

Dec 2-3 2010
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DAY 1 - 02 Dec 2010, Thursday

- 08:00 Registration and Coffee
- 09:00 Chairman's Welcome and Remarks
- 09:10 **Macro Economic Outlook in Asia**
*Chi Lo, CEO
HFT Investment Management (HK) Ltd*
- 09:45 **Global Developments in TPEs: Directions and Strategies for the Future**
 - Changing structure, increased Intra-TPE competition
 - Green and bio-sustainable technologies and its impact to TPEs
 - Development of the end user industries after crisis
 - New trend in applications and opportunities for players*Roger Young, Vice President of Asia Pacific
Robert Eller Associates Inc (REA Pacific Office)*
- 10:20 Discussion followed by Coffee
- 10:50 **Outlook of TPE Compounding Industry in China**
*Martin Lu, Vice President of Operation
Nantong Polymax Elastomer Technology*
- 11:20 **Latest Applications and New Innovations of Thermoplastic Polyurethanes**
 - Market growth of TPU
 - Trends in emerging performance based applications*Georg Fuchte, Project Development Manager
TPU / Asia Pacific
Bayer MaterialScience Limited*
- 11:50 **Panel Discussion: Sourcing Strategies and Expectations towards Suppliers**
*Panellists:
Roger young, VP Asia Pacific
Robert Eller Associations Inc
Gunadi Sindhuwinata, Group CEO
PT Indomobil Sukses Internasional Tbk
Alan Zeng, General Manager
Chrysler NEA Purchasing*

- 12:20 Discussion followed by Lunch
- 14:00 **TPSiV Application in Electronics Industry**
*Hammer Li, Global Marketing Manager
MULTIBASE, A Dow Corning Company*
- 14:30 **Applications of Specialty Elastomers in Electronics Industry**
- 15:00 **Styrenic Elastomers and Latest Application**
*Satej Nabar, Manager Asia Pacific
BASF South East Asia Pte Ltd*
- 15:30 Discussion followed by Tea
- 16:00 **Innovative Bio-Renewable Thermoplastic Elastomers**
*Alex Zhu, Market Development Manager
PolyOne-GLS TPEs*
- 16:30 **Applications of Specialty Elastomers in Sports/Casual Footwear**
- 17:00 Discussion followed by End of Day One

DAY 2 - 03 Dec 2010, Friday

- 09:00 Chairman's Remarks
- 09:10 **Kraton Polymers Innovation for the Automotive Industry**
*Xavier Muiyldermans, Technical Project Manager
Kraton Polymers Trading (Shanghai) Co. Ltd*
- 09:45 **End User's Perspectives: Automotive Market Recovery and Demand for Specialty Elastomers**
 - Market outlook on the trends and growth of automotive
 - New requirements of materials and current applications of specialty elastomers
 - Future needs and opportunities for players*Gunadi Sindhuwinata, Group CEO
PT Indomobil Sukses Internasional Tbk*

- 10:15 **LyondellBasell's Advanced Polyolefins Solutions and Their Applications**
*Wladimir Moraes, Industry Manager,
Technical Compounding, Sheets & Profiles
LyondellBasell*
- 10:45 Discussion followed by Coffee
- 11:15 **Latest Evonik Innovations on High Performance Polyamide Elastomers and Their Applications**
*Shengjun Tian, Director, Lifestyle Business Asia/
Pacific High Performance Polymers
Evonik Degussa (China) Co., Ltd*
- 11:45 **The Growth of TPE's in Window Seals**
 - TPE consumption growth in the window sealing market
 - Latest innovation and TPE materials in window seals
 - Future prospect*Tolga Sarikahya, Marketing Manager
Elastron Kimya A.S.*
- 12:15 **End User's Perspectives of TPE Usage in Wire & Cable**
- 12:45 Final Discussion followed by Closing Lunch
- 14:00 End of Conference