

AQW ALUMINA 2024

12TH INTERNATIONAL ALUMINA QUALITY WORKSHOP

22 - 25 APRIL 2024 | Grand Hyatt – Dubai, UAE

“Beyond the Cycle: Pathways to a Circular Economy”

Host and Diamond Sponsor



الإمارات العالمية للألمنيوم

EMIRATES GLOBAL ALUMINIUM

POST EVENT REPORT

CONFERENCE
SECRETARIAT



mci





Alumina 2024: Opening

Welcome : **Steven Rosenberg** (AQW Chair)
Plenary 1 and Formal Opening: **Zaher AlHabtari**
Charting a Sustainable Future with Emirates Global Aluminium
Plenary 2: **Prof Gus Nathan**
Prospective Pathways to Net-Zero Alumina Production
Plenary 3: **Miles Prosser**
The Aluminium Industry and Sustainability – A Global Perspective

Alumina 2024: April 22-25, 2024

THANK YOU MESSAGE

Alumina 2024, the 12th AQW Conference and Exhibition has successfully concluded at the Grand Hyatt Conference Centre in Dubai, United Arab Emirates from the 22nd to the 25th of April, 2024.

Alumina 2024 hosted by Emirates Global Aluminium (EGA), brought together more than 233 industry experts from 28 countries. UAE as the host country proved itself to be a readily accessible hub for global participation at the center of major regional developments in alumina and aluminium production and ideal location for the first AQW Conference outside Australia.

Alumina 2024 presented Plenary Sessions, Expert Manuscript presentation, Technical Tours to Refinery and Smelter. The delegates also merited from the AQW Decarbonization Workshop held on the last day. 28 Sponsors and Exhibitors participated in the conference bringing along innovation technology exhibition and premium networking opportunities.

We express our gratitude to all our delegates, speakers, sponsors, and exhibitors for their support throughout leading to the successful conclusion of the conference in Dubai.

CONFERENCE ORGANIZING COMMITTEE



Dr. Steven Rosenberg
Chair, AQW (Inc)



Dr. Luke Kirwan
Vice-Chair, AQW (Inc.)



Dr. Markus Gräfe
Conference Chair

REGISTRATION STATUS

233
DELEGATES

28
COUNTRIES

1	United Arab Emirates	15	Poland
2	Australia	16	Vietnam
3	France	17	Belgium
4	United State	18	Italy
5	Brazil	19	Switzerland
6	Canada	20	Turkey
7	India	21	Ghana
8	Germany	22	Greece
9	Hungary	23	Ireland
10	China	24	Jamaica
11	Japan	25	Netherlands
12	Saudi Arabia	26	Sweden
13	Senegal	27	Taiwan
14	United Kingdom	28	Russia



MANUSCRIPT SUBMISSIONS

88

Manuscripts
Received

65

Manuscripts
Presented

PROGRAM HIGHLIGHTS

4 Plenary Session Technical Sessions Technical Tours

- 101 Registrations of delegates visited Al Taweelah Refinery and Al Taweelah Smelter AQW Decarbonization Workshop Sponsored by the International Aluminum Institute and South 32

AQW DECARBONISATION WORKSHOP - 26 APRIL

68

Registration

15

Countries

Australia
Brasil
Brazil
Canada
France
Ghana
Greece
Hungary

Japan
Netherlands
Senegal
United Arab Emirates
United Kingdom
United States
Russia



