

**Day One – Wednesday, June 27, 2012**

8:55 Chair's opening remarks

**Market Trends and Growth Opportunities**

9:00 **KEYNOTE: Examining domestic trends in the US specialty chemical market in order to take advantage of key growth opportunities**

*Francis Sherman, President and Chief Executive Officer, AkzoNobel*

- Reviewing the current economic picture domestically to determine the implications for overall growth of the specialty chemical market
- Evaluating Texas end-markets and the relevant economic trends to identify local growth potential
- Determining the impact of the booming petro-oil-gas markets on specialty chemicals to capitalize on the business opportunities presented
- Examining the potential of shale gas and increasing oil production to revolutionize the domestic market
- Understanding the implications for domestic manufacturers of shifting production of certain chemicals to emerging markets
- Forecasting future US trends and evolving end-markets to formulate a strategy for long-term success

9:45 **PANEL DISCUSSION: Analyzing global trends and economies to identify expansion opportunities and achieve market growth**

*Aliet Martinez, SouthEast & Pacific Regional Manager, PIERS*

*Jimmy Wooten, Global Product Manager, Syrgis*

- Outlining the latest trends and innovations around specialty chemicals in Latin America, Asia/Pacific, the Middle East/Africa, and Europe
- Identifying key regional hotspots to focus strategies for business and new product development
- Determining the viability of bringing specialty chemical products manufactured outside the US back into domestic production to overcome rising costs, regulatory hurdles and logistical challenges
- Understanding the practicalities of re-establishing domestic-based operations
- Establishing the significance of “going green” globally and how this will impact the future market

10:30 Networking activity and coffee break

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**Business Development Track**

**Partnership and Relationship Management**

11:30 **Assessing contract manufacturing in the US and overseas to determine the most suitable strategy to deliver business goals**

- Reviewing domestic and international trends in contract manufacturing for specialty chemicals
- Ensuring contract manufacturer compliance with all applicable regulations
- Effectively monitoring quality and productivity remotely and ensuring IP protection
- Overcoming the cultural barriers and communication challenges these present
- Comparing the pros and cons of domestic and international contracting to ensure the right partnership model to drive business performance

**Technical Innovation Track**

**Novel Applications**

11:30 **Discovering the latest applications of specialty chemicals to drive technical innovation in new areas**  
*David Ager, Principal Scientist, DSM Innovative Synthesis*

- Outlining the newest applications of specialty chemicals and developments on the horizon
- Applying the latest innovations at the design and development stage to create new products and technologies which enable new applications
- Identifying feasible markets for existing products to penetrate
- Adapting existing products to address the needs of new markets and perform new applications
- Clearly defining the new use of current products when applied in different markets

