

[www.cmtevents.com](http://www.cmtevents.com)



# 10<sup>th</sup> CEE PET

Polief  
Europlast  
WIP Poland  
PCI PET Packaging Resin & Recycling Ltd  
Equipolymers  
PETCORE  
CMAI  
PET-Power  
GSI International  
4PACK GmbH  
Sino-Belgium Beer (Suzhou)  
Erema  
OHL Engineering GmbH  
Wells Plastics  
SIPA  
Motan  
Bericap GmbH & Co. KG  
Sidel  
RDC Environment

28-29 May 2009 / **Vienna, Austria**  
NH Danube City

“Embracing the  
Challenging Times  
and Staying in  
the Game”

promotion partners



## Day 1 - Thursday, 28 May

08:00 Registration & Morning Coffee

09:00 Chairman's Welcome  
*Francesco Zanchi, CEO*  
**GSI Global Service International**

09:10 **PET Industry - Have We Reached the End of the Downturn or is the Worse Still to Come ?**  
• Global PET market, shift in trade patterns  
• Flooding of supplies from the Mideast and Asia  
• PET pricing  
*David Swift, Senior Consultant*  
**PCI - PET Packaging Resin & Recycling Ltd**

09:40 **Russian PET Market – Heading for Self Sufficiency**  
• Latest update on Polief PET project  
*Mariya Serdobolskaya*  
*Head of Commercial Department*  
**POLIEF Joint Stock Company**

10:10 Discussion followed by Morning Coffee

10:40 **Falling Feedstock Prices - A Breath of Fresh Air ?**  
*Simon Moorhouse, Director*  
*Fibre Intermediates (Europe, Middle East & Africa)*  
**Chemical Market Associated Inc - CMAI Europe**

11:10 **Preform Producers - Surviving the Economic Storms**  
• Cost efficiency measures  
i) **RUSSIA**  
*Alexander Melnikov, Commercial Manager*  
**Europlast Association of Plant**  
  
ii) **POLAND**  
*Michal Skonieczny, President*  
**WIP Sp. z o.o.**

12:10 **Panel Discussion – Embracing the Challenging Times & Staying in the Game**  
- *Roberto Bertaggia, Chairman*  
**PETCORE**  
- *Marcel Schröder, Managing Director*  
**PET-Power B.V.**  
- *Antonello Ciotti, Global Sales Director PET/PTA*  
**Equipolymers srl**

12:30 Discussion followed by Lunch

14:00 **Emerging Market for PET in Personal Care/Cosmetics**  
*Roland Cejka, Managing Director*  
**PET-Power Austria & Eastern Europe**

14:30 **New Innovations in PET**  
*Thorsten Schlesinger, Designer*  
**4PACK GmbH**

15:00 **Asia's First Fully Integrated Production Plant from Resin to Beer in PET and the European Exposure**  
*Fanny Liao, Managing Director*  
**Sino-Belgium Beer (Suzhou)**

15:30 Discussion followed by Tea

16:00 **PET Recycling – Keeping the Sustainable Value Chain up to Speed**  
• Recyclability and sustainability of PET recyclable process  
• Recycling process: volumes, applications, historical data and future growth  
• Current issues (including legislative ones) affecting the PET recycling world  
• Threats and opportunities  
• New plastics: how they affect recycling stream  
*Roberto Bertaggia, Chairman*  
**PETCORE**

16:30 **PET-Recycling: Flexibility is the Key to Success**  
*Manfred Hackl, CEO*  
**EREMA (Engineering Recycling Maschinen und Anlagen Ges.m.b.H.)**

17:00 **Recycling Trends with Current Situation in China**  
• Demands and requirements of recycling PET  
*Stefan M. Behnke, General Manager*  
**OHL Engineering GMBH**

17:30 **Selling A PET Converter - A Case Study**  
*Dr. Paul Poemerl, General Director*  
**PCFB Poemerl Corporate Finance Advisory**

18:00 - 19:00 hrs. *Networking Reception*  
for all Speakers & Delegates

## Day 2 - Friday, 29 May

09:00 Chairman's Introduction  
*Antonello Ciotti, Global Sales Director PET/PTA*  
**Equipolymers srl**

09:10 **A Novel Additive System to Impart Oxobiodegradability in PET Bottles**  
*Andrew Barclay, Technical Director*  
**Wells Plastics Ltd**

09:40 **Beyond Shape Differentiation: A Step Further in Packaging Development to Stimulate the Beverage Market**  
*Stephane Balicki, Business Devt Manager*  
- *Eastern, Central Europe & Mideast*  
**Sidel Group**

10:00 Discussion followed by Coffee

- 10:30 **Preform Molding Machines in the Global & Competitive Market**  
*Angelo Balest, PET Systems Sales Manager  
SIPA Plastic Packaging Systems S.p.A*
- 10:50 **Material Handling Systems for Competitive Preform Productions**  
*Detlev Schmidt, Managing Director  
Motan Eastern Europe  
Motan GmbH*
- 11:10 Sustainability and Packaging Cost Reduction  
• Examples from flat water via CSD and Aseptic Cold Fill to Hot Fill  
• Show cases will demonstrate how to deal successfully with the complexity of light weighting  
*Lothar Brauer, Director Tech Mktg & Business Dev  
Bericap GmbH & Co*
- 11:40 **Life Cycle Assessment on Beer in PET**  
*Bernard De Caebel, Managing Director  
RDC-Environment*
- 12:10 **Drive Towards Sustainability from the Perspective of a Major End User**  
• Recycling, using RPET  
• Light weight containers  
*Cees van Dongen, Director Sustainable Packaging  
Coca-Cola Services -EU Group*
- 12:40 Final Discussion followed by Lunch
- 14:00 Close of Conference

### Testimonials from 9th CEE PET Poland

*"Interesting presentations, interesting people, interesting discussions" ~ DBH Osthandelsges*

*"Good meeting and networking opportunities" ~ Krauss Maffei*

*"As always the contacts are most valuable" ~ URRC*

*"An interesting experience that allows us to see the PET market in a wider picture" ~ Reckitt Benckiser*

*"Trends and general information about PET and its technology were given in a good manner to the audience" ~ Kronos*

## Will Lesser European Capacities Translate to More Opportunities for Asian Suppliers ?

In February this year, Equipolymers announced plans to divest its PET production at Ottana while Invista closes its PET packaging resins plant at Offenbach, Germany, by the end of March.

