

# 3<sup>rd</sup> Asia PU

11-12 June 2009  
Shanghai, China

## *Surviving the crisis with innovation & efficiency*

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CEOs, MDs, Regional Directors, Commercial Directors, Business Development Directors/Managers, Marketing Managers, R&D Directors, Technology Directors/Managers, Procurement Directors/Managers, Processing & Application Development Directors/Managers from petrochemical & polymer, polyurethane feedstock, plastics processing, additives/catalysts, insulation, construction, flooring, adhesive/sealants, bioplastics (bio-based polyurethane), logistics industries and producers involved in the polyurethane industry.

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## **Highlights**

- TDI/MDI market outlook
- Propylene oxide & polyols markets
- Polyurethane markets : China, India, SEA, Korea/Japan
- Potential for bio-based PU in low crude oil markets
- Technology advances for more efficient production of PU
- New PU applications in : Insulation, Automotive, Flooring, Adhesives/Sealants
- Government stimulus efforts in construction industry

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