

2nd CMRI

Petrochemical Conference 2014

Seoul // COEX // 27-28 Nov 2014



Overview

As a platform of the petrochemical industry, CMRI Petrochemical Conference is committed to building a bridge between Korea and global producers, to have more effective communication and deep insight.

The conference is expected to attract over 200 decision makers from upstream and downstream aspects of unconventional feedstocks and petrochemicals.

With plenty of face-to-face networking, comprehensive conference sessions, the Korea Petrochemical Conference brings innovation, discussion and inspiration by connecting the commercial and technical players together under one roof.

Program

09:00~10:00	Registration	Thursday, Nov 27
10:00~10:15	Welcome Address Jong-Woo Park, <i>CEO, Chemical Market Research Inc.</i>	
◆ Keynote Speech		
10:15~10:30	We Create Chemistry Woo-sung Shin, <i>Managing Director, BASF Korea</i>	
◆ Session 1 Trends of Petrochemical Industry		
10:30~11:00	Global Oil Market Dynamics: Shale Oil and Prices · Recent crude oil price trends · Shale oil production and its impacts on global oil market · Future prospect Nam-Yil Kim, <i>Managing Director, Energy Policy Research Group, KEEI</i>	
11:00~11:30	Korea Petrochemical Industry Status Quo & Outlook · Korean petrochemical industry outlook · Risk assessment of Korean petrochemical market · Way out strategy for Korean petrochemical industry Eun-Jin Kim, <i>Principal Consultant, Chemical Market Research Inc.</i>	
11:30~13:30	Networking Lunch	
◆ Session 2 Alternative Feedstock		
13:30~14:00	Dow and Shale gas · Global shale gas opportunities- America's competitive advantage · Competitiveness of US shale gas with other alternatives · Dow's investments and future issues Jae-Hoon Lee, <i>Country General Manager, Dow Chemical Korea, Ltd.</i>	
14:00~14:30	The Outlook of LPG Industry and Competitiveness for Petrochemical Feedstock Chul-Jin Kim, <i>Vice President, PDH Process Team, SK Gas</i>	
14:30~15:00	Condensate and Naphtha Outlook · Demand/supply of condensate and naphtha · Impact of shale gas development to condensate and naphtha · Challenges and opportunities for petrochemical industry Ekachai Sirithammasan, <i>Division Manager, PTT Global Chemical</i>	
15:00~15:20	Q&A, Coffee Break	
15:20~15:50	China's Coal to Olefins Outlook & its Impact on Asia Petrochemical Market · China's CTO & MTO update & prospects · Potential impacts on China & Asia market · Outlook & conclusions Lei XIA, <i>Managing Director, ASIACHEM Consulting</i>	
15:50~16:20	Next Generation of Biomass for Biofuel and Biorefinery · Biomass as an alternative energy · Third generation of biomass · Technology advances in microalgal biorefineries · Future perspectives Jiwon Yang, <i>Executive Director, Advanced Biomass R&D Center/Prof. of KAIST</i>	

Program

08:30~09:20	Registration	Friday, Nov 28
◆ Session 3 Global Petrochemical Market Outlook		
09:30~10:00	<p>Asia Petrochemical Industry – Price Drivers & Risk Factors in 2015</p> <ul style="list-style-type: none"> · Recent trends in the Asia petrochemical industry · Aromatics & Polymer – Price drivers and risk factors · Outlook & Conclusion <p>Chow Bee Lin, Head of Asia Markets, ICIS</p>	
10:00~10:30	<p>Asia Olefins Markets and Margins, Shift of Petrochemical Market in Asia</p> <ul style="list-style-type: none"> · Latest trend of Asian olefins market · Overview of Asian olefins margins · Olefins market and margin outlook after 2015 <p>Fumiko Dobashi, Senior Editor, Petrochemicals, Platts</p>	
10:30~10:50	<i>Coffee Break</i>	
10:50~11:20	<p>Present Situation and Prospects of Monoethylene Glycol Market</p> <ul style="list-style-type: none"> · Introduction of Monoethylene Glycol, current situation of S&D · Emerging new technology of Monoethylene Glycol · Future prospects of Monoethylene Glycol <p>Keiko Miyajima, Polyester Department, EG Team, Mitsubishi Corp</p>	
11:20~11:50	<p>China Market Outlook on Propylene, PP&PE</p> <ul style="list-style-type: none"> · Propylene demand & supply trends · PP&PE demand & supply trends · Recent development trend of propylene market · Market drivers and risk factors that will influence the market in 2015 <p>Quliang, Analyst, PetroChina Planning & Engineering Institute</p>	
11:50~12:20	<p>P-X Supply & Demand of China and Recent Updates</p> <ul style="list-style-type: none"> · P-X Supply & Demand of China · Recent Updates · China P-X Outlook <p>Yang Junzhong, Consultant, China National Chemical Information Center</p>	
12:20~12:30	Closing Remarks	

Keynote Speech



Woo-sung Shin, *Managing Director, BASF Korea*

Woo-sung Shin received B.S. in chemical technology from Seoul National University and began his career at SK.

