

# EATP Executive Seminar



Crowne Plaza St. Peters, Rome

**23-24 May 2005**



TOTAL PETROCHEMICALS

## Polyolefin Textiles: the Drivers for Growth

Organisers :

E. Van Nieuwenhuyselaan 4  
B - 1160 Brussels  
Tel. +32 2 676 74 72  
info@eatp.org

**E A T P**  
EUROPEAN ASSOCIATION FOR TEXTILE POLYOLEFINS



# Polyolefin Textiles: the Drivers for Growth

## What is EATP?

*EATP – the European Association for Textile Polyolefins – represents, promotes and serves the interests of the European polyolefin textiles industry, provides the industry with business services and constitutes a forum for contacts and discussion (in full respect for European and international competition law) on issues of common concern. By these means, it aims to promote the profitable development of its member companies, and of the industry as a whole.*

## What is the Seminar's Theme?

The Seminar will deal with a wide range of strategic management and commercial challenges, confronting the polyolefin textiles industry, in Europe and worldwide, from polymer and additives through to final products. This year, the seminar will focus on the business factors which are driving market growth in this dynamic sector of the textile industry.

## Why is it Unique?

No other Conference, anywhere in the world, concentrates on the management and commercial issues in polyolefin textiles (polypropylene and polyethylene). The EATP Executive Seminar is, quite simply, unique.

## Who Should Attend?

- CEOs and senior executives from PP and PE polymer, fibre and textile companies
- Users and processors of polyolefin fibres and textiles
- Machinery and equipment suppliers
- Producers of chemical additives
- Companies producing competing fibres and textiles
- Consultants
- Analysts from financial institutions

## What Was the Reaction to the Previous Events?

The reaction to the previous EATP Executive Seminars (Basle 2001, Paris 2002, Barcelona 2003 and Budapest 2004) was one of growing enthusiasm. The Budapest event brought together over 100 polyolefin textile and polymer industry leaders from 18 countries in Europe, the Middle East and North America to discuss the future of this large and growing industry. In a post-Conference survey, a vast majority of the respondents described the event as 'good' and 'very good'.

## What Can I Achieve by Attending?

- Networking with other CEOs and senior executives in the industry
- Learning from the experience of other companies, whose CEOs will describe how they have dealt with the challenges facing the industry
- Guidance on new market opportunities
- New thinking, by participating in the group discussions after each presentation



# Polyolefin Textiles: the Drivers for Growth

**MAY 22**

18:30 – 19:30

**Welcome Cocktail**

**MAY 23**

07:30 – 08:30

## Members' session

**EATP Members only**

### Board breakfast meeting

Board Members only

- Welcome by Chairman
- Director General's Report
- Report from Technical & Ecological Issues Committee
- Report from Treasurer
- Polyolefin Textiles in Greater Europe : preliminary results 2004 of the EATP Market Study

Allan Thompson  
Colin Purvis  
Albert Prisse  
& Geoff Ellis  
Brian Johnson  
Albert Prisse

10:00 – 10:30

### Coffee break

10:30 – 12:30

### Industry Sector Group Meetings (ISG)

- Polymer
- Fibres & Yarns
- Fabrics & Bags

12:30 – 13:00

**Reports from ISGs  
Confirmation of office bearers**

## Seminar session

**open to all participants**

13:00 – 14:00

### Lunch

14:00 – 15:10

### DRIVERS FOR GROWTH IN POLYMERS

**Eric HOGENBOOM**  
BU Director PP, Sabc EuroPetrochemicals

- What are the drivers for future growth of the market for polyolefins in Europe ?
- How does Sabc EuroPetrochemicals aim to consolidate and develop its position as one of the market leaders ?
- Will fibre and textile uses remain a strategic market for Sabc EuroPetrochemicals ?

