

MARKET PLANNING & ANALYSIS FOR GLOBAL CHEMICAL, PETROCHEMICAL & PLASTICS INDUSTRIES

***March 25-26 Thursday - Friday 2010,
The Double Tree Hotel, Downtown Houston, TX***

400 Dallas Street, Houston, Texas, United States 77002-4777

Tel: 1-713-759-0202 Fax: 1-713-752-2734

Chemical Market Resources, Inc.'s seminar is organized as an educational experience:

- ❖ The attendees will receive a notebook containing copies of the slides, appropriate text and a CD containing all course graphics in full color
- ❖ The course also covers how to develop an effective internal marketing research function; How to select the right consultant for the right job – Taught by Ex- Marketing Research Manager – Dow Chemical Company
- ❖ A real life case analysis gives a hands-on experience in marketing research
- ❖ Attendees are eligible for CEU Certificates from University of Houston School of Business based on contact hours.

For Information/References: Email: bsingh@cmrhoutex.com

The highly acclaimed seminar emphasizes the detailed interpretation of results and effective use in solving day to day business research issues. Over the past eight years we have trained the analysts **in the** - U.S, Europe, Japan, Korea, China, Mexico, Thailand, Malaysia and South America, Middle East

Over 1,000 Trained..., and Counting...

From

Dow Chemical Company, ExxonMobil, Basell, Eastman, Shell, Equistar, SABIC, Engelhard, BASF, DuPont, Nova, BP, Mitsui, AtoFina GIRSA/Kuo, PTAI, Sumitomo, PEMEX, PDVSA, ChevronPhillips McKinsey & Co., Accenture, Al Zamil Group, S&P, BP/Ineos, Idemitsu, Mitsui, Misubishi, Sumitomo, Petrobras, LGChem, SK Energy, Hanwha, Honam, PTT, SCG, Petronas, Univ of Houston and Others.

Course Directors

Dr. Balaji B. Singh, President, Chemical Market Resources, Inc.

Mr. Gary Lowe, Retd. Marketing Res. Manager, The Dow Chemical Co.,

Mr. Robert Bauman – Ex-Nexant ChemSystems. PCI Consulting...



Chemical Market Resources, Inc.

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Two Decades of Global Excellence in Petrochemical Business Research 1990-2010

Program

Thursday 25th March 2010

7:00 AM BREAKFAST - Registration

7:30 AM Orientation

8:00 AM Session I – Dr. Balaji B. Singh

CHEMICAL INDUSTRY PLANNING AND ANALYSIS FUNCTION PRODUCT RELATIONSHIPS

Overview of the Marketing Research Overview of Planning Function; Changes in Planning Function and Future Directions the chemical Industry - Raw Materials to Chemicals, Petrochemicals and Plastics - Product Flows of Top Ten Chemical Companies. Your Company Position in the Industry. The Need for Technical Input to Planning;

9:30 AM COFFEE BREAK

10:00 AM Session II – Mr. Robert Bauman , Dr. Balaji B. Singh

GLOBAL CHEMICAL INDUSTRY – STATUS BEYOND SUPPLY-DEMAND-PRICE

Overview of the Chemical industry and Current status by regions and the major driving factors; Future Direction of Chemical Businesses. The focus is on issues beyond supply, Demand, Price with strategic impact on the future direction of the industry – Global Migration Trends in Demand, Production and R&D

12:00 PM LUNCH

1:00 PM Session III – Dr. Balaji B. Singh; Dr. J.N. Swamy

CHEMICAL BUSINESSES RESEARCH TOOLS & TECHNIQUES

A review of over 50 tools and techniques that are used in chemical business planning and analysis – organized to present – the background, methods and result interpretation. Understand strengths and Weaknesses of each tool for better interpretation and use in strategic planning.

3:00 PM COFFEE BREAK

3:30 PM Session IV – Dr. J.N. Swamy, Dr. Balaji Singh

FORECASTING PETRO-CHEMICAL SUPPLY, DEMAND, PRICE & FEASIBILITY ANALYSIS METHODOLOGY

Popular Methods for forecasting Global Petrochemical Supply, Demand and Price for: (1) Short Term- 3Mos – 2 Years; (2) Intermediate Term – 3 Yrs – 5 Yrs, (3) Long Term: 5 Yrs to 10 Yrs and (4) Very Long Term – 10 to 25 Yrs. Detailed methodology with examples. Understand How forecasting is done, so you can ask more questions rather than accepting the results ???? . Step by Step market and financial feasibility analysis to prepare Bankable, Top Management approvals.. Examples, and components.

