

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

9.00 – 10.00 Press event: Launch of the plastics industry competitiveness manifesto
President of the Commission, president of PlasticsEurope and president of EuPC

Setting the Scene: Europe's competitiveness in a Global economy

9.00 – 10.00 Registration and Welcome coffee

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

10.05-11.15: The third industrial revolution - What would it look like?
Moderated by **Hanane Taidi**, Director Communications, PlasticsEurope

10.05-10.25 Opening by **Martin Schulz, MEP***, President of the European Parliament

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 **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

12:00 – 13:00: How is the rest of the world faring?

Moderated by Hanane Taidi, Director Communications, PlasticsEurope

- 12.00-12.15 Forecast on the global economy, presented by **HE Ms Yang Yanyi***, Ambassador of the People's Republic of China to the EU
- 12.15-12.30 Perspectives from the Middle East, **Mosaed Al-Ohali**, Executive Vice President, Polymers, SABIC
- 12.30-12.45 Petrochemical renaissance in the US, **John Verity**, Vice President, Polyolefins Global Business, ExxonMobil Chemical

13.00-14.30: Lunch Break

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

Panellists:

- An Industry in trouble? **Jim Ratcliffe**, Chairman, INEOS
 - Circular Economy is the answer! **Karl Falkenberg**, Director General, DG Environment, European Commission
 - REACH and Competitiveness, **Dr Matthias Tschirf**, Director General, DG I - Enterprise, Federal Ministry of Science, Research and Economy, Austria
 - A protected climate for a competitive Europe, **Dr Johannes Meier**, CEO, European Climate Foundation
- Discussion panel and Q&A

16.00 - 16.30 coffee break

16.30-18.00: Manufacturing Europe's Future - moderated by Dr Patricia Vangheluwe,
 Director Consumer & Environmental Affairs, PlasticsEurope

- Manufacturing Europe's Future, **Prof Dr Reinhilde Veugelers**, full professor at the Faculty of Economics and Business, KU Leuven and Senior Fellow, Bruegel
- **Sylvain Lefebvre**, Deputy General Secretary, IndustriAll
- **Francisco Caballero Sanz**, Head of Unit, European Commission, DG Enterprise
- Plastics, a Strategic manufacturing sector: **Prof Paolo Savona**, former Minister for Industry, Italy, presenting the Ambrosetti study
- Dynamics and Forecast of the Plastics industry, **Daniele Ferrari**, CEO, Versalis

Discussion panel

19.30: Cocktail Reception

20.30 – 23.00: Gala Dinner and speech by Bertrand Piccard, Solar Impulse Pilot

Day Two

9.00-9.30: What would it take for the industry to invest in Europe?

- View of the raw material producer, **Bhavesh V. (Bob) Patel**, Executive Vice President, Olefins & Polyolefins Europe, Asia and International and Technology, lyondellbasell
- Analysis of the chemical industry's investment strategy, **Stefan Van Thienen***, Partner, Chemical Sector Leader, Deloitte

9.30-11.00: 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, **Reinhard Bütikofer, MEP***, Member of the Committee on Industry, Research and Energy and Delegation for relations with the United States, European Parliament
- Industrial energy needs and impact on its competitiveness, **Carl van Camp**, Senior Vice-President Polymers Division, Total
- Unconventional Gas: Potential Energy Market Impacts in the European Union, **JRC***
- The answer my friend is blowing in the wind! **Jacopo Moccia**, Head of Political Affairs, EWEA
- Depolymerisation: a vision for the plastics virtuous circle, **Dr Arthur Garforth***, Head of Teaching, School of Chemical Engineering and Analytical Science, University of Manchester

11.00-11.30 coffee Break

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, Market Access, DG TRADE, European Commission
- What's in it for the US? **Anthony L. Gardner***, US Ambassador to the EU
- What's in it for the European Health and Consumer protection? **Ska Keller, MEP***, Committee on International Trade, European Parliament
- What's in it for the industry? **Prof. Dr Reinhard Quick**, Director, Liaison Office Brussels, VCI

12.30-14.00 Lunch break

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 Europe 2020: Employment policies, DG Employment, Social Affairs and Inclusion, European Commission
- Young, skilled, unemployed, do you have a job for me? **Andrea Gerosa**, Chief Thinker, Founder and Member of the board, Think Young

- The Plastics industry wants you! **Representative from the plastics industry**
- 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? **Eric Babolat***, CEO, Babolat
- Dream Production: there's something in the air!, **Dr Karsten Malsch**, **Bayer MaterialScience**
- Solar Impulse, the genius of Europe at its best! **Vincenzo Morici***, Executive vice president, Solvay Plastics, Solvay

16.00-17.00: How should the European plastics industry look like in the next decade?

Session moderated by Hans-Jürgen Moritz, Correspondent, FOCUS magazine

- The Political forecast, **Giovanni La Via**, **MEP*** Chair ENVI Committee, European Parliament
- The future of the plastics industry according to **McKinsey**
- The next industrial revolution – how do we pay for it? **Representative of the EIB**
- Plastics – the Wonder Material and the Material of Wonders! **Willem de Vos***, CEO, Society of Plastics Engineers (SPE)
- The industrial forecast, view of the Industry, **Patrick Thomas**, President PlasticsEurope, CEO Bayer MaterialScience

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

01/08/2014