**Philip LEIGHTON**  
Group Manager, Jacobs Consultancy

- What are the global drivers and constraints for growth in polyolefin feedstocks and polymers ?
- Is the oil price a major influence ?
- What does this mean for pricing and availability in Europe ?
- Are the Middle East investment plans in polyolefins a threat to Europe, or a complementary supply source ?
- Will we see a build-up of downstream conversion activities in the Middle East ?

### Questions & discussion

15:10 – 15:40

### Coffee break

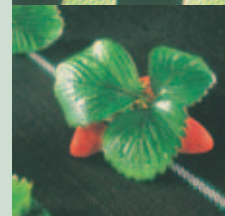
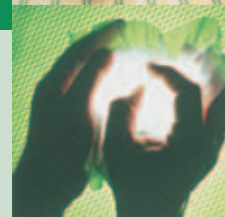
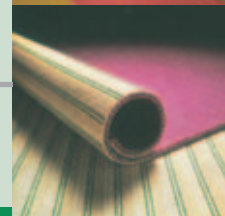
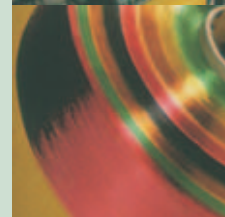
15:40 – 16:40

### INNOVATION FOR GROWTH IN POLYOLEFIN TEXTILES

**Anton DE VRIES**  
President R&D, Basell Poliolefine Italia

- How does Basell stimulate and promote innovation ?
- Is innovation an integral part of management culture in Basell ?
- What are Basell's development activities of particular interest to fibres and textiles ?

continued on next page



# Polyolefin Textiles: the Drivers for Growth

**Luc RUYS**

**Manager New Material Concepts & Nanotechnology, Centexbel**

- What are the potential applications of nanotechnology for polyolefin textiles ?  
via nanofibres ?  
via nano additives ?  
via nano surface layers ?
- How should polyolefin fibre and textile companies interact with these innovative technologies ?

**Questions & discussion**

16:40 - 17:00

## ASSOCIATE MEMBERS FORUM I

**Steffen WEISSER**

**Managing Director, Georg Sahn**

- SAHM – the intelligent winding and automation concept

**CLOSE OF FIRST DAY**

**CITY TOUR**

**DINNER** sponsored by Sabic EuroPetrochemicals



17:00

18:15

20:30 - 22:30

**MAY 24**

## Seminar session

open to all participants

08:30 - 09:00

### THE ECONOMIC BACKGROUND

**Vittorio MAGLIA**

**Chief Economist, Federchimica**

- Can the European economy and users of petrochemical-based products live with high oil prices ?
- How will continued dollar weakness affect European industry ?
- Will European policies do more in future to promote a competitive economy ?

09:00 - 10:30

### DRIVERS FOR GROWTH IN FIBRES

**Francesco FORCUCCI**

**CEO, Meraklon**

- How does Meraklon see the future for PP fibres and yarns ?
- Will the balance of the company change in terms of key markets and products ?
- What are the main strategic challenges for the future ?

**Marjorie WALKER**

**Consultant, Tecnon Orbichem**

- Will PP (and PE) continue to win market share from other synthetic fibres ?
- Does future growth for polyolefin fibres depend on keeping prices lower than competing synthetic fibres ?
- Is the growth of spunbonding a threat to fibre producers ?
- Can further improvements in the characteristics of polyolefin fibres help them break through into new markets ?

**Vincent GALLEZ**

**Application Technology Specialist, ExxonMobil Chemical Europe**

- What are Vistamaxx specialty elastomers and how did ExxonMobil identify their potential in fibres and textiles ?
- Will they open up new markets for polyolefin fibres and textiles ?
- What are the steps taken by ExxonMobil to pilot Vistamaxx from laboratory to the market ?