Shin joined BASF in 1984 and since then he has led numerous projects in various business units both in Korea and in Germany.

“We Create Chemistry”

Biography

- July 1982** Joined SKC
- July 1984** BASF Korea chemical sales
- January 1990** Hanwha BASF Urethane sales team head
- March 1996** BASF Korea chemical sales team head
- September 1998** BASF Company (BASF Korea) chemical sales team head
- April 2000** BASF Company Chemical Division head
- March 2004** BASF SE, headquarters in Germany
- September 2006** BASF HR head
- October 2011** BASF Company managing director

About BASF

BASF is the world's leading chemical company.

Its portfolio ranges from chemicals, plastics, performance products and agricultural products to oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of about €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN).

Speakers Profile



Nam-Yil Kim, Managing Director, Korea Energy Economics Institute

Global Oil Market Dynamics: Shale Oil and Prices

Nam-Yil Kim is a Managing Director of the Energy Policy Research Group of KEEI. He began his career as a researcher at Korea Development Institute(KDI). After that he graduated from UC Berkeley with a Visiting Scholar in Institute of East Asian Studies.

He has worked as an Standing Director at Academic Society of Resources Economics for 3 years, and he started to work at KEEI.

Eun-Jin Kim, Principal Consultant, Chemical Market Research Inc.

Korea Petrochemical Industry Status Quo & Outlook

Eun-Jin Kim is a principal consultant in Chemical Market Research Inc. She joined CMRI since 2002 after Master's degree in Management from University of Seoul. She has been with petrochemical market dynamics during 12 years as a business partner for global and Korean chemical company in CMRI. She has a wide range experience of value chain from feedstock to plastic materials. She has been providing consulting include market forecasting, industrial assessment for due diligence and cost analysis. She also involved in conduct a marketing strategy planning, feasibility study, customer satisfaction investment based on her background of marketing.



Jae-Hoon Lee, Country General Manager, Dow Chemical Korea, Ltd

Dow and Shale gas

Jae-Hoon Lee (JH Lee) joined Dow Korea in 1994 as a credit manager and became a finance manager for Dow Korea treasury until 1997 when he moved to an Asia Pacific area product marketing manager for PO & PG.

In 2002, JH became a Dow representative for ASACCO JV (a JV among BP Chemical and Samsung to produce VAM) and area product marketing manager for monomers including VAM and various acrylates.

In 2006, JH relocated to Midland in U.S. as a new business development manager and market facing business (MFb) explorations. Since then, JH has worked for several market facing business explorations including adhesives, oil & gas, rechargeable battery, coating solution, electronics and health/wellbeing platform projects. He was also responsible for strategic planning for business development in Asia.

JH moved back to Seoul, Korea as a regional business development manager in 2009. In 2010, JH added the role in electronic materials business group as a global business development director. In 2012, JH moved to the ICEE business as Asia Pacific product director. JH was promoted to his current position as Country General Manager, Dow Chemical Korea Ltd. in July 2014.



Speakers Profile

Chul-Jin Kim, VP, Head of PDH Process Management, SK gas

Outlook and Competitiveness of LPG Industry for Petrochemical Feedstock

Mr. CJ Kim is a vice president at SK gas and is based in Seoul, Korea. He has 24 years of experience in the industry, including 11 years at SK energy and SK gas, where he has experience with refinery and petrochemicals industry. At SK, he has held various positions including research engineer, process engineer and new business development manager. Previously, he was 13 years of experience with AspenTech and Invensys for process engineering, planning & scheduling and manufacturing execution system. He has BS and MS degrees in Chemical Engineering from Seoul National University.



Ekachai Sirithammasan, Division Manager, PTT Global Chemical

Condensate and Naphtha Outlook

Mr. Ekachai has 18-year experience in petroleum and petrochemical in PTT Group, Thailand's NOC. He earns BS degree in Electrical Engineering and MS degree in MBA. His current responsibility is to analyze and research on upstream and midstream products including price forecast of various feedstock and products for production planning as well as risk management by using derivatives instruments.



Lei XIA, Managing Director, ASIACHEM Consulting

China's Coal to Olefins Outlook & its Impact on Asia Petrochemical Market

Mr. Lei XIA is Managing Director of Asiachem Consulting, specialized in coal chemical consultancy. He started the career as the manager of consulting services with Chemsino Intelligence, which was originally a part of Shanghai Research Institute of Petrochemical Technology (SRIPT), a subsidiary of Sinopec. From 2006 to 2007, he had been appointed General Manager of Chemsino Intelligence. In 2008, he joined ASIACHEM as a partner and was appointed at his current position.