5:30 PM Adjourn – Reception

The Text-book prepared based on marketing research tools & techniques from Chemical Market Resources, Inc. and Dow Chemical Company's organizational experience will form the best reference for years to come. the course combines the popular lecture/case study approach with lot of participation and discussions. The emphasis is on Interpretation of results and strategic analysis

Program

Friday, 26th March 2010

8:00 AM Session V –Mr. Gary Lowe, Dr. Balaji B. Singh CHEMICAL PLANNING AND ANALYSIS – ORGANIZATONAL PERSPECTIVES

How petrochemical companies organize themselves for marketing research and planning – A history and changes – impact of information Technology - A discussion of strengths and weaknesses of various types of marketing research organizations.

The transformation of Dow Chemical Company as the Global Leader in Strategic Research and Competitive Intelligence.

Ethical/Legal considerations in marketing research and planning both from organizational points of view and the researcher's point of view – by region and by type of activity

10:00 AM COFFEE BREAK

**10:30 AM; Session IV – Mr. Gary Lowe and Dr. Balaji B. Singh
OVERVIEW OF CHEMICAL BUSINESS RESEARCH CONSULTING INDUSTRY**
Consulting Industry Overview – classification by type of projects, size, regional focus and the future direction. How to effectively select, use and work with external professionals in a consulting function. Understand what is involved in consulting function and how the major players are organized

12:00 PM LUNCH

1:00 PM CASE ANALYSIS

The Attendees will forecast Chinese LDPE Demand, Supply and Margins for the next: (a) 3-5 years, (b) 5-10 years, (c) 10-15 Years and (d) 15-20 Years. We will provide the data, methodology and assumptions with excel format. The attendees will be divided into groups to address specific tasks.

4:00 PM CASE PRESENTATIONS

5:30 PM ADJOURN

Course Evaluation...

Course Modules
MARKET PLANNING & ANALYSIS FOR
CHEMICAL, PETROCHEMICAL & PLASTICS INDUSTRIES

Dr. Balaji B. Singh, President
Chemical Market Resources, Inc., Houston, TX USA

MODULE 1: BUSINESS PLANNING OVERVIEW

An overview of the function of planning in organizational management. The changes in planning methodologies from the early 50s to the current time. Overview of the Marketing Research.

MODULE 2: CHEMICAL INDUSTRY PRODUCT RELATIONSHIPS

SIC Classification System - SIC -28 Raw Materials to Chemicals, Petrochemicals and Plastics - Product Flows Top Ten Chemical Company Product Flows. Your Company Position in the Industry

MODULE 3: CHEMICAL INDUSTRY OVERVIEW – CURRENT STATUS - BEYOND SUPPLY-DEMAND-MARGINS

Overview of the Chemical industry and Current status by regions and the major driving factors Future Direction of Chemical Businesses. The focus is on issues beyond supply, Demand, Price with strategic impact on the future direction of the industry

MODULE 4: CHEMICAL BUSINESSES RESEARCH TOOLS & TECHNIQUES

A review of over 50 tools and techniques that are used in chemical business planning and analysis – organized to present – the background, methods and result interpretation. Understand strengths and Weaknesses of each tool for better interpretation and use in strategic planning.

MODULE 5: FORECASTING PETRO-CHEMICAL SUPPLY, DEMAND, PRICE

Popular Methods for forecasting Global Petrochemical Supply, Demand and Price for: (1) Short Term- 3Mos – 2 Years; (2) Intermediate Term – 3 Yrs – 5 Yrs, (3) Long Term: 5 Yrs to 10 Yrs and (4) Very Long Term – 10 to 25 Yrs. Detailed methodology with examples. Understand How forecasting is done, So you can ask more questions rather than accepting the results ????

MODULE 6: ECONOMIC FEASIBILITY ANALYSIS - METHODOLOGY

Step by Step market and financial feasibility analysis to prepare Bankable, Top Management approvals.. Examples, and components.

