



# HANDBOOK

Chemical Market Resources presents  
the 24th Annual FlexPO Conference

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# FlexPO

HOUSTON / 2015



**Chemical Industry  
Game-Changers:  
*What's Next?***



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## Welcome to the 24th Annual FlexPO conference



### **Registration Desk**

The Waterway Foyer, Level 3

- Monday October 19  
2pm - 7pm
- Tuesday October 20  
7:30am - 5pm
- Wednesday October 21  
7:30am - 5pm
- Thursday October 22  
7:30am - 12:30pm

### **WiFi**

Available in Waterway  
1 & 2 for the duration of the  
conference. Access code to be  
advised during the conference.

### **Speaker preparation**

Please identify yourself to staff at  
the registration desk who will show  
you to the speaker preparation  
area.

### **Contact information**

Email [flexpo@cmrhoutex.com](mailto:flexpo@cmrhoutex.com)  
with any queries.

We are excited to be welcoming you  
to this exquisite new venue located in  
one of the most important cities for our  
industry.

To begin proceedings, please join us  
Monday evening between 7pm and  
9pm for the Welcome Reception. The  
Welcome Reception is an excellent  
opportunity to meet your fellow  
delegates prior to the official program.  
Drinks and canapés will be served  
throughout the evening.

In the coming days you will hear from  
leading presenters from the industry  
beginning with the Keynote address  
from Mr. Bob Nadin: 'Innovation: The  
Key to Past and Future Success in the  
Global Chemical Industry'.

Day One will focus on the theme  
Innovation and Future Trends. For  
the first time, this day will feature  
presentations from the commercial  
side of the industry, with the aim of  
promoting discussion and examination  
of the issues facing the industry both  
commercially and technically. Day One  
will conclude with a casual Sundowner  
from 6pm.

Day Two will begin the technically  
focused presentations with the  
theme Process Technology, Catalyst  
Innovation and Market Trends in  
Olefins/Polyolefins. Delegates will  
listen to presentations discussing on-  
purpose propylene processes, new  
metallocene catalysts for ethylene  
polymerization, product solutions  
for global PE markets, and several  
presentations by licensors of process  
technologies.

Day Three will focus on the exciting  
advances in New Products and Product  
Development. Presentations on  
innovations in the rotomolding market,  
polyolefins in automotive applications,  
developments in high melt strength  
polypropylene and new SBC polymers  
and applications should hold high  
interest.

Should you have any questions during  
the conference, please do not hesitate  
to contact our staff at the registration  
desk located in the Waterway Foyer  
who will be delighted to assist you.



**David Anderson**  
President

Chemical Market Resources

## Speaker Profiles



Keynote - Bob Nadin  
Retired VP

### Braskem America

Bob Nadin is a retired Commercial VP from Braskem America where he was responsible for the commercial and sourcing operations of Braskem's US polypropylene business. Prior to that role Bob was the VP of Innovation and Technology at Braskem and VP of Research and Technology at Sunoco Chemicals responsible for commercializing technology needed to improve business performance.

Nadin has held several technical and commercial positions at Sunoco Chemicals and Union Carbide. Bob has significant experience in polyolefins technology development and commercialization, business strategy, M&A integration and turn-arounds.

Bob's current interests are focused on learning how to effectively apply techniques used by successful start-up companies to accelerate innovation in mature businesses and non-profits. Bob holds a BS and a MS in Mechanical Engineering from Cleveland State University.

D1 / 08:40



Robert O Kenworthy  
Manager of Affiliate Relations

### Chemical Heritage Foundation

Bob Kenworthy has been retained by the Chemical Heritage Foundation as its Manager of Affiliate Relations since January 2007. Bob is a DuPont retiree. He left DuPont in 1993 after 28 years of employment and worked for the Rollins Environmental Services Company until November 1997 when he started a small post-retirement consulting practice from his home that is still in practice today.

At CHF, Bob does whatever is necessary to maintain and encourage the relationship between CHF and its more than 35 affiliates, most of which are professional societies and trade associations in the chemical and molecular sciences. He also provides support for the Joseph Priestley Society and is responsible for building the presence of CHF outside of the Philadelphia area. He supports regional organizations for CHF in the Bay Area of California, the Research Triangle Area of North Carolina, Houston and New York.

D1 / 9:15



Chemical Heritage Foundation  
LIBRARY • MUSEUM • CENTER FOR SCHOLARS



**Martha Gilchrist Moore**  
Senior Director, Policy Analysis and  
Economics

**American Chemistry Council**

Martha Gilchrist Moore is senior director for policy analysis and economics at the American Chemistry Council. In that role, she analyzes the impact of various policy initiatives and energy trends on the chemical industry, in particular recent developments in shale gas. She also directs the Council's research on the direct and indirect economic contributions of the business of chemistry and the benefits to consumers.

Ms. Moore has worked on chemical industry issues for more than 20 years and is an authority on the market dynamics for the chemical industry and its end-use customer industries.

Ms. Moore holds a master's degree in economics from Indiana University and is a graduate of the University of North Carolina at Chapel Hill. She is a member of the National Association for Business Economics and the US Association for Energy Economics.

D1 / 9:50



**Gregg Goodnight**  
VP CMR Development

**Chemical Market Resources, Inc.**

Joining TZMI's Houston office in June 2013, Gregg's current focus is on consulting and research projects based on the global hydrocarbon industry.

For 12 years prior to joining TZMI, Gregg worked as a chemicals equity analyst for UBS as part of the US Equity Research organization, leading the team during the last two years. His area of focus included the analysis of commodity chemicals, including ethylene and derivatives, propylene, commodity plastics, inorganic chemicals (including TiO<sub>2</sub>) and others.

