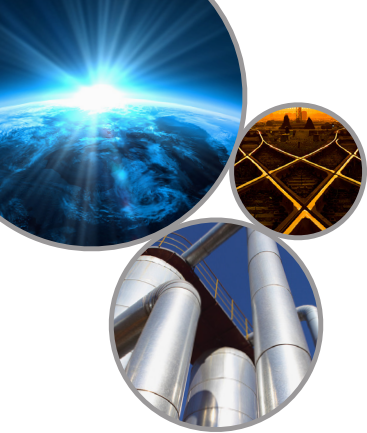


Wednesday March 22, 2017

Specialty Chemicals & End-use Markets Breakout

- 8:10am **Moderator Opening Remarks**
Adrian Beale, Vice President, Specialty Chemicals, IHS Markit
- 8:15am **Strategic Assessment of Specialty Chemicals**
Adrian Beale, Vice President, Specialty Chemicals, IHS Markit
- 8:30am **Water as a Strategic Resource in the Chemical Industry**
Julie Lindley, Marketing Director – Total Water Management and Commercial Digital Solutions, Ecolab - Nalco Water
Learn why water should be treated as a strategic asset and what tools can be utilized to assess water's value for your organization based on risks related to water scarcity, regulatory, quality and cost.
This information should be used as part of strategic planning in determining short and long term capital expansions and greenfield sites in a water challenged world.
- 9:00am **Water-soluble Polymers: The Swiss Army Knife of the Chemical Industry**
Marifaith Hackett, Director Specialty Chemicals, IHS Markit
The term water-soluble polymer encompasses a wide range of synthetic, semisynthetic, and natural materials. Like a Swiss Army knife, these polymers have multiple uses, including water treatment, food processing, building products, and oil field chemicals. Challenges facing this fragmented industry include commoditization, raw material shortages, and evolving consumer tastes.
- 9:30am **Construction Chemicals: Let's Build Something Together**
Eric Linak, Director Specialty Chemicals, IHS Markit
This presentation will first present some statistics on the current health and outlook for the global construction industry. Then, we will discuss four specific specialty chemicals that are experiencing above industry average growth rates, and the outlook for increased demand in the future.
- 10:00am **Panel Discussion/Questions & Answers**
Moderator: Adrian Beale, Vice President, Specialty Chemicals, IHS Markit
- 10:15am Refreshment Break
- 10:45am **Global Urea**
Yuko Yamaguchi, Director Specialty Chemicals, IHS Markit
Urea is one of the most popular chemicals in use today. This presentation will provide an overview of the global urea market and the trends that drive the market. There is a shift in the capacity balance, which will result in changing global trade flows while balancing supply and demand in the market.
- 11:15am **Linear Alpha Olefins – The Long and Short of It**
Adam Bland, Director Chemicals, IHS Markit
Linear alpha olefins serve a multitude of industries including commodity and specialty polymers, synthetic lubricants, surfactants, oilfield chemicals as well as intermediates for numerous chemical specialties. IHS Chemical provides a strategic perspective on the future development of the industry covering market dynamics, the competitive landscape regarding value chain integration and the challenges facing producers as they balance the wants and needs of a very diverse customer base.
- 11:45am **Panel Discussion/Questions & Answers**
Moderator: Adrian Beale, Vice President, Specialty Chemicals, IHS Markit
- 12:00pm Luncheon

(continued on next page)



Wednesday March 22, 2017

Specialty Chemicals & End-use Markets Breakout

WPC2017
32ND ANNUAL WORLD PETROCHEMICAL CONFERENCE

- 12:00pm Strategic Dialogue Lunch: “How IBM Blockchain Innovation Is Transforming Traditional Business Models” – Sponsored by IBM**
Aron Dutta, Global VP & Partner Blockchain Center of Competency
Global Business Services, IBM
Space in Strategic Dialogue is limited to 50 participants. First-come, first-served.
Supply chain relationships, regulatory compliance requirements and finance management in the Chemicals and Petroleum industry are as vast and intricate as the geographies in which they operate. Each participant in a supply chain must maintain their own records, which must then be reconciled among all other participants in the network.
How can your business effectively eliminate time-consuming, costly reconciliation processes that are susceptible to errors and fraud? Join Aron Dutta, vice president of blockchain and IBM’s Chemicals and Petroleum industry team, for a candid discussion on where your company can get the most value from blockchain technologies and how to develop an adoption strategy.
- 1:30pm Afternoon Moderator Remarks**
Mike Smith, Vice President EMEA, Chemicals, IHS Markit
- 1:40pm Reinventing the Wheel: The Automotive Transformation**
Tony Palmer, Vice President, Chemical Consulting, IHS Markit
- 2:10pm Polyurethane: Changing Dynamics in the Foam Market**
Masahiro Yoneyama, Senior Director, Special Chemical Insight, IHS Markit
- 2:40pm Engineering Thermoplastics: Is PBT the Canary in the Coal Mine?**
Paul Blanchard, Senior Director, Global Plastics, IHS Markit
The relentless shift in the balance of polymer capacity towards Asia is changing trade patterns and creating strategic challenges for producers and some consumers in the engineering resins market. We will examine the trends and identify opportunities and threats posed for the major engineering resin families over the next five years.
- 3:10pm Refreshment Break**
- 3:30pm Asking Questions: Acrylates and Super Absorbent Polymers**
David Byrne, Senior Director, C3 Derivatives & Styrene, IHS Markit
The paper presents a review of the recent history of the global acrylic acid, acrylates and Super Absorbent Polymer markets. What have been the historical drivers for these markets? What changes are required to ensure the evolution and survival of a healthy value chain?
- 4:00pm Cosmetic Chemicals: Better Looking Through Chemistry**
Aida Jebens, Principal Analyst, Specialty Chemicals, IHS Markit
Specialty chemicals play an important role in the production of personal care products. They enable cosmetic companies such as L’Oreal and Procter & Gamble to deliver a wide array of cosmetics and toiletries to the consumer. This presentation will provide an overview of the global cosmetic chemical industry, the players, and the trends that drive the industry.
- 4:30pm Closing Remarks**
Mike Smith, Vice President EMEA, Chemicals, IHS Markit

3/16/2017