**Questions & discussion**

10:30 - 11:00

**Coffee break**

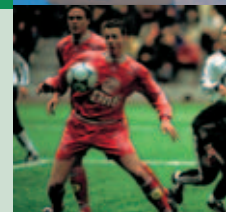
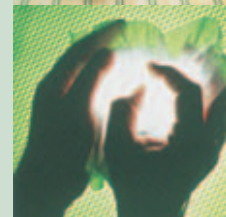
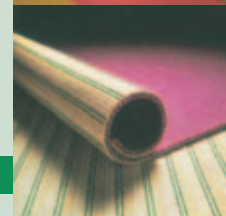
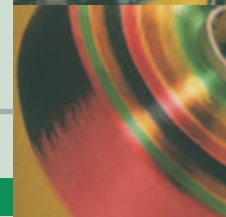
11:00 - 12:15

### DRIVERS FOR GROWTH IN FLOORCOVERINGS

**Richard CLARK**

**Former Managing Director, Burmatex**

- Can carpets return to a growth path ?
- Will tiles continue to win share for contract uses ?
- What are the challenges ahead for polypropylene fibre ?
- Will polypropylene continue its expansion ?



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**Edmund VANKANN**

**Director, GuT (Gemeinschaft umweltfreundlicher Teppichboden)**

- What actions are GuT and the European Carpet and Rug Association taking to promote the advantages of carpets ?
- Are soft floorcoverings coming back into fashion ?
- What is the role of polyolefin textile producers and other supply sectors to the carpet industry in supporting the work of GuT and ECRA ?

**Questions & discussion**

12:15 - 12:35

## ASSOCIATE MEMBERS' FORUM II

**Rita NIESTEGGE**

**Dipl. Engineer Chemistry, Division Fibre Auxiliaries, CHT R. Beitlich**

- CHT Specialised Spin Finishes for Polyolefins

12:35 - 13:30

**Lunch**

13:30 - 14:00

## DRIVERS FOR GROWTH IN NONWOVENS

**Pierre WIERTZ**

**General Manager, EDANA**

- Will market growth for nonwovens continue in Europe and worldwide ?
- Will spunbond/meltblown be the dominant technology for the future ?
- Are there signs of maturity and decline for certain end-uses ?
- Is the nonwovens industry innovative enough ?

14:00 - 15:00

## DRIVERS FOR GROWTH IN TECHNICAL TEXTILES

**Volker KUHNERT**

**Managing Director, Interstrap**

- What challenges are influencing development of the strappings market ?
- Will polyolefins continue to be the material of choice ?
- Is market growth likely to continue ?

**Ignacio LOPEZ-BAILLO**

**Marketing Manager, Condepols**

- Will the market for FIBCs continue to grow in Europe ?
- How can the challenge of low cost imports be met ?
- What changes has Condepols made to ensure its continued competitiveness ?

**Questions & discussion**

15:00 - 16:00

## DRIVERS FOR GROWTH IN SYNTHETIC SPORTS SURFACES

**Stefan DIDERICH**

**Sales Manager, Ten Cate Thiolon**

- What is the impact of environmental aspects on the growth opportunities for synthetic grass ?
- Do new product market combinations form a significant driver for growth in the market for synthetic grass ?
- Can advanced new materials drive growth in the market for synthetic grass ?

**Wil DITZEL**

**Director, Global Sports Systems**

- What is the business evolution in Synthetic Sports Surfaces (SSS) and what are the drivers for its success ?
- What is the share of SSS in the new stadium market ?
- Will further market growth result from acceptance of SSS by the large national football federations, UEFA and FIFA ?
- Will polyolefin yarns and fibres continue to be the material of choice in this business or are there any alternatives that threaten their position ?

