

4th Global Silicone Biz Outlook

27-28 Sep 2010 | Shanghai, China

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Program topics, speakers and schedule are confirmed as at printing time. Please refer to event page at www.cmtevents.com for updated program agenda.

DAY 1 - 27 September, Monday

- 08:00 Morning Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction
- 09:10 **Overview of Global Silicones Markets**
*Alan Zhong, Managing Director
Shanghai SMT Management Consulting Co., Ltd*
- 09:45 **China's Silicone Market Outlook & Trends**
*Xu Ming Jiang, Chairman
Jiangsu Hongbo New Materials*
- 10:20 Discussion followed by Refreshments
- 10:50 **Global Economic Outlook**
 - Currency volatility - what lies ahead?
 - Future outlook*Li-Gang Liu, Head of China Economics, Global Markets
ANZ Banking Group Hong Kong*
- 11:25 **Fume Silica Market Outlook & Trends**
 - Demand & supply dynamics of fume silica
 - Environmental issues
 - Future outlook and trends of fume silica market*Wang Yuelin, Chairman
Guangzhou GBS High-Tech & Industry Co*
- 12:00 **Navigating Volatility in the Silicon Metal Markets**
*Nils H. Dybwad, Director Marketing & Sales
Elkem Silicon*
- 12:35 Discussion followed by Lunch

LED Sector

- 14:00 **Silicone Applications in LED Market**
*Makoto Matsumoto, Advisor
Momentive Performance Materials*
- 14:35 **Advances in Optical Grade Silicones: An Improved Route Towards Energy Efficiency**
*Marc Ladreyt, Global Silicone Marketing Manager
BRB International b.v.*
- 15:10 Discussion followed by Afternoon Tea

Personal Care Sector

- 15:40 **Trends in Personal Care in China**
 - Expectations towards suppliers
 - China regulations on personal care raw materials*Panelists:
Yan Er Ping, Director
Beijing Dabao Cosmetics
Wu Zhi Gang, General Manager
Joeyilan*
- 16:20 **Silicone Oil Applications in Haircare Markets**
*ShiZhong Lee, CTO
Lafang*
- 16:55 Discussion followed by End of Day One

17:30-18:30 *Cocktail Reception*
for Speakers & Delegates
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DAY 2 - 28 September, Tuesday

- 09:00 Chairman's Remarks
- 09:10 **The Latest Advances in Liquid Silicone Rubber Technology for Electronics and Automotive Applications**
*Atsushi Yaginuma, Research Manager,
Silicone-Electronics Materials Research Center
Shin-Etsu Chemical Co Ltd (HQ)*
- 09:45 **Silicone Innovations and Trends in America**
*Kevin J Leslie, Vice President, Sales
Anderson & Associates, LLC*
- 10:15 Discussion followed by Coffee
- ## Automobile Sector
- 10:45 **Technology Advances in the Automobile Market & its Potential for Silicone Applications**
*Hong Yan Zhang, Senior Engineer
Great Wall Automobile Holding Company Limited*
- ## Solar Sector
- 11:20 **Solar Thin Film Innovations & Growth Outlook**
*Sha Xiaolin, President
QS Solar*
- 11:55 **Moving Towards a Low Carbon Economy - Strategies for Silicone Producers**
*William I.Y. Byun, Managing Director
Asia Renewables*
- 12:25 Discussion followed by Closing Lunch
- 14:00 End of Conference