



Centre for  
Management  
Technology®  
Into our 24th year

5ta Conferencia de Mercados de PET en América Latina

# 5th LAPET\*

15 - 16 November 2007 ■ Camino Real Hotel, Mexico City

\* Latin America PET

## “Continued Optimism and Innovations amid High Feedstock Costs”

- Bonafont
- CMAI
- EREMA
- Valspar
- Alcoa CSI
- Graham Packaging Co.
- Natura
- AMEE
- United Resource Recovery Corporation
- Cytec
- San Miguel Industrial
- Amcor
- Canadean
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- Colormatrix
- Eastman
- Uflex Industries Ltd
- Simko SA
- Novapet S.A

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The **5th Latin America PET** (LAPET) conference offers authoritative views and analysis on the burgeoning market and PET players' initiatives. The conference will present a complete and up-to-date insight of the industry, from feedstock to resin, processing to technology, and recycling.

Mexico has an amazing thirst for carbonated soft drink (CSD); a country with a population of over 100 million drinks 14.4 billion litres of CSD, an impressive 160 litres per capita. Polyethylene terephthalate (PET) takes the biggest share for packaging. Mexico, along with its neighbours Central America, Caribbean, and Andean region (Columbia, Venezuela, Peru and Ecuador), consume over one million tons of PET resin per annum.

The South Cone region (Argentina, Brazil, Uruguay, Paraguay and Chile) is also seeing a surge in PET sales, led by strong demand from food, beverage and cosmetic sectors.

PET manufacturing is still in the cycle of oversupplied and under pressure. PET producers have to strive to optimize their cost position in order to survive in the industry which is characterized by high growth but tight margin.

Block your calendar to attend this premier PET conference dedicated to the region. Sign up with your team to enjoy attractive discount.

#### Last Year's Testimonials

*"An outstanding gathering of business and technology leaders which brings you to the forefront of PET related packaging technologies from around the world"*

~ Marketing Director, Alcoa

*"The meeting point of the PET Industry in Latin America"*

~ Commercial Manager, Eastman

*"all of the presentations were interesting"*

~ Commercial Director, Reciclados Crisol

*"Presenting at this conference is a good opportunity to talk about my company's technological developments. Also, I can learn what other companies are doing, including competitors."*

~ Manager, Graham Packaging Co.

Simultaneous Interpretation: English ↔ Spanish

8:00	Registration and Coffee		
9:00	Chairman's Welcome and Introduction		
9:10	<b>GLOBAL STRATEGY ON PET BUSINESS</b> Casimiro Sacchetti Managing Director, Begreen <b>La Seda Group</b>		
9:40	<b>DEMAND/SUPPLY OUTLOOK OF PET FEEDSTOCKS (PX, PTA, MEG) AND ITS IMPACT ON GLOBAL PET TRADE</b> • Competitiveness of PET markets in Latin America Chase Willet, Director Polyester & Polyester Raw Materials <b>Chemical Market Associates, Inc. (CMAI)</b>	14:30	Panel Discussion: <b>INNOVATIONS IN PACKAGING FOR WATER AND BEVERAGE</b> • Capabilities and limitations of PET • Comparing PET with other packaging materials Pierre Betat, Purchasing Director <b>Bonafont Mexico</b>  Mr. Carlos Herrera, <b>Cadbury Schweppes</b>
10:25	<b>TRENDS AND DIRECTIONS OF LATIN AMERICA PET MARKETS</b> Phil Myers, Commercial Director <b>Eastman Chemical Company</b>	15:00	<b>ROLE OF PET IN NEW PRODUCT DEVELOPMENT</b> • Insight on PET markets in Latin America • Application of PET in Beer, Juices and Still drinks and future developments Senior Latin America Director <b>Canadean</b>
10:55	Discussion followed by Refreshments	15:30	<b>OUTLOOK &amp; TRENDS IN:</b> • PET procurement trends • Key applications, designs and sizes • Market drivers and challenges  (I) <b>PERU</b> Sven Brodersen, Export Manager <b>San Miguel Industrial SA</b>
11:30	<b>CREATING NEW MARKETS FOR PET THROUGH INNOVATIVE RESIN FORMULATION</b> David Gonzalez, Commercial Director <b>Novapet S.A.</b>	16:00	Discussion followed by Refreshments
12:00	<b>INNOVATION FOCUSED ON MARKET NEEDS</b> • Xamos - technology for new market applications • Product design with a customer focus • Heat set - the new generation Juan Manuel Contreras, Director General <b>Amcor PET Packaging de México, S.A. de C.V.</b>	16:30	(II) <b>MEXICO</b> Alfonso Vaca Nava, Past President <b>Asociación Mexicana de Envase y Embalaje, A.C. (AMEE)</b>
12:30	<b>COMPETITIVENESS OF PET IN PERSONAL CARE PRODUCTS</b> Jose Paez, President <b>Natura</b>	17:00	<b>PET RECYCLING – IS THERE AN ECONOMICAL WAY ?</b> • From flake to a BTB pellet • From flake inline to a high end product Manfred Hackl, CEO <b>EREMA (Engineering Recycling Maschinen und Anlagen Ges.m.b.H.)</b>
13:00	Discussion followed by Lunch	17:30	<b>RECYCLING PET USED BOTTLES TO FOOD GRADE APPLICATIONS</b> Carlos D Gutierrez, President <b>United Resource Recovery Corporation (URRC)</b>
		18:00	Discussion followed by End of Day One

