

The Chemical Industry: **OVER 95%**
of the World
around Us



REPORT of the **45th** ANNUAL MEETING



INTERCONTINENTAL &
PULLMAN SCHWEIZERHOF HOTELS
BERLIN, GERMANY
1-5 OCTOBER 2011



Tom Crotty
Director, Ineos Group
EPCA President

*The paradox is
that an industry
so central to the
lives of people has
to work so hard
to be recognised
as a force for
good, not bad.*

"It's fitting in the International Year of Chemistry, that this Meeting's theme – The Chemical Industry: 95% of the World around Us – links us and our industry to the lives of people all around the world," said EPCA President Tom Crotty, welcoming a record-breaking 2,500-plus delegates to Berlin, at the opening session of the 2011 Annual Meeting. It provides a timely reminder of the positive contribution our industry's products and processes continue to make to our standards of living, health and the environment, he continued.

Yet the *"paradox is that an industry so central to the lives of people has to work so hard to be recognised as a force for good, not bad,"* Crotty noted. Despite being a key supplier to almost all industries, and helping to transform the delivery of potable water, food, clothing, healthcare, education, transportation, industrial production, communications and entertainment, the chemical industry is still viewed in a negative light. *"Our successes go unnoticed and our failures get shouted from the rooftops. Yet without us, people wouldn't have the aspirins that cure their headaches or the toothpastes that clean their teeth, and their mobile phones wouldn't work. So we need to speak out, to get them to realise how critical chemistry and this industry is to all our lives!"* said the Ineos executive.

Holding a positively themed meeting in Berlin was entirely appropriate, Crotty told delegates. *"Germany's chemical industry has done brilliantly in conveying its [beneficial] contributions. This is the only country in Europe where our industry and our products have a positive image."* Speaking immediately after the audience had seen the short EPCA-sponsored film *Chemistry: All About You*, the Association's President outlined how EPCA and UNESCO are working together to promote the industry among younger people. The aim is to help them understand the importance and contribution of chemistry to their lives and to attract new talents to the industry. It is a challenge he urged everyone in the industry to take up.



Summary

day 1

GENERAL BUSINESS SESSIONS

INTRODUCTION

- **Tom Crotty**, Director, Ineos Group, EPCA President
- **Nadine Dereza**, Moderator

1
3

KEYNOTE SPEECH

- **Jeroen van der Veer**, Chief Executive Royal Dutch Shell (2004-2009)

4

PANEL

6

"2011 NYC and the Impact of the Chemical Industry"

Presentations :

Timothy Hanley, Global Chemical Industry Group Leader, Deloitte Touche Tohmatsu
Anne Lise Kjaer, Global Futurist and Founder of Kjaer Global
Dr. Giorgio Squinzi, CEO, Mapei, President Cefic

Panel Debate :

Timothy Hanley, Global Chemical Industry Group Leader, Deloitte Touche Tohmatsu
Anne Lise Kjaer, Global Futurist and Founder of Kjaer Global
Dr. Giorgio Squinzi, CEO, Mapei, President Cefic
Jeroen van der Veer, Chief Executive Royal Dutch Shell (2004-2009) and
Nadine Dereza, Panel Moderator

EVENING ADDRESS

11

"The Causes and Investment Implications of Dishonest Money"

An investor's view on the current geo-economic situation

Marc Faber, Editor and Publisher of "The Gloom, Boom & Doom Report"

day 2

CLOSING LUNCH

12

Middle East, Education and Sustainability"

Her Majesty Queen Noor of Jordan

SUPPLY CHAIN AND LOGISTICS LEADERS BREAKFAST

13

Geographical scope, technology, sustainability, complexity and transparency in EPCA's supply chain spotlight

Philip Browitt, Agility, Chairman EPCA Supply Chain Program Committee, member of the EPCA Executive Committee

STUDENTS WORKSHOP

15

Meeting the industry's professionals

Meeting EPCA Past Presidents and Honorary Board Members

- Chairman : **Rein Willems**, ex Royal Dutch Shell, former EPCA President

Meeting members of the Young EPCA Think Tank (YETT)

- **Nathalie Brunelle**, Chairperson YETT, Vice President Marketing & Sales Base Chemicals Total Petrochemicals

Discovering the Supply Chain and Logistics

- **Paul Gooch**, The Logical Group, Member of the EPCA Supply Chain Program Committee

Forging new partnerships between industry and academic

- **Dr. Arvind Natu**, Indian Institute of Science Education and Research

Participants of EPCA Students Workshop with her Majesty Queen Noor of Jordan



From left to right :

- Baptiste Haddou, France, ENS (Ecole Normale Supérieure) of Paris
- David Rodriguez, Spain, Universidad Autonoma Madrid
- Sara Mohammed Al-Dhaheer, United Arab Emirates, Petroleum Institute of Abu Dhabi
- Alex Blokhuis, The Netherlands, Eindhoven University of Technology
- Daniil Khokhlov, Russia, Moscow State University
- Shruti Khatri, India, Indian Institute of Technology, Kharagpur
- Aqeel Alrajhi, Saudi Arabia, Ohio State University, USA
- Her Majesty Queen Noor of Jordan
- Alberto Lena, Italy, University of Pavia
- Iryna Barodzich, Belarus, Belarusian State University
- Dr. Arvind Anant Natsu, India, Indian Institute of Science, Education & Research – Mentor of the students at the EPCA Workshop
- Robert Pollice, Austria, Vienna University of Technology
- Petra Vizjak, Croatia, University of Zagreb
- Levindo Garcia Quarto, Brazil, State University of Ceara (UECE)
- Julia Batki, Hungary, Eotvos Lorand University
- Martin Strebl, Germany, Ludwig Maximilians University of Munich