



Preliminary Announcement

HOW NOT TO COMPETE ON PRICE AN ESSENTIAL WORKSHOP FOR CHEMICAL AND PLASTICS INDUSTRY EXECUTIVES TO BE STAGED BY ECMSA

March 7-8th, The Marketing Centre, Seestrasse 103, CH8820 Waedenswil, Zuerich, Switzerland

Designed to explore leading edge business and marketing strategic thinking for the chemical and plastics industry this 1½ day workshop event is run by ECMSA (European Chemical and Marketing and Strategy Association), together with co-sponsor, marketing excellence practice, MarketAbility.

The programme will kick-off with a Management Briefing to an invited audience on the afternoon of Monday 7th March. During which, five leading speakers from the business world, chemical and plastics industry will examine a number of the HOT topics facing senior industry executives. The discussion will encompass:

- Customer Driven Business Strategies for Success
- Competing Profitably in Commoditising Markets
- Why purchasers focus on price
- Sustaining Customer Loyalty
- Enlightened Channel Strategies

On Tuesday 8th March Morten Hansen and Phil Allen will lead the HOW NOT TO COMPETE ON PRICE interactive workshop. Designed to address the daily challenge of the chemical's and plastic's industry marketing, product and business manager – How do I avoid competing purely on price and make a profit from my mostly undifferentiated products? Morten and Phil will highlight the other levers and how they can be used in today's highly competitive and cost conscious market place?

“This latest in our series of collaborative events continues in ECMSA's vein of addressing today's strategic marketing challenges for the Chemicals Industry executive and commercial management.” Comments Fred Du Plessis, ECMSA President, “Once again we are pleased to have attracted talented and knowledgeable experts in their field to share and impart their knowledge to our members and the industry at large.”

In a sustained effort to more closely address the needs of its membership ECMSA has organized a series of events around Europe with various collaborating partners such as VCI, CEFIC, MarketAbility, B2B International.

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EXECUTIVES TO BE STAGED BY ECMSA**

Venue:

The Marketing Centre,
Seestrasse 103
CH 8820 Waedenswil, Zuerich
Switzerland
www.marketability.org

Timing:

March 7 th 2005,	Management Briefing	14.00 - 18.00
March 8 th 2005,	Interactive Marketing Workshop	09.45 – 17.00

Registration:

Call: + 41 4 4783 8777
e-mail: info@marketability.org

About ECMSA

ECMSA is an organisation that brings together the decision makers from within the chemical industry. As a not-for-profit organisation ECMSA takes a lead in helping to shape and define the future and direction of the industry. Originally established in 1962 as the European Chemical Market Research Association, the organisation assumed its current role in 2000.

Morten Hansen

Seasoned chemicals marketer, formerly at Dow Chemical, then PriceWaterhouseCoopers, now running Morten Hansen Management Consulting.

Phil Allen

Founder of MarketAbility and co-author of the book "Value-based Marketing for Bottom-Line Success", Phil has over 25 years of experience in the chemical and plastics industry.

About the venue.

The Marketing Centre is the global headquarters of MarketAbility, co-sponsor of this event. A former bank building, the headquarters now houses not only the offices of MarketAbility, but also the language school Waedi Lingua and the Lakeland Business and Meeting Centre. Just two minutes walk from the banks of Lake Zuerich, 20 minutes from Zuerich City and 40 minutes from Zuerich Airport.

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