1815 - 1915 hrs. *Cocktail Party*  
for Speakers and Delegates  
sponsored by  
**EASTMAN**

## Day 2

Friday, 16<sup>th</sup> November 2007

- 9:00 Chairman's Remarks
- 9:05 **PET FILM MARKET PROSPECTS IN MEXICO / LATIN AMERICA**  
Pradeep Tyle, CEO  
**Uflex Industries Limited**  
(formerly known as Flex Industries Ltd.)
- 9:35 **BARRIER COATING FOR MEDICAL DISPOSABLES; ACHIEVING FASTER SPEED IN PREFORM PRODUCTION**  
Mike Urquhart, Vice President,  
Service and Sales, Latin America  
**Husky Injection Molding Systems Ltd**
- 10:05 **MAXIMIZING PET BOTTLE PERFORMANCE FOR CSD THROUGH EFFECTIVE CLOSURE & CAPPING ALTERNATIVES**  
  - Increase overall system efficiency while maintaining operational flexibility
  - PET finish related savings
  - Seal Performance Optimization
 Javier Cristian Espagnol  
Marketing Director - Mex, CA, Caribbean  
**Alcoa Closure Systems International**
-  *exhibiting latest short-height closure technology*
- 10:35 Discussion followed by Refreshments
- 11:05 **ADVANCEMENT IN COLORANTS AND ADDITIVES**  
Dr. Mark Frost, Global Development Director  
**Colormatrix**

### 11:35 **WEIGHT REDUCTION OF NECK-FINISHES IN THE LIGHT OF GLOBAL STANDARDIZATION**

- Complexity and overall process impact of weight reduction
- Bericap aims for solutions suitable to the entire industry
- Cooperation with international industry societies such as ISBT to consider different needs

Lothar Brauer, Manager Technical Marketing/  
Business Development  
**BERICAP**  
Bericap GmbH & Co

### 12:05 **OUTLOOK & TRENDS IN: (III) ARGENTINA / SOUTH AMERICA** Alejandro Copley, Commercial Manager - PET Division, **Simko SA**

12:35 Discussion followed by Lunch

### 13:45 **PASTEURIZABLE PET BEER PACKAGING - ONE STEP AHEAD**

- Closing the gap - Multilayer barrier technology
- Sustainable package - Usage on 35%+ post consumer PET

Jose Manuel Diaz, Manager,  
International Licensing Support  
**Graham Packaging Company**

### 14:15 **BARRIER PACKAGE DESIGN: PRODUCT REQUIREMENTS & MATERIAL CAPABILITIES**

- Factors important to extending shelf life of packaging
- Technologies available to meet the requirements of foods and beverages

Paul Share, Research Scientist  
**Valspar Corporation**

### 14:45 **NEW OPPORTUNITIES IN PHOTO-PROTECTIVE PACKAGING**

Ms. Patricia Ruiz, Manager  
Application Sales Development, **Cytec**

### 15:15 **SIGNIFICANT PET MOLD IMPROVEMENTS**

Ralph Gauss, Sales Manager Latin America / Marketing Manage  
**MHT, Mold & Hotrunner Technology AG**

