

# 6th Global Chlor-vinyl Markets

9-10 JUNE 2011 / ISTANBUL, TURKEY

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## DAY 1 - 9 June 2011, Thursday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks

### 09:15 Global Vinyls Markets Outlook

- Changing oil price & its impact on PVC market
- Trade flows & pattern
- New capacities on-stream & its impact on market dynamics
- Prices & margins
- Competition from USA vs Asia  
*Michael D. Smith, Director - Polyolefins & PVC Europe/Africa, CMAI*

### 09:45 European Chlor-Alkali Value Chain

- Cost competitiveness ( power, ethylene )
- How to enhance profitability: integration ? products slate ?
- Mid term scenario: mercury electrolysis conversion in Europe, what impact ?  
*Bertrand Jausseme, Director Business Unit PVC Arkema France*

10:15 Discussion followed by Refreshment

### 10:45 The Global Paste PVC Business

- Paste PVC - small but beautiful?
- A global business overview
- Drivers for growth
- Supply and demand development  
*Dr. Wolfram Proessdorf, Commercial Director Vinnolit GmbH & Co KG (HQ)*

### 11:15 Indian PVC Market

- Demand/supply projection
- Changing trade patterns
- Drivers & major applications
- Major players & import volume  
*Ramkumar Shankar, Executive Director Chemplast Sanmar Ltd*

### 11:45 PVC Market Opportunities in Turkey and Neighbours Countries

*Ruya Bayegan, Board Member, Bayegan Group*

12:15 Discussion followed by Lunch

### 13:40 Afternoon Chairman

*Bertrand Jausseme, Director Business Unit PVC Arkema France*

### 13:45 Global Economic Outlook – Implications for the Region

- Are we out of the woods yet?
- Economic development in Central/Eastern Europe & emerging economies

- Currency movement & interest rate forecast
- Investment outlook

### 14:15 PVC Market Outlook in the Middle East

*Uwaidh Kahlaf Al-Harethi, General Manager, Polymers Operation, Executive Arabian Petrochemical Company (Petrokemya)*

### 14:45 PVC Market in North Africa

- Demand/supply outlook
- Key applications & demand drivers
- Challenges facing the industry
- Import region & payment issues
- Distribution & logistics challenges of supplying to North Africa  
*Hocine Amrouche, Chairman Eurl Maghreb Petrochemicals Company (MAPECO)*

15:15 Discussion followed by Refreshment

### 15:45 Latest PVC Pipes Trends & Market Outlook

- Development of PVC-O pipes for water transportation
- Key growth region
- Threat from competing materials  
*Ignacio Munoz de Juan, CEO, Molecor TECH*

### 16:15 Development of PVC Profiles Market in Ukraine

- Demand/supply projections
- Key drivers for growth
- Trends & development
- Challenges faced in the industry  
*Emre Hadi Erverdi, General Director, Miroplast*

### 16:45 Current Balance in Russia and Central Asia Market

- Market in Ukraine, Belarus, Kazakstan and Uzbekistan
- Impact of new Lukoil's PVC plant
- Future production & projects  
*Sergey Yaremenko, Managing Director Market Report Company (MRC)*

17:15 Discussion followed by End of Day One

## DAY 2 - 10 June 2011, Friday

### 09:00 Chairman's Introduction

*Michael D. Smith, Director - Polyolefins & PVC Europe/Africa, CMAI*

### 09:10 China PVC Market Outlook

- Demand/supply projections & growth prospect
- Capacities expansion and investment in China
- Relevant Chlor-alkali industry development policies

- Policies on energy
- Investment in China's PVC industry
- Import/export status & region
- Demand/economics of carbide based vs ethylene based PVC  
*Benjamin Han Jia, PVC Dept Manager Tangshan Sanyou International Industry Co Ltd*

### 09:40 PVC Demand in Asia

- Demand/supply projections
- Japan's earthquake and its impact on PVC/VCM market
- Feedstock challenges
- Drivers for growth & application trends
- Key export market & logistics challenges
- Expansion plans update  
*Otto Hu, Director of Sales & Marketing China General Plastics Corporation*

### 10:10 Infrastructure Development in South America & Demand on PVC

- Demand/supply projections
- Opportunities arising from World Cup 2014 & Olympics 2016
- Key applications & market outlook
- Import potential & region  
*Jose Carlos Rosa, Executive Director Brazilian Association of the Manufacturers of Vinyl Profiles for Civil Construction*

10:40 Discussion followed by Refreshment

### 11:10 Panel Discussion : PVC Materials Sourcing Strategies & Challenges

- Expectations from suppliers
- Trends in respective industry
- Quality, pricing, technical support considerations  
*Emre Hadi Erverdi, General Director, Miroplast Ibrahim Tuza, Board Member Pakpen Plastik Boru ve Yapı San Tic A.S.*

### 11:40 Efficient Supply Chain Management Strategy & Freight Rate Projections

*Osman Subasi, Strategic Sales Manager Damco Uluslararası Tasimacilik ve Lojistik A.S*

### 12:10 Development & Trends in Plasticizers

- Towards the sustainable use of plasticizers  
*Nigel Sarginson, Chair of Communications Group European Council for Plasticizers and Intermediates (ECPI)*

12:40 Final Discussion followed by Closing Lunch

14:00 End of Conference