entire event on or before the 1 October 2006 and you will receive the value added bonus pack worth US\$ 500 including:

1. Train- the-trainer DVD and powerpoint package including the workbook "Training For Post-Trauma Support"
2. The best selling UK pocket manual "The Silent Scream", coping with post traumatic stress
3. An audio stress management presentation by world class stress guru Carole Spiers

Canadian Society of Safety Engineering



The Canadian Society of Safety Engineering (CSSE) is the leading health, safety and environmental organization for professionals in Canada. We work with industry, governmental agencies and other safety organizations to promote a greater awareness of health, safety and environmental issues in workplaces and communities across the nation and around the world. Our vision is to be the voice of safety in Canada. CSSE is a national organization, supporting the operation of 31 local Chapters. Chapters provide a local forum for information exchange and networking among professionals. Through Chapter meetings and activities, members promote and enhance the profile of the profession in communities throughout Canada. Our mission is to be the resource for professional development, knowledge and information exchange to our members, our profession and the Canadian public.



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B0180

The 4th Middle East Safety Management Congress

26 – 30 November 2006
Metropolitan Palace Hotel,
Deira, Dubai, UAE

Remember to quote your VIP Code when registering to be entered into a draw to **WIN US\$ 250** Dubai Duty Free Vouchers.

FIVE WAYS TO REGISTER

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🖱 www.iirme.com/managingsafety

YES, I want to register for:

<input type="checkbox"/> Pre-Conference Workshop (A)	26 – 27 November 2006	US\$ 1,695 / AED 6,225
<input type="checkbox"/> Two-Day Conference	28 - 29 November 2006	US\$ 1,695 / AED 6,225
<input type="checkbox"/> Post-Conference Workshop (B)	30 November 2006	US\$ 995 / AED 3,654

**SIGNIFICANT GROUP
DISCOUNTS AVAILABLE!**

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Discounts

Book Congress + Workshop A	SAVE US\$ 500	US\$ 2,890 / AED 10,613
Book Congress + Workshop B	SAVE US\$ 400	US\$ 2,290 / AED 8,410
Book Entire Event	SAVE US\$ 900	US\$ 3,485 / AED 12,798

Take advantage of our Early Bird Discounts:

Book the entire event on or before 10 September 2006	SAVE A FURTHER US\$ 500	US\$ 2,985 / AED 10,962
Book the entire event on or before 1 October 2006 (10 August)	SAVE A FURTHER US\$ 250	US\$ 3,235 / AED 11,880

Please note that it will cost US\$ 55 / AED 200 for the Workshop A certification assessment fee. However if you book to attend the entire event, then this will be complimentary

Plus... Book for the entire event on or before 1 October 2006 and receive the value added bonus pack worth US\$500 for **FREE...**

Loyalty Bonus – Claim your Loyalty Bonus of US\$100, if you attended the 3rd Middle East Safety Management Congress

PERSONAL DETAILS

Mr/Mrs/Ms First Name Surname Job Title Department Email

1st Delegate _____

2nd Delegate _____

To assist us with future correspondence, please supply the following details:

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Training Manager _____

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YES, I would like to receive information about future events & services via e-mail. Me e-mail address is: _____

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be in favour of IIR Holdings Ltd.

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Metropolitan Palace Hotel, Deira, Dubai
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Dubai is extremely busy and failure to reserve your room may result in hotel bedrooms being unavailable.
BOOK NOW by contacting your hotel directly

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a US \$200 service charge will be payable. Registrations cancelled less than 7 days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

SD

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Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.