<p>12:15 <b>Selecting the appropriate contract manufacturer and undertaking effective partner management to drive business success</b></p> <ul style="list-style-type: none"> <li>Establishing the business need for a contract manufacturer and determining the specific capabilities required</li> <li>Identifying where to find contract manufacturers and evaluating their capabilities against the selection criteria</li> <li>Implementing robust measurement and monitoring processes to ensure quality and regulatory compliance</li> <li>Applying best practice learnings from real-world experiences of contract manufacturing partnerships</li> </ul>	<p>12:15 <b>Evaluating the potential of in-house chemicals for performing multiple applications to achieve portfolio expansion and maximize R&amp;D ROI</b></p> <ul style="list-style-type: none"> <li>Examining current specialty chemical product lines to identify alternative application potential</li> <li>Improving characteristics of existing products to maximize portfolio profitability</li> <li>Demonstrating innovative thinking to gain business approval and propel portfolio growth</li> <li>Overcoming challenges in reclassifying products and reusing chemicals in waste to byproduct streams</li> </ul>
<p>1:00 Networking lunch</p>	
<p>2:00 <b>PANEL DISCUSSION: Clarifying the capabilities and role of toll processors to determine strategies to maximize the potential of the relationship</b>  <i>Kurt Hoerich, Business Manager, Custom Services, Fine Chemistry, Albemarle</i>  <i>Bryon Leggett, Director, Business Development, WeylChem International</i>  <i>Abhay Kanzarkar, Purchasing Manager, Tolling Services, Huntsman</i>  <i>The Toll Processor Perspective:</i></p> <ul style="list-style-type: none"> <li>Establishing why toll processors are needed and the role and requirements of a toll processor within the supply chain</li> <li>Assessing the risks and benefits of undertaking toll processing</li> <li>Evaluating toll processing as a sound business model for a new organization</li> </ul> <p><i>The Toll Client Perspective:</i></p> <ul style="list-style-type: none"> <li>Comparing “one-stop shop” contract manufacturers to niche toll processors to identify the most appropriate partnership model</li> <li>Examining R&amp;D toll processors to understand their capabilities and how they can add value</li> <li>Evaluating lab capabilities, experience, flexibility, and responsibility for shipping, raw materials, and waste to select the appropriate partner and ensure compliance</li> </ul>	<p><b>Latest Technologies</b></p> <p>2:00 <b>Driving progress toward new platform molecules for biobased chemicals</b>  <i>Peter L. Keeling, Ph.D., Director of Innovation, Center for Biorenewable Chemicals</i></p> <ul style="list-style-type: none"> <li>Developing the tools, components and materials needed to convert carbohydrate feedstocks into biobased chemicals</li> <li>Utilizing bioengineering of fatty acid and polyketides in microorganisms and an innovative and complimentary portfolio of developments in chemical catalysis</li> <li>Applying biocatalysis and chemical catalysis technologies that have the potential to nurture a sustainable, biobased chemical industry</li> <li>Transforming the petrochemical supply chain with key foundational intermediates that deliver an array of drop-in chemistry or similar functionality to existing fossil-carbon-based chemicals</li> <li>Discovering the potential of an advanced manufacturing system with new platform molecules for biobased chemicals</li> </ul> <p>2:30 <b>Boosting and measuring performance of chemical systems using microencapsulation technology</b>  <i>John Stolarz, Product Manager, G-FORCE Technologies, Glatfelter</i></p> <ul style="list-style-type: none"> <li>Identifying the most appropriate projects for the utilization of microencapsulated solutions in specialty chemicals</li> <li>Examining key performance parameters to consider when designing microencapsulated solutions</li> <li>Applying a novel approach to measuring performance of capsule breakage characteristics to determine length of time before rupture</li> </ul> <p>3:00 <b>Utilizing the capabilities of nanomaterials to enhance specialty chemical performance</b>  <i>Brandon Travis, Ph.D., Business Development Specialist - Biomedical Applications, Blue Nano Inc</i></p> <ul style="list-style-type: none"> <li>Assessing the large surface area to relative size ratio and optical properties as distinguishing factors for using nanomaterials in specialty chemical product lines</li> <li>Reviewing current applications of nanomaterials in solar cells and visual displays for performance in absorption and transparency</li> <li>Discovering future trends including nanoporous surfaces in catalytic converters and fuel cells</li> <li>Evaluating the technical characteristics of a successful business model for a start-up nanomaterials manufacturer</li> </ul>
<p><b>Innovative Business Strategies</b></p>	
<p>2:45 <b>Increasing productivity and reducing costs through an integrated management system</b>  <i>Tyce Workman, Director of Quality and Regulatory Affairs, Gabriel Performance Products</i></p> <ul style="list-style-type: none"> <li>Identifying effective systems management approaches for both large and small operations</li> <li>Evaluating your current system to identify and overcome communication gaps and data flow inefficiency</li> <li>Adopting the appropriate techniques to create an integrated system which ensures consistency and efficiency across all operations</li> <li>Leveraging best practice to achieve production efficiency and cost savings</li> </ul>	

