

Introduction

The last two years have seen the most profound challenge to the balance of world polymer markets in living memory. The developed world has seen the "perfect storm" declining demand, volatile polymer pricing and significant destocking. This has challenged profitability at all levels of the value chain with a number of companies failing to survive and many more achieving barely adequate returns. In comparison after a very rapid decline in late 2008 the markets in Asia, India and the Middle East have continued their upward movement and are now the drivers of world demand and development.

The challenges continue in 2010 because although an upturn is anticipated in Europe and North America, the underlying confidence remains weak and it is likely challenges of working capital will drive a further wave of industry restructuring and plant closures.

Never has it been more important to understand the trends and impulses which are driving the world market. Although we need to do what is necessary to survive we also need to prepare for a changed future. This year's AMI Plastics Strategy Seminar will aim to give a clear understanding of the economic and industry outlook in the world market and more importantly provide participants with the tools to develop viable and dynamic

strategies to drive their business forward. Now more than ever it is vital to have a perspective on the world market for plastics and an understanding of the trends and impulses which will drive it in this difficult period.

If you do not understand what is going on, how will you be able to make decisions and effectively grasp opportunities?

In a single day the seminar will give you a complete summary of the world market for polymers from both the perspective of resin developments and the evolution of the plastics processor industry.

Led by AMI's Research Director, Andrew Reynolds, the seminar clearly and concisely discusses the main trends and challenges faced by both material suppliers and processors in the thermoplastics marketplace. With unique access to original data and one of the industry's leading consultants you will be able to get answers to the questions of importance to your business.

With its detailed notes and statistical data each attendee will gain the information and tools they need to help develop successful plans for not only surviving in downturn but also how to benefit from the recovery.

By attending this seminar you will gain:

Unique market data:

No other industry event will give you the same kind of in-depth market intelligence. Each part of the seminar is highly focused and the result of individual and original research.

Your questions answered:

The presentations will be given by Andrew Reynolds of AMI Consulting. At this seminar you will have an excellent opportunity to quiz him on his views on industry trends and get answers to the issues that concern you.

Excellent reference materials:

The course materials will build to form a unique report on trends in the world plastics industry. Packed full of statistics, graphs and analysis, it will be an invaluable reference document for use in your work afterwards. Included in the package will be details of polymer demand by type for each region of the world. In addition to this detailed information we will also provide future forecasts and end use analysis for each polymer.

Worldwide coverage:

The trends and developments around the world will be the scope of this seminar. Highlighting where growth will occur by region and application.

Key customer markets covered:

This seminar will not just look at the trends in supply and demand for polymers but will also provide a detailed understanding of the plastics processing industry and its customer markets (e.g. packaging, automotive, building, etc).

Convenient and timely:

We cover the essential issues in just one day and with seminars held in Houston, Dubai, Brussels and Cologne, we offer highly convenient and accessible locations.



Andrew Reynolds, Seminar Leader:

The seminar will be conducted by Mr. Andrew Reynolds, Research Director of AMI Consulting. Andrew Reynolds has more than 25 years experience as a consultant to the global plastics industry.

A founding director of AMI he has produced many detailed international reports on the size and structural development of various sectors of the plastics industry including polyethylene, PVC, masterbatch and compounding, BOPP film and cable industry.

Each year he is involved in 20 or more projects for individual clients covering competitive analysis, market data, acquisition opportunities and strategic reviews on a global scale. Mr. Reynolds is a regular presenter of conference papers at AMI conferences and other industry events.

Who should attend:

The seminar is designed for senior level managers seeking to improve their understanding of the strategic issues facing today's plastics industry.

With its broad scope the seminar is relevant to business unit managers, senior marketing and business development personnel, general managers and managing directors in all spheres of the thermoplastics industry: raw materials, equipment, processing and end users.

The Programme

THE PLASTICS INDUSTRY STRATEGY SEMINAR 26th OCTOBER 2010

09.00 Welcome and Introduction

09.15-12:00 The global polymer market – the changing dynamic of demand

- Patterns of polymer demand around the world
 - Polyethylene - Polypropylene - PVC - Polystyrene
 - PET - Engineering Polymers - Bioresins - Additives
 - What happened in 2009 and what did it mean
- Impact of new technology
- Role of compounders and additive suppliers
- Positioning in the value chain to achieve profits and growth
- The growing influence of China, the GCC and India on supply / demand trends
- End use demand by application

12.00-12.30 Discussion of the morning session

12.30-1.30 Lunch

1.30-2.45 Downstream industries and their changing structure

- The changing structure of ownership (structure of the world plastics industry)
- The growing role of the Arabian Gulf on global processing market
- Market growth and development for individual end use industries

2.45-3.30 Dynamics of change in a global market

- Consumer trends among end use industries

3.30-4.30 Summary and conclusions

- Summary of the strategic direction of the plastics industry
- Conclusions from the day's discussion

4.30 approx Seminar ends

There will be ample opportunity throughout the seminar for delegates to question and discuss the course contents.

All timings are approximate and AMI reserves the right to alter the program without notice.

The latest program or changes to the schedule can be viewed on our website