Discover the best strategies to reduce your procurement spend

HOW TO PROFIT FROM NEXT GENERATION STRATEGIC SOURCING AND PROCUREMENT FOR CHEMICALS

Over 15 industry Case Studies...... Price risk management and paper trading, reverse auction tactics, strategic sourcing, e-procurement, vendor management, sourcing analytics, online markets, and demand forecasting strategies! Look inside now!

HYATT REGENCY HILL COUNTRY RESORT, SAN ANTONIO, TEXAS - MARCH 12-14 2002

Where the chemical industry talks business...
Case Studies and expert analysis from the chemical leaders

- IMPROVE YOUR BOTTOM LINE!!! Find out what must be done NOW to prepare your procurement strategy of the future
- MEASURE AND CONTROL YOUR RISK. What are the dangers to your business and how can you avoid them?
- REVERSE AUCTION BEST PRACTICE. How you can get the best price every time you participate - as a seller or buyer!
- HEDGING – How can you minimize your risk exposure... and who can you trust to work with?
- DISCOVER how strategic sourcing strategies can sharpen your competitive edge
- DO YOU SELL TO THE CHEMICAL INDUSTRY? Chemical companies are changing the way they buy. Come and hear how they’ll choose suppliers in the future!
- PLUS a full networking program to help you meet and do business with the people who can make a difference to your future

For the industry... by the industry

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Keynote speakers include:

Axel Hoebeke
Head of Global e-Procurement
Dow Chemical Company

Jim Walker
Senior Research Analyst
Forrester Research

Clemens Kaiser
President Global e-Commerce
Bayer AG

Steven Large
VP Supply Chain
HB Fuller

"No single company has all the right answers. EyeforChem conferences provide large and small chemical companies excellent opportunities to exchange ideas about building and improving their strategies"

Earnie Deavenport, Chairman and CEO, Eastman Chemical Company

Open for full conference program NOW!
The unique conference that will help you harness strategic sourcing to reduce your overall total cost and time to market

Chemical companies are saving money by changing the way they buy - make sure you don't miss out!

Fact is, until recently it's been a pretty hit and miss affair. You could shave a percentage point here, talk a supplier down there, eliminate wastage by promoting better inventory management in one division. But across a large organization it's difficult to instigate a thoroughly coordinated approach to procurement. And it's been equally difficult to integrate different cost-saving mechanisms into one single strategic weapon.

Now, new technologies, strategic sourcing strategies, e-procurement channels, automated transactions and the advent of sophisticated materials price risk management products are rapidly changing all that.

According to research analysts Stephens Inc, you can save at least 5% on the cost of purchased items from strategic sourcing applications alone.

The Conference program is packed with Case Studies – Come and discover how strategic sourcing strategies can sharpen your competitive edge

At 'Strategic Sourcing and Procurement for Chemicals' – the first and most important event of its kind - the EyeForChem team is drawing together the players who are blazing the trail in strategic sourcing as the basis for significantly improving results.

The industry leaders will be sharing their thoughts on how you can drive down procurement costs, enable lower inventory, promote better internal and external resource management and raise both supplier and customer service levels.

What you learn from them will help you develop a strategy to do the same.

And with the added benefit of a focused exhibition featuring leading applications providers, you'll gain the practical, hands-on knowledge to put that strategy into action.

Strategic sourcing is about more than just plain procurement

The effectiveness of strategic sourcing derives from the fact that it impacts right along the value chain.

As Praxair procurement director John Stevens points out, it's vital that chemical companies are able to first identify demand from customers and are able to forecast it accurately as trends and market conditions change.

Chemical companies must establish a data bank of knowledge around their own demand levels and commodity spend.

And they “must build on the flexibility of their supply systems and gain knowledge of their suppliers and their capabilities.” And all that information needs to be coordinated and assessed for what it means for the business as a whole to realize a genuinely strategic approach.

As Eastman Chemical global forecasting expert John Hewson says, “We shouldn't have departmental islands each doing their own forecast. We want a way to dynamically combine everyone's forecast.”

The result is an end-to-end supply chain management strategy that means greater responsiveness, quicker decision making, optimized resource allocation and closer customer and supplier integration.

Reverse Auctions: Smarter buying as suppliers compete for your business

Already most of the big chemical players are focusing their attention on the use of reverse auctions as a central pillar of their procurement strategy. As a number of suppliers compete under time constraints for your business, reductions in both time and price can be staggering.

Come and hear experiences from key industry figures – what's worked, and most significantly, what has not. Importantly Case Studies will tell you not just about buying tactics but also the best way to sell!