Gregg's UBS team covered major US chemical producers including Dow Chemical, DuPont, LyondellBasell, Tronox and other large and mid-cap companies. Prior to UBS, Gregg worked in the chemical industry for 27 years in various assignments at DuPont, Monsanto, and Solutia.

Gregg holds degrees in chemical engineering from the University of Texas and the University of Pennsylvania and is a registered engineer in the State of Texas.

D1 / 11:00



**Robert Bauman**  
President

**Polymer Consulting International**

Bob has 49 years of experience in the polymers/petrochemicals business beginning in 1966 in plant operations in the production of LDPE, HDPE and vinyl acetate monomer with the US Industrial Chemicals complex in La Porte, Texas (now part of LyondellBasell).

He joined Chem Systems, an international consulting firm, in 1980 which was acquired by IBM in 1998 and then by Nexant in 2001. In 2004 he relocated to Houston to manage the Houston office. He was the Vice President of the Polymers Business Practice for the Americas and Asia, and Director of Latin American consulting when he retired in 2008 and established Polymer Consulting International (PCI).

Bob is based in Houston, TX and Tarrytown, New York.

D1 / 11:35





**Paul Bjacek**  
Lead, Chemicals & Natural Resources  
Research  
**Accenture**

Paul Bjacek is the research lead for Accenture Chemicals and Natural Resources. He has more than 25 years of experience in the process industries, including project activities in strategy development, manufacturing, marketing and distribution.

Prior to joining Accenture in 2004, Paul was affiliated with SRI (formerly Stanford Research Institute) and Chevron. He had been elected to positions in the National Petrochemical & Refiners Association, the Society of the Plastics Industry, the Commercial Development & Marketing Association and the Society of Competitive Intelligence Professionals.

Paul holds a M.Sc. from the London School of Economics and a B.Sc. in Chemistry and Business.

**D1 / 1:30**



**Taylor Robinson**  
President  
**PLG Consulting**

Taylor Robinson is the President of PLG Consulting, a boutique consulting firm focused on bulk logistics, engineering and supply chain since 2001. PLG has been supporting the energy and petrochemical industries since its inception. PLG has been deeply involved in the unconventional energy supply chain for the past four years and have helped numerous clients with designing or improving their crude by rail strategy and operations.

Taylor joined PLG in May 2012 after spending over 25 years leading global supply chain organizations in a broad range of industries. Mr. Robinson's early career included ten years at Honda of America in the automotive industry, five years with AlliedSignal/Honeywell in the aerospace sector and then as the Chief Procurement Officer at HJ Heinz. Taylor then served in executive roles with Watts Water Technologies and Northern Power Systems, a start-up wind turbine manufacturer.

Taylor resides in North Andover, Massachusetts with his wife and five children. He is a graduate of Bowling Green State University and is a Six Sigma Black Belt.

**D1 / 2:05**



**Dr. John Abughazaleh**  
Process Director  
**Fluor**

John Abughazaleh is a Process Director at Fluor. His assignments include integration of chemical complexes and a number of natural gas based chemical plant designs.

John obtained his PhD. in Chemical Engineering from the University of Leeds, England, in 1983. After 7 years working in a fertilizer complex in Qatar, he moved to the United States, where he has worked primarily on the design, commissioning and retrofitting of natural gas and coal gasification based syngas plants.

John holds 7 patents on this subject, and has authored and presented a number of papers.

**D1 / 3:10**



**Li Wanqi**  
Regional Representative of  
Technology and Marketing

**SINOPEC USA office**

Mr. Li Wanqi received his BS in Chemistry from Sichuan University, China (2003) and his Law Degree from University of International Business & Economics, Beijing, China (2007).

Mr. Li joined Sinopec's Licensing Business Arm (SINOPEC TECH) in Beijing in 2007. His current position is Regional Representative of Technology and Business in the Sinopec USA Office, in charge of all the technology related business in both North and South America.

**D1 / 3:45**



**Dr. Michel Daumerie**  
Senior Associate Consultant  
**Chemical Market Resources, Inc.**

Michel Daumerie is a multilingual Senior Executive with over 30 years' experience in formulating and leading R&D programs and licensing technologies in the Petrochemical Industry. Michel has technical experience in Polyethylene, Polypropylene, Polystyrene, Expandable Polystyrene, Styrene Butadiene block copolymer, Styrene, foam PS. Since 2013, Michel has been consulting with different companies on specific projects (M&A, technical and strategic advices).

Michel has a Master in Chemical Engineering and Ph.D. in Chemical Engineering and Physics of Polymer from the University of Louvain, Belgium along with approximately 40 patents in various areas (SBS, Styrenics, Polyethylene, Polypropylene) and more than 10 publications.

**D1 / 4:20**



**Joe Lee**  
Commercial Executive,  
Chemicals & Fuels

**Siluria Technologies**

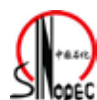
Joe Lee is working with Siluria Technologies in the commercialization of its groundbreaking methane-to-ethylene technology.

Prior to Siluria, he was a consultant to numerous fuel and chemical companies, many in the biofuel and biochemical space.

Joe Lee was formerly the senior vice president, Fuels, for LyondellBasell Industries, one of the world's largest polymers, petrochemicals and fuels companies.

Prior to the December 2007 merger of Basell and Lyondell Chemical Company, he was vice president, Fuels, for Lyondell. Earlier assignments within Lyondell and its predecessor companies were as vice president, Styrene & Aromatics Businesses, and director, European Utility & Industrial Gas Supply.

