

PolyTalk 2014 Industry Summit & Innovation Hub

4-5 November 2014
Palais d'Egmont, Brussels

Draft Programme

“An Industrial Renaissance in Europe...

Let's make it happen”

Day 1

Toots Room (Egmont II)

09.15-10.00 Press event: Launch of the plastics industry competitiveness manifesto

Alexandre Dangis, Managing Director, EuPC
Karl-H. Foerster, Executive Director, PlasticsEurope
Michael Kundel, President, EuPC and CEO, Renolit
Patrick Thomas, President, PlasticsEurope and CEO, Bayer MaterialScience

09.00-10.00 **Registration - [main entrance/ 8bis](#)**
Welcome coffee - [Sax Hall & Innovation Hub](#)

Europe Room (Egmont II)

Setting the scene: Europe's competitiveness in a global economy

10.00-10.05 Welcome by **Patrick Thomas**
President, PlasticsEurope and CEO, Bayer MaterialScience

10.05-11.45 The third industrial revolution - What would it look like?
Moderated by **Hanane Taidi**, Director Communications, PlasticsEurope

10.05-10.25 Opening by **Jean-Claude Juncker***, President-elect, European Commission

10.25-10.55 **Jeremy Rifkin**, economist and author of the “*Third Industrial Revolution*”
Adviser to the European Union and to heads of state around the world

10.55-11.15 **The future of innovation in the EU**
James Woudhuysen, Professor of Forecasting and Innovation,
De Montfort University, Leicester

11.15-11.45 Discussion panel and Q&A

11.45-12.00 Coffee break - Sax Hall & Innovation Hub (Egmont II)

Europe Room (Egmont II)

12.00-13.00 How is the rest of the world faring?

Moderated by **Hanane Taidi**, Director Communications, PlasticsEurope

12.00-12.15 Perspectives from the Middle East

Frank Kuijpers, Vice President Global Licensing & Technology, Technology & Innovation, SABIC

12.15-12.30 Petrochemical renaissance in the US

John Verity, Vice President, Polyolefins Global Business, ExxonMobil Chemical

12.30-12.45 Europe: Circular economy is the answer!

Karl Falkenberg, Director General, DG Environment, European Commission

13.00-14.30 Lunch break - Sax Hall & Innovation Hub (Egmont II)

Europe Room (Egmont II)

14.30-16.00 European growth in a global environment - what role for the industry?

Moderator-led session by

Aaron Heslehurst, Presenter, World Business Report, BBC

- An industry in trouble?
Jim Ratcliffe, Chairman, INEOS
- REACH and competitiveness
Dr Matthias Tschirf, director general for enterprises at the ministry of science, research and economy, Austria
- Resolving the dilemma of competitiveness and sustainability
Dr Johannes Meier, CEO, European Climate Foundation

Discussion panel and Q&A

16.00-16.30 Coffee break - Sax Hall & Innovation Hub (Egmont II)

Europe Room (Egmont II)

16.30-18.00 Manufacturing Europe's future
Moderated by **Dr Patricia Vangheluwe**
Director Consumer & Environmental Affairs, PlasticsEurope

- Ollies or Yollies: That is the question!
Prof Dr Reinhilde Veugeliers
Full professor at the Faculty of Economics and Business, KU Leuven
Senior Fellow, Bruegel
- Are we standing by the deathbed of the manufacturing sector in Europe?
Sylvain Lefebvre, Deputy General Secretary, IndustriAll
- The European manufacturing sector a 'powerful engine for growth'
Francisco Caballero Sanz
Head of Unit, DG Enterprise, European Commission
- Plastics, a strategic manufacturing sector
Presenting the Ambrosetti study
Prof Paolo Savona, former Minister for Industry, Italy
- Dynamics and forecast of the plastics industry
Daniele Ferrari, CEO, Versalis

Discussion panel

19.30 Cocktail reception
Marble Gallery (Palais d'Egmont)

20.00-23.00 Gala dinner and speech by Bertrand Piccard, Solar Impulse Pilot
Presentation of the SPE Innovation Awards by Martina Dlabajová, MEP
Hall of Mirrors (Palais d'Egmont)

Day Two

Europe Room

09.00-09.30 What would it take for the industry to invest in Europe?

