**5th Global Chlor Vinyl Markets conference, meeting in Istanbul ~~Shangai~~, will spotlight bright spots in global PVC markets.**

***With the revival of the global economy, led by Asia, the future of PVC looks positive despite volatilities in demand across regions & applications. CMT's 5th Global Chlor Vinyls Markets conference on 10-11 June 2010 in Istanbul-TURKEY feature bright spots in the global PVC sector in a round up of key trends & technological innovations.***

With Asian led revival of global economy the prospects for PVC looks highly positive.  Accounting for over 50% of PVC output housing sector has been the driving force behind the PVC market surge. Improving margins is yet to be complemented by steady demand due to regional volatilities. In this scenario which region has the potential to drive PVC growth and what exactly are the  roadblocks  for the sector? What are the chances for market recovery in the west? What is driving the PVC market in emerging economies?

CMT’s **5th Global Chlor-Vinyl Markets** conference meets in **Istanbul-Turkey** on 10-11 June 2010 to provide high-level insights for resin producers/traders, additives suppliers, compounders, end-users & technology providers alike to aid them in developing strategic decisions going forward.

The conference will commence with vital updates on the world economic situation and outlook for 2010/11. This will pave the way for key sessions on Changing Vinyl trade patterns by Nexant Chemsystems and Challenges Facing the European PVC Industry & production cost competitiveness by area shared by Arkema

**5th Global Chlor-Vinyl Markets** will also focus on prospects of PVC markets and trends from leading PVC producers/traders including Formosa Plastics, Arkema, Petkim, Egyptian Petrochemical Corporation, Vinmar International, MRC and DCW Ltd . CTC Maroc will also share the outlook in emerging markets in North & West Africa while Institute do PVC will provide insights on the demand coming from Brazil’s infrastructure plan & opportunities for “green” PVC.  Turkey’s Esen Plastik will address the challenges of PVC materials sourcing from a customer’s perspective. Other regional and domestic markets covered include Russia, Ukraine, Central Asia, Middle East, Asia, USA, and Brazil. The End-users session at the conference will also include the outlook for plastic pipes and profiles as well as medical applications.

With consumer demanding more environmentally friendly product, will PVC demand be substituted by other "green" products & how big is the market for "green" PVC?Participants at the conference will receive updates on bio-based plasticizers from DANISCO’s Sales Manager for Plastic additives, as he discusses Technology innovations, major applications and growth trends. Chemorbis will introduce the E-Commerce solutions dedicated for the Plastics Industry during the conference.

**5th Global Chlor-Vinyl Markets** is attracting participation from leading executives from the Chlor-Vinyl industry, including traders, producers, shipping & storage companies, EPC companies, plasticizers, stabilizers, additives producers, pipes, profiles, film & sheets, windows, flooring converters/manufacturers and more. Those keen on participating as delegates can register online at [**http://www.cmtevents.com/?ev=100631&pg=Rg**](http://www.cmtevents.com/?ev=100631&pg=Rg). All sponsorship and media partnership enquiries can be sent to Ms. Tan Leelin at leelin@cmtsp.com.sg.