3:30	Networking coffee break	
4:00	<b>Hedging against economic uncertainty through product portfolio diversification</b> <i>Jeff Gates, Vice President of Marketing and Business Development, Syrgis</i> <ul style="list-style-type: none"> <li>Reviewing which end-markets are currently growing or in decline to highlight areas of opportunity</li> <li>Identifying which markets would be favorable and best align with the current product portfolio</li> <li>Critically examining existing products to determine the most appropriate diversification plan to implement and access new end-user markets</li> <li>Attracting capital investment and obtaining funding for diversification plans</li> </ul>	<b>Utilizing ionic liquids as a platform for innovative technologies in specialty applications</b> <i>Tom F. Beyersdorff, Ph.D., President, IoLiTec</i> <ul style="list-style-type: none"> <li>Introducing the unique properties of ionic liquids and determining how they can be applicable to specialty chemical manufacturing</li> <li>Reviewing practical applications of ionic liquids in dye-sensitized solar cells (DSSC), heat carriers, sorption cooling, battery electrolytes, nanotechnology and coatings</li> <li>Comparing ionic liquids to traditional systems and exploring the potential of ionic liquids in future innovations</li> </ul>
4:45	<b>Overcoming hurdles to new product development and ensuring commercial viability</b> <i>Randall R. Skattum, Global Business Manager - Olefin &amp; Methanol Derivatives, Celanese</i> <ul style="list-style-type: none"> <li>Aligning the early stages of design and development with commercial marketability</li> <li>Effective methods for generating investment interest in new products from the outset</li> <li>Demonstrating ROI to ensure continued investment and development</li> <li>Accurately forecasting pricing and sales volume in both existing and new markets</li> <li>Designing a model that allows for a smooth transition to larger scale production</li> </ul>	<b>Advancing innovation in specialty chemical processes with the use of phase transfer catalysis</b> <i>John M. Gohndrone, Ph.D., Process Engineering Scientist, Dow Corning Corporation</i> <ul style="list-style-type: none"> <li>Outlining the basic principles of phase transfer catalysis (PTC) and how PTC properties allow for industrial application</li> <li>Utilizing PTC to avoid the use of expensive and hazardous polar solvents to reduce costs and ensure safety</li> <li>Examining how PTC can be used to improve yield and selectivity of a chemical process</li> <li>Highlighting recent commercial success with practical PTC case studies</li> </ul>
		<b>Evaluating current and future trends of fluorochemicals and their application to specialty chemical markets</b> <i>Ron Epstein, Marketing Director, Halocarbon</i> <ul style="list-style-type: none"> <li>Reviewing current market applications in agricultural and pharmaceutical end markets</li> <li>Uncovering the latest applications in new end markets such as electronics and construction</li> <li>Identifying the applicability of fluorochemicals in your current chemical product portfolio</li> <li>Assessing the profitability of using fluorochemicals while considering competitive forces from overseas and the commodity chemical market</li> <li>Examining the impact of REACH on fluorochemicals and how regulatory changes will shape future trends</li> </ul>

5:30 Networking drinks reception

## Day Two – Thursday, June 28, 2012

8:55 Chair's opening remarks

### Regulatory Landscape and Environmental Considerations

- 9:00 **Keeping abreast of the latest updates and deadlines under REACH regulation surrounding specialty chemicals to ensure continued adherence and compliance**  
*V.M. Jim DeLisi, Regional Head, North America, REACH ChemAdvice*
- Evaluating the impact of the June 1, 2013 registration deadline and applying lessons learned from the 2010 deadline on substances and intermediates
  - Addressing late “pre-registrations” and how to file them accurately
  - Identifying and overcoming common mistakes and pitfalls when working towards REACH compliance
  - Discussing authorization issues and costs effecting US specialty chemical producers operating in EU markets
- 9:45 **Understanding and adhering to regulations in emerging markets to ensure compliance and access to growth regions**