PLENARY SPEAKERS



Zaher Al Habtari



Professor G.J. (Gus) Nathan



Miles Prosser



Israel Oyelumade



Raphael Costa



Abdalla Alzarooni

KEYNOTE SPEAKERS



**Professor Pal M.
Sipos**



**Professor Richard
Haynes**



**Dr. Steven
Psaltis**



**Professor Ronan
Courtney**



Andrew Furlong



**Dr. Panagiotis
Davris**



**Allan Suhett
Reis**



**Michael
Wheatland**



**Dr. John
McFeaters**



Mike Sisley

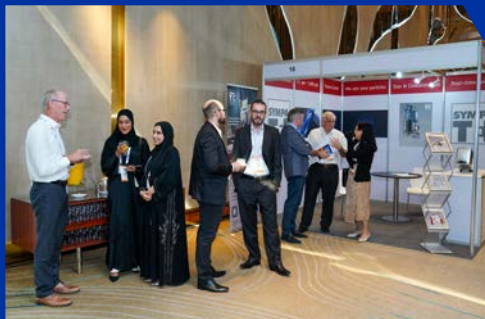
CONGRESS HIGHLIGHTS



CONGRESS HIGHLIGHTS



EXHIBITION HIGHLIGHTS



EXHIBITION HIGHLIGHTS



Welcome Reception

21 April 2024 | 19:00 – 21:30 hours

Duck Garden, Grand Hyatt UAE



Dubai Nightscape Networking Dinner

23 April 2024 | 19:00 – 22:00 hours

The Viewing Deck, The Palace Downtown



AQW Gala Conference Dinner and Awards Ceremony

24 April 2024 | 19:30 – 22:30 hours

Baniyas Ballroom, Grand Hyatt UAE

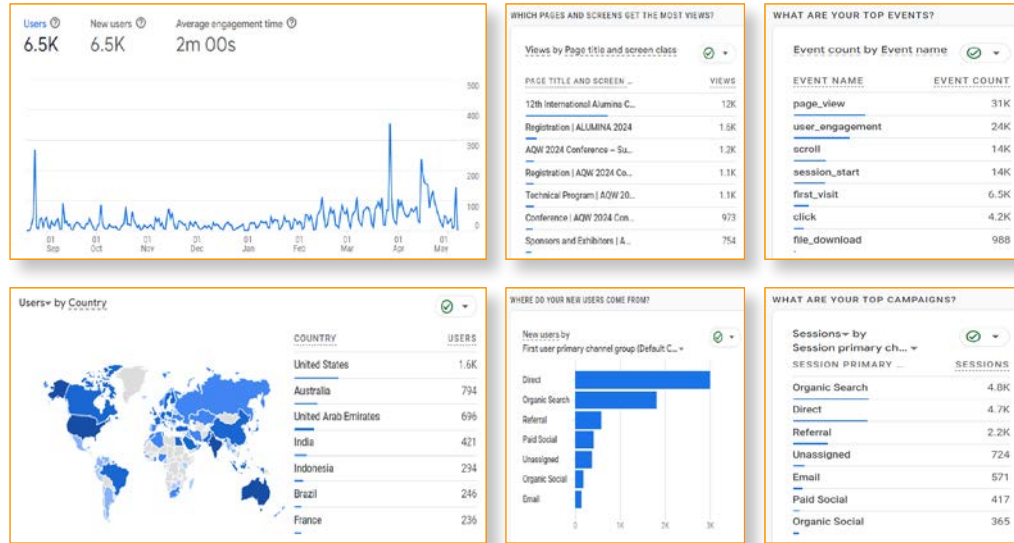


AQW Decarbonisation Workshop Net Zero Alumina – Putting it All Together

26 April 2024 | Al Manzil Meeting Room



Google Analytics - Website Stats



E-shot Title	Sent on	Subject Line	Open %	Click %
E-shot 0	25 th August 2023	Save The Date: 12th International Alumina Quality Workshop - April 22-25, 2024 Grand Hyatt Dubai	62.72%	61.58%
E-shot 1	11 th Sept 2023	Submit Abstracts for AQW 2024!	42.81%	48.21%
E-shot 2	4 th Oct 2023	Call for Abstracts: Showcase Your Research at Alumina 2024	59.88%	52.83%
E-shot 3	19 th Oct 2023	Alumina 2024: Only 4 Days Left to Submit Your Abstract	37.15%	35.42%
E-shot 4	21 st Oct 2023	Alumina 2024: Extension of Abstract Submission Deadline	42.7%	31.58%
E-shot 5	6 th Nov 2023	Call for Abstract Submission Reminder: Showcase Your Research at Alumina 2024	36.71%	37.5%
E-shot 6	14 th Nov 2023	Early Bird Registration Now Open for Alumina 2024	34.62%	42.13%
E-shot 7	15 th Feb 2024	Register Early for AQW Alumina 2024!	26.98%	25.07%
E-shot 8	29 th Feb 2024	Experience Net Zero in Alumina Refining at the AQW Alumina 2024 Workshop!	28.51%	22.44%

