

# BiObasedChemAsia

SHANGHAI, CHINA / April 14-15, 2011

InterContinental Shanghai Pudong

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## DAY 1 - 14 April 2011, Thursday

08:00 Registration & Coffee

09:00 Welcome by CMT & Speed Networking

09:05 Chairman's Remarks  
*Will Polese*  
 Managing Director  
**Lux Research - Asia Pacific Pte Ltd**

09:10 **Rise of Renewable and its Impact on the Chemical Industry in Asia**

- Market projections of chemical markets
- Market penetration of biobased chemicals and future projection
- Shifts in chemical business value chain

*Dr. Marco Ziegler*  
 Principal  
**McKinsey & Company, Inc.**

09:40 **Opportunities for Renewable Chemicals: Impact and Needs**

- Chemical opportunities
- Technological challenges
- Commercial efforts by ADM to expand its portfolio in the industrial chemicals market segment
- Role of chemicals from renewable materials in the global chemical industry

*Kentaro Ono*  
 Director, New Business Development  
**ADM Far East Ltd**

## Development of Biobased Building Blocks (I)

10:10 **Prospects of Levulinic Acid as Biobased Chemical Building Block**

*Atul Thakrar*  
 President & CEO  
**Segetis**

10:40 Discussion followed by Networking Break

11:10 **Furanics Building Blocks – Waking Up a Sleeping Giant**

- Furanics: a new generation of biobased building blocks for plastics, chemicals and fuels
- Feedstock for making Furanics
- FDCA: a key building block for durable plastics
- Process economics: compete on price with oil-based commodities such as terephthalic acid
- Applications in packaging, fibers, engineering plastics and thermosets
- Partnering and commercialization strategy: creating a new, sustainable value chain

*Tom van Aken*  
 CEO  
**Avantium Technologies BV**

11:40 **Roundtable Discussion: Critical Success Factors and Challenges to Commercializing Biobased Chemical**

- Feedstock options
- Economics of value chain from biomass to market place products
- Choosing the right technology
- Which business model to adopt? (open innovation, buy-in of technologies etc.)

- Managing supply chain complexities
- How to drive adoption?

*Panelists:*  
*Kentaro Ono*  
 Director of New Business Development  
**ADM Far East Ltd.**

*Tom van Aken*  
 CEO  
**Avantium Technologies**

*Dr. Ling Hua*  
 Founding and Managing Director  
 China Research Center  
**Genencor, A Danisco Division**

12:10 **Brand Owner Roundtable: Bracing the Green Trend – How soon? How much?**

- Does biobased chemicals has a competitive advantage over petrochemicals?
- Examples of successful commercial launches of biomaterials
- Product development trends and how does it affect utilization of biobased materials
- Performance requirements and other criteria for adopting green materials
- Timeline and strategies relating to sustainability and biobased content
- Consumer acceptance - how to market and price products with biobased content?

*Panelists:*  
**Coating & Paint**  
*Peter J. Nieuwenhuizen*  
 Director Future-proof Supply Chains  
**AkzoNobel N.V.**

**Home & Personal Care**  
*Dr. Roland Schroeder*  
 Corp. Director, Sustainability & Product Safety  
**Henkel AG & Co. KGaA**

*Dr. Weimin Peng*  
 Research Manager of Chemistry and Research Scientist  
**Unilever Discover Shanghai**

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- 12:50 Discussion followed by Networking Lunch
- 14:00 Chairman's Remarks  
*Peter J. Nieuwenhuizen*  
Director Future-proof Supply Chains  
**AkzoNobel N.V.**

- 14:05 **Regulatory Landscape for Bio-based Chemical Technologies – How do Non-Asian Regulations Influence Asian Producers?**  
*Will Polese*  
Managing Director  
**Lux Research - Asia Pacific Pte Ltd**

## Development of Biobased Building Blocks (II)

- 14:35 **Ethanol as Building Block for the Production of Bio-Polyethylene (PE) and other Green Chemicals**  
*Antonio Morschbacker*  
Manager, Renewable Technologies  
**Braskem S.A.**
- 15:05 **Biobased Organic Acids: Building Blocks for Today's Chemistry**  
*Paul Cordfunke*  
Market Manager, Chemicals Industry  
**PURAC Biochem bv**
- 15:35 **Isosorbide as a New Green Building Block for Polymers & Plasticizers**  
*Patrick Fuertes*  
BIOHUB® Program Director  
**Roquette Freres**

- 16:05 Discussion followed by Networking Break

- 16:35 **Commercialization and Development of 3-Hydroxypropionic Acid (3HP)**  
*Dr. Thomas Grotkjaer*  
Business Development Manager  
**Novozymes A/S**

- 17:05 **Bio Succinic Acid – Market Outlook & Development as New C4 Building Block**  
*Alif Saleh*  
Senior Director, Specialty Chemicals  
**Myriant Technologies LLC**

- 17:35 **New Chemistry, New Process, New Markets: Opportunity for Bulk Levoglucosenone from Waste Cellulose**
- Producing high-value platform chemical (levoglucosenone) from renewable lignocellulosic residues and wastes using a process that generates water, rather than consuming it
  - Downstream chemicals - from green solvents to herbicideS
  - Key issues around cellulose as a raw material
- Tony Duncan*  
Director  
**Circa Group**

- 18:05 Discussion followed by End of Day One

## DAY 2 - 15 April 2011, Friday

- 09:00 Chairman's Remarks

### Supply Sources of Renewable Feedstock

- 09:05 **Market Outlook of Plant-based Feedstock (Grains, Sugar, Oils) and its Prospects/Availability for Biobased Chemical Production**  
*Dr. Sarah Hickingbottom*  
Senior Research Economist  
**LMC International Ltd**

- 09:35 **Availability of Sugar Bagasse for Biobased Chemical Production in Asia**  
*Dr. Pipat Weerathaworn*  
Expert, Green Chemicals  
**PTT Chemical Public Co Ltd**

- 10:05 **Availability of Forestry Residues for Biobased Chemical Production**  
*Ho See Young*  
Vice President – China Operations  
**Pöyry Management Consulting**

- 10:35 Discussion followed by Networking Break

### Biobased Chemicals Projects in Asia

- 11:15 **Commercialization of Biobased Chemicals in China**
- Technical and commercial hurdles for commercialization of biobased chemicals
  - Project development experience in China
- Sam Dajani, COO*  
**Cathay Industrial Biotechnology**

- 11:45 **Commercialisation & Market Development of Bioplastics and their Building Blocks**  
*Dr. George, Guo Qiang Chen*  
Vice Director and Professor of Microbiology  
**Tsinghua University**

- 12:15 **Bio-Epichlorohydrin from Glycerine – Outlook & Production in Asia**  
*Dr. Michael Klumpe*  
Business Development Manager of Allylic  
**Solvay Chemicals**

- 12:45 Final Discussion followed by Lunch

- 14:15 End of Conference