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***Vicente Santa Cruz, Project Manager and Technical Service, Chevron Phillips***

- Summarizing “China’s REACH” regulations and potential updates in the pipeline to determine their implications for US manufacturers operating in this market
- Reviewing regulations from India’s Department of Chemical and Petro-chemicals and strategies to adhere to these requirements to gain a foothold in this market
- Examining regulations on the horizon in emerging markets including Latin America and the Middle East/Africa to determine the impact on market entry
- Devising strategies to overcome international regulatory challenges and ensure access to growing markets

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11:30 PRACTICAL WORKSHOP: **Achieving regulatory compliance as a small-scale chemical producer**

***Hayden Routledge, Senior Business Development Director, WIL Research***

- Managing regulatory obligations and ensuring compliance without a devoted regulations department
- Establishing which regulations are applicable to small-scale producers and how to comply
- Managing Department of Transportation employee certification requirements to transport products effectively

12:15 **Reviewing OSHA updates to ensure employee safety and compliance for specialty chemical manufacturers**

***Jim Shelton, Compliance Assistance Specialist, OSHA Houston North Area Office***

- Outlining the new National Emphasis Program (NEP) specific to chemical facilities
- Identifying the most common violations committed by specialty chemical manufacturers and establishing measures to avoid them and meet inspection requirements
- Enhancing employee understanding and nurturing a culture of safety through training programs including ‘Hazardous Communications’ and Personal Protective Equipment (PPE)
- Q&A session on specific challenges faced when adhering to Process Safety Management (PSM) standards

1:00 Networking lunch

2:00 **Managing the complexities of the EPA’s Toxic Substances Control Act (TCSA) and determining how this Act is likely to evolve in subsequent legislation**

***Fred Marashi, Regulatory Compliance Advisor, Chevron Phillips Chemical***

- Establishing the need to modernize the TCSA and the practical implications for the business success of specialty chemical manufacturers
- Evaluating the potential impact of the Safe Chemicals Act or REACH-like legislation in terms of increased data submission leading to increased costs and delays
- Prioritizing data and documentation requirements for filing Pre-Manufacture Notices (PMNs) to avoid receiving an incomplete notice and delaying time to market
- Determining filing responsibility between toll processors and clients to ensure proper reporting

2:45 **CASE STUDY: Implementing green chemistry initiatives through open innovation to achieve lean and sustainable operations**

***Alejandrina Campanella, Ph.D., BioComposites Platform Leader, Dixie Chemical Company***

- Utilizing market-facing technology strategies and matching process capability with emerging technology
- Developing academic and industrial innovation partnerships
- Evaluating and validating external technology
- Assessing cost, product pricing, and revenue sharing considerations
- Implementing product application feedback loops
- Managing intellectual property and regulatory registration
- Leveraging collaboration and shared efforts during commercialization

3:30 Networking coffee break

## Sourcing Raw Materials

4:00 **Maximizing efficiency in the supply chain through local and domestic sourcing strategies**

- Evaluating the current trends and future outlook of sourcing in the US to advance project forecasting and planning
- Ensuring domestic suppliers meet quality standards and enable compliance

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- Overcoming availability and pricing challenges when sourcing from the domestic market
- Identifying and utilizing companies in the local hub of Texas to optimize the domestic supply chain and minimize logistical challenges and costs

4:45 **PANEL DISCUSSION: Evaluating the plethora of opportunities for global sourcing and identifying the best practices for different regions**

- Assessing the risks and potential benefits of sourcing internationally to determine if diversifying the supply chain is feasible
- Practical strategies to guarantee the quality of materials remotely
- Overcoming the challenges surrounding regulations, logistics and cultural differences when sourcing globally
- Uncovering best practices for sourcing from Asia/Pacific, Europe, Middle East/Africa, and Latin America regions
- Aligning global sourcing practices with domestic sourcing to ensure a fully integrated and complementary strategy

5:30 Chair's closing remarks and end of conference