

> ecmsa | The Strategy and Marketing C o n f e r e n c e

A Future in
Chemicals
& Plastics

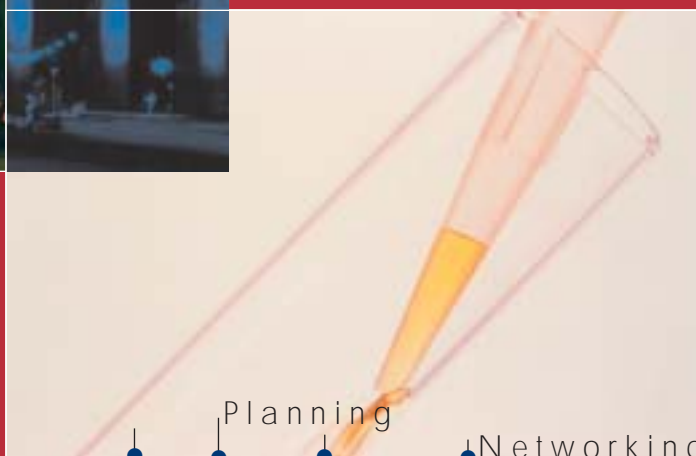
ecmsa

The European Chemical Marketing
and Strategy Association



The Berlin Hilton,
Berlin, Germany

8-10 October 2001



Marketing | Planning | Networking
Strategy



Co-sponsored by: INDUSTRIAL INVESTMENT COUNCIL

> | Be there | to discover how to build the industry's future

> Monday 8th October AM

ECMSA Workshop: Customer Relationship Management

Start - 08.30 Close - 13.00

A half-day workshop for marketers, product, sales and business managers wishing to create increased customer value, through effective customer relationship management.

The workshop will provide an overview of customer relationship management concepts, tools and models. Topics covered will include customer segmentation, customer value propositions, the cost to serve, customer profitability, the impact of e-business, benchmarking, and customer value creation.

The workshop will be led by Mike Crosswell, Director of Customer Management Solutions Ltd., who will bring a practical approach as well as his extensive experience in this field.

> Monday 8th October PM

ECMSA Workshop: Making Scenarios Work: A New Approach to Decision-Making and Scenario Generation

Start - 14.00 Close - 16.00

In the Ballsaal, Berlin Hilton

An interactive workshop designed to assist delegates in the application of scenarios. The workshop will be run by ThinkTools, the consultancy that has provided the background support for the ECMSA Scenario 2010 Project.

For further information on these workshops, visit the ECMSA website : www.ecmsa.org

PRESS CONFERENCE: ECMSA Scenario 2010 Project

Start - 16.30 Close - 18.00

In the Ballsaal, Berlin Hilton

The second phase of the ECMSA's landmark study will be unveiled to the media with details about the next stage of the project, which was launched in London at the 2000 ECMSA Conference. Chaired by Dr Klaus Heinzlbecker, ECMSA vice-president and head of corporate market research, BASF AG.

> **NEW MEMBERS' RECEPTION**

Start - 18.30 Close - 19.30

An opportunity for new ECMSA members to meet Council members and officials in an informal atmosphere

> **ECMSA MEMBERS' CLUB**

Start - 19.30

The premier networking opportunity for all conference and workshop delegates to exchange views, refresh old friendships and make new ones. Drinks and light refreshments courtesy of Reed Business Information.



> Tuesday 9th October AM

Open - 09.00 Close - 13.00

MACROECONOMICS, INNOVATION & PEOPLE

Chairman: Nigel Davis, ECMSA President/Editor – Chemical Insight

- > **Key note Speech: Building a Strong German Chemical Industry**
Dr Werner Müller – German Federal Minister of Economics
- > **Economics & Emerging Markets**
Johannes Lapré – Executive Vice President, DRI-WEFA
- > **Making Innovation Work – Technical Revolution in the Chemical Industry**
Speaker to be confirmed
- > **Who will build the industry's future?**
Andrew Kris – Borderless Executive Search – The Amrop Hever Group
- > **The European Union's Chemicals Policy White Paper**
Bertil Heerink – Director, EU Government Affairs, CEFIC