JiWon Yang, Executive Director, Advanced Biomass R&D Center/ Professor, KAIST

Next Generation of Biomass for Biofuel and Biorefinery

Mr. Yang is Professor of the Department of Biological & Chemical Engineering at KAIST. He is also an Executive Director of Advanced Biomass R&D Center. He graduated from Seoul National University in Chemical Engineering with a B.S. degree, M.S. Degree from Toledo University and Ph.D. degree from Northwestern University. His current research is focused on biomass to biofuel and biorefinery, and on remediation of contaminated soils with heavy metals and petroleum. He is the recipient of numerous awards, including the Prime Minister Citation; the Excellent scientific Paper Award presented by the Korean Federation of Science and Technology Societies and so on.



Speakers Profile



Chow Bee Lin, Head of Asia Markets, ICIS

Asia Petrochemical Industry – Price Drivers & Risk Factors in 2015

In her role as Head of Asia Markets at ICIS, Bee Lin is responsible for ensuring the on-going growth and development of Asia price benchmarks, including China, the production of fit-for-purpose content and the identification of strategic product and business development opportunities in the petrochemicals sectors in Asia. Bee Lin has been reporting on Asia's petrochemical sector for more than 16 years. She specializes in assessing petrochemical prices, having been tracking polyolefin price trends in China and southeast Asia since 2004.



Fumiko Dobashi, Senior Editor, Petrochemicals, Platts

Asian Olefins Market and Margins, Shift of Petrochemical market in Asia

Fumiko Dobashi is a Tokyo-based senior editor of Asian Petrochemical team. Currently, she covers butadiene and rubber markets. She joined Platts in 2003 as an oil reporter, covering gasoline, bunker fuel, LPG and Japan's domestic markets. After she moved to Asian Petrochemical Team in 2005, she covered a wide range of products, such as olefins, polyolefins, intermediates as well as aromatics. Prior to Platts, Fumiko was a financial reporter at AFX News, a subsidiary of French news agency Agence France-Presse.



Keiko Miyajima, Sales Manager, EG Team, Mitsubishi Corporation

Present Situation and Future Prospects of Monoethylene Glycol Market

Keiko Miyajima, born in Dalian/China, attended the Waseda University in Tokyo with a Bachelor of Law.

After the graduation, she began her career with Mitsubishi Corporation in 2012. She started working as a Sales Manager of EG Team.



Quliang, Engineer, PetroChina Planning And Engineering Institute

China Market Outlook on Propylene, PP&PE

Mr. Quliang is a Fellow of PetroChina Planning & Engineering Institute. In the past years, he is devoted to the petrochemical market study, for PetroChina's strategic development and project planning of oil refining and chemical business, such as the polypropylene project.

In 2010, he is selected to participate the preliminary study of the olefin industry development plan in the 12th five-year period of China. He is also in charge of the petrochemical market study in the institute, including database construction and demand forecast.

Speakers Profile

Yang Junzhong, Consultant, China National Chemical Information Center

P-X Supply & Demand of China and Recent Updates

Mr. Yang Junzhong had worked at Luoyang Petrochemical Complex (SINOPEC) for 22 years and was the Chief Engineer of Research Institute and Polypropylene of Luoyang Petrochemical Complex (SINOPEC) from 1996 to 2004. Then, he also worked at the Engineering Center of ChemChina as director of High Performance Composites Department for 7 years.

As the Consultant of Consulting Department in China National Chemical Information Center, He now pay more attention to the development of petrochemical industry about China.



Registration

Conference Rates

- Early Bird Rate by Oct 31th ₩550,000
- Regular Rate After Nov ₩660,000

The fees mentioned above include 10% VAT, conference materials, coffee breaks and buffet lunch on Nov 27th 2014. These fees do not include accommodation or access to the conference venue.

Registration Process

Option 1: Online via <http://eng.cmri.co.kr> or <http://www.cmri.co.kr>

Option 2: Fax & Email

You may register by faxing the form to +82-2-6124-6669 or emailing it to kgy@chemlocus.com

Name of the Company (Invoice Title) _____

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Conference Contact Person

Name _____ Tel _____ E-mail _____

Delegate 1 Mr./Ms _____ Direct Tel _____
Position _____ E-mail _____

Delegate 2 Mr./Ms _____ Direct Tel _____
Position _____ E-mail _____

Delegate 3 Mr./Ms _____ Direct Tel _____
Position _____ E-mail _____

Payment Information

Credit Card

VISA MASTERCARD AMERICAN EXPRESS

Card Number: _____ Expiration Date: _____ (mm/yy)

Name on Card: _____

Bank transfer

Beneficiary name : Chemical Market Research Inc.

