

**10 Years UreaKnowHow.com
2009 – 2019**



UreaKnowHow.com
Where the Urea industry meets

THANK YOU FOR YOUR SUPPORT
TO IMPROVE SAFETY AND
PERFORMANCE OF OUR INDUSTRY

How it began...

We go back to summer 2008: Jo Eijkenboom and myself flying to China targeting to sell another project for Stamicarbon. For some twelve years I had been working for Stamicarbon with very nice colleagues in exciting and challenging jobs, first as Licensing Manager Revamps and later as Manager Stamicarbon Services. Jo had been my close colleague all this period and we did visit together more than 100 urea plants all over the world, Jo handling the mechanical services and I the process services.

We were involved in many interesting projects. For example relocating two TEC conventional urea plants from South Korea to Inner Mongolia in China and revamping it into the largest PoolCondenser urea plant at that time. The design capacity increased with more than 1500 mtpd urea and all new Safurex® high pressure equipment and high pressure piping was included in the Stamicarbon scope of supply. Later we also were involved in the hardware supply for grass root projects: Truly challenging projects.



Artist impression of the Erdos Project

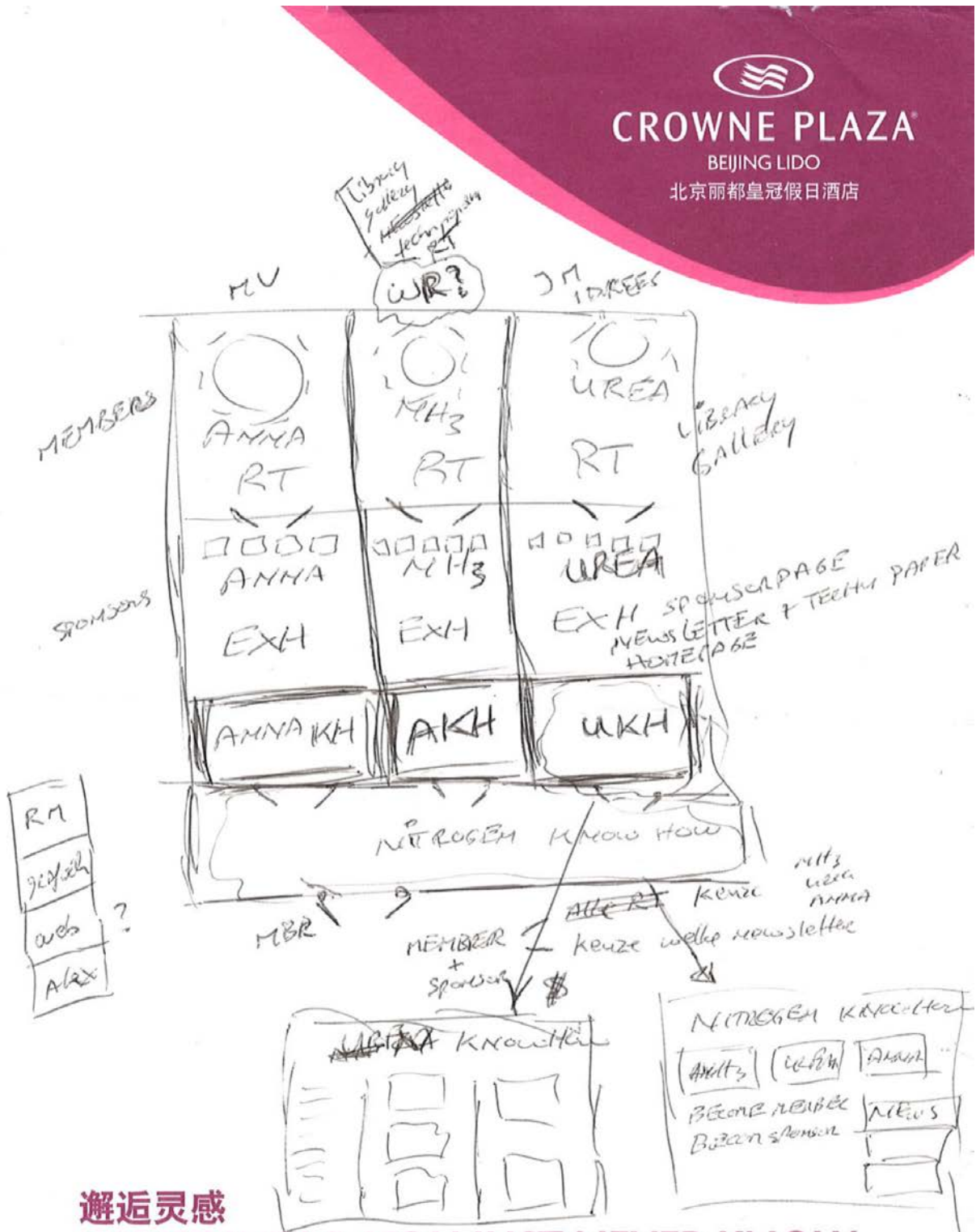
While visiting all these urea plants, we noticed that almost all managers and engineers working in these plants were struggling the same issues and had the same questions. Personally I worked seven years in an ethylene plant before I joined Stamicarbon and I recognized their situation. Ofcourse some did attend conferences and had close relations with the licensors, but we felt more could be done.