**D2 / 8:55**





**Prem Cholia**  
Senior Group Manager  
**Jacobs Consultancy**

Mr. Cholia is a Senior Group Manager at Jacobs Consultancy in Houston. He currently oversees all petrochemical related activities at the Houston Office of Jacobs Consultancy. He has been providing consultancy services in both technical and commercial areas to multitude of clients in the US and abroad. He has worked as Lenders Technical Consultant to several overseas projects and has supported banks and other lending organizations as an independent engineer.

Additionally, Mr. Cholia oversees all activities related to Jacobs Consultancy's multi-client Hodson Report and Olefins Database which provide monthly information on the ethylene crackers in North America and Europe.

Mr. Cholia has a BS degree in Chemical Engineering from the Indian Institute of Technology. After his graduation, he joined Shell Group of Companies and worked with Shell Chemicals for more than 25 years in various capacities and at different global locations.

D2 / 9:25



**Dr. Michael Nutt**  
Senior Staff Research Engineer and  
R&D Manager  
**TPC Group**

Dr. Nutt is an experienced investigator with 15 years in the petrochemical and specialty chemical areas with expertise in process evaluation and improvement; R&D project execution and management; scientific research, and business development. Upon completing his M.S. at Cal Berkeley, Dr. Nutt worked for Dow Chemical Company in the process control/ process engineering fields. After returning to academia to complete his Ph.D. at Rice University, Dr. Nutt joined Celanese Chemical Company R&D group where he was responsible for the advancement of the company's proprietary acetic acid process. Under his leadership, this work resulted in the successful advancement of the entire acetyl product chain. In 2011, Dr. Nutt joined TPC Group where he oversees a team of research engineers and scientist in the Company's Technical Center operations. Dr. Nutt and his team continue to advance innovative process solutions to maximize the value chain for crude C4s. This includes butadiene extraction and raffinate processing for isobutylene, butene-1 and raff-3; on-purpose technologies for butadiene and isobutylene; isobutylene downstream uses such as MTBE, highpurity isobutylene, di-isobutylene, and polyisobutylene, as well as in propylene derivatives.

D2 / 9:55



**Dr. Fumihiko Shimizu**  
General Manager  
**Mitsubishi Chemical Group Science  
and Technology Research Center, Inc.**

Dr. Shimizu entered Mitsubishi Chemical Corporation in 1987 as a researcher. Since then, his main area for research has been the catalyst and polymerization process for polyolefins for more than 20 years.

He has studied Ziegler-Natta catalysts, metallocene catalysts, and so-called post-metallocene catalysts. The creation of new functional polyolefins including elastomers are also his main research area.

During this period, he received his Ph.D. from the University of Twente in the Netherlands in 2002 under the supervision of Prof. Weickert. After three-years service in the head office of Mitsubishi Chemical Corporation, he has been back in R&D since April 2014 and is working for the Chemical Laboratory as General Manager.

D2 / 11:00





**Dr. Fernando Cevallos-Candau**  
Technical/Commercial Manager  
Polyolefin Catalysts

**Albemarle Corporation**

Fernando Cevallos-Candau is a Technical/Commercial manager for polyolefin catalysts at Albemarle, with responsibility for the Americas. He is responsible for identifying new business opportunities and building strong technical relationships with customers to support the efficient utilization of Albemarle's developmental resources.

Fernando's prior experience spans over 25 years in research and development, manufacturing support, licensing of technology and project management at Union Carbide, Dow Chemical, Univation Technologies, and SABIC.

Fernando has a Ph.D. in Chemical Engineering from the University of Massachusetts and an MBA from the University of Charleston. He did postdoctoral research at Brookhaven National Laboratories and was a NATO exchange fellow in Madrid, Spain.

Fernando is the holder of 12 US Patents as well as many European and foreign applications. He has published on peer reviewed research journals and is the co-author of a chapter in a book.

D2 / 11:30



**Robert (Bob) Pociask**  
Regional Sales Director  
**Univation Technologies, LLC.**

Bob began his career in 1984 as a unit production engineer. In 1986, Bob was assigned to UNIPOL™ Gas Phase Licensing Service organization which was responsible for supporting licensee new build projects including design, start-up and post-startup services for UNIPOL™ PE Process lines around the world. In 1989, Bob moved into commercial sales role with responsibility for managing polyolefins resin sales accounts for key plastic conversion companies located in North America. More recently, Bob held a role within the Dow Chemical Company as a Senior Account Manager for Dow's Performance Packaging business.

In 2012, Bob joined Univation Technologies, LLC as Regional Sales Director with licensing sales responsibility for the UNIPOL™ PE Technology portfolio. His current focus includes supporting customers in the Middle East, Africa, Europe, and the Americas. Bob's background in UNIPOL™ PE Gas Phase Technology as well as his broad knowledge base in plastic end-use applications has made him a valuable asset to Univation Technologies and his UNIPOL™ PE Process customers.

Bob holds a Bachelor of Science degree in Chemical Engineering from the University of Michigan and has received several Six Sigma certifications from the Dow Chemical Company.

D2 / 1:30



**Pranav Bhupathi**  
Consultant  
**Chemical Market Resources, Inc.**

Pranav joined Chemical Market Resources in May, 2011. Pranav has conducted and participated in proprietary consulting projects for global petrochemical companies related to polyolefin/plastics, elastomers and other petrochemical products with special emphasis on catalysts, processes and product application technology.