MODULE 7: CHEMICAL BUSINESS RESEARCH ORGANIZATIONAL ASPECTS, ETHICS & COMPETITIVE ANALYSIS

Discusses how petrochemical companies organize themselves for marketing research and planning – A history and changes – impact of information Technology - A discussion of strengths and weaknesses of various types of organizations. Ethical/Legal considerations in marketing research and planning both from organizational points of view and the researcher's point of view

MODULE 8: CHEMICAL BUSINESS RESEARCH CONSULTANTS

How to effectively select, use and work with external professionals in a consulting function. Understand what is involved in consulting function and how the major players are organized.



MARKET PLANNING & ANALYSIS FOR
CHEMICAL, PETROCHEMICAL & PLASTICS
INDUSTRIES



Balaji B. Singh, MBA., Ph.D., PE
Gary Lowe
Robert J Bauman



Chemical Market Resources, Inc.
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Tel: 281-557-3320; Email: BSingh@CMRHouTex.Com
Two Decades of Global Excellence in
Value Added Chemical Business Research Services

MARKET PLANNING & ANALYSIS FOR PETROCHEMICAL & PLASTICS INDUSTRIES

Understanding the commercial aspects of the chemical industry is essential for financial, technical and business research professionals in the Global chemical industry. This course is designed to provide an overview of the commercial aspects of the chemical, petrochemical and plastics industries, and extending it to an in-depth understanding of product planning and analysis for those interested in chemical business research function. Chemical Market Resources Inc. based on 20 years of experience in business research along with professionals from the Dow Chemical Company and ExxonMobil Chemicals have adapted the best tools and techniques in business analysis.

WHO SHOULD ATTEND

This intensive workshop is intended for financial analysts, business analysts, planning analysts, managers and business development personnel from chemical, petrochemical and plastics and related industries. All persons involved in marketing, planning, business development, Research and Development and /or considering entering this field should attend.

About The Workshop Leaders & Sponsor

DR. BALAJI B. SINGH obtained his Ph.D in Chemical Engineering from Texas A&M University and an MBA in Marketing Research & Strategic Planning from The Ohio State University. Dr. Singh has been active in business research for chemical, petrochemical and plastics organizations worldwide since 1983 and is the president of Chemical Market Resources, Inc. Dr. Singh developed the methodologies for implementing the best business research tools for clients worldwide. He developed and taught this course for over 1,000 attendees worldwide.

MR. GARY LOWE, Senior Business Research Manager (Retd) , The Dow Chemical Company is leading the Global Business Intelligence and Marketing Research efforts at Dow Chemical Co., He was involved in corporate initiatives within Dow Businesses including Consultant Management, Value Based Management (Strategic Decisions Process), Opportunity Analysis, Competitive Intelligence and New Business Development processes,

MR. ROBERT BAUMAN, is a well-known Global consultant with 42 years of experience in the plastics industry. Bob Bauman joined ChemSystems and increased his responsibilities during his tenure to become the Vice President of the Polymers Business and Director of Latin America. In November 2008, shortly after retiring from Nexant, Bob established Polymer Consulting International and is working with Chemical Market Resources Inc.

Chemical Market Resources, Inc. is a reputable full service business research firm for the global chemical petrochemical and plastics industries. Established in 1990, Chemical Market Resources, Inc. provides business research services to all of the major chemical and petrochemical companies worldwide. Our work is unparalleled in quality and depth of analysis.

VENUE & FEE

The Double Tree – Houston, Downtown, 400 Dallas Street, Houston TX 77002, Tel: 1-713-759-0202 Fax: 1-713-752-2734 is easily accessible by walk or taxi (\$5) or free tram from popular locations in Downtown Houston. If you need additional assistance please call CMR at 281-557-3320.

Pre-registration – Before March 5th , 2010 – US\$1,050; After March 5th US\$1,200.

Students with Valid ID: \$300 (on a place available basis)

The registration fee includes scheduled symposium sessions, 8 -Modules – The Textbook, Class Notes CD, meals during the classes and evening reception on March 25th Thursday

MARKET PLANNING & ANALYSIS - Course Registration

Please print clearly, type or affix business card. Register on line at www.cmrhoutex.com or call us.

Name: Dr./Mr./Ms. Affiliation
Title/Position..... Fee Payment: Check/Am. Exp/MC/Visa.;
Business Address..... Expiration:
City.....State..... Country.....ZIP/PIN
Fax: Tel:
Email:

Please call/Email for the Secured Electronic Fund Transfer Information and return completed form to:

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