PET supply now seems better balanced with producers having reduced operating rates and temporarily shut some production units. As bottle resin prices began to firm up in February supported by an upswing in demand, is it sign that the European PET market may have bottomed out ?

While capacities are being taken out of the European market, new capacities appear in the Middle East and most of it produced will lead itself to the European market.

How will PET trade evolve ? It looks as if producers that have upstream integration will stay in the game as PET price is geared to the price of raw materials. What is the future outlook of PET feedstocks ?

Lower CSD and bottled water sales, growing use of RPET and lightweighting initiatives are also negatively impacting the PET market.

How are PET producers and converters embracing this challenge in the global & competitive market ?

At CMT's 10<sup>th</sup> CEE PET conference, come to network with PET players from the entire value chain and share insights with the region's preform producers on how they are facing up to the current economic challenges.

### Key sessions

- PET producers and preformers gather in an exciting round table discussion on their perspective of the market .
- PET recycling innovation and current legislations affecting PET recycling. As China represents the biggest market for post consumer PET, what is the real situation in the Chinese market and how would that impact the European PET trade
- Sustainable packaging and impact on PET .
- Making headways is the Oxo-biodegradable plastic packaging. Hear from Wells Plastics on their latest innovation - the Revertable Oxo-Biodegradable PET Plastic Bottle Technology that allows the PET bottles to biodegrade in 10 to 15 years
- Looking for new applications of PET in personal care & cosmetics
- Cost reduction measures including energy saving solutions for PET production.
- Light weight technologies - taking them a step further.

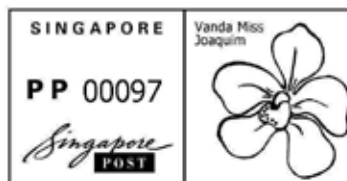
Register now at [sasha@cmtsp.com.sg](mailto:sasha@cmtsp.com.sg) or log onto our website at [www.cmtevents.com](http://www.cmtevents.com)

### You will network with

- Feedstock suppliers (PX/PTA/MEG)
- PET resin producers & suppliers
- Polyester manufacturers
- Polymer/Petrochemical traders
- Converters & preform manufacturers
- Technology providers
- Recycling companies
- Bottlers/fillers
- Brand owners

# 10<sup>th</sup> CEE PET

VIENNA / 28-29 May 2009



**AIRMAIL**

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Company Name \_\_\_\_\_

Designation \_\_\_\_\_

Address \_\_\_\_\_

City/Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel (Home) \_\_\_\_\_ (Office) \_\_\_\_\_

Mobile \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

090522PP02 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

If undeliverable, please return to: 80 Marine Parade Road # 13-02 Parkway Parade Singapore 449269

Update your details at [www.cmtevents.com](http://www.cmtevents.com)

## STEVIAWORLD

SHANGHAI, 14-15 May

*“Stevia set to Change Fundamentals of Sweetener and Possibly Sugar Industry: Explore Markets and Tap Opportunities”*

## JATROPHA WORLD AMERICAS

MIAMI, 10-11 June

*“Strategies to Accelerate the Commercialization of Jatropha Business”*



GUANGZHOU, 21-22 May

*“Use of Innovative Materials to Drive a More Sustainable Future”*

## 11th Asia/China Olefins & Polyolefins Markets

SHANGHAI, 16-17 June

*“Strategising & Creating Value in the Downturn”*

### HOW TO REGISTER

**By Internet:** [www.cmtevents.com](http://www.cmtevents.com)  
**By Email:** [sasha@cmtsp.com.sg](mailto:sasha@cmtsp.com.sg)  
**By Fax:** 65-6345 5928  
**By Tel:** 65-6346 9124

### FEES

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

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
<b>EUR1,295</b>	<b>EUR995 (MIN SAVINGS OF EUR900)</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.

### PAYMENT

**By Telegraphic Transfer**

**Account Name:** Centre for Management Technology  
**A/C No:** 251 - 004487 - 179  
**Bank:** HSBC Singapore  
**Branch:** Marine Parade, Singapore  
**Swift Code:** HSBC SGSG

TT must include additional EUR18 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

### CONFERENCE VENUE

CMT has arranged special discounted room rate at EUR 185 / EUR 205 (Single / Double) per room per night including breakfast (subject to room and rate availability) for delegates at **NH Danube City**. Please request Hotel Reservation Form, which will be emailed together with the invoice, providing full credit card number and expiry date and fax/email completed form to:

Sigrid Menezes, Conference Sales Coordinator  
**NH Danube City**  
IZD Hotel Betriebs GmbH  
Wagramer Strasse 21  
A-1220 Vienna  
Austria  
Tel: 43 1 260 20 8115  
Fax: 43 1 260 20 8108  
Email: [mtngs.nhdanubecity@nh-hotels.com](mailto:mtngs.nhdanubecity@nh-hotels.com)  
Cut off Date for Room Booking: 27 April 2009

**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.