Pranav's areas of focus include opportunity analysis, technology and industry trend assessment, developing forecasting models, new product introduction strategies, inter-material substitution opportunities, and project economics as they relate to plastics, petrochemicals and related industries. Pranav has participated in 50+ in-depth custom studies to optimize product portfolios and increase revenues for clients. He authors and contributes to several of CMR's multi-client reports on commodity plastics and specialty polyolefin and elastomers.

D2 / 2:00



## D1

Innovation  
and Future  
Trends

Breakfast,  
Coffee Breaks  
and Lunch to  
be served in the  
foyer area

Presentations  
will take place in  
Waterway 1&2

## MONDAY OCTOBER 19

**2PM - 7PM** REGISTRATION/ CHECK-IN WATERWAY FOYER

**7PM - 9PM** Evening Welcome Reception WATERWAY FOYER

## TUESDAY OCTOBER 20

**7:30** REGISTRATION/ CHECK-IN AND BREAKFAST WATERWAY FOYER

**8:30** Welcome to FlexPO 2015 David Anderson (*Moderator*)  
**Chemical Market Resources**

**8:40** **Keynote Presentation:** Innovation: The Key to Past and Future Success in the Global Chemical Industry Bob Nadin, Retired VP  
**Braskem America**

**9:15** Game-Changers of the Past: The Platform on Which We Stand Robert O. Kenworthy  
Manager of Affiliate Relations  
**Chemical Heritage Society**

**9:50** Economic Outlook: Implications for Future Chemical Sector Trends Martha Moore, Senior Director  
Policy Analysis and Economics  
**American Chemistry Council**

**10:25** MORNING COFFEE BREAK WATERWAY FOYER

**11:00** The Global Feedstock Price Reset: Reshaping the Chemical Landscape Gregg Goodnight, VP CMR  
Development  
**Chemical Market Resources**

**11:35** The US Shale Gas Revolution: Where We Stand Robert Bauman, President  
**Polymer Consulting International**

**12:10** LUNCH WATERWAY FOYER

**1:30** Megatrends and Disruption in World Chemicals Paul Bjacek, Lead, Chemicals & Natural  
Resources Research  
**Accenture**

**2:05** Shale Gas and Chemicals: The Transportation and Logistics Impact Taylor Robinson, President  
**PLG Consulting**

**2:40** AFTERNOON COFFEE BREAK WATERWAY FOYER

**3:10** Impact of the shale gas production breakthrough on the U.S. C-1 industry Dr. John Abughazaleh, Process Director  
**Fluor**

**3:45** SINOPEC's SMT0 Technology and its Commercialization Li Wanqi, Regional Representative  
of Technology & Marketing  
**SINOPEC USA office**

**4:20** Recent Discoveries in Polyethylene Process and Catalyst. The Impact of innovations made by licensors Dr. Michel Daumerie, Senior  
Associate Consultant  
**Chemical Market Resources**

**4:55** Day One Wrap David Anderson

**6:00 - 7:30** EVENING NETWORKING DRINKS WATERWAY FOYER

# D2 /

Process  
Technology,  
Catalyst  
Innovation and  
Market Trends  
in Olefins/  
Polyolefins

## WEDNESDAY OCTOBER 21

<b>7:30</b>	<b>BREAKFAST</b>	<b>WATERWAY FOYER</b>
<b>8:45</b>	<b>Welcome to Day Two, Session 1</b>	Robert Bauman ( <i>Moderator</i> ) <b>Polymer Consulting International</b>
<b>8:55</b>	<b>Building with Natural Gas</b>	Joe Lee, Commercial Executive, Chemicals & Fuels <b>Siluria Technologies</b>
<b>9:25</b>	<b>Propylene - Historically a Stepchild of Industry now a Favorite Child</b>	Prem Cholia, Senior Group Manager <b>Jacobs Consultancy</b>
<b>9:55</b>	<b>A New Era in On-Purpose Butadiene Technology</b>	Dr. Michael Nutt, Senior Staff Research Engineer and R&D Manager <b>TPC Group</b>
<b>10:25</b>	<b>MORNING COFFEE BREAK</b>	<b>WATERWAY FOYER</b>
<b>11:00</b>	<b>Strategies for Utilization of Lower Alkanes</b>	Dr. Fumihiko Shimizu, General Manager <b>Mitsubishi Chemical Group Science and Technology Research Center</b>
<b>11:30</b>	<b>Supporting PO Resin Differentiation through High Performance Metallocene Catalyst Solutions</b>	Dr. Fernando Cevallos-Candau, Technical/ Commercial Manager Polyolefin Catalysts <b>Albemarle Corporation</b>
<b>12:00</b>	<b>LUNCH</b>	<b>WATERWAY FOYER</b>
<b>1:20</b>	<b>Welcome to Session 2</b>	Dr. Michel Daumerie ( <i>Moderator</i> ) <b>Chemical Market Resources</b>
<b>1:30</b>	<b>UNIPOL™ PE Technology: Delivering Solutions for Global HDPE Markets</b>	Bob Pociask, Regional Sales Director <b>Univation Technologies</b>
<b>2:00</b>	<b>Market Trends in mPP: An Overview of the Future and Challenges</b>	Pranav Bhupathi, Consultant <b>Chemical Market Resources</b>
<b>2:30</b>	<b>INNOVENE PE Platforms: recent advances and global presence</b>	Dr. Fabian Siberdt, Polyethylene Product Manager <b>INEOS Technologies</b>
<b>3:00</b>	<b>AFTERNOON COFFEE BREAK</b>	<b>WATERWAY FOYER</b>
<b>3:30</b>	<b>A licensor's view on innovation. CB&amp;I's Novolen Technology</b>	Barbara Cohen, Director Technology <b>CB&amp;I Lummus Novolen Technology</b>
<b>4:00</b>	<b>Shaping the Future with High Performance Catalysts</b>	Dr. C.P. Cheng, Product Manager, Polyolefin Catalysts, <b>Clariant</b> and Ingo Hanke, Director Catalyst Business <b>CB&amp;I Lummus Novolen Technology</b>
<b>4:30</b>	<b>"Alkyl Foam" A Revolutionary Fire Extinguishing Agent for Aluminum Alkyls!!</b>	Koki Fukumura, Manager Analytical Group - Osaka Factory <b>Nippon Aluminum Alkyls</b>
<b>5:00</b>	<b>Day Two Wrap</b>	Dr. Michel Daumerie