> Tuesday 9th October PM

Open - 14.00 Close - 17.30

CUSTOMER FOCUS – CUSTOMER RELATIONSHIP MANAGEMENT

Chairman: Hank Zorman – CDMA President

- > **Customer Scenarios** – Customer Relationship Management
Phil Allen – Marketing Excellence Practitioner, MarketAbility
- > **E-Commerce – A Distributor Perspective**
Speaker to be confirmed
- > **Future Needs & Demands – A Customer Perspective**
Dr Kari Hiltunen – Principal Scientist – Mechanics & Materials, Nokia Research Center
- > **Customer Focus & Relationship – A must for Successful innovation**
Jean-Yves Dutour – Strategic Planning Manager – DuPont International



> ECMSA DINNER

Depart - 17.30

Reception & Tour

Depart Reichstag

Dinner – Opernpalais

Dinner Speaker:

- Coaches outside the Berlin Hilton

- Reichstag -18.00

- 19.45

- 20.15

Dr Hans Christoph von Rohr – Industry Investment Council
Evolution of the Eastern German Chemical Industry

> Wednesday 10th October AM

ECMSA AGM

Open - 08.30 Close - 09.00

In the Ballsaal, Berlin Hilton

Open - 09.00 Close - 13.00

PETROCHEMICALS

Chairman: Michael Fell – Executive VP & Managing Director, CMAI-Europe

> **Scenario 2010 Results – Petrochemicals**

Dr John Wyatt – Managing Director, Parpinelli Tecnon

> **Petrochemicals in Eastern Europe**

Bart Groot – Dow BSL

> **Innovative Logistics & Supply Chain Management**

Speaker to be confirmed

> **Increase the Value of Your Business in the Metallocenes Millennium**

Dirk van der Sanden – Metallocene Market Planner, Univation Technologies

> **A South African Perspective**

Speaker to be confirmed

> Wednesday 10th October AM

Open - 09.00 Close - 13.00

SPECIALITIES & FINE CHEMICALS

Chairman: Ian Butcher – Managing Director, Kline Europe

> **Scenario 2010 Results – Specialities & Fine Chemicals**

Robert Karlsruher – Group Vice President, Strategic Analysis

> **High Voltage Connections**

– **Linking Technology to the Consumer**

Robert M Asselin – Business Director – Personal Care Europe,
National Starch & Chemicals

> **Smart Customers, Stupid Companies**

– **Re-inventing the Market-Driven Organisation**

Bruce G Orr – Vice President- Marketing, OSi Specialities,
Crompton Corp

> **The New Clariant – Fine Chemicals**

Dr Wolfgang Bernhagen – Business Manager – Pharmaceuticals, Clariant

> **How to Make Specialty Chemicals Profitable**

– **Leverage, Organisation & Incentives**

Dr Udo Jung – Vice President – Director Chemical Practice Germany,
The Boston Consulting Group



Why should you attend ?

ECMSA's annual Strategy & Marketing Conference examines the key issues facing the chemical and plastics industry. This year's conference in Berlin also coincides with the announcement of the results of the second phase of the ECMSA's Scenario 2010 project.

The conference will question current business models and practices, challenge a few "sacred cows" and propose some new and innovative solutions for the industry's future development.

An outstanding plenary of expert speakers from key chemical producers, as well as analysts, consultants and economists, will lead the debate.

During the conference you will be able to experience the booming metropolis and capital city that is now Berlin and discover the potential for the chemical industry in the new German States.

Who are ECMSA ?

The leading international network for professionals in strategic planning, marketing, business research, corporate development and knowledge management in the chemicals, plastics and related industries. ECMSA members represent all major European countries as well as the Middle East, Africa, the Americas and Asia. ECMSA's annual conference focuses on strategy and marketing. It attracts expert speakers from senior management of the industry, its customers, business press and financial institutions, who address topical commercial issues in a lively two days of speeches and active debate.

ECMSA provides an ideal opportunity to interact and discuss key issues with fellow professionals, whether at the conference, via the NEW and IMPROVED ECMSA website: www.ecmsa.org, or through the membership directory.