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E-shot 2	4 th Oct 2023	Call for Abstracts: Showcase Your Research at Alumina 2024	59.88%	52.83%
E-shot 3	19 th Oct 2023	Alumina 2024: Only 4 Days Left to Submit Your Abstract	37.15%	35.42%
E-shot 4	21 st Oct 2023	Alumina 2024: Extension of Abstract Submission Deadline	42.7%	31.58%
E-shot 5	6 th Nov 2023	Call for Abstract Submission Reminder: Showcase Your Research at Alumina 2024	36.71%	37.5%
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E-SHOTS

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"Beyond the Cycle: Pathways to a Circular Economy"

SAVE THE DATE!
22-25 APRIL 2024
Grand Hyatt - Dubai, UAE

www.alumina2024.com

Hosted by: **EGA**
ALUMINA QUALITY WORKSHOP
EXPERIENCE GLOBAL ALUMINA

MCJ Congress Secretariat: MCJ Middle East | +971 4 311 6300 | alumina2024@wearemcj.com

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"Beyond the Cycle: Pathways to a Circular Economy"

Call for Abstract Submission- REMINDER!
We cordially invite prospective authors to submit their abstracts for Alumina 2024, the 12th AQW Conference and Exhibition, on or before **November 13, 2023**. Please do not hesitate to contact the event organizers for any questions or technical queries at alumina2024@wearemcj.com. Thank you and see you at Alumina 2024 in Dubai!

Join us on 22 to 25 April 2024 at Grand Hyatt, Dubai UAE

Submit Abstract

Key Dates for Abstract Submission

13th Mar 2023	24th Mar 2023	15th Jan 2024	16th Feb 2024
Abstract Submission Deadline	Authors Advised Of Submission Outcome	Full Paper Submission Deadline	Full Paper Review Notification

Abstracts Submission **Submissions & Templates**

Guidelines For Abstracts **Information For Presenters**

For a thorough understanding of the conference, its thematic emphasis, and specific submission criteria, we invite you to explore our **Call for Abstracts page**.

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Industry Events
The conference theme is "Beyond the Cycle: Pathways to a Circular Economy". The 12th AQW Conference and Exhibition will be a landmark event in the alumina industry, showcasing the latest research and innovation in the field. The event will feature a series of industry events, including a keynote address, a panel discussion, a roundtable, and a networking session. The event will also feature a series of workshops, seminars, and webinars. The event will be held at the Grand Hyatt, Dubai, UAE, from 22 to 25 April 2024.

Abstract Submission **Submissions & Templates**

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Technical Program Now Live
The technical program for the 12th AQW Conference and Exhibition is now live. The program features a series of workshops, seminars, and webinars. The event will be held at the Grand Hyatt, Dubai, UAE, from 22 to 25 April 2024.

