The 17th World Chlor-alkali Conference

Thursday 20th & Friday 21st June 2013, Singapore

“It is a congregation to meet the key players in the industry!”
Marketing Advisor, SABIC-SADAF

Attend the 17th World Chlor-alkali Conference to:

✓ Review the global supply and demand balances for chlorine and caustic soda – are caustic soda markets too strong for their own long-term good?
✓ Receive the latest information regarding new capacities and planned projects worldwide
✓ Investigate drivers and challenges in key downstream markets – a closer look at the market situation for PVC, alumina and pulp and paper
✓ Review the implications of the Carbon Emission Trading Scheme for the chemical industry
✓ Take a closer look at the salt market in Asia-Pacific. Is tight supply of low cost/high quality solar salt likely to continue in the near future?
✓ Discover the global trends in the chemical tanker market and the implications for shipping liquid caustic

Hear from leading industry experts including:

Andrew M Jones, Vice President Chlor-Alkali & Vinyl, DOW CHEMICAL
Mayank S. Sharma, Chief Marketing Officer, ADITYA BIRLA
Mike Anderson, Energy Markets Editor, BLOOMBERG NEWS
Adrian Brown, Senior Research Analyst, SIMPSON, SPENCE & YOUNG (SSY)
Charles Fryer, Chairman, TECNON ORBICHEM
Fred Peterson, Chairman, PROBE ECONOMICS
Janet Wright, Business Manager – Chlor-alkali & Vinlys, TECNON ORBICHEM
Vladimir M. Sedivy, President, SALT PARTNERS

For more information and to register your place:

✈️ www.icis.com/worldchloralkali
📞 +44 (0)20 8652 3887 or ✉ events.registration@icis.com

Quote the promo code RRT17248 when registering your place.
The global chlor-alkali industry continued to struggle with weak demand for chlorine during 2012, particularly from the housing and construction markets, while GDP growth rates were continually revised downwards.

Although operating levels were low in many regions, some producers were able to reap some benefits, particularly those in the US where cheap gas and consequent cheap electricity marked a return to competitiveness, which allowed vinyls export levels to rise. In some regions however things have been very tough, particularly in Europe, where there have already been some capacity closures directly linked to the weak economies within the region. Meanwhile in Asia there have already been some closures announced and operating rates have remained low as producers have struggled to cover costs.

Very little actually changed as we moved into 2013. Markets remain cautious as economists continue to predict low growth for the year. For some, it has not all been bad news, as caustic soda pricing has remained high, mostly due to tighter stock balances. This is driving profitability, particularly for some US producers, even though demand for caustic soda is somewhat lacklustre. As we move into Q2 and Q3 there should be increased seasonal demand for chlorine and with it increased availability of caustic soda. Many buyers are eagerly awaiting the start up of additional capacity in the US, Middle East and some parts of Asia. PVC prices in Asia are currently high, driven by high ethylene costs and this appears to be stimulating interest from the Chinese acetylene-based producers.

Against this backdrop of uncertainty the 17th World Chlor-alkali conference will provide timely analysis of the key drivers affecting the industry and consider the likely scenarios which will play out in the next 12 months.

Make sure you are part of the debate by registering your place today.

Why attend in Singapore?
By attending you will have the opportunity to:
• Hear prominent industry speakers share their thoughts and expertise on global chlor-alkali developments
• Network with over 120 industry professionals from around the world
• Benefit from sessions which address the key topics facing the industry over the course of the next 12 months
• Discuss, debate and exchange ideas during the networking evening drinks reception, lunches and refreshment breaks

Who should attend?
The 17th World Chlor-alkali Conference is a must attend event for all professionals from across the chlor-alkali value chain including:
• Business Development Managers
• CEOs
• Commercial Managers
• Consultants
• Global Purchasing Directors
• Logistics Managers
• Marketing Managers
• Operations Managers
• Product Managers
• R&D Managers
• Sales Managers
• Sourcing Directors
• Supply Chain Directors
• Traders
• Vice Presidents

Sponsorship Opportunities
Interested in raising your profile within the chlor-alkali community?
We have a wide variety of sponsorship packages that can be tailored to suit your requirements.
Please contact Paul Lane on +44 (0)20 8652 8966 or email: Paul.Lane@rbi.co.uk

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DAY 1: THURSDAY 20TH JUNE 2013

8:00  REGISTRATION

09.00  Welcome from the Chair
Janet Wright, Business Manager - Chlor-alkali & Vinlys
TECNON ORBICHEM, UK

SESSION ONE

09.10  World economic, energy and chemical outlook
• GDP forecasts: Which countries are helping, hurting?
• Energy price outlook: oil prices vs supply-demand vs gas prices
• Geographical shifts and supply/demand imbalances: where are the oversuppliers?
Fred Peterson, Chairman
PROBE ECONOMICS USA

09.40  The chlor-alkali industry – bracing itself for slowing world growth?
• Caustic soda markets – too strong for their own long-term good?
• Chlorine at bargain basement prices – where have all the buyers gone?
• US chlor-alkali returns to centre stage – the boost from the shale gas revolution
Charles Fryer, Chairman
TECNON ORBICHEM UK

10.20  Discussion

10.35  REFRESHMENT BREAK AND NETWORKING

11.00  A closer look at the Asian economies
• China – the epicentre of growth slowing down?
• Assessing the impact of the once-in-a-decade selection of China’s leadership. What are the challenges they face and how can they be overcome?
• Perspectives on Japan, Malaysia and Thailand economies
• Reviewing the expectations for emerging economies – Vietnam and Cambodia

