

5th Global PP MARKETS & Tech 2-3 Dec 2010 Istanbul, Turkey

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DAY 1 - 02 Dec 2010, Thursday

- 08:00 Registration and Networking Refreshment
- 08:55 Welcome by PAGEV
- 09:00 Opening Address & Chairman:
*Sanjay Moolji, Global Product Manager - Polypropylene
 Tricon Energy Ltd (HQ)*
- 09:15 **Dabbling with Double-Dip**
 • Slow recovery in US & its impact on global markets
 • Cautious optimism in Europe - is full recovery expected in 2011
 • Currency movement & projection
 • Emerging markets as drivers of global growth?
*Rob Carnell, Chief International Economist
 ING Commercial Banking*
- 09:45 **Propylene Feedstock Supply/Demand Balance**
 • Sources of propylene & impact of gas cracker / PDH unit on propylene supply
 • New capacities update
 • Pricing outlook & trade flow
 • Challenges to PP players
Roger Green, Global Business Director-Commercial, CMAI
- 10:15 **Polyolefin Consumption, Capacity and Trade: Global Changes on the Horizon**
*David C. Anderson, Business Director -
 Globl Polyolefin Solution, Townsend Solutions*
- 10:45 Discussion followed by Networking Refreshment
- 11:15 **North African Polyolefins Market & New Capacities**
*Hesham Raafat, CEO
 Oriental Petrochemicals Company (OPC)*
- 11:45 **PP Trade & Distribution in Turkey & Neighboring Countries**
*Ruya Bayegan, Board Member of Bayegan Group
 Bayegan Group*
- 12:15 **Review of Petkim's Plan & Direction**
 • Future of petrochemical development in Turkey
 • Expansion plans & feedstock issues
 • Update on "super site" plan
 • Meeting PP's demand in Turkey
*Gokhan Beduk, Sales & Marketing Manager
 PETKIM Petrokimya Holding AS*
- 12:45 Discussion followed by Lunch
- 14:00 **New Middle East Source of Polypropylene**
 • Middle East PP capacity and demand
 • New capacities & potential export market
 • Introduction of Al Waha Petrochemical Company
 • Al Waha Technology (LyondellBasell Spherizone)
 • Major application for specialty PP grades
 • Plastics and environment
*Hisham Al Huwaidi, Sales & Marketing Manager
 Al Waha Petrochemical Co.*
- 14:30 **Panel Discussion: Trends in Packaging Films & Expectations from Resin Suppliers**
 • Where do you see the film market developing?
 • Latest innovations & trends
 • Expectations from resin suppliers
 • Processing challenges
*Panellist: M.Necdet Kileci, Chief Executive & General
 Manager, Super Film Ambalaj Sanayi ve Ticaret AS*
- 15:00 **PP Yarns and Fabrics Market in Europe: the Rise of Turkey and Eastern Europe**
*Selim Akdogan, General Manager
 Unsa Ambalaj San ve Tic A.S
 Chairman, European Association for Textile Polyolefins
 (EATP)*
- 15:30 Discussion followed by Networking Refreshment
- 16:00 **Polypropylene Demand in Latin America**
*Edison Terra, Director - International Business,
 Polymer Division, Braskem S.A.*
- 16:30 **Meeting Polypropylene Demand in Russia**
 • Demand/supply outlook
 • Key drivers for growth
 • Logistics & distribution challenges
 • PP projects plan in Russia
- 17:00 **Innovation in Polypropylene Technology**
*Dr. Kai Joedicke, Director Sales & Business Development
 Lumus Novolen Technology GmbH*
- 17:30 Discussion followed by End of Day One

DAY 2 - 03 Dec 2010, Friday

- 09:00 Chairman's Introduction
Roger Green, Global Business Director-Commercial, CMAI
- 09:05 **PP Market Outlook in India**
 • Demand/supply projections

- Drivers for growth & emerging applications
 - Key export markets & logistics issues
 - Impact of new capacities in the region
- Mukul Khanna, Chief Representative
 Reliance Industries Limited, Turkey Liaison Office*

- 09:30 **PP Market Outlook in China**
 • Demand/supply projection
 • Update on PP capacities addition & new entrants
 • Coal-based PP production & its impact on market dynamics
 • Key drivers for growth & emerging applications/ trends
*Qu Liang, Engineer
 Petrochina Planning & Engineering Institute*

- 10:00 **Continuous Innovation to Cover Future PP Demand**
*Dr. Andreas Neumann, Technology Manager Spheripol/
 Spherizone, LyondellBasell Polypropylene Technologies*

- 10:30 Discussion followed by Networking Refreshment

- 11:00 **Turkish Plastics Converting Industry – Trends & Future Development**
*Barbaros Demirci, General Manager
 Turkish Plastics Manufacturers Research Development
 and Educational Foundation (PAGEV)*

- 11:25 **PP Application and Packaging Strategies for the Telecommunication Industry**
*Aysegul Ataman, Handset Management Specialist
 Avea Iletisim Hizmetleri A.S.*

- 11:55 Discussion followed by Closing Lunch

- 13:15 End of Conference

- 13:30 For those interested to visit the PLASTEURASIA ISTANBUL 2010 FAIR at TUYAP fair convention and congress center, kindly meet at the lobby at 1.25pm for a complimentary shuttle bus provided by TUYAP fair convention center departing at 1:30pm.

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