**Questions & discussion**

16:00

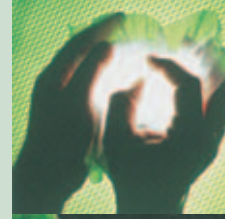
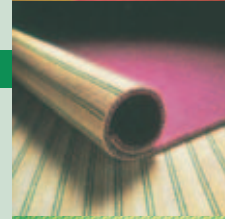
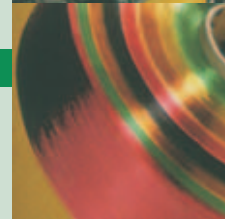
**Closing Remarks by EATP Chairman**

16:10

**Close of Conference**

19:30

**Closing Dinner (optional)**



## Polyolefin Textiles: the Drivers for Growth

### FEES

Seminar fee - May 23/ 24	Members	Non-Members
Early booking (before April 26)	€ 300,-	€ 775,-
Standard fee	€ 350,-	€ 875,-
City tour & dinner – May 23		€ 90,-
Closing dinner – May 24		€ 50,-

### VENUE

The Crowne Plaza hotel is located in a beautiful residential area close to the Vatican City and a few minutes from the city centre.

### ACCOMMODATION

#### CROWNE PLAZA ROME-ST. PETERS HOTEL & SPA

Via Aurelia Antica 415 - 00165 Rome, Italy  
Tel. +39 06 66420 – Fax +39 06 663 7190  
[cpstpeters@hotel-invest.com](mailto:cpstpeters@hotel-invest.com)  
[www.crowneplaza.com/rome-stpeters](http://www.crowneplaza.com/rome-stpeters)



We obtained excellent preferential rates / night (breakfast included):

Single room € 170,-  
Double room € 190,-

Rates & availability cannot be guaranteed after April 26.  
Early booking is strongly recommended.

### REGISTRATION

#### Seminar Registration

Please complete the Seminar Registration form and send it back to EATP  
(fax : +32-2-676.74.74)

#### Hotel Registration

Please complete the Hotel Registration form and send it back to the Crowne Plaza Hotel  
(fax : +39-06-663.71.90)

Registration will be accepted and confirmed only if the required credit card details are properly filled out.

Instructions re settlement of the expenses are indicated on the booking forms.

If you are unable to attend after having confirmed your registration, your registration may be transferred to any member of your company – please let EATP know of the change in writing. Refunds can be made in case of a written cancellation before May 1, however an administrative charge of 20% will be deducted.

**No refunds can be made after May 1.**

### PAYMENT

### CANCELLATION

*The programme may be subject to last minute changes.*

# Polyolefin Textiles: the Drivers for Growth

## ACCESS TO HOTEL

From Roma Termini railway station : 10 km  
From Leonardo da Vinci International Airport : 25 km  
Underground station is at 0.5 km from the hotel.  
Free shuttle service to/from the airport and city centre on a scheduled basis.

## AREA MAP

Car parking :  
the hotel has 300 car park spaces.



## WORKING LANGUAGE

The language for presentations and documents is English. No simultaneous translation will be provided.

## SEMINAR PROCEEDINGS

Folders containing copies of all the Conference presentations will be available for delegates at the start of the Conference.

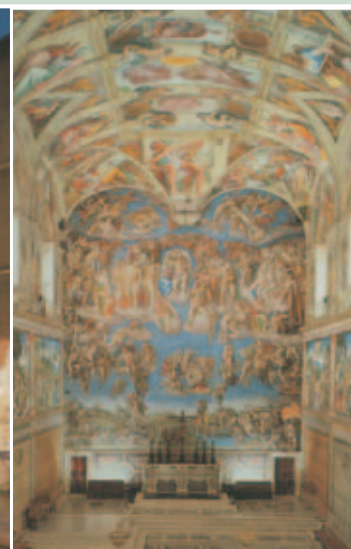
## CITY TOUR

The guided bus tour of Rome will include a visit of the Roman Forum, Colosseum, Trevi Fountain, Spanish Steps, Pantheon, Castle Sant' Angelo, St Peter's Basilica, etc.



## OFFICIAL DINNER

The dinner on May 23 will be held at Villa Miani, an elegant villa in art-nouveau style, which was built in the early 20th century on the Monte Mario Hill, so close to the St Peter's Cathedral that, in the Roman landscape it almost 'touches' this famous dome by Michelangelo.





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Polyolefins



BOREALIS



TOTAL

TOTAL PETROCHEMICALS