Moderated by **Michel Loubry**, Director West Region, PlasticsEurope

- The future of the chemical industry in Western Europe
Yves Verschueren
 Managing Director, essenscia
- View of the raw material producer
Bhavesh V. (Bob) Patel
 Executive Vice President, Olefins & Polyolefins, Europe, Asia and International and Technology, LyondellBasell

09.30-11.00 How to secure Europe's competitiveness in terms of energy and raw materials?

Moderated by **Lyn Tattum**, publisher, IHS Chemical Week

- A view of the policy makers
Philippe De Backer, MEP
 Member of the Committee on Industry, Research and Energy
 European Parliament
- Industry energy needs and impact on its competitiveness
Xavier Bontemps, Senior Vice President Polymers , Total
- Potential energy market impacts in the European Union
Jean-Pierre Schaeken Willemaers
 Chairman of the Energy, Climate & Environment Department
 Thomas More Institute
- The answer, my friend, is blowing in the wind!
Iván Pineda, Head of the Policy Analysis Division
 European Wind Energy Association (EWEA)
- Depolymerisation: A vision for the plastics virtuous circle
Dr Alastair Martin, Senior Lecturer
 Chair in Chemical Engineering, University of Lancaster

11.00-11.30 Coffee break – [Sax Hall & Innovation Hub](#)

Europe Room

11.30-12.30 Is TTIP good for Europe?

Moderated by **Dave Keating**, European Voice

- What's in it for Europe?
Signe Ratso, Director for Trade Strategy and Analysis and Market Access

DG Trade, European Commission

- Towards effective regulatory cooperation under TTIP – How could it look like?
Jacques Pelkmans, Senior Research Fellow
Centre for European Policy Studies (CEPS)
- TTIP: Myths and Facts
Prof Dr Reinhard Quick, Director
Liaison Office Brussels, Verband der Chemischen Industrie (VCI)

12.30-14.00 **Lunch break – Sax Hall & Innovation Hub**

Europe Room

14.00-15.00 **The plastics industry: An attractive employer in Europe**

Moderated by **David Eldridge**, Editor, European Plastics News

- Are the skills needed available?
Detlef Eckert, Director for Europe 2020 & Employment Policies
DG Employment, Social Affairs and Inclusion, European Commission
- Young, skilled, unemployed: do you have a job for me?
Andrea Gerosa, Founder, Think Young
- The plastics industry wants you!
Karl-H. Foerster, Executive Director, PlasticsEurope
- Are universities detached from business realities?
Prof Averil Macdonald, Professor of Science Engagement
University of Reading

15.00-16.00 **Innovation: The engine of industrial growth in Europe**

Moderated by **Fiona Harvey**, Environment Correspondent, The Guardian

- Doing more with less, INNOVATION does the trick!
Kurt Vandenberghe, Director for Climate Action and Resource Efficiency
DG Research and Innovation, European Commission
- Is Europe still the cradle of innovation?
Thomas Sallet, Head of Development, Salomon
- *Dream Production*: There's something in the air!
Dr Karsten Malsch, Bayer MaterialScience

- Together > creating > tomorrow
Bjoern Hedlund, Vice President, High Performance Polymers
DuPont Performance Polymers

16.00-17.00 How should the European plastics industry look like in the next decade?
Moderated by **Hans-Jürgen Moritz**, Correspondent, FOCUS magazine

- The forecast of the chemical industry in the next 10 years
Pascal Juéry, Member of the Executive Committee, Solvay
- The plastics raw materials producers' industrial forecast
Patrick Thomas, President, PlasticsEurope and CEO, Bayer MaterialScience
- Outlook for bio-based plastics and its competition with current incumbents
Srivatsan Iyer, CEO & General Manager, Braskem Europe
- View of a plastic converter
Tom Debusschere, CEO, Deceuninck, Steering Committee member, EuPC
- Responsible innovation: The role of the public in the plastics industry transition
Dr Eefje Cuppen, Researcher University of Delft

17.00 Wrap up by Karl-H. Foerster, Executive Director, PlasticsEurope

24/10/2014