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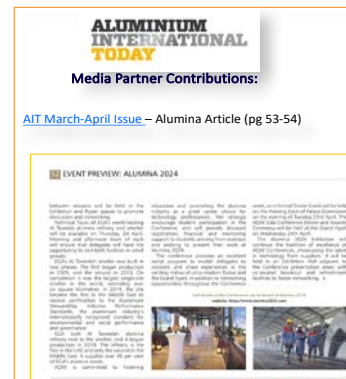
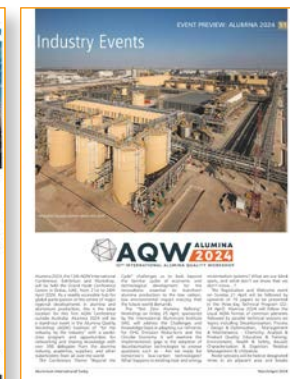
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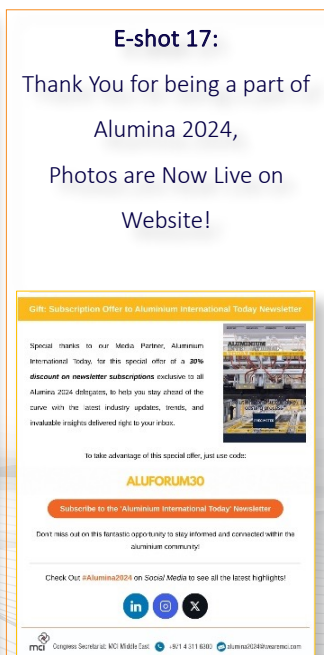
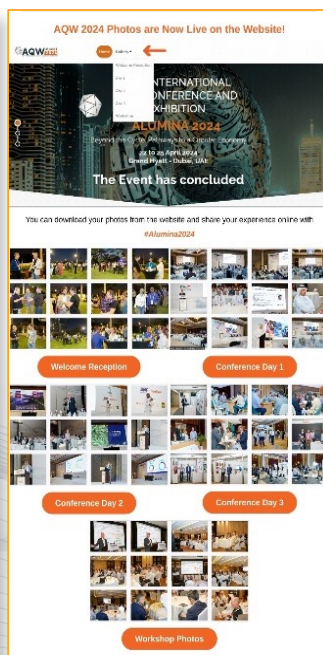
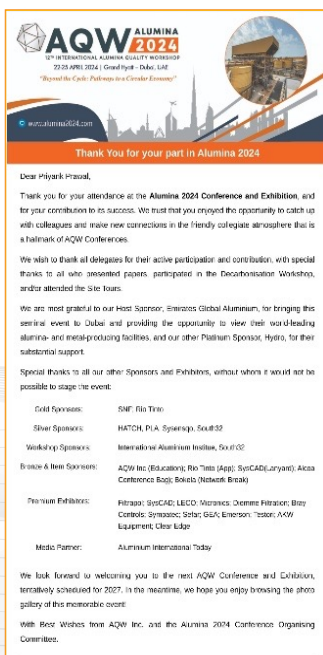


Media Partner Contributions



E-shot 17:

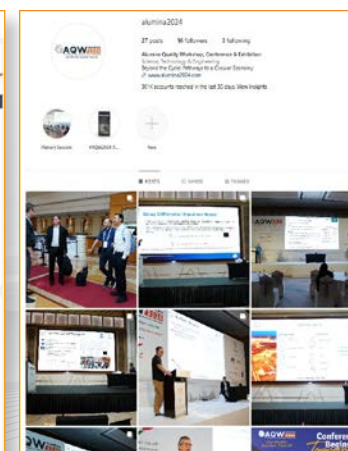
Thank You for being a part of
Alumina 2024,
Photos are Now Live on
Website!