As most of the times, on our trip we discussed technical issues and the business (haha, no worries we also enjoyed our life besides our work) and then a lightbulb idea popped up! Why not organize technical Round Table discussions online and include a Library with urea documents, a Gallery with relevant pictures and movies and distribute Technical Papers? Why not build up a network of people working all urea plants worldwide and invite expert companies to join the network to promote their products and services as a kind of virtual exhibition. 24 hours per day, 365 days a year people in our urea could get into contact with each other! This for sure would contribute to improve the safety and performance of all urea plants world wide!

UreaKnowHow.com was born in our minds !!

And why not do the same for ammonia and ammonium nitrate – nitric acid; AmmoniaKnowHow.com and ANNAknowHow.com and then maybe all under one umbrella of NitrogenKnowHow.com !!

When I arrived in China and checked in Lido hotel in Beijing, I immediately wrote down our ideas and our first Business Plan was there!



邂逅灵感
GREAT IDEAS. YOU JUST NEVER KNOW
WHEN THEY'LL COME TO YOU.

Our first Business Plan

How I started up

Jo was only a few years before retirement and did want to quit his job at Stamicarbon, which I could understand of course.

I started to detail out our Business Plan, defining the threats and opportunities, how to survive the first twelve months ? The idea of starting my own business was already a few years old but with a family behind you to take the decision to quit your job is not an easy one. But with this idea of building up the network, I was convinced it should be feasible to succeed.

August and September of 2008 were crazy months: My father died after a 6 months sickbed, a friend killed himself because his new business failed and one week after I informed Pejman Djavdan that I will quit my job and intended to start UreaKnowHow.com, the financial crisis started...

My first priority was to design and set up the website, which took some six months and which came on line on March 1, 2009. The first Technical Papers, which I did distribute to about 100 Members were "Necessity of Removal of Heat Tints on Stainless Steels to Avoid or Minimize Corrosion – Cases" by Giel Notten and "Oil contamination at Khorasan Petrochemical Company, Iran" by Majid Mohammadian.

And I remember in December 2008 I attended the big FAI Conference in Delhi where more than 1000 people participated. I thought lets distribute small business cards with teasers to attract people to UreaKnowHow.com hoping I would boost the number of Members significantly in a short period. How wrong I was, less than five new Members...

BUT also many good things happened: Before UreaKnowHow.com was online, five companies already confirmed they would support my initiative as a Sponsor: **BHDT, CEAMAG, HOFUNG TECHNOLOGY, SANDVIK MATERIALS TECHNOLOGY and SBN**. Plus BHDT asked me to support them to build up BHDT Service and offered an intensive co-operation agreement. This was more than I could have hoped for and realized a good basis for building up the network in the urea industry.

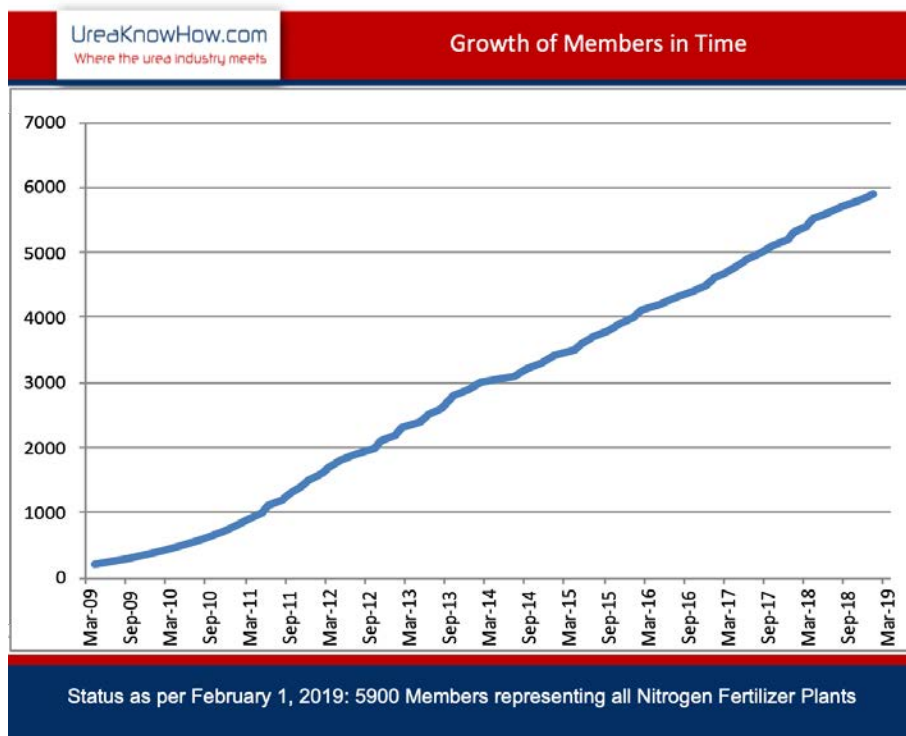
I thought Jo and I were the first ones coming up with the idea to build up a network in the urea industry. But that was not true! In China Mr. Lin Weidong from Chengdu in Sichuan had already build up the network of all about 250 urea plants in China via his website UreaNet.cn. I rushed to China to meet Mr. Lin before he had plans to expand outside China! We had a friendly and constructive meeting and agreed that he would stay inside China and I would build up the network outside China and that we would closely co-operate. Later, in 2014 Mr. Lin informed me that he wanted to sell his website and since then UreaNet.cn is part of UreaKnowHow.com.



