



EIC Workshop: The Fundamentals of Petrochemicals

This one-day CMAI workshop is designed to give attendees a solid foundation in the fundamentals of the petrochemical industry from the key value chains and their primary feedstocks to a general overview of the global markets.

Date	Thursday 18 th February 2010	Company	Chemical Market Associates Inc
Time	09.00 – 17:00	Location	EIC, Newcombe House, 45 Notting Hill Gate, London W11 3LQ
Contact	Ann Cheatle		

Company Profile

CMAI is the leading global chemical consultancy company in its field and as part of its services CMAI has developed a highly respected one day training event in understanding the fundamentals of the petrochemical industry. From its inception in 1979, CMAI's goal has been to add value to its clients' operations by providing accurate, timely market & business advisory services for the worldwide chemical, plastics, fibers and chlor-alkali industries. In order to meet the ever-changing needs of our clients, CMAI's services have developed and broadened to accommodate expanding industry requirements. At every level, CMAI focuses on understanding how our services can best support our clients by anticipating needs and developing innovative solutions. With offices in Houston, New York, London, Düsseldorf, Dubai, Singapore and Shanghai, CMAI is the leading global source of market & business advisory services for the chemical market.

Presenter

John Page

John Page is a senior consultant with CMAI Business Advisory Services based in London, UK. He has over 26 years of experience in the chemical industry having spent seventeen years with Imperial Chemical Industries and a further nine years at CMAI. John has worked in a large variety of roles in the chemical industry including plant design, manufacturing, research, business development and strategic planning.

His current consultancy role within CMAI includes advising clients across a wide range of chemical products and markets, including Europe, Russia, India and the Middle East. Projects frequently involve offering strategic business advice on responding to structural changes in the industry, building new investment cases or assisting in the valuation of potential acquisition targets.

John graduated as a Chemical Engineer from Cambridge University in 1984 and completed an MBA from London Business School in 1999.



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Who Should Attend

This course has been designed for individuals that are either new to the petrochemical industry or who must interact with it in their primary jobs:

- Financial community
- Government personnel
- Recent graduates
- Technical personnel needing to learn the commercial side
- Accounting or customer service personnel
- Transportation or terminal services personnel
- New hires or transferees
- Anyone that would benefit from a broad overview of the industry and its inter-relationships

Overview and Objectives

The goal of CMAI with this workshop is to quickly and effectively bring today's business person up to speed with the language, concepts and key issues in the petrochemical industry through both real-world examples of everyday products and through a more detailed, reference style tool. Designed and taught by CMAI's experienced consultants, this workshop will cover:

<ul style="list-style-type: none">• Basic chemistry and terminology• Transportation• Commercial concepts• Feedstocks<ul style="list-style-type: none">○ Defining Hydrocarbons○ Oil<ul style="list-style-type: none">▪ Gasoline pool▪ Propylene▪ Toluene▪ Alternate value▪ Supply○ Natural Gas<ul style="list-style-type: none">▪ Gas liquids extraction▪ Gas prices▪ Stranded gas▪ Remote gas value○ Electricity<ul style="list-style-type: none">▪ Cogeneration○ Salt (NaCl)• Global Markets<ul style="list-style-type: none">○ North & South America○ West & Central Europe○ CIS & Baltic States○ Middle East and Africa○ Northeast & Southeast Asia○ Indian Subcontinent	<ul style="list-style-type: none">• Value Chains<ul style="list-style-type: none">○ Aromatics<ul style="list-style-type: none">▪ Chemistry & aromatic demand▪ Gasoline and aromatic blending▪ Benzene price setting▪ Toluene hydrodealkylation▪ Fiber market and supply○ Olefins<ul style="list-style-type: none">▪ Chemistry & olefin demand▪ Comparative yield▪ The feeds:<ul style="list-style-type: none">• Ethylene and propylene• C4s, BTX and fuel oil• Fuel gas and hydrogen• Propylene supply• Butadiene supply○ Polyolefins<ul style="list-style-type: none">▪ End-use demand▪ Product substitution○ Chlor Alkali/Vinyls<ul style="list-style-type: none">▪ Chemistry & chlor alkali/vinyls demand▪ Electro Chemical Unit (ECU)▪ PVC applications▪ Vinyls product flow○ Methanol<ul style="list-style-type: none">▪ Methanol via natural gas (steam reforming)▪ Drivers for methanol production costs
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CMAI supplies as part of the course a comprehensive presentation in hard copy format which is full of the latest industry data and statistics along with a CMAI Petrochemicals Industry Fundamentals CD containing facts, figures, value chains, definitions on the chemical industry.



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Course Timing and Administration

The course will run from 09.00 to 17.00 and there will be several breaks throughout the day.

Accommodation

The following hotel is recommended:

New Linden Hotel
58-60 Leinster Square
London W2

Tel. PHR on 0845 6123 611 asking for special EIC price of £99 bed & breakfast.

<http://www.newlinden.co.uk/IndexMain.htm>