LinkedIn



Instagram



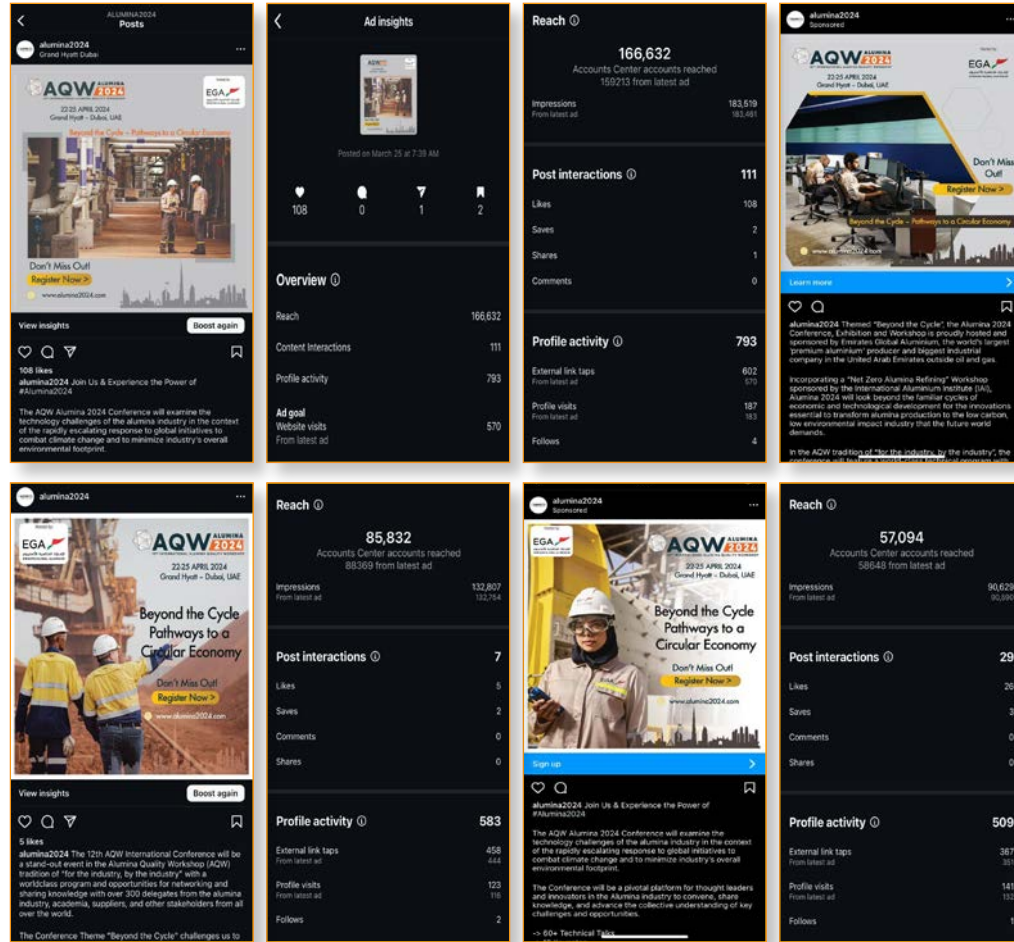
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SOCIAL MEDIA POSTS

AQW Post Event Report 23

DIGITAL AD CAMPAIGN



SMS Marketing

AQW SMS 1 Campaign
Sent on: 19th Oct 2023

Abstract Submission Reminder: Only 4 days left to submit your abstracts for Alumina 2024. We look forward to your submission by Oct 23, 2023. Details at <https://bit.ly/46Xo3W8>. See you at Alumina2024 in Dubai!

Total Recipients	44
Links Opened(Unique)	31
Links Opened(Total)	35

AQW 2024 - SMS 2 - Technical Tours
Sent on: 18th March 2024

Join us on an Exclusive Technical Tour of the Al Taweelah Refinery or the Al Taweelah Smelter on Thursday, 25th April 2024 by being a part of the Alumina Quality Workshop Conference! Learn more here - <https://www.alumina2024.com/technical-tours.php>

Total Recipients	63
Links Opened(Unique)	55
Links Opened(Total)	58

AQW 2024 - SMS 3 - Decarbonization Workshop
Sent on: 26th March 2024

Register for the Decarbonization Workshop at Alumina 2024 - Net Zero in Alumina Refining: Challenges and Knowledge Gaps in Adapting Existing Refineries for Emission Reduction Technologies. Learn more here - <https://www.alumina2024.com/workshop.php>

Total Recipients	63
Links Opened(Unique)	43
Links Opened(Total)	44

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