15:45 Final Discussion followed by Closing Tea

16:30 End of Conference

## How You Benefit:

- Hear big brand owners like **Bonafont** and **Natura** share their take on PET
- Tips from **Amtcor** on innovative product development
- Find out business sentiments in promising markets like Peru, Brazil, Mexico, Argentina from leading practitioners like **San Miguel Industrial, Simko** and others
- Review market trends and directions with the input from **Eastman** and **CMAI**
- Learn what affects PET market by listening to analysis on its feedstocks
- Flex Industries Ltd**, one of the leading plastic films manufacturers will share their vision and plans in Latin America
- Discover the latest PET technologies: **short height closures, pasteurizable PET beer packaging, faster preform production, barrier coating for medical disposables, bottle-to-bottle recycling** and etc
- Interact with roomful of active PET players in the region: from producers to transformers, brand owners to technology providers

## Delegate profile '06

Feedstock suppliers 15%  
Resin producers/traders 20%  
Transformers 20%  
End-user/bottlers 15%  
Technology companies 25%  
Associations/consultants 5%

### You Will Network With

- Senior Executives from PET & Polyester Producers / Traders
- Preform and Closure Manufacturers • Brand Owners (mineral water, CSDs, juices, beer, dairy, vegetable oil, personal care & cosmetics, household products manufacturers) • Filling/Bottling Companies
- Feedstock (MEG, PX/PTA) Manufacturers/ Traders • Equipment Producers & Licensing Technology Providers • Materials & Additives Producers • Recycling, Sorting Machinery and Technology Providers
- Chemicals, Packaging & Beverage Consultants/Analysts

### 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.

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at [www.cmtsevents.com](http://www.cmtsevents.com) for the most up-to-date information.

# REGISTRATION

## 5th LAPET

15 - 16 November 2007 • Mexico City

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

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>USD1,295</b>	<b>USD1,095</b> (MIN SAVINGS OF USD600)

\* Terms and conditions apply.

### TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)  
*Companies in Mexico please contact*  
 Ms. Tanya Tardan, Representative – CMT  
 Email: [cmtmexico@yahoo.com](mailto:cmtmexico@yahoo.com)  
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 Fax: (65) 6345 5928 Tel: (65) 6346 9132  
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### TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology**  
 A/C No: **251 - 004487 - 178**  
 Bank: HSBC Singapore  
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*TT must include additional USD21 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.*

**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. Nov 2007

### CONFERENCE VENUE

CMT has arranged special discounted room rate at USD 130 nett (Single / Double) per room per night (subject to room and rate availability) for delegates at **Camino Real Mexico City**. Please reserve your room with the hotel directly, quoting the name "CMT LA PET" and providing full credit card number and expiry date to:

**Camino Real Mexico City**  
 Mariano Escobedo, 700 – 11590 Mexico City  
 Tel: 52 55 52638899 Fax: 52 55 52638898  
 Email: [grupos.mexico@caminoreal.com.mx](mailto:grupos.mexico@caminoreal.com.mx)  
 Cut off Date for Room Booking: 31 October 2007

### PRIORITAIRE

En cas de non remise prière de retourner à <b>Postfach 1100</b> <b>36243 Niederaula</b> <b>ALLEMAGNE</b>	<b>Deutsche Post</b>
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City/Postcode \_\_\_\_\_ Country \_\_\_\_\_

Approving Manager's Name \_\_\_\_\_

Position \_\_\_\_\_

E-mail \_\_\_\_\_

## ~ CMT'S UPCOMING EVENTS ~

### 2nd Americas Sugar & Ethanol Trade

12 - 13 Nov 2007 • Miami, USA

- NAFTA 2008 & market integration – impact on sugar/sweeter trade
- Ethanol expansions – extended peak or bubble trouble ?
- Investor/Player's Perspectives in **Mexico, the Caribbean, Costa Rica, El Salvador & Brazil**
- Latest Cellulosic Ethanol Technologies and its impact on Corn-Based Ethanol

### 9th MidEast & Africa PET

4 - 5 Feb 2008 • Dubai, UAE

#### "Rising Gem in the Global PET market"

- Economics of new PET investments
- Margin and price forecast
- In-depth analysis on PET raw materials
- Latest processing equipment and technology
- Newest performance enhancing barriers
- Potential and technologies for recycled and recovered PET
- Perspectives of brand owners and bottlers

CMT into our 24th year is a global conference organizer based in Singapore. CMT has been producing international conferences for Polyester intermediates & PET markets since 1996. CMT is recognized for providing market specific information for the PET industry to maximize opportunities in emerging regions. Our PET conferences are held in Asia/China, Middle East, Latin America, Central and Eastern Europe.