

6th Global Chlor-vinyl Markets

9-10 JUNE 2011 / ISTANBUL, TURKEY

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DAY 1 - 9 June 2011, Thursday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks

09:15 Global Vinyls Markets Outlook

- Changing oil price & its impact on PVC market
 - Trade flows & pattern
 - New capacities on-stream & its impact on market dynamics
 - Prices & margins
 - Competition from USA vs Asia
- Michael D. Smith, Director – Polyolefins & PVC Europe/Africa*
CMAI

09:45 European Chlor-Alkali Value Chain

- Cost competitiveness (power, ethylene)
 - How to enhance profitability: integration ? products slate ?
 - Mid term scenario: mercury electrolysis conversion in Europe, what impact ?
- Bertrand Jausseme, Director Business Unit PVC*
Arkema France

10:15 Discussion followed by Refreshment

10:45 The Global Paste PVC Business

- Paste PVC - small but beautiful?
 - A global business overview
 - Drivers for growth
 - Supply and demand development
- Dr. Josef Ertl, Managing Director*
Vinnolit GmbH & Co KG (HQ)

11:15 Indian PVC Market

- Demand/supply projection
 - Changing trade patterns
 - Drivers & major applications
 - Major players & import volume
- Ramkumar Shankar, Executive Director*
Chemplast Sanmar Ltd

11:45 PVC Market Opportunities in Turkey and Neighbours Countries

Ruya Bayegan, Board Member
Bayegan Group

12:15 Discussion followed by Lunch

13:45 Global Economic Outlook – Implications for the Region

- Are we out of the woods yet?
- Economic development in Central/Eastern Europe & emerging economies
- Currency movement & interest rate forecast
- Investment outlook

14:15 PVC Market Outlook in the Middle East

Uwaidh Kahlaf Al-Harethi, General Manager, Polymers Operation, Executive
Arabian Petrochemical Company (Petrokemya)

14:45 PVC Market in North and Sub-Sahara Africa

- Demand/supply outlook
- Key applications & demand drivers
- Challenges facing the industry
- Payment terms & logistics consideration in supplying to Sub-Sahara Africa

15:15 Discussion followed by Refreshment

15:45 Latest PVC Pipes Trends & Market Outlook

- Development of PVC-O pipes for water transportation
 - Key growth region
 - Threat from competing materials
- Ignacio Munoz de Juan, CEO*
Molecor TECH

16:15 Development of PVC Profiles Market in Ukraine

- Demand/supply projections
 - Key drivers for growth
 - Trends & development
 - Challenges faced in the industry
- Emre Hadi Erverdi, General Director, Miroplast*

16:45 PVC Market Potential in Russia/Central Asia

- Demand/supply outlook
- Feedstock issues
- Drivers for growth

17:15 Discussion followed by End of Day One

DAY 2 - 10 June 2011, Friday

09:00 Chairman's Introduction

09:10 China PVC Market Outlook

- Demand/supply projections & growth prospect

- Capacities expansion and investment in China
- * Relevant Chlor-alkali industry development policies
- * Policies on energy
- * Investment in China's PVC industry
- Import/export status & region
- Demand/economics of carbide based vs ethylene based PVC

Benjamin Han Jia, PVC Dept Manager
Tangshan Sanyou International Industry Co Ltd

09:40 PVC Demand in Asia

- Demand/supply projections
 - Japan's earthquake and its impact on PVC/NCM market
 - Feedstock challenges
 - Drivers for growth & application trends
 - Key export market & logistics challenges
 - Expansion plans update
- Otto Hu, Director of Sales & Marketing*
China General Plastics Corporation

10:10 Infrastructure Development in South America & Demand on PVC

- Demand/supply projections
- Opportunities arising from World Cup 2014 & Olympics 2016
- Key applications & market outlook
- Import potential & region

10:40 Discussion followed by Refreshment

11:10 Panel Discussion : PVC Materials Sourcing Strategies & Challenges

- Expectations from suppliers
 - Trends in respective industry
 - Quality, pricing, technical support considerations
- Emre Hadi Erverdi, General Director, Miroplast*

11:40 Efficient Supply Chain Management Strategy & Freight Rate Projections

Osman Subasi, Strategic Sales Manager
Damco Uluslararası Tasimacilik ve Lojistik A.S

12:10 Development & Trends in Phthalate-Free Plasticizers

12:40 Final Discussion followed by Closing Lunch

14:00 End of Conference