

Commercial Impact of Olefins and Polyolefins Technologies

Workshop Overview

The workshop will begin with a thorough assessment of the global light olefins (ethylene and propylene) business including process technologies, impact of shale gas, key players, demand drivers and regional strength and weaknesses. Following this discussion the polyethylene (LDPE/LLDPE/HDPE) and polypropylene businesses will be examined including advantages/disadvantages of polyolefin process technologies, demand drivers, key producers, and inter-regional trade.

Who is it for?

Those new to the polyolefins business and professionals wishing to expand and update their knowledge and understanding of how the latest “hot topic” issues are driving change along the entire polyolefins value chain. The workshop is designed for both technical and commercially oriented participants.

Specialty Chemical Industry Workshop

Workshop Overview

With the ongoing transformation of the chemical industry into commodity and specialty oriented enterprises, it is imperative to have a good understanding of key industry fundamentals of the specialty chemical industry. This workshop reviews these fundamentals, starting with the definition and differences of specialties versus commodities and fine chemicals, and how specialty chemicals impact our daily lives. Other topics covered include key market players, market segmentation by functionality, application areas and regions, necessity of having a strong service component, and key factors to be successful in the specialty chemicals business. Especially important to industry newcomers is the overview of technical jargon commonly used in the specialty-chemical industry.

Who is it for?

The course is geared for those who want an overview of the key elements and profitability drivers of the specialty chemical industry, including industry newcomers and experienced workers needing a refresher or update. The course will be of interest to both technical and non-technical people including business analysts, purchasing agents, sales and marketing personnel, researchers, process engineers, bankers and finance professionals, HR staff, as well as downstream processors.

Use of Naphtha & NGL as Feedstock (New!)

Workshop Overview

This full-day workshop will begin with a discussion of the significant end use applications for the major olefins feedstocks, including both chemical and non-chemical competition. It will include coverage of industry jargon and definitions, and other basic information about olefins feedstocks.

The course will include a high level discussion of feedstock economics for the main consuming processes and end uses, and basics of feedstock market valuation and pricing.

This workshop will include an overview of regional feedstock availability supported by an analysis of feedstock production, consumption and trade, including freight implications and major supply drivers. Course attendees will learn how the major olefins feedstocks are consumed both by the petrochemicals industry and by other end users, and will provide insight about why the market values petrochemical feedstocks.

Who is it for?

The course is designed for anyone requiring a thorough overview of the global NGL and naphtha feedstocks markets. These workshops appeal to those in the chemicals, energy and refining industries, or adjacent industries such as LPG retail, oil and gas upstream or midstream, automotive, chemical derivatives and financial services.

“Great course, very informative. I appreciate the history and global perspective. I will definitely recommend to others.”
– Lawrence Moreaux, Operations Manager, LyondellBasell

“Very clear instruction, useful content, fast speed, charismatic instructor.”
– Nina Sidneva, Senior Treasury Analyst, Starbucks

Purchasing Excellence in Chemicals (NEW!)

Workshop Overview

This class is a supplement to the Petrochemical Industry fundamentals training course, and is designed for purchasers of chemicals and chemically dependent materials, components and systems. It provides insights on how prices of key raw materials are set and a discussion of tools available for buyers of these products. The class reviews pricing concepts relevant to the chemical industry and inputs used by suppliers to set prices. It also examines the pricing dynamics and price setting mechanisms for selected products. Other topics include trends affecting chemical pricing, raw material sourcing strategy considerations, and a discussion of selected case studies.

Who is it for?

This course is designed for anyone who wants an overview of strategic sourcing in the petrochemical industry, from industry newcomers to experienced professionals needing a refresher on this topic. The course should be of interest to purchasing professionals and others involved in sourcing key chemical-related products, as well as individuals seeking a deeper understanding of chemical industry dynamics.

Workshop Contents

Introduction to Strategic Sourcing

- How prices of key raw materials are set
- Tools available for buyers of chemicals and related products
- Pricing concepts relevant to the chemical industry
- Inputs used by suppliers to set prices

Pricing Dynamics

- Price setting mechanisms for selected products
- Trends affecting chemical prices
- Raw material sourcing strategy considerations
- Case studies

“The course exceeded my expectations — very, very impressed!”
– Michael Wood, Head, Industrial Segment Marketing, Millipore Sigma

Other Workshops

IHS Markit offers other workshops and has delivered a wide range of tailored workshops to meet specific client requirements or industry events. Some examples are:

1. Introduction to Petrochemical and Plastics

Workshop Overview

Introduction to Petrochemical and Plastics is a combination of both Petrochemical Industry Fundamentals and Introduction to Thermoplastics workshops.