# D3 /

## New Products and Product Development

### THURSDAY OCTOBER 22

<b>7:30</b>	<b>BREAKFAST</b>	<b>WATERWAY FOYER</b>
<b>8:30</b>	<b>Welcome to Day Three</b>	Bill Urquhart <i>(Moderator)</i> <b>Chemical Market Resources</b>
<b>8:40</b>	<b>Metallocene PE and Specialty Compounds for Rotomolding</b>	Mike Musgrave, Marketing Manager - Polymers Americas <b>TOTAL Petrochemicals &amp; Refining USA</b>
<b>9:10</b>	<b>Polyolefin Stabilization: Overview of Chemistry &amp; Effects</b>	Dr. Rick King, Plastic Additives; Senior Technical Manager <b>BASF Corporation</b>
<b>9:40</b>	<b>New SBC Polymers and Applications</b>	Dr. Lothar Freund, Vice President, Technology <b>Kraton Performance Polymers</b>
<b>10:10</b>	<b>MORNING COFFEE BREAK</b>	<b>WATERWAY FOYER</b>
<b>10:40</b>	<b>BioPBS™: Taking compostable to the next level</b>	Ryuichiro (Rudy) Sugimoto, VP Sales & Marketing Department <b>PTT MCC Biochem</b>
<b>11:10</b>	<b>Borealis Borlink™ – Step Change Wire &amp; Cable Innovation Towards Sustainable Power Supply</b>	Karl Ebner-Baumgartner, Licensing Manager <b>Borealis Polyolefine GmbH</b>
<b>11:40</b>	<b>Polyolefin Automotive Market Overview</b>	Dr. Shreekanta Aradhya, Senior Research Analyst <b>Chemical Market Resources</b>
<b>12:10</b>	<b>Day 3 Wrap</b>	Bill Urquhart
<b>12:15</b>	<b>LUNCH AND CLOSE OF FLEXPO 2015</b>	<b>WATERWAY FOYER</b>

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**Dr. Fabian Siberdt**  
Polyethylene Product Manager  
**INEOS Technologies**

Fabian Siberdt was born in Brussels, Belgium, in 1969. He received his PhD in organic chemistry from the Free University of Brussels in 1995. He then joined the polyethylene business of Solvay in Belgium. He has been involved with catalyst development, product development and later technical service for pressure pipe applications.

After some industry consolidation, Solvay's polyolefins business became part of BP, Innovene and finally INEOS. In 2009, he joined the growing licensing business of INEOS Technologies as Polyethylene Product Manager. He is currently responsible for managing the product portfolio of two successful polyethylene processes: Innovene™ G, the clean loop LLDPE/HDPE advanced gas phase technology and Innovene™ S, the new leading bimodal slurry technology.

Fabian is married and has three children. He currently lives in Belgium.

D2 / 2:30



**Barbara Cohen**  
Director Technology  
**CB&I Lummus Novolen Technology**

Barbara Cohen is Director of Technology with Lummus Novolen Technology GmbH, a subsidiary of CB&I. In this role she is responsible for process, application and catalyst development. Barbara was appointed to this role in 2015 after previously holding a variety of positions within the company. She joined Novolen in December 2001 and CB&I in November 2007. She started as project manager responsible for engineering until the commercial start-up of plant. She was also responsible for Technical Services for four years before being appointed to her current position. Barbara has worked in the industry for more than 20 years with national and international assignments in technology, project management, engineering and business development. Previously she worked for MAN GHH in project execution and engineering.

Barbara Cohen earned a Master's degree (Dipl.-Ing.) in Mechanical Engineering and process engineering from the University-Gesamthochschule Essen, Germany.

D2 / 3:30



**Dr. C.P. Cheng**  
Product Manager, Polyolefin Catalysts  
**Clariant Corporation**

Dr. C.P. Cheng holds over 30 years of industrial experience in polyolefins polymerization catalysts covering catalyst R & D, production, and catalyst applications with Akzo-Nobel, Equistar and BASF.

Dr. Cheng has published over 20 publications and patents.

Dr. Cheng joined Süd-Chemie in February 2007 as CTO at Shanghai Süd-Chemie Catalysts Co. (now part of Clariant) and is now the global Product Manager for Polyolefin Catalysts based in Shanghai, China.

Dr. Cheng gained his bachelor of Chemical Engineering at the University of Wisconsin and completed his Ph. D. in Chemical Engineering at the University of Delaware, US A.

D2 / 4:00



**Ingo Hanke**  
Director Technology  
**CB&I Lummus Novolen Technology**

In his position as Director Catalyst Business with Lummus Novolen Technology GmbH, a subsidiary of CB&I, Ingo is globally responsible for catalyst sales, product management, supply chain, client management and co-operational partnerships.

Ingo has more than 20 years of experience in catalyst and process technology industries and held various managerial positions in Europe, Middle East and Asia.

