



Programme

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Venue: Hotel ME Terramar, Passeig Maritim 80, Sitges/Barcelona, 08870 – Spain

Wednesday, 11 September 2024 – Conference Day 0

Hospitality desk operating hours: 12:30h – 21:00h


17:00h – 18:30h ***Chemical Masterclass “Chemicals and chemicals distribution in Europe – Quo vadis?” with Accenture***

Mastering the challenge or falling into gloom & doom?

Growing demand for sustainability-related products will create a €186 billion opportunity for chemical companies. Changing consumer preferences, decarbonization efforts in other heavy industries and regulatory targets such as the EU Green Deal are all helping drive this growth.

Prompted by EU targets, the European chemical industry is pursuing ambitious goals for reduced carbon and net-zero emissions—but there are significant hurdles that need to be overcome. To reach those goals, the industry will need nine times more energy than it uses today, requiring the equivalent of 508 new nuclear power plants. It will also need to invest more than €1 trillion to transform its own operations.

Chemical companies will be in competition with each other and with other heavy industries that are vying for the same net-zero resources, including green energy, hydrogen, carbon-capture capabilities and funding.



Accenture's research identifies factors pointing to a brighter future. These include a coming era of hypergrowth driven by sustainability-related products, and the potential to take an integrated, collaborative approach across heavy industries to efficiently build net-zero infrastructure.

This masterclass will explore ways for chemical companies to move forward in this changing environment.

Speaker: Bernd Elser, Senior Managing Director, Global Lead for Chemicals and Global Lead for Natural Resources, Accenture Frankfurt

19:30h **First-time Joiners' Reception:** pool terrace of Hotel ME Terramar

20:00h **Opening cocktail reception:** drinks & tapas at the pool terrace of the hotel



Thursday, 12 September 2024 – Conference Day 1

Full day of Congress, followed by cocktail reception & gala-dinner at the exquisite Font de la Canya, a typical Catalan finca – formerly owned by the Danone family – in the idyllic vicinity of Sitges.

Hospitality desk operating hours: 7:30h – 17:00h

8:00h **Networking Breakfast** in Conference Area

9:00h-9:20h **Welcome & opening**

I. **Keynote speeches**

Quo vadis, Europe? The regulator's view,

Interview with **Sharon McGuiness**, Executive Director **European Chemicals Agency (ECHA)**

Resilience and Transformation: Shaping the Future of Europe's Industry,
Presentation by **Stefan Koch**, Head Chemical and Advanced Materials Industry,
World Economic Forum

Coffee Break



II. Quo vadis, European chemical industry?

Setting the scene presentation: **Georg Winkler**, Senior Partner, McKinsey

Industry Leaders' Panel discussion featuring:

- **Ib Jensen**, President & CEO, **Perstorp Group**
- **Richard Jenkins**, Senior Vice President & Executive Committee Member, **Arkema**
- **Dahai Yu**, Chairman of the Supervisory Board, **Roehm GmbH**

Networking Lunch (Open Air in Garden next to Conference Area)

III. Next level manufacturing

Statement presentations & fireside chat, featuring:

- **Babette Pettersen**, Vice-President, **LanzaTech**
- **Alexander Traut**, Vice-President, Global Strategic Marketing Intermediates, **BASF SE**

Refreshment Break



Thursday, 12 September 2024 – Conference Day 1

IV. Next-level distribution

Setting the scene presentation by **Madjar Navah**, Managing Director and Partner, **Boston Consulting Group**, followed by a

Panel discussion, featuring:

- **Anna Bertona**, CEO, **Azelis**
- **Michael B. Friede**, CEO Brenntag Specialties & Member of the Board of Management of **Brenntag**
- **Patrick Elie**, Chairman of the Board, **Equilex**
- **Dany Njeim**, CEO, **RN Chemicals**

Wrap-Up of Day I Program

Networking activities:

19:00h: Buses for networking activities depart from hotel entrance

19:30h: Cocktail reception at Font de la Canya

20:30h: Gala-dinner at Font de la Canya

22:30h: Buses depart from Font de la Canya back to conference hotel



Friday, 13 September 2024 – Conference Day 2

Second Congress Day (9:00h – 13:00h), taking place at the conference area, followed by an open-air networking lunch at the Hotel ME Terramar's roof top bar with spectacular views on the coastline of Sitges

Hospitality desk operating hours: 7:30h – 10:00h

8:00h **Networking Breakfast** in Conference Area

09:00h-09:10h **Opening of Day 2 Program**

V. 9:10h-13:00h Chemical Innovation Forum

1. Setting the scene:

Consumer Trends 2025+ - Speaker tbc

2. Innovation in Practice

New chemicals in sight? Innovation made in Europe
presentation by **Wolfram Stichert**, CEO, hte GmbH

From seed to solution - growing ideas into innovation
presentation by **Thomas Phillipon**, CEO, TotalEnergies Corbion

Joint Q&A session with the speakers, followed by a refreshment break



Friday, 13 September 2024, Conference Day 2

3. The brand owners' perspectives

Reckitt – Andre Chieffi, Senior R&D Manager: Strategies to deliver more sustainable superior consumer products

IKEA – Mukesh Sharma: Material and Innovation Developer: Material and innovation development at IKEA

Hyundai – Timo Unger, Manager Environmental Affairs: The concept of holistic product sustainability and its trade-offs

Concluding panel discussion with the 3 speakers

12:45h-13:00h: **Concluding remarks & End of Congress program**

13:00h-14:30h **Group lunch at Hotel Terramar's roof top bar, open air and with spectacular views on the Sitges coastline**

14:30h **Congress closure**