Addendum through price risk management – How can risk management strategies help you?

However advanced your strategic sourcing initiative is, price volatility – of both raw materials and end-product values - can all too easily sabotage its benefits.

Managing that volatility must therefore be a vital part of the sourcing strategy. Something only too well demonstrated by market turbulence over the last year.

For that reason, we'll be paying special attention to price risk management techniques and the growing range of complex instruments available to facilitate them. You will hear the facts and Case Studies from those who have tried - You decide for yourself if these tools can help you and your business.

Commodity risk management is now seen as a core competency at Dow. Further “Dow decided that its largest exposure wasn't foreign exchange, but feedstock and commodity purchasing.”

From chemicals futures, options and swaps through strategies for putting them – safely – to work for your company, our experts will show you how you can tame volatility and create the much-needed stability that's essential to future planning.

Who will emerge as the front-runner in the price risk management space? Will the use of a regulated market floors prevail – or will we see the continued success of the likes of Shell and BP. Hear the very latest stories as the contenders debate the hot topics. With the 'end-game' in sight, will this help to accelerate the choice of the winners? Ultimately, it will be you who will decide!

Assess the challenges, find the right solutions

Be aware that there will likely be no single solution for all your strategic sourcing needs.

Indeed Praxair's Stevens counsels against trying to find a "one-size-fits-all" system but suggests rather looking to different solutions providers with focused strength in specific areas.

"This allows companies to use their solutions in a modular way and often employs the best overall combined solution," he says. "The most important thing to remember is each situation requires individual analysis at EyeforChem Procurement 2002."

You'll learn exactly how here.

To secure the future, be sure you're represented

San Antonio, March 12-14, 2002, is your opportunity to learn how you can determine your strategic sourcing goals and really begin your planning to realize them.

No other event will give you such a focused, in-depth look at this all-important subject.

That's why your competitors will be there. And why you should be too.

Presentations from industry companies at this unique event include Dow, Bayer, HB Fuller, DSM, Rhodia, Celanese, Shell Chemical, BP, Basell, BOC, Polyone.

Do you sell to any of these companies?

If you already sell to any of the companies featured at the show – or wish to become a strategic long-term supplier – you must attend this event.

You will hear Case Studies about work done with their most important suppliers and crucially, how these suppliers are chosen. Check out the full program now!

 Reserve your place today

Reserve your place online now at www.EyeforChem.com
For the industry by the industry…
the event with the experience, answers and contacts!

High quality speakers and real life Case Studies

Only the most qualified speakers, with track records that are already firmly established will make presentations at EyeforChem Procurement 2002. These dynamic leaders from all over the world will share their wealth of experience, in-depth knowledge and passion for industry best practices. Most importantly, their unique combination of vision and a ‘warts and all’ approach to Case Studies will empower you.

**FREE EyeforChem Exhibition**

Assess the essential services that are transforming the chemical procurement process!

You’ve heard the strategies that are shaking up procurement thinking in the chemical industry. Now get a hands-on look at the technologies and services making those strategies possible.

Throughout the event, at the EyeforChem Procurement Exhibition – running alongside the principle Conference area – you’ll meet with most influential online suppliers, e-marketplaces, strategic consultancies and e-business companies servicing the chemicals industry.

In a no pressure environment, you’ll be able to examine the latest technology offerings and assess the option for moving your procurement strategies forward.

Even if you don’t have time for the full conference, you don’t need to miss out. You can attend the exhibition FREE by pre-registering for the Exhibition only at www.EyeforChem.com

**Interested in Exhibiting?**

A limited number of stands are still available. For full details on rates and exhibition packages email nina@eyeforchem.com or call +44 (0)20 7375 7521 now. To avoid disappointment, don’t delay – space is sure to sell out

Who should attend?

If your responsibility includes:

- CEO/COO/CIO/CFO
- VP Purchasing
- VP Procurement
- Director MRO
- Director Raw Materials
- Director Pricing
- Global Sourcing
- VP Distribution/Logistics
- VP Supply Chain
- e-Procurement Director
- Strategy Analyst
- VP e-Business
- VP Risk Management
- Business Development
- Financial/Strategy Analyst
- Feedstock/Materials Planning

Unrivalled networking – and here’s the proof

Time and again, feedback tells us that EyeforChem events are unequalled for networking!

And that’s because of the people who attend. In marked contrast to competing events, a consistent 80% of our speakers and delegates come from within the chemical industry – not outside it. EyeforChem programs are packed with industry Case Studies.

So the people you meet will always be those who can make a difference for your business.

