

January 16, 2012

Contact: Ms. Preeti Sriram

Chemical Market Resources Inc.

Tel: 281-557-3320, Extn: 328; Email: [psriram@cmrhoutex.com](mailto:psriram@cmrhoutex.com)

**FOR IMMEDIATE RELEASE:**

**Dr. Kevin Swift, Chief Economist of the ACC to discuss Shale gas and the resulting manufacturing renaissance in North America at FlexPO Houston 2012, March 29-30, 2012**

**FlexPO Houston 2012, The 20<sup>th</sup> International Conference on Polyolefins & Elastomers will be held March 29-30, 2012 at Four Seasons Hotel, Downtown Houston, TX**

The conference this year will focus on “Changing Role of Americas in the Global Race”. The conference is comprised of presentations addressing the key issues in polyolefin industry with specific emphasis on the changing role of Americas in the Global polyolefin landscape. The organizations will showcase their plans, products to address the Global markets.

Dr. Kevin Swift, Chief Economist of the American Chemistry Council (ACC), will discuss the “Shale Gas and the Manufacturing Renaissance”. In this paper, Dr. Swift will examine the role of the revolution in shale gas, with its implications on competitiveness and new investments, along with the benefits for the economy, jobs, manufacturing, and the chemical industry. On a similar topic: “The Impact of Shale Gas on the Petrochemical Industry” Bob Bauman of Polymer Consulting International will address in considerable detail the advantages and strategic implications for petrochemical industry in North America as well as its potential in other regions such as Europe and China.

The conference is sponsored by Chemical Market Resources, Inc.

Chemical Market Resources, Inc. (CMR) was is a full service market research and strategic planning firm for the Global Chemicals, Petrochemicals, and Plastics Industries with over two(2) decades of experience. CMR Inc. is located the Houston, TX area with offices and representations globally.

For complete conference program listing & registration details, please click here or visit CMR's website: [www.cmrhoutex.com](http://www.cmrhoutex.com).

For more information, please contact:

Mr. Vipool Bhatt

Chemical Market Resources, Inc.

Tel: 281-557-3320; Email: [Bhattv@cmrhoutex.com](mailto:Bhattv@cmrhoutex.com)