How we grew

Every two weeks we distribute a Technical Paper with the latest news from the Urea Industry and our Sponsors. Our network keeps growing steadily and no end is in sight, now we are at nearly 6000 Members outside China. Plus our 6000 Members in China, it means all urea plants worldwide are now part of our network.

Soon after we started up, we saw big interest in technical training programs from urea plants. Our first 5-Day Urea Training Programs, we did at SABIC in Saudi Arabia (2011) and Fertiniro in Venezuela (2012). Totally we have now organized more than 25 training programs where more than 1000 people participated.



Number of Members of UreaKnowHow.com in time

Together with industry experts, we have developed and continue to develop a wide set of technical and commercial services to improve Safety and Performance of urea plants.

In early June 2016, I met Dan Cojocar in Bracknell close to London. Dan and his team are excellent safety and ammonia specialists. Dan joined our 5-Day Urea Training in October 2016 in Amsterdam so and on one evening I asked Dan "Why you start AmmoniaKnowHow.com ?" Dan replied "I want to but checked: the website domain is not available anymore!" While I laughed I asked him "Who you think owns that website domain?" And so Dan started up AmmoniaKnowHow.com building up the network within the ammonia industry.

The number of Round Table discussions has been growing to more than 1600 with more than 8000 posts. So on average five replies on each question and 2-3 new posts each day. Our intention to create an active technical discussion via Round Tables within the industry has been successful. We agreed with BCInsight to publish a Round Table discussion in their Nitrogen & Syngas Magazine under the title Plant Manager+

Also our group Sponsors has expanded to more than 30 currently:

ACE, APB, AXO WELDING, BADOTHERM, BHDT, BOREAL, BUNGARTZ, CASALE, CEAMAG, CHEMAC, CURTISS WRIGHT EST GROUP, EUROTECNICA, GEROLDINGER, GGT, GRAHAM, HFT, IPCO, KAPP ENGINEERS, KEY-TECH ENGINEERING, KREBER, LESER, MAN, NEW-JCM, NIIK, PROTOMATION, SAIPEM, SBN, SMT, SOLEX, STAMICARBON and TUBACEX.

We like to thank all of them again for making this initiative possible to improve the Safety and Performance of our industry.

Our plans for the future

We have many ideas for the future but we like to highlight here one: Together with AmmoniaKnowHow.com, we are focusing on safety within the ammonia and urea industry. We organize process safety training programs for ammonia and urea plants. We collect safety incidents in Incident Databases, create Risk Register and are founding FIORDA. FIORDA is the Fertilizer Industry Operational Risk Database, a database for fertilizer manufacturers developed with the mission to support the Nitrogen Fertilizer Industry realising higher Safety and plant Availability standards.



Thank You

We thank all Sponsors for supporting us:

ACE, APB, AXO WELDING, BADOTHERM, BHDT, BOREAL, BUNGARTZ, CASALE, CEAMAG, CHEMAC, CURTISS WRIGHT EST GROUP, EUROTECNICA, GEROLDINGER, GGT, GRAHAM, HFT, IPCO, KAPP ENGINEERS, KEY-TECH ENGINEERING, KREBER, LESER, MAN, NEW-JCM, NIIK, PROTOMATION, SAIPEM, SBN, SMT, SOLEX, STAMICARBON and TUBACEX.

We thank all Members for joining us and participating actively on our website and in our Round Tables. Special thanks goes to our ten most active Members:

Prem Baboo of Dangote Fertilizer, Norozipour of KHPC, Mohamed Farooq of Safco, Majid Mohammadian of OCI, Muhammad Adnan Hanif of FFC, Girish Prakash of Yara, Muhamed Kashif Naseem of Safco, Mr. Selim of AlexFert, Salam Malih of North Fertilizer and Syed Ali Salman of Agritech.

We like to thank all our Partners and Friends for realizing UreaKnowHow.com and our pleasant co-operation.

Hope to meet you all again soon again on UreaKnowHow.com !

Mark Brouwer

Jo Eijkenboom