2. Commercial Impacts of Soda Ash Technologies

Workshop Overview

Our interactive workshop will provide a broad understanding of soda ash technologies and their commercial impact on the global soda ash industry. The course will include reviews of technologies, product quality, sources of competitive advantage, and discussion of global and regional technological trends and discontinuities that are impacting trade and profitability. The course will have four main sections: Process Technologies, Competitiveness, Techno Commercial Interactions, Technology Trends and Outlook.

3. Introduction to Thermoplastics

Workshop Overview

This full-day interactive workshop offers a high level overview of the thermoplastics’ markets, covering the historic development of the polymers as well as their chemistry, production processes, end uses, costs, trade patterns and renewables.

4. Introduction to the Methanol Business

Workshop Overview

This full-day workshop is taught by Chemical methanol experts who will offer a broad understanding of all major aspects of the global methanol market.

“Lots of great information in a well-paced format.”
– Brent Shick, Quality Assurance Manager, Innospec Fuel Specialties LLC



Chemical and Energy Training

Upstream/Downstream Poster

Learn More and Register:
[ihsmarkit.com/chem-edu](https://www.ihsmarkit.com/chem-edu)

Chemical and Energy Training Courses and Workshops

Maximizing the value of scarce resources is key in business. With so much change in the chemical and energy industry, it is imperative to train newcomers and keep seasoned professionals up-to-date on the latest industry issues and trends. Our Chemical and Energy Training programs are designed to unlock and maximize the potential of human resources working in the oil & gas, petrochemical, polymers and plastics, specialty chemical businesses, and supporting industries.

IHS Markit is the leading information company providing comprehensive content, insight and expertise in key areas shaping today’s global landscape. Business and governments around the world use our products, services and solutions to make faster and more confident decisions.

IHS Markit leverages the combined expertise of seasoned industry consultants from the former CMAI, SRI Consulting (SRIC) and Purvin & Gertz companies. The Chemical and Energy Training courses and workshops cover the whole value chain, from refined products to petrochemical building blocks through to polymers and plastic processing spanning technology, markets and economics. The courses and workshops are continually evolving, ensuring the hottest topics are covered and workshop attendees are fully informed of the key issues facing the industry.

They are available either at open public events or in-house company training. Our highly knowledgeable industry experts provide context to the material through real-world industry examples. Workshops are typically given to a group of 20 – 30 people.

The courses and workshops are designed to be of interest and value to new and experienced professionals from the chemical, energy, refining and renewables industries, or those in adjacent industries such as agriculture, oil and gas, manufacturing, automotive and financial services. Anyone looking to deepen their knowledge and understanding across chemical and energy value chains or those looking to gain strategic viewpoints on end-markets, processes and trends will benefit.

We invite you to browse this training brochure and consider enrolling in one or more of our training programs. For dates of the various public training sessions visit www.ihs.com/chem-edu. Please keep in mind that in addition to the courses and workshops described in this brochure, we would be happy to design a course curriculum tailored to your specific interests.

For additional information. please contact me directly or one of our regional training managers.

We look forward to seeing you soon.

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Chemical and Energy Training

Learn More and Register:
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Understanding the Global Petrochemical Industry

Course Overview

This 3-day in-depth course provides critical information and insights on Industry Fundamentals, Changing Feedstock Slates, Process Technology, Market Dynamics, and Profitability Drivers.

Master Petrochemical Industry Fundamentals... Make Better Business Decisions

This 3-day in-depth course provides basic information and insights into the Petrochemical Industry. The course covers industry fundamentals, changing feedstock slates, process technology, marketing dynamics, and profitability drivers.

In addition to covering the basics, the course will discuss how the volatile oil prices are impacting decisions around the world, from shale gas in North America, to coal in China, to ethane imports in Europe.

It is important to understand the basic industry drivers and how they affect your business, so you can make better, more informed business decisions.

CPE credits available. For more information, visit:
ihs.com/chem-edu

“Jeff, great job making a difficult subject simple to understand and interesting!”
– Paul Kanters, Regional Sales Manager, Vopak

Who is it for?

This 3-day educational course is designed to be of interest and value to both technical and non-technical industry participants. Attendees represent a wide range of job functions and types of companies.

Job function: Business managers, Process engineers, Financial analysts/accountants, R&D chemists, Licensing managers, Strategic planners, Purchasing agents, Sales and marketing executives, HR and legal managers.

Company Types: Petrochemical companies, oil and gas companies, plastic fabricators and converters, compounders and formulators, specialty and performance chemical companies, technology licensing firms, investment banks, private equity and venture capital firms, law firms, ship owners and brokers.