Don’t miss the exclusive dedicated networking events, including working breakfasts, lunches and social gatherings.

The networking alone will be worth your presence in San Antonio.

**Do you qualify for discount?**

Make sure your entire team profit from attending and qualify for a discount. The table below shows how much you can save!

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*Prices based on 2 day pass

Plus EyeforChem also has sponsored places. Email maria@eyeforchem.com for more details.

Or go to www.EyeforChem.com

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The Hyatt Regency Hill Country Resort… serene beauty and natural charm reveal the true hospitality of Texas. Built on the site of a historical ranch, crafted in native limestone and accented by wood-trimmed porches, this distinctive resort is just minutes from downtown San Antonio.

You will enjoy south-western touches in the 500 rooms, including 58 suites, fabulous meeting areas and bedrooms… all embraced by groves of live oaks, rolling golf fairways and wild flower meadows. For more information please go to http://www.sanantonio.hyatt.com
**KEYNOTE SESSION:**

**Chemical leaders’ strategies**

**Keynote Case Study**

**Next generation global procurement @ Dow**

- How to implement a successful global procurement strategy – the nuts and bolts of it all!
- The next level: Hear how Dow plans to extend internal models to external suppliers, manufacturers, distributors and retailers
- Supplier benchmarking: Find out why Dow has reduced the number of its suppliers – and learn what Dow now demands from its ‘chosen few’
- How you can calculate the ‘value net’: Dow’s three-point procurement imperative explained - low-cost dynamic sourcing, multi-tasking and end-to-end systems integration

  **Axel Hoebeke**, Global Head, e-Procurement
  **Dow Chemical Company**

**Keynote Case Study: Procurement across a diversified global business**

- Hear the key drivers for Bayer’s global procurement strategy: Find out what’s new and what’s Bayer finding competitive advantage
- Practical examples: Learn about Bayer’s activity with r-auction and e-tender – and how these fit into Bayer’s supply and sales channels
- Learn how to overcome the practical difficulties of locally managing a global supplier
- Bayer’s experience with Elemica to date – facts and figures

  **Clemens Kaiser**, President Global e-Commerce, **Bayer AG**

**Keynote Case Study**

**Strategic sourcing @ HB Fuller**

- How HB Fuller ‘buys smart’ using customized Web channels
- Vendor evaluation: Learn how HB Fuller developed their vendor selection criteria... and once selected, how they transact
- Hear HB Fuller’s assessment of the difference between collaboration and partnership in a strategic buyer/supplier relationship
- Mutual Trust: How you can establish understanding on all levels of supplier/buyer interaction
- Ensure best value in the long-term supplier relationship: Hear how HB Fuller worked with key suppliers to deliver reduction in cost, time-to-market and an improved customer experience

  **Steven Large**, Vice President Supply Chain, **HB Fuller**

**Expert analysis:** Demand forecasting in a volatile chemical market

Understanding how to manage demand uncertainty is a higher priority than ever for all chemical companies. Improving demand forecasting can be achieved, but getting results requires new agreements to encourage demand chain visibility. Jim Walker will explain why it’s so important to define your forecast-requirements before investing in technology solutions. You’ll discover why aligning supply chains to end customer demand requires dynamic collaboration – and crucially, how this can be achieved.

  **Jim Walker**, Senior Research Analyst, Forrester Research

**SESSION TWO:**

**Strategic sourcing in the chemical industry**

**Six sigma strategic sourcing**

- How six sigma concepts can help you develop and implement successfully your strategic sourcing program
- How to measure the success of your strategic sourcing process – milestones and benchmarks
- How to identify the barriers to improve output quality and overcome them!
- Six sigma strategic sourcing Case Studies from around the industry – what can you learn?

  **Michael Fath**, Managing Director, **KPMG Consulting**

**The role of sourcing: Process improvements to turn assets into working capital**

- Learn what it takes to drive process improvements and cost reductions in your business
- Step-by-step implementation: Process improvement followed by a sourcing initiative
- Hear how training, strategy and process design were the actions that ‘jumpstarted’ the entire sourcing process for Celanese?
- Learn how Celanese completed the total cost strategy by adopting an inventory recovery program to turn idle assets into working capital
- Discover how these projects have allowed Celanese to improve their overall performance in a shrinking market with poor economic potential

  **Jim York**, Purchasing Director, **Celanese**

**Case Study: Reap the benefits of an effective strategic sourcing procurement strategy**

- The payoff is in the process: Are you maximizing your potential return from your suppliers?
- The hard work is in the packaging: How BOC shapes contracts to fit e-business operational requirements... Fulton will demonstrate the ‘how-tos’ for your business!
- How to transform strategic sourcing procurement contracts into an efficient, productive e-business vehicle
- How to achieve successful supplier collaboration... and how this helps your bottom line
- Discover how BOC use Web-enabled technologies to connect and work with suppliers of complex commodities and services - not just the “usual suspects”

  **Fulton Wilcox**, IM Strategy Director, **BOC Gases**

**Panel Session:**

Sourcing in a dynamic economy

Hear industry leaders discuss how their teams source their capital goods and services. And how they tap into supplier talent to gain even more added value.