Name of Bank : SHINHAN BANK

Branch address : 20, SEJONG-DAERO 9-GIL, JUNG-GU, SEOUL, SOUTH KOREA

Swift code : SHBKRRSE

Bank account : 140-001-376280

Group Discounts

Group discounts are available and apply for groups of 5 or more. To receive the group pricing, all delegates must be registered at the same time and register for the same conference pass.

For additional information of questions regarding the event, registration, substitutions, cancellations or difficulty with registering, please contact:

Ga-young Kim || +82-2-6124-6664 ext.227 || kgy@chemlocus.com

Sponsorship Opportunities

Send an email to hhj@chemlocus.com with the following details:

- Name of Company:
- Email Address:
- Telephone:
- Sponsorship Level:
- Payment Amount:
- Website (if applicable)

Your sponsorship application will be reviewed and, if approved, you will proceed to submit the sponsorship fee in order to become a conference sponsor.

Description of Sponsorship Levels and Benefits

✓ **Platinum Sponsor (highest visibility) (\$2,000)**

- Logo and name billing on front of Conference Program Book
- Advertisement on inside front cover of Conference Program Book
- Thank you/Recognition from stage during the conference opening, just prior to the opening keynote address
- Complimentary conference passes for up to five representatives
- Approved material may be placed on distribution table at conference
- Featured logo and sponsor website link on CMRI Conference Website

✓ **Gold Sponsor (\$1,000)**

- Logo and name billing on front of Conference Program Book
- Advertisement in Conference Program Book
- Logo on reception signage
- Complimentary conference passes for up to five representatives
- Approved material may be placed on distribution table at conference
- Featured logo and sponsor website link on CMRI Conference Website

✓ **Silver Sponsor (\$500)**

- Logo and name billing in Conference Program Book
- Featured logo and sponsor website link on CMRI Conference Website

Media Partnership Opportunities

Being a media partner of Korea Petrochemical Conferences will create a tremendous opportunity for you to be recognised in the conference to all the similar other communities. As a media partner your company logo will be promoted and exposed to the large number of visitors.

Please contact Ms. Gayoung Kim to find out more.

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Conference Venue

The conference will be held in COEX Conference Room, #402
Coex, 159 Samseong dong, Gangnam-gu, Seoul 135-731, S. Korea

How to get to COEX

From Incheon International Airport

Seoulbus Limousin Bus(No.6006)

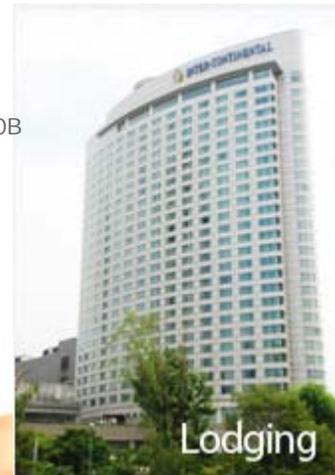
Time to destination	Approximately 65~80 minutes (approximately 70km)
Single fare	10,000 won (adults)/ 8,000 won (Children, 6~12years)
Bus stops	Incheon International Airport(1F) 5A, 11B
Where to buy tickets	Seoulbus Limousine Bus Stops
Telephone	+82-2-577-1343~5

CALT Limousin Bus(City Airport, Logis & Travel, Korea)

Time to destination	Approximately 65 ~ 80 minutes (approximately 70Km)
Single fare	15,000 won (adults)/ 7,500 won (Child)
Bus stops	Incheon International Airport (1F) platform east 4A , west 10B
Where to buy tickets	CALT Limousine Bus stops
Telephone	+82-2-551-0790,2

KAL Limousine Bus

Time to destination	Approximately 65 ~ 80 minutes (approximately 70Km)
Single fare	16,000 won (adults)/ 10,000 won (children, 6~12years)
Bus stops	Incheon International Airport (1F) N o. 4B, 11A
Where to buy tickets	Incheon International Airport KAL Limousine Counter(NO.22)
Telephone	+82-2-2667-0386



By Subway

Coming from Samseong Station

Coming from the subway, use exit five or six connected to the Coex Mall. Follow the Coex sign and you will come out at Millennium Plaza with the Coex Mall entrance in the back of the plaza. Hyundai Department Store will be to your left and CoexArtium straight ahead.

Coming from Cheongdam Station

Take exit two and walk straight for about 15 minutes. You will pass Bongeun Temple on your right and soon after that you will see the Coex Complex on the right side. You can enter through North Gate or keep walking straight along the center to enter into East Gate.

<http://www.cmri.co.kr/>