ECMSA organises regular practical workshops, led by experts in strategic marketing, planning, market segmentation, competitive intelligence, knowledge management and other topics.

www.ecmsa.org

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Internet: www.ecmsa.org

Key Speakers



Key Topics

- > Macroeconomics, Innovation & People
 - Customer Focus
 - Customer Relationship Management
 - Petrochemicals
 - Specialities / Fine Chemicals

> SCENARIOS 2010, UPDATE

Monday 8th October 16.30 PM

- > **Dr Werner Müller**, German Federal Minister of Economics
Tuesday, 9th October AM
Building a Strong German Chemical Industry
- > **Bertil Heerink**, Director – EU Government Affairs – CEFIC
Tuesday, 9th October AM
EU Chemicals Policy
- > **Jean-Yves Dutour**, Strategic Planning Manager – DuPont International
Tuesday, 9th October PM
Customer Focus & Relationship
– A must for Successful Innovation
- > **Dr Hans Christoph von Rohr**, Industry Investment Council
Tuesday, 9th October PM
Evolution of the Eastern German Chemical Industry
- > **Bart Groot**, Dow BSL
Wednesday, 10th October AM
Petrochemicals Eastern Europe
- > **Bruce G Orr**, Vice President, Marketing, OSi Specialties, Crompton Corp
Wednesday, 10th October AM
Smart Customers, Stupid Companies
– Re-inventing the Market-Driven Organisation

“ This is the conference for the thinkers
in our industry. It is a **MUST** for anyone wanting
to know how our industry will be shaped
in the new millennium ”

Nigel Davis, Chemical Insight and President, ECMSA

> ecmsa | Registration Form

Please complete in BLOCK CAPITALS

Title _____ Surname: _____ First Name: _____
 Position: _____ Company: _____
 Address: _____
 City: _____ Country: _____ Post Code: _____
 Tel No: _____ Fax: _____
 Email: _____
 Spouse's/Partner's Name: _____

Fees	ECMSA /CDMA, Member	Non Member	N° of Persons	Total Amount
All the prices are in Euros	€	€		
Full Conference Fee	1200	1475		
Media Rate	200	200		
Partners Fee	200	200		
Customer Relationship Management Workshop for Conference attendees	250	250		
Customer Relationship Management Workshop for Non-Conference attendees	500	500		
Making Scenarios Work Workshop for Conference attendees	100	100		
Making Scenarios Work Workshop for Non-Conference attendees	100	100		
		Total Values:		

Hotel costs are not included in conference fees and are payable by delegates on departure.

PLEASE RETURN THIS BOOKING REGISTRATION TO:

Sandy Quinn,
 SQ Communications, Rowan Cottage, Coalpit Lane, Langley, Macclesfield SQ11 0DQ UK
 Tel/Fax: + 44(0)1260 253335
 Mobile: + 44(0)777 1867137
 Email: sandyquinn@sqcomm.com
 If you have NOT received confirmation within 14 days
 please contact SQ Communications

For your exhibition requirements, please contact Sandy Quinn at SQ Communications at the address above.



INDUSTRIAL INVESTMENT COUNCIL



ecmsa

The European Chemical Marketing and Strategy Association

HOTEL RESERVATION

I wish to stay at the conference hotel. Please book a room
at the Hilton Hotel, Berlin

Arriving date _____

Departing date _____

Room Rate € 212.19 per room per night single

Room Rate € 232.64 per room per night double

Price is per room per night. Hotel rooms are payable direct to the hotel.

3 WAYS TO PAY

- I have enclosed a cheque made payable to ECMSA
- I have transferred by bank transfer To ECMSA, HSBC Bank Plc, International Branch,
PO Box 161,27-32 Poultry, London UK Account No: 39326822 Sort Code 40 05 15
Quoting Delegate name(s) and ECMSA Conf Berlin/01
- Credit Card- Please debit my MasterCard/Visa (only MasterCard and Visa accepted)
- Visa Mastercard _____

Card Number: _____ Expiry Date: _____

Cardholders Name _____

I agree that my card will be charged in Sterling at the rate applying at the time of transfer

Card Holders signature: _____

I understand that by paying the non-member's fee this entitles me to membership of ECMSA for one year.
Payment must be received within 10 working days of registration

CANCELLATIONS & LATE REGISTRATION

You are welcome to substitute at any time, otherwise a service charge of 20% will be made if you cancel before 24 September 2001. If you cancel after 25th September 2001 there will be a cancellation fee of 25% No refunds will be made after 1st October 2001. All changes and cancellations must be made in writing. ECMSA reserve the right to change the programme without notice.

PARTNER PROGRAMME

A comprehensive partner programme will be organised and offered by SQ Communications