  **Moderator: Michael Fath**, Managing Director, **KPMG**
  **Axel Hoebeke**, Head of Global e-Procurement
  **Dow Chemical Company**
  **Clemens Kaiser**, President Global e-Commerce, **Bayer AG**
  **Fulton Wilcox**, IM Strategy, **BOC Gases**
  **Steven Large**, VP Supply Chain, **HB Fuller**

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**5 EASY WAYS TO REGISTER NOW**

- **WEBSITE:** www.EyeforChem.com
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- **PHONE:** Toll free 1 800 814 3459 from USA & Canada or +44 (0)20 7375 7575 from the rest of the world
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- **MAIL:** EyeforChem, Floor 2, 183 Prospect Place, Brooklyn, NY 11238, USA

**Call Maria toll free 1-800 814 3459 NOW!**
Day 2 - Wednesday, March 13, 2002

SESSION THREE:
Reverse auctions and online marketplaces

Case Study: Reverse auction tactics – How to always achieve the best deal for your company

Peter Elverding, CEO DSM stated "By 2003 all our procurement will be done via e-business". With just 9 months to go DSM's Roeland Polet will highlight the tactics and strategies that work for them! Come and hear their online auction experiences – what's worked, and most significantly, what has not. Importantly Roeland will tell you not just about buying tactics but also the best way to sell!

Roeland Polet, Director, Corporate e-Business, DSM

Panel Session: Online hubs and marketplaces - how are they measuring up?

There continues to be consolidation, mergers and business casualties in the online marketplace and connectivity hub space. This panel debate showcases the 'winners' in the new economy. What is the future of e-platforms that focus on connectivity, price discovery and contract negotiation? What are their strategies on the key issues of data security and trust? What have they achieved and where will they really add value for you and your company?

Michael Thaler, VP Strategy, Omnexus
Stephan Doyle, SVP, Aspentech
Eli Ben-Shon, VP Auctions, CheMatch
Roeland Polet, Corporate e-Business, DSM

SESSION FOUR:
Price risk management strategies for the chemical industry

Case Study: Risk management for raw materials procurement

• Why is there a need for risk management in the chemical industry?
• Price risk management as a defence mechanism: Hear how your budgets can be 'locked in' and your earnings volatility can be smoothed
• Misconceptions and myths: How futures, forwards and options are tools to reduce risk, not to increase it

Case Study: Strategic and tactical applications to create real value through risk management

• Strategies to avoid an increase in your material spend in this volatile environment
• Risk reduction and your procurement spend: How to manage your expenditure rather than predict the future
• Swaps, caps and collars: Discover what over-the-counter tools are on offer – and which ones will best fit your procurement needs
• What are the strategic implications to your overall business? Learn how effective risk management tools can ultimately lead to a lowered cost of capital

Matt Sc nthom, Vice President Procurement, BP Chemicals

Case Study: How to build a diversified procurement strategy

Air Products e-Procurement group is saving millions of dollars a year by combining the best of 'bricks and click'. Tim will tell you how this was accomplished – and how it fits into their overall supply chain strategy. Hear how cost savings were realized through supplier consolidation, volume discounts, rebates, and lower transaction costs. Find out how to successfully integrate technologies in your procurement process – including what role EDI and XML plays in the process.

Tim Tulio, Director Procurement, Air Products and Chemicals

Case Study: e-Procurement @ Rhodia

• Streamline your approach to procurement: Learn how to drive procurement from the tactical to the strategic
• Develop a full understanding of all the options available today... and tomorrow
• Create for your user self-service applications that build compliance and leverage step-by-step guide
• See how Rhodia deployed their global applications locally – and discover how you can apply this to your business

Paul Bacon, e-Procurement Director, Rhodia

Case Study: e-Procurement implementation - myths and realities

• What were the key drivers in PolyOne's procurement strategy?
• Hear real life discussion of challenges and successes in the implementation of PolyOne's procurement strategy
• Was it successful? Analysis of performