

VINYL SUSTAINABILITY FORUM 2013

25^{plus}•26
APRIL-ISTANBUL

Programme



Smart, sustainable and inclusive growth for Europe and beyond

- 13.00 : 15.00** **Registration and Welcome Lunch**
All
- 13.30 : 15.00** **ECVM General Assembly**
ECVM Members Only

Session 1 **GENERAL**
Moderated by **Filipe Constant**

- 15.15 : 15.30** **Welcome and Introduction**
Filipe Constant, *Senior Executive Vice President, SolVin and Chairman, ECVM and VinylPlus*
- 15.30 : 16.00** **Where are we with VinylPlus?**
The EU PVC Industry Sustainability Programme
Brigitte Dero, *General Manager, ECVM and Deputy Manager, VinylPlus*
Stefan Eingärtner, *General Manager, VinylPlus*

Session 2 **ECONOMICS AND POLICY**
Moderated by **Brigitte Dero** and **Stefan Eingärtner**

- 16.00 : 16.20** **Industry Competitiveness**
Gwenole Cozigou, *Director DG Enterprise, Unit G, DG Enterprise and Industry, European Commission*
- 16.20 : 16.40** **Policies and regulation for the PVC industry in Turkey**
Ali Karadeniz, *Board Member of Turkish Plastics Industry Research, Development and Educational Foundation (PAGEV)*
- 16.40 : 17.00** **Coffee Break**
- 17.00 : 17.20** **Global Market Report on PVC**
Henry Warren, *Principal Analyst - Vinyls, IHS Chemical*
- 17.20 : 17.40** **Turkish Market overview – expectations, opportunities and issues for converters**
Reha Gür, *Vice-President, Turkish Plastics Manufacturers Association, PAGDER*
- 17.40 : 17.55** **Question and Answer Session**
Moderated by **Chris Burns**, *Journalist*
- 17.55 : 18.00** **Closure of Day 1**
Filipe Constant, *Senior Executive Vice President, SolVin and Chairman, ECVM and VinylPlus*
- 18.00 : 19.00** **Workshop on Product Label (optional)**
Moderated by **Stefan Eingärtner**, *General Manager, VinylPlus*



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Friday

Session 3

ENERGY AND RESOURCE EFFICIENCY

Moderated by **Alexandre Dangis**

- 07.30 : 08.30** **Registration and Welcome Coffee**
All
- 08.30 : 08.45** **Welcome and Introduction**
Alexandre Dangis, *Managing Director*, EuPC
- 08.45 : 09.05** **European energy and climate policy beyond 2020:
Will Europe remain a competitive place
for European Industry?**
Maarten Neelis, *Management Consultant*, Ecofys
- 09.05 : 09.25** **Sustainability Chemistry 2030, a vision for
a fossil free Chemical Cluster in Sweden by 2030**
Lars Josefsson, *Chairman*, PVC Forum Sweden and *Chairman*, INEOs Sverige AB
- 09.25 : 09.45** **European Building stock, renovation policies and perspectives**
Dan Staniaszek, *Senior Expert*, Buildings Performance Institute Europe (BPIE)
- 09.45 : 10.15** **Panel and Digivote Session on Energy and Resource Efficiency**
Moderated by **Chris Burns**, *Journalist*
- 10.15 : 10.45** **Coffee Break**

Session 4

DEVELOPING PVC MARKETS

Moderated by **Stefan Eingärtner**

- 10.45 : 11.05** **Turkish Profile Opportunities and challenges**
Ludo Debever, *Corporate Communications Manager*, Deceuninck
- 11.05 : 11.25** **Turkish Pipe Opportunities and challenges**
Saeed Alavi, *Managing Director*, Wavin
- 11.25 : 11.45** **Sealing sheets and films from sustainable resources**
Patrick Fertich, *Managing Director*, Caretta GmbH
- 11.45 : 12.05** **PVC Stabilisers - Quo Vadis?**
Michael Schiller, *European Stabiliser Producers Association (ESPA)*
- 12.05 : 12.15** **Question and Answer Session**
Stefan Eingärtner, *General Manager*, VinylPlus
- 12.15 : 13.30** **Lunch**

13.30 : 14.00

KEYNOTE SPEECH

**The United Nations Vision on Partnerships
for Sustainable Development**

Tomas Anker Christensen, *Senior Advisor for Partnerships*,
United Nations Office for Partnerships



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Friday

Session 5

STAKEHOLDER DIALOGUE

Moderated by **Chris Burns**, *Journalist*

- 14.00 : 15.00** **Regional Views on Stakeholder Dialogue - Panel discussion: Representatives from the Global Vinyl Council**
Moderated by **Brigitte Dero**, *General Manager*, ECVm and *Deputy Manager*, VinylPlus
- 15.00 : 15.20** **PVC MedAlliance – The dialogue platform for PVC in Medical Applications**
Ole Grondahl Hansen, *General Manager*, PVC Information Council Denmark
- 15.20 : 15.40** **Dispelling myths and communicating science**
Maggie Saykali, *General Manager*, PlasticisersPlus
- 15.40 : 16.00** **PVC and sustainable development - just a communications challenge?**
David Cook, *Chief Executive*, The Natural Step (TNS)
- 16.00 : 16.20** **Question and Answer session and Digivote**
Moderated by **Chris Burns**, *Journalist*
- 16.20 : 16.30** **Wrap-up and Closure**
Filipe Constant, *Senior Executive Vice President*, SolVin and *Chairman*, ECVm and VinylPlus

Side Event: Poster Exhibition

showcase of the Technical and Communication projects funded by VinylPlus and other relevant projects

Media Partners



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