He gained a Master's degree (Dipl.-Ing.) in chemical engineering from Technische Universität Karlsruhe, Germany and an MBA of McGill University of Montreal, Canada.

**D2 / 4:00**



**Koki Fukumura**  
Manager of Analytical Group,  
Osaka Factory  
**Nippon Aluminum Alkyls, Ltd**

Mr Koki Fukumura was educated in chemistry at Tohoku University. He received his M.Sc. degree from the Graduate School of Science, Tohoku University in 1992.

Following graduation, he joined Mitsui Chemicals, Inc. where he was long engaged in research and development on the industrial production of various novel fine chemicals, such as surfactants, dyestuff, pharmaceutical intermediates etc. Since 2011, Mr Fukumura has been on loan to Nippon Aluminum Alkyls, Ltd as Manager of Production Technology Group at their Osaka Factory. In 2012, he was also posted as Manager of the Analytical Group in the Osaka Factory concurrently.

Mr Fukumura's current research interest centers on the development of industrial production and new analytical procedures of organometallic compounds.

**D2 / 4:30**



**Mike Musgrave**  
Marketing Manager – Polymers  
Americas  
**TOTAL Petrochemicals & Refining USA, Inc.**

Mike Musgrave graduated in 1988 with a Bachelors of Science in Plastics Engineering from the University of Massachusetts, at Lowell.

Since joining TOTAL Petrochemicals & Refining USA, Inc. (ex. Fina Oil and Chemical Company) in 1988, Mike served in several technical, business and managerial roles including Product Development, Technical Service, Strategy and Business Intelligence, and Marketing. Currently, Mike leads TOTAL's polymer marketing efforts in North America for Technical Parts, Consumer and Durable Markets.

Mike holds fifteen US patents concerning the use of various polymers in film fiber, blow molding, injection molding, sheet extrusion and thermoforming applications.

**D3 / 8:40**





**Dr. R.E. King III (Rick)**  
Plastic Additives, Senior Technical  
Manager

**BASF Corporation**

Dr. Rick King, is a Senior Technical Manager for the Plastic Additives Business Unit at BASF Corporation, in Tarrytown, NY.

Rick did his undergraduate work at University of Texas, Austin and his graduate work at UCLA, focusing on synthesis, characterization and chemistry of transition metal based organometallics. He enjoyed two post-docs at USC and UC Irvine, focusing on the chemistry & catalysis of organolanthanides.

Rick took on an industry position in 1984 in Basic R&D with Union Carbide, then joined Ciba-Geigy in 1988. He has been involved with additives for plastics and stabilization technology for the last 29 years. He became part of BASF Corporation in 2009 when BASF purchased Ciba.

Over the last 27 years, Rick has maintained a working relationship with the polyolefins industry while continuing with his R&D activities in various aspects of polyolefin stabilization science and new product development.

D3 / 9:10



**Dr. Lothar Freund**  
Vice President, Technology  
**Kraton Performance Polymers, Inc.**

Dr. Lothar Freund is Vice President, Technology at Kraton Performance Polymers, Inc. Dr. Freund is responsible for innovation and research and development.

Prior to joining Kraton, Dr. Freund served as manufacturing and technology director for IN VISTA in their polymer business line. He was responsible for the development of polyamide and polyester products as well as the development of manufacturing technology. From 1989 to 2003 he held various positions with Hoechst AG, Trevira GmbH and Kosa, B.V. in operations and R&D.

Dr. Freund received his PhD in Polymer Chemistry from the University of Marburg in Germany.

D3 / 9:40



**Ryuichiro (Rudy) Sugimoto**  
Vice President of Sales & Marketing  
Department

**PTT MCC Biochem Company Limited**

Mr. Sugimoto has over 20 years experience in the polymer market both in Japan's domestic market and overseas. Mr. Sugimoto has accomplished many achievements within the Mitsubishi Chemical Corporation (MCC) and has helped to make the company become the top listed polymer company.

Mr. Sugimoto joined PTTMCC Biochem as the VP of Sales & Marketing Department in October 2014 to promote our superior product "BioPBS". His vision is to gradually transform the wide use of LDPE to our truly biodegradable polymer. Due to its unique characteristics, he believes that the product is suitable for those who really care about sustainability.

Mr. Sugimoto has an MBA from the University of Florida and a BA in Economics from the Seikei University, the same school as the Japanese Prime Minister, Mr. Shinzo Abe.

D3 / 10:40





**Karl Ebner-Baumgartner**  
Licensing Manager  
**Borealis Polyolefine GmbH**

Karl Ebner-Baumgartner, Austrian citizen, holds 2 Master of Science Degrees – One from the University of Akron, USA, as well as one from the University of Leoben in Austria. He has more than 20 years of industrial experience in the plastics production and chemical industry.

He has been with Borealis (and their predecessor companies) since 1996, where he held different management positions in product development, marketing and operations in Sweden and Austria. He also held a managerial position at Borealis's JV, Borouge in Abu Dhabi.

He is currently located at Borealis' Innovation Headquarter in Linz, Austria, where he works as a licensing manager.

D3 / 11:10



**Dr. Shreekanta B. Aradhya**  
Senior Research Analyst  
**Chemical Market Resources, Inc.**

Shreekanta joined Chemical Market Resources in June, 2014. He is an experienced research analyst with knowledge of the upstream and downstream petrochemical industry.

Shreekanta conducts polyolefin technology assessments and develops R&D strategies. He has participated in custom studies involving business/market intelligence and strategic planning for clients in the polyolefin sector and catalysts.

