

Programme

European Plastics Industry – Villain or Hero?

As one of Europe's key industries, does the plastics industry have a role to play in the European economic recovery process?

Will plastics, the youngest material on the planet, form an intrinsic part of the solution or are they aggravating the many challenges society is facing?

At PolyTalk we offer a unique learning opportunity that will help participants understand the full potential of the industry and the material that is yet to be explored.

Thursday, 20 September Kurhaus Wiesbaden

One Day
Training
Seminar

Plastics stripped off! – The Bare Truth

Facilitated by Hanane Taidi, Head of Communications, PlasticsEurope

10:00 – 10:05	Welcome and introduction Hanane Taidi – Head of Communications, PlasticsEurope
10:05 – 10:35	A chemistry miracle: the fascinating journey of plastics creation Dr Patricia Vangheluwe – Director, Consumer & Environmental Affairs, PlasticsEurope
10:35 – 11:15	From lab to shelf: how plastics are processed into finished products Richard Thommeret – Marketing Manager, SolVin
11:15 – 11:30	Coffee break
11:30 – 12:15	A sustainable world in 2030? Are plastics part of the solution? Michel Loubry – Regional Director, West Region, PlasticsEurope
12:15 – 12:50	Q&A session
12:50 – 14:00	Networking lunch
	<i>Sessions</i>
14:00 – 16:00	When dreams become reality – step into the magical world of plastics • <i>Engineering polymers for groundbreaking medical applications</i> Daniel Behrens – Marketing Manager, Healthcare, Ticona • <i>Beyond the passive building lies the active one</i> Dr Thomas Roemer – Vice President, Industry Platform Building & Construction, Bayer MaterialScience • <i>Smart driving – “smart forvision” reinventing the automobile</i> Thomas Fritzsche – Vice President, Automotive OEM Coatings Solutions, BASF SE • <i>Solar Impulse – No need for fuel to fly around the globe, plastics will do!</i> André Borschberg – CEO and Pilot, Solar Impulse
16:00 – 16:30	Q&A session
16:30 – 16:50	Interactive learning: Are you a brainbox?
16:50 – 17:00	Wrap up Hanane Taidi – Head of Communications, PlasticsEurope

When the going gets tough, the tough get going!

Europe is facing one of the severest crises in decades. Can we still afford the luxury to stand idly by while things get tougher? Or will Europe demonstrate, once again, its ingenuity and rise up to the challenges we are facing?

As an industry, we are determined to shoulder our part of the burden and sit together with opinion-formers, policy and decision-makers to develop a roadmap for sustainable economic growth.

The train is in motion, come on board to have your say.

Friday, 21 September *Dorint Pallas Hotel Wiesbaden*

**Discussion
Panel**

09:00 – 09:05	Welcome by Dr Wilfried Haensel , Executive Director, PlasticsEurope
09:05 – 09:15	Introduction by Patrick Thomas , President of PlasticsEurope, CEO Bayer MaterialScience

Crossfire Debate

09:15 – 10:15	Crossfire debate “Any Sustainable Future for the Youth in Europe?” moderated by Dr Wilfried Haensel, Executive Director, PlasticsEurope • Nora Sundhal (Belgium) – Winner of the PlasticsEurope Youth Parliament Debate Finals 2009 • Berk Yilmaz (Turkey) – Top ten of the PlasticsEurope Youth Parliament Debate Finals 2009 • Svetoslav Kostov (Bulgaria) – Winner of the PlasticsEurope Youth Parliament Debate Finals 2012 • Lucas Danco (Germany) – Winner of the PlasticsEurope Youth Parliament Debate Finals in Wiesbaden (Germany) 2010 • Margarita Todorova (Bulgaria) – Top ten of the PlasticsEurope Youth Parliament Debate 2012 • Patrick Thomas – President of PlasticsEurope, CEO Bayer MaterialScience
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10:15 – 10:30	Coffee break
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Keynote speeches

10:30 – 11:00	“Any Future for the Industry in Europe?” a sustainability expert view Sir Jonathon Porritt – Founder and Director, Forum for the Future
11:00 – 11:20	“Any Future for the Industry in Europe?” a policy-maker view Dr Janez Potočnik – European Commissioner for the Environment

Discussion panel

11:20 – 13:00	Discussion Panel moderated by Journalist Laura Shields “Sound science vs. environmental and health concerns – any happy ending in sight?” Panellists: • Dr Janez Potočnik – European Commissioner for the Environment • Prof. Anne Glover – Chief Scientific Adviser to EU Commission President Barroso • Dr Martin Brudermüller – Vice Chairman of the Board of Executive Directors, BASF SE • Susan Freinkel – Author of the best-seller “Plastic, A Toxic Love Story” • Axel Singhofen – Policy Adviser on Health and Environment Policy to the Greens in the European Parliament
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Wrap-up by [Patrick Thomas](#), President, PlasticsEurope and CEO, Bayer MaterialScience

13:00 – 14:30	Executive lunch
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