11.30  North American chlor-alkali evolution
• Overview of changes, challenges and opportunities for US chlor-alkali
• Introduction to Dow Mitsui chlor-alkali
Andrew M Jones, Vice President Chlor-Alkali & Vinyl
DOW CHEMICAL

12.00  Discussion
12.15  LUNCH

SESSION TWO

Chair: Charles Fryer, Chairman
TECNON ORBICHEM, UK

13.45  Global chlor-alkali review
• Investigating supply / demand outlook for chlorine and caustic soda
• Status update on new capacity and where it is being built
• What changes are happening in the key regions and how might this impact balances and trade flows?
Janet Wright, Business Manager - Chlor-alkali & Vinlys
TECNON ORBICHEM, UK

14.15  Regional viewpoint: The Middle Eastern chlor-alkali market
• Overview of the Middle Eastern chlor-alkali industry
• Can the Middle East fight back against increased US competitiveness?
• Regional outlook to 2015
• ME gulf CSS supply – status and prospects?

14.45  Latin America – still a continuing growth opportunity?
• Analysing key markets in the region
• Import statistics, market analysis and trends
• Is there likely to be a significant demand surge for PVC due to construction projects for the 2014 World Cup and 2016 Olympics?

15.15  Discussion

15.35  REFRESHMENT BREAK AND NETWORKING

16.00  Asian chlor-alkali market – outlook to 2015
• Overview of the main chlor-alkali markets in the region
• Where are the growth opportunities to 2015?
• What is the outlook for PVC?
• Analyzing key market dynamics – what might change in the next 12 months?
Jasmine Khoo, Markets Reporter
ICIS

16.30  Spotlight on the Indian chlor-alkali industry
• Supply and demand analysis of the Indian chlor-alkali market – expectations for the remainder of 2013 - 2014
• Identifying the key trends, drivers and challenges in downstream markets

DAY 2: FRIDAY 21ST JUNE 2013

SESSION THREE

Chair: Charles Fryer, Chairman
TECNON ORBICHEM, UK

09.00  US chlor-alkali and vinyls: blessed with salt and shale
• US Shale resources: extent, cost and timing
• US Salt – cheap and don’t forget it!
• The cost advantages conferred: ethylene, chlor-alkali and vinyl
• New chlor-alkali-vinyl trading patterns – effect of costs and logistics
Fred Peterson, Chairman
PROBE ECONOMICS USA

10.30  Discussion
10.50  REFRESHMENT BREAK AND NETWORKING

11.20  Implications of the Carbon Emissions Trading Scheme for the chemical industry
• Introduction to the EU carbon trading scheme
• Implications for the competitiveness of the European chemical industry in the world
• Exposure of the chlor-alkali industry in the EU to carbon costs via the electricity supply
• Possible mitigation measures that might be offered to key industries in Europe
• Carbon permit costs: history, present status, forecasts
• Alternative approaches elsewhere in the world eg. carbon taxes
• Who will benefit? Who will lose out?
Mike Anderson, Energy Markets Editor
BLOOMBERG NEWS, SINGAPORE

11.50  Outlook for the alumina industry – still cause for continuing concern in 2013-2014?
• Status update on supply and demand
• What is the global outlook like?
• Are more plant closures likely in the short-term?

12.20  Update on the power situation in Asia
• Overview of the current situation
• Is an increase in electricity tariffs likely?
• Outlook for tariffs in key markets in the region

12.50  Analyzing global salt supply developments
• World salt supply and demand outlook
• A closer look at the salt market in Asia-Pacific. Is tight supply of low cost high quality solar salt likely to continue in the near future?
• How will innovation, global warming, market controls and politics affect the long-term supply security and pricing of salt?
Vladimir M. Sedivy, President
SALT PARTNERS

13.20  Discussion
13.30  CHAIRMAN’S CLOSING REMARKS AND CLOSE OF CONFERENCE LUNCH

The organisers reserve the right to change the programme, speakers or venue should circumstances require.
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WHO WILL I MEET?
The 2012 conference attracted over 120 attendees from across the chlor-alkali industry including:

Company Type
- Producer 49%
- Purchaser 19%
- Distributor/Trader 14%
- Technology Supplier 8%
- Consultant/Journalist 4%
- Supplier to Industry 3%
- Logistics 3%

Job Function
- Senior Management 38%
- Sales/Marketing 28%
- Purchasing 14%
- Supply Chain 11%
- R&D 4%
- Consultant/Journalist 2%
- Operations 2%
- Development 1%

Region
- Asia-Pacific 67%
- Europe 11%
- MENA 11%
- North America 8%
- Africa 2%
- South America 1%

TESTIMONIALS FROM THE 2012 CONFERENCE....

“An enriching conference”.
Utilities & Area Manager,
ERAMET

“Informative and good overview given of chlor-alkali industry”
Vice President (Finance),
CHEMFAB ALKALIS

“Excellent networking event for chlor-alkali professionals”
Chief Marketing Officer,
ADITYA BIRLA GROUP

“Good industry overview”
Business Development Director,
AKZO NOBEL

Interested in networking with your fellow industry professionals all year round?
Then join the ICIS World Chlor-alkali Conferences group on LinkedIn

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