Shreekanta authors CMR's multi-client report on polypropylene fibers. Previous to joining CMR, Shreekanta gained his Ph.D. in Chemical Engineering from Missouri University of Science & Technology.

D3 / 11:40

## Session Moderators



**David Anderson**  
**Chemical Market Resources**  
D1 / 8:30



**Robert Bauman**  
**Polymer Consulting International**  
Day 2 / 8:30



**Dr. Michel Daumerie**  
**Chemical Market Resources**  
Day 2 / 1:30



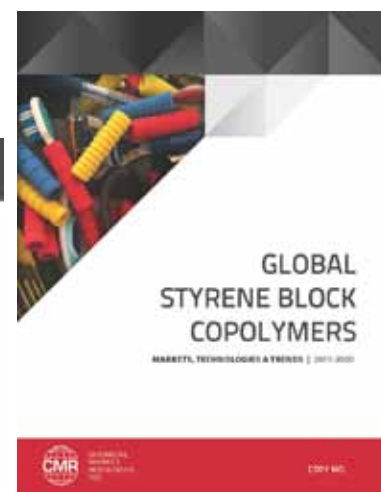
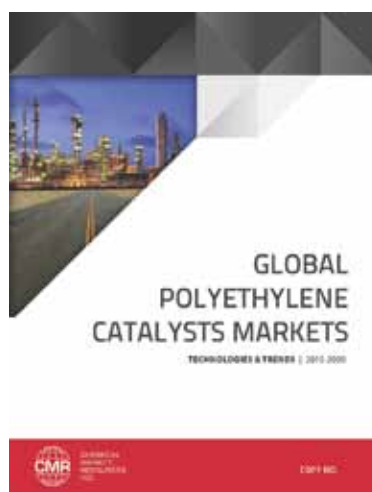
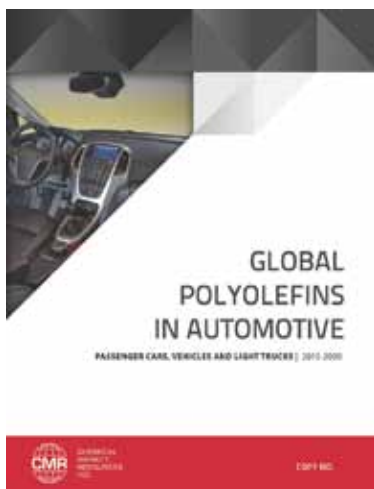
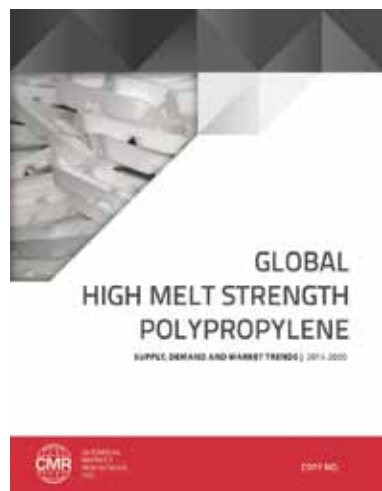
**Bill Urquhart**  
**Chemical Market Resources**  
Day 3 / 8:30





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The FlexPO 2015 conference venue is located on The Waterway in Town Center, The Woodlands. The Waterway connects The Cynthia Woods Mitchell Pavilion, The Woodlands Marriott Hotel & Convention Center, Waterway Square and The Woodlands Mall.

The Waterway Square district offers visitors a variety of restaurants, shops, entertainment venues and outdoor green spaces and the plaza and waterfall area offer a welcoming outdoor environment. Choreographed fountains feature colored lighting and music during evening hours.



