

Program topics, speakers and schedules listed herein are confirmed as at printing time.
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5th Specialty Elastomers/TPEs

19-20 November 2008 / SHANGHAI
Sofitel Shanghai Jin Jiang Oriental Pudong Hotel

*"Next level of higher value added products
and technology advances"*

Arkema
Merquinsa
Kuraray
Kraiburg
Daimler Chrysler
Teams Design Shanghai
Motorola Technology Sdn Bhd
The Dow Chemical Company
Bayer MaterialScience Limited
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Dimontonte Floccati SpA
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Day 1

Wednesday, 19th November 2008

09:00 Chairman's Welcome and Remarks

09:10 **GLOBAL MARKET OUTLOOK & DEVELOPMENT OF TPE**

- Crude price movement & the impact on TPEs industry
- M&A trail – more to come?
- Market shift & Role of China in global TPE

Roger Young, Vice President Asia Pacific
Robert Eller Associates Inc

09:45 **MARKET OUTLOOK OF TPV IN ASIA**

- Growth projections
- Innovations and material substitution trends
- Emergence of Super TPVs (Engineering TPVs)

Speaker to be advised

10:20 Discussion followed by Coffee

10:50 **DESIGN TRENDS IN THE 3C INDUSTRY AND POSSIBLE IMPACT ON CHOICE OF MATERIAL SELECTION**

END USER

- Trends in 3Cs industry (Computer, Communication and Consumer Electronic)
- Ergonomic usage in power tools
- How can resin suppliers help in the product development process?
- What is the potential usage for “soft touch plastics”

An Luo, Co-President Asia Pacific
Teams Design Shanghai

11:20 **DISCOVERING LATEST INNOVATIONS IN TPE THAT DELIVER HIGHER PERFORMANCE CAPABILITIES TO AUTOMOTIVE SEALS**

- Trends in emerging performance based applications
- Case study: an asset to Peugeot Citroen for TPV seals

Gilbert Saillard, Sales & Marketing Director
CTS CousinTessier & Saplast

11:50 **TPE'S APPLICATION IN AUTOMOTIVE INDUSTRY**

END USER

Zhang Kun, Global Procurement & Supply
Daimler Chrysler (China) Ltd

12:20 Discussion followed by Lunch

13:40 **EVOLUTION IN TECHNOLOGY OF FLOCKING WITH TPE MATERIALS IN AUTOMOTIVE SEALS APPLICATIONS**

- Trends and innovative solutions
- New techniques versus traditional EPDM direct flocking

Federico Rosa
Automotive Product Manager
Dimontonte Floccati SpA

14:10 **COPE EXTRUSION FOAMING TECHNOLOGY**

Dr. Bing Lu, Product Development Chemist
Ticona Engineering Polymers

14:40 **NOVEL ELASTOMER TECHNOLOGIES IN THE TPE COMPOUNDING INDUSTRY**

- Trends on elastomer technologies
- Case study: an asset to appliances & footwear, medical & consumer durables

Ho-Sung Kang
Marketing Manager-Asia Pacific
Dow Chemical Korea Ltd.

15:10 **LATEST ARKEMA INNOVATIONS IN HIGH-PERFORMANCE ELASTOMERS (PEBAX TYPE) INCLUDING BIOBASED PRODUCTS**

Jerome Allanic, Asia Pacific
Market Development Manager
Arkema

15:40 Discussion followed by Tea

16:10 **SPECIALTY POLYMERS IN PUBLIC SAFETY & MISSION CRITICAL APPLICATION**

END USER

Dr. Mohd Nor Azmi Alias
Senior Engineering Manager
- Physical Design
Motorola Technology Sdn Bhd

16:40 **SUCCESSFUL STRATEGIES FOR COMPETING IN CHINA**

- Market forces affecting pricing and profitability
- Intermaterials competition
- Global influences on markets and technology
- Opportunities for extracting higher value
- Shifts in industry structure.

Roger Young, Vice President Asia Pacific
Robert Eller Associates Inc

17:10 Discussion followed by End of Day One

17:15 – 18:15 hrs.

