

Program topics, speakers and schedules listed herein are confirmed as at printing time.  
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第二届亚洲/中国聚氨酯市场研讨会

# 2nd asia PU

14 - 15 June 2007 • Shanghai, China  
Hilton Shanghai Hotel

## *Energy-saving, Environmental & Health considerations in a high-growth industry*

### Distinguished panel:

- Dow Chemical Pacific Limited
- Mitsui & Co., Ltd
- China Ministry of Construction
- CZDH TDI Co. Ltd
- Asia Polyurethane Mfg Pte Ltd
- Indian Polyurethane Association & Uform Private Ltd.
- Noveon Inc
- Lyondell Asia Pacific Ltd.
- China FAW Group Corporation
- Qiaodan (China) Sporting Goods Co. Ltd
- Hua Feng Spandex Co. Ltd

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# Day 1

14 June - Thursday

8:00	Registration & Coffee	12:20	<b>CHINA TDI MARKET IN THE NEXT 5 YEARS &amp; CHALLENGES TO THE PRODUCER</b> Hu Guo Ling, Vice General Manager <b>CZDH TDI Co. Ltd.</b>
9:00	Chairman's Welcome Remark	12:50	Discussion followed by Lunch
9:10	Keynote Address <b>NEW INVESTMENT &amp; EXPANSION PLANS OF PU IN ASIA/CHINA</b>	2:10	<b>POTENTIAL OF PU MARKETS &amp; TRENDS IN THE <u>MIDDLE EAST</u></b>
9:40	<b>ASIAN POLYURETHANE MARKET OVERVIEW</b> <ul style="list-style-type: none"><li>• Drivers for Growth; What PU can contribute to enrich and preserve the living environment of Asian people?</li><li>• Global TDI/MDI balance; Are the raw materials available to sustain the growth of Asian PU demand?</li></ul> Araki Hitoshi, General Manager Polyurethane Business Dept, Specialty Chemicals Div <b>Mitsui &amp; Co., Ltd.</b>	2:45	<b>MANAGING TIGHT RAW MATERIALS SITUATION TO MEET INCREASING PU GROWTH IN ASIA/CHINA</b> Kinson Siu, PU Marketing Manager <b>Dow Chemical Pacific Limited</b>
10:15	<b>UPDATES OF CHINA'S NEW ENERGY SAVING REGULATION FOR BUILDING &amp; CONSTRUCTION</b> Zhang Qing Feng, Director Science & Technology Development Promotion Centre <b>Ministry of Construction, China</b>	3:20	<b>PU MARKET OUTLOOK IN <u>INDIA</u></b> M. Sarangapani, Chairman <b>UFoam Private Ltd/India Polyurethane Association</b>
10:45	Discussion followed by Coffee	3:50	Discussion followed by Tea
11:15	<b>PROPYLENE OXIDE/POLYOLS MARKETS IN ASIA</b> <ul style="list-style-type: none"><li>• Demand/Supply balance</li><li>• Project updates</li><li>• Comparisons of alternative technologies (SM/PO / Hydrogen Peroxide / PO-Cumene)</li></ul> Raymond Tsang China development/Sales Director <b>Lyondell Asia Pacific Ltd.</b>	4:20	<b>NEW APPLICATION AND NEW PERFORMANCE STANDARDS FOR PU IN AUTOMOTIVE SECTORS</b> Wang Qing Guo, Director Science & Technology Centre, non-metal materials <b>China FAW Group Corporation</b>
11:50	<b>MDI MARKETS UPDATE IN ASIA PACIFIC</b>	4:50	<b>DEVELOPMENT OF TPU MARKET IN CHINA</b>
		5:20	Discussion & End of Day One

17:30~18:30 hrs. *Networking Reception*  
For Speakers & Delegates

## Day 2

15 June - Friday

- 9:00 Chairman's Welcome
- 9:10 **UPDATE OF IMPLEMENTATION OF GREENMARK SCHEME IN SINGAPORE & CHALLENGES FOR DEVELOPMENT OF NEW RESINS**  
William Too, Manager, CEO's Office  
**Asia Polyurethane Mfg Pte Ltd**
- 9:40 **PROSPECTS OF BIO-BASED POLYOLS IN VIEW OF INCREASING ENVIRONMENTAL AWARENESS & VOLATILE HYDROCARBON COSTS**
  - Economic Analysis & Feasibility
  - Update of production process to combat higher costs
- 10:20 Discussion followed by Coffee
- 10:50 **ANALYSIS ON CHINA SPANDEX MARKET OUTLOOK**  
Senior Representative  
**Hua Feng Spandex Co. Ltd**
- 11:20 **POLYURETHANE APPLICATIONS IN SPORTSWEAR/SHOES IN CHINA**  
Li Rong Fang, Vice President  
**Qiaodan (China) Sporting Goods Co. Ltd.**
- 11:50 **MARKETS, APPLICATION, TRENDS/ CHALLENGES OF PU TECHNOLOGIES IN COATING MARKETS**  
Dr. Sanjay Kalhan  
Business Director, Asia Pacific,  
Performance Coatings Business Unit  
**Noveon Inc**
- 12:20 Final Discussion followed by Closing Lunch
- 2:00 End of Conference