## Shopping

### The Woodlands Mall Market Street



## Dining

### Ristorante Tuscany at The Marriott

*Italian*

Phone: +1-281-367-9797

### Acqua Lounge at The Marriott

*American*

Open for lunch and dinner

### Starbucks® Coffee House at The Marriott

Open for breakfast and lunch

Phone: +1-281-367-9797

### P. F. Chang's China Bistro

*Chinese, 0.5km*

Open for lunch and dinner

Phone: +1-281-203-6350

### Landry's Seafood

*Seafood, 2.7 km*

Open for lunch and dinner

Phone: +1-281-362-9696

### Fleming's Prime Steakhouse & Wine Bar

*Steakhouse, 0.5 km*

Open for dinner

Phone: +1-281-362-0103

### Baker St. Pub & Grill

*Pub, 0.2 km*

Open for lunch and dinner

Phone: +1-281-362-7431

### Hubbell & Hudson Market & Bistro

*American, 0.2 km*

Open for breakfast, lunch and dinner

Phone: +1-281-203-5600

## General Information – Conference

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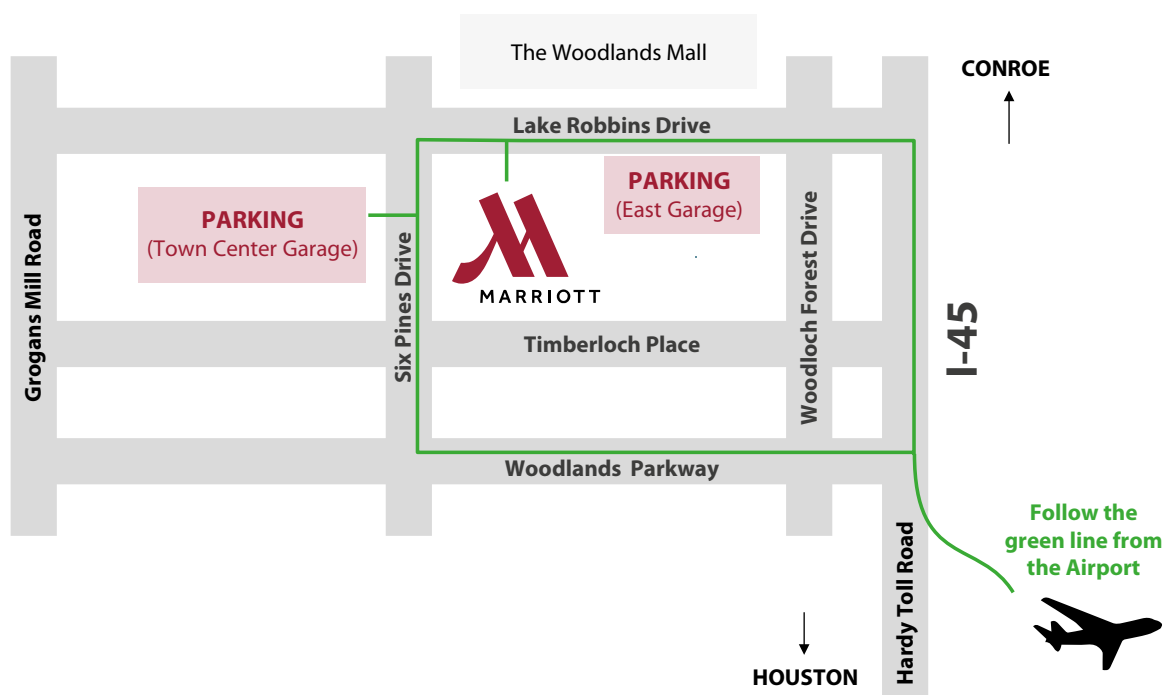
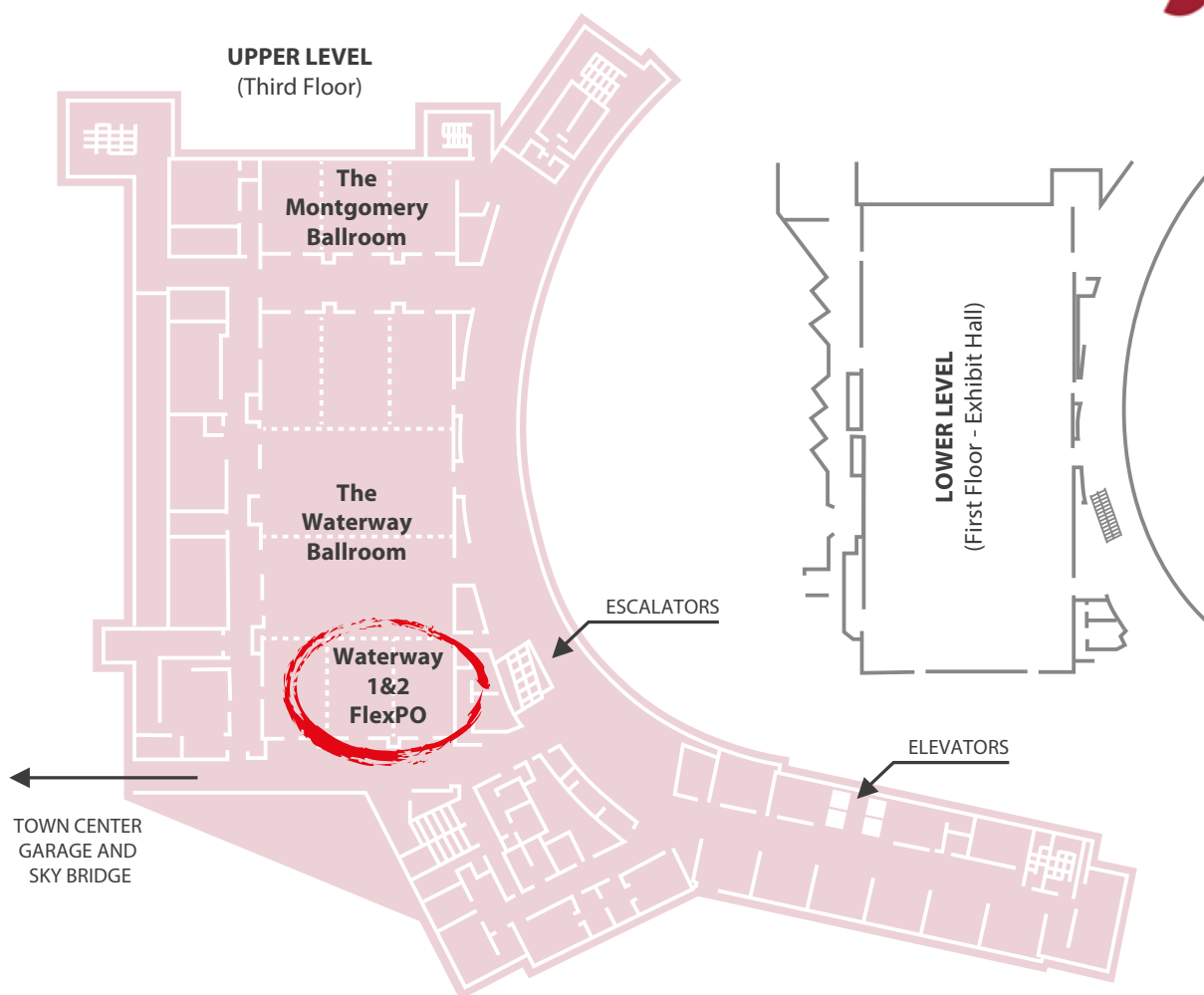
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