“Course is informative and useful, Jeff is a great speaker and can keep things fluid and interesting.”
– Emilio Planas Rego, Marketing Analyst, Braskem

Workshop Contents

Course participants will come away from the course with a deep understanding of how the industry works. Information to be covered will include:

- Industry fundamentals. The industry may be evolving, but the key fundamentals remain the same
- The impact of shifting feedstock slates. Shale gas and oil, coal, and bio-based feeds are significantly expanding feedstock options around the world
- Industry jargon, acronyms, and abbreviations explained
- Regional differences. The focus on maximizing regional advantages is reshaping the structure of the global industry
- The benefits of refinery and petrochemical integration. Participants will learn how existing and new entrants are leveraging this advantage
- Value chains and their seven basic building blocks
- Petrochemical process technology and the expanding feedstock options that are driving changes in technology
- Industry economics, including cost of production methodologies, price-setting mechanisms, and profitability drivers
- Market dynamics, such as regional capacity and demand breakdowns, trade balances, logistics, and end-use profiles and applications

“Excellent class! Dr. Jeff has a great understanding of the chemical industry and can explain it in an easy- to- understand way. I will recommend this class to my colleagues.”
– Rick Evans, National Market Manager- Americas, Kuraray America, Inc.

Petrochemical Industry Fundamentals

Workshop Overview

This full-day interactive workshop reviews the key feedstocks of the petrochemical industry right from crude oil through to naphtha to ethylene to polymers. Topics include chemistry, supply, demand and pricing. Value chains covered are aromatics, olefins, polyolefins, vinyls, and syngas with their chemistry and market fundamentals.

Who is it for?

Anyone new to the industry who wants an overview of the key elements of the petrochemical industry, from new graduates to business analysts to lawyers to professionals throughout the petrochemical value chain from feedstock suppliers to downstream processors and converters.

Workshop Contents

Introduction and Feedstocks

- Defining Hydrocarbons
- Defining Processes
- Oil
- Natural Gas
- Alternate Chemical Feedstocks
- Electricity
- Salt (NaCl)

“Kudos to Dr. Plotkin!” He’s not only a great instructor but his knowledge, humor and delivery of the course makes this one of the best training classes I’ve ever had the privilege of taking - he’s excellent!
– Kari Smith, Sales Manager, Helm U.S. Corporation

Value Chains

- Aromatics (BTX)
- Olefins (Ethylene, Propylene, C4s)
- Chlor Alkali/Vinyls (Chlorine, Caustic, PVC)
- Syngas (Methanol, Ammonia)

Markets

- North America
- South America
- West Europe
- Central Europe & CIS
- The Middle East & Africa
- Northeast Asia
- Southeast Asia
- Indian Subcontinent

“This class is excellent for new hires. I will definitely recommend to our HR group.”
– Alex Chou, Lead Operations Planner, LyondellBasell

Petrochemical Trading Workshop

Workshop Overview

This new full-day workshop gives participants an overview of how petrochemical products are commercially traded, using case studies. The global petrochemical industry dynamics are changing rapidly. The markets are more volatile and the industry is moving towards J.I.T. sales and purchase agreements.

A good understanding of the petrochemical market and how the various elements of feedstock, basic petrochemicals and derivatives interact with each other is essential. This course puts all these elements in perspective and highlights contract structures and the commercial risk involved.

Who is it for?

Course is designed to be of interest and value to technical, manufacturing, sales & marketing and trading industry participants. Attendees represent a wide range of job functions and types of companies.

Job Function: Business managers, technical and plant personnel, financial analysts, strategic planners, traders, purchasing agents, sales and marketing personnel, supply executives and legal managers.

Company Types: Petrochemical companies, oil and gas companies, plastic fabricators and converters, compounders and formulators, specialty and performance chemical companies, technology licensing firms, investment banks, private equity and venture capital firms, law firms, ship owners and brokers.

Workshop Contents

Primer

- Case study: Tender time!

Evolution of Trading Hubs – Oil & Petrochemical Trading

- A historical look back
- Differences between Oil and Petrochemical Trading
- When to trade and when to sell?

Trading Optimization along the Value Chain

- Case study: I smell a trading opportunity!

Trading for Netback Maximization

- Case study: Who should we sell the spot cargo to?

Profile of Industry Participants Hedging Strategies in Trading Trading Risks

- Market – Case study: Sell at fixed or at formula prices?
- Counterparty, Credit
- Operations - Case study: Your vessel is going to miss the laycan!
- Regulatory, Political
- Risk mitigation concepts