

# NEW PARADIGMS IN BUSINESS DEVELOPMENT STRATEGIES FOR PETROCHEMICALS

3-4 Apr 2014, Singapore

This unique programme offers a complete overview of major project development pathways in the field of petrochemicals. Key features include:

- A business case study building on key learnings which participants will work through the course and present as part of a small group in the final session.
- A review of the potential of emerging technologies that are changing the game in the business.
- A look at portfolio choice and the importance of partnering.

At the end of the course participants will be able to:

1. Understand the influences and expected changes in the production of base chemicals.
2. Place new production technologies in context and understand the opportunities for their deployment on a global scale.
3. Create viable derivative portfolios that provide robust pathways to monetize base chemicals
4. Articulate the key elements that need to be in place for a successful project



## WHO SHOULD ATTEND

From petrochemical companies and related sectors

- Business Development
- Sales and Marketing
- Commercial Managers
- Business Planning and Strategy Managers
- Business Unit Managers

From Banking/Consultancy sectors

- Project Finance Managers
- Sector Analysts

## ABOUT THE TRAINER



### Phil Parker

Phil joined Shell Chemicals in August 1980 with a Masters degree in Chemistry from Oxford University. Early in his career he worked in the polypropylene and industrial chemicals businesses before moving to Singapore in 1992

as Regional Manager for Detergents and Alpha Olefins.

In 1996, Phil moved back to London and spent 7 years in the Styrenics and Polyurethanes businesses, first as Strategy Manager and later as the Global Manager for Propylene Oxide and Urethane Chemicals. He moved back to Singapore in 2003 to assume the role of Deputy Managing Director for the Petrochemical Corporation of Singapore (PCS).

Phil returned to Shell Chemicals where he headed the Global Business Development division, overseeing various projects including Shell's new cracker project in Qatar. In August 2012 he left Shell but continues to be contracted by Shell Chemicals as Course Director for Petrochemical training, conducting programs in Dubai, Houston, Rotterdam, Singapore and Beijing. He also runs his own petrochemical consultancy from Australia.

FEE	1 PAX	3 PAX or more
Per Person	USD2395	USD2195
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## COURSE SCHEDULE

### DAY 1

09.00	Introductions, Objectives and Safety briefing  <i>Programme Case Study Briefing</i>
09.30	<b>Chemical Industry Overview</b> <ul style="list-style-type: none"> <li>Historical and global context</li> <li>Applications development and changing value chains</li> </ul>
10.30	BREAK
11.00	<b>Gas feedstocks review</b> <ul style="list-style-type: none"> <li>Ethane and where can I find it</li> <li>Shale gas, is it a gamechanger?</li> <li>LPG anyone?</li> </ul>
12.00	<b>Base Chemicals Production Routes</b> <ul style="list-style-type: none"> <li>Ethylene and Propylene –still crackers?</li> <li>Rubber feedstocks (C4/C5)</li> <li>Benzene is a by-product -so what!</li> </ul>
13.00	LUNCH
14.00	<b>Strategic Considerations</b> <ul style="list-style-type: none"> <li>Advantaged Feedstocks and technologies to monetise them to capture the crude upside</li> <li>Politics and wants and needs - impact of geopolitical change</li> <li>Markets and global economic impacts</li> </ul> <p><b>CLASS DISCUSSION</b></p> <ul style="list-style-type: none"> <li>What are the most important criteria for success?</li> </ul>
15.15	BREAK
15.30	<b>What products should I make and why?</b> <ul style="list-style-type: none"> <li>Portfolio considerations and technology access</li> <li>Relative production cost</li> <li>MARKETING considerations           <ul style="list-style-type: none"> <li>how can I grow my share of the market?</li> <li>5 components to enable success</li> </ul> </li> </ul> <p><b>TABLE DISCUSSION</b></p> <ul style="list-style-type: none"> <li>Who has the strongest derivative portfolio? Why?</li> </ul>
17.00	Wrap up and review Day 2 programme

### DAY 2

09.00	Check-in and issues arising
09.15	<b>Ventures</b> <ul style="list-style-type: none"> <li>Why do I need them?</li> <li>Different approaches and partnering strategies</li> <li>Successes and failures?</li> <li>CASE STUDY of ventures that have worked, and those that haven't</li> </ul> <p><b>CLASS DISCUSSION</b></p> <ul style="list-style-type: none"> <li>What does the future hold for the regional ventures?</li> </ul>
10.45	BREAK
10.45	<b>More on Gamechangers</b> <ul style="list-style-type: none"> <li>Coal/gas to chemicals</li> </ul> <p><b>CLASS DISCUSSION</b></p> <ul style="list-style-type: none"> <li>Where will these technologies be applied to greatest advantage?</li> <li>Bio routes and their viability; current strong bio-chemical value chains</li> <li>Bypassing olefins to make derivatives</li> <li>Portfolio impacts</li> </ul>
12.30	LUNCH
13.30	<b>Project Development</b> <ul style="list-style-type: none"> <li>Where should I be investing?</li> <li>CASE STUDY - Successes and failures and future regional options</li> <li>Critical success factors</li> <li>Financial drivers</li> </ul> <p><b>SYNDICATE DISCUSSION</b></p> <ul style="list-style-type: none"> <li>Local regional projects - strongest and weakest?</li> </ul>
15.00	BREAK
15.15	Syndicate work on Programme case study
15.45	Programme Case Study report out, feedback + Q&A session
16.30	Course review and certification