### Asia polyurethane markets to ride the waves

Asian polyurethane market growth has been on fast track propelled by Chinese demand push. Not far behind are other Asian nations –all poised to drive this market further.

In the backdrop of such dynamic markets growing potential, is there enough supply to meet the demand of PU markets? Does the Asian market offer a competitive edge in lower polyurethane manufacturing costs and market access?

China has been a major pull for foreign investors so far. How effective have overseas investors been in leveraging the regional polyurethane market growth to their advantage?

Are the local producers game to take on foreign players in Asian markets? Propylene oxide and polyol supplies have been key determinants in this market segment. **What is the status of new projects being planned in the region?**

New developments in PO/SM technologies promise to rationalize costs. To what extent have the Asian players adopted these? New technologies based on renewable soy/corn based polyols pose challenges which can limit growth of bio based polyols. Is Asia ready for these bio based products?

Fast paced growth in automotive and home furnishing market has led to new trends in product development accompanied by new product standards. Singapore has implemented the new Greenmark scheme which is likely to pose new resin development challenges. Is the industry ready to face this? To what extent is the coating industry driving the polyurethane markets? Will construction boom in the region offer the next level of polyurethane growth?

In view of the tight MDI/TDI market, expansions are likely to go ahead to ease the supply situation. What will be the producer strategy in this tough climate ?

To learn and assess the regional market dynamics, be at **CMT's 2nd Asia PU conference.**

Other key highlights of the conference include:

- New investment plans in Asia/China
- Asian Polyurethane Market Overview
- Raw materials situation
- End-users perspectives and trends

Don't miss out **CMT's 2nd Asia PU conference**; it will definitely bring a more positive impact on your business! Please log onto [www.cmtevents.com](http://www.cmtevents.com) to register now. For enquiries, please contact Vynn at +65 6345 7322 or [vyynn@cmtsp.com.sg](mailto:vyynn@cmtsp.com.sg)

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#### You Will Network With:

- CEOs • MDs • Regional Directors • Commercial Directors
- Business Development Directors/Managers
- Marketing Managers • R&D Directors
- Processing & Application Development Managers from Petrochemical & Polymer, Plastics processing, Polymer additives, Automotive, Appliances, Bedding & Furnishing & Construction industries.

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## REGISTRATION

2nd asia PU

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**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & CD documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>USD1,395</b>	<b>USD1,195 (MIN SAVINGS OF USD600)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Photocopy Registration Form to Preserve Brochure Copy. June 2007

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### CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB 1,800 / RMB 2,060 nett (Standard/Deluxe) per room per night inclusive of 1 daily breakfast (subject to room and rate availability) for delegates at Hilton Shanghai Hotel. Additional breakfast is at the rate of RMB 198 nett per person. **Cut off Date for Room Booking: 14 May 2007**

Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

Jane Fang, Reservations Department  
 Hilton Shanghai, 250 Hua Shan Road, Shanghai 200040, China  
 Tel : (86-21) 6248 7777 ext. 6220 Fax : (86-21) 6248 1473  
 Email: [jane.fang@hilton.com](mailto:jane.fang@hilton.com)

#### Customised Sponsorship Packages Available

This event is an excellent platform to promote your organisation to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon, Cocktail & Documentation sponsor. Exhibition / catalogue display can be arranged upon request. Contact [cynthia@cmtsp.com.sg](mailto:cynthia@cmtsp.com.sg) or (65) 6346 9132.

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## 8th Coatings Asia Markets

4 - 5 June • Bangkok, Thailand

*"Improving margins, but will industry performance hold up?"*



## 9th Olefins & Polyolefins Asia Markets

11 - 12 June • Singapore

*"How long can we ride the wave?"  
"When will the up-cycle end?"*



## 15th Asia Petchem Summit

4 - 5 September • Phuket, Thailand

*"Extended peak or bubble trouble?"  
"Premier Gathering for the Regional Petchem Practitioners"*



## 7th Surfactants Personal Care & Homecare Markets

13 - 14 September • Guangzhou, China

*"Continuous innovation and value creation to overcome reduced margins"*