Networking Reception
for Speakers & Delegates

Day 2

Thursday, 20th November 2008

09:00 Chairman's Remarks

09:10 **LATEST INNOVATIONS IN TPU AND THEIR MARKET PROSPECTS**

Clint Raine, Head Business Unit TPU APAC
Bayer MaterialScience Limited

Next level of higher value added products and technology advances

- 09:45 **BIO-BASED TPU DEVELOPMENT AND COMMERCIALIZATION**
David Pascual, Global Application Dev Mgr, Area Mgr, TPU Elastomer/Area Manager, **Merquinsa**
- 10:15 **TPE'S APPLICATION IN FOOTWEAR APPLICATION**
Speaker to be advised
- END USER
- 10:45 Discussion followed by Coffee
- 11:15 **LATEST INNOVATIONS IN Q AND LA POLYMER AND THEIR MARKET PROSPECTS**
- Discovering Latest Novel Class TPE (SEPTON, Q series): generates outstanding performance such as light weighted and scratch resistant materials.
 - Novel (meth) acrylic thermoplastic elastomer (LA polymer): which shows good weatherability, good transparency, good paintability and good compatibility & adhesion to polar resins.
 - Market Prospects
- Kazushige Ishiura Leader, Acrylic TPE Business Development Team, Isoprene Chemical Division **Kuraray Co., Ltd**
- 11:45 **TPE IN PERSONAL CARE APPLICATION**
Speaker to be advised
- END USER
- 12:15 **TECHNOLOGY TRENDS AND TPE APPLICATIONS IN SPECIAL MARKET DEMAND AND APPROVAL**
Saiful Islam, Senior Technical Engineer **Kraiburg TPE Co Ltd**
- 12:45 Final Discussion followed by Closing Lunch
- 14:15 End of Conference

TPEs are gaining more acceptance amongst processors as a material of choice. Intelligent design trends and performance capabilities have helped deliver more superior cost-benefits. Aggressive inter-material competition is a reality producers must grapple with especially when margins are squeezed further amid rising energy and feedstock costs. The 5th Specialty Elastomers/TPEs is to meet these challenges.

China is the factory of the world across various industries like Auto, 3Cs, Personal Care, Footwear, etc. Global compounders have set up operations in China to be close to these customers. However, not all are successful in their foray into China. Sharing successful strategies is the focus of **CMT's 5th Specialty Elastomers/TPEs Conference**.

As consumers become more sophisticated and want more multiple-sensory perception in the products they use, how will these needs drive innovation of TPEs in the 3Cs, Auto, Personal Care, Footwear sectors? How can producers help in the product development process? Are the TPE capabilities in Asia able to support the rapidly growing customer base in Asia?

In their quest to alleviate their dependence on crude, producers have developed bio-based TPEs as an alternative. What are the performance, environmental-friendliness & cost economics of these materials? What role will they play in future applications? Evaluate these issues and gain fresh insights at **CMT's 5th Specialty Elastomers/TPEs Conference!** We bring together a top panel of leading players in the TPEs industries to interact, share resources, network and provide future directions for the industries. Register early with your team to secure your seats and enjoy discounted fees.

Reasons to attend the 5th Specialty Elastomers/TPEs Conference:

- New insights on market development and growth potential of TPEs, TPV, TPU, Bio-based TPU and PEBA in China/Asia
- Gain expert opinion on crude price situation and how does it impact on TPEs industry
- Update on key M & A activities and assess the successful strategies to stay in Chinese market
- Outlook of TPE processing complexities and moulding challenges
- Find out how new TPEs materials and technologies can ensure the sustainability of profit margins
- Hear from your end users, **Daimler Chrysler (Automotive Industry)**, **Teams Design (3C industry)**, **Motorola (Public Safety Equipment industry)**, etc to design a sustainable products
- Hear from **Arkema** and **Merquinsa** on latest innovation and development on bio-based elastomers
- Find out the plans and direction in the TPEs market
- Meet and network with various players in the TPEs production/manufacturing world.

YOU'LL NETWORK WITH

- CEOs • Presidents • MDs • VPs • GMs • Directors & Managers from Marketing / Business Development / Licensing / Operations / Sales; Applications Development Managers, Commercial Managers, Product Managers from Material Producers, Additive & Catalyst suppliers, Compounders, Molders, Converters, Machinery Suppliers, Producers in Consumer Goods, Medical equipment, Wire & Cable, Tubing, Electronic & Electrical, Automotive, Communications Equipment, etc

REGISTRATION

5th Specialty Elastomers/TPEs

19-20 November / SHANGHAI

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CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB1437.50 nett (Single/Double) per room per night inclusive of 1 daily American Breakfast (subject to room & rate availability) for delegates at **Sofitel Shanghai Jin Jiang Oriental Pudong Hotel**. Please reserve your room with the hotel directly, quoting the name "CMT1118" and providing full credit card number and expiry date to:

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Cut off Date for Room Booking: 28 October 2008



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)
USD1,495	USD1,295 (MIN SAVINGS OF USD600)

* 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.

TO REGISTER

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Photocopy Registration Form to Preserve Brochure Copy. Nov 2008

CMT'S UPCOMING EVENTS

3rd Rubber & Tire RUSSIA/CEE MARKETS

Krakow, Poland / 14-15 October 08'

*"Staying competitive amid
soaring raw material costs and
fast consolidating markets"*

2nd Arabplast Summit 2009

Dubai, UAE / 12-13 January

In conjunction with *Arabplast Exhibition*
(10-13th Jan 2009)

4th Propylene Markets & Tech

Bangkok / 11-12 February 09'

4th Asia Rubber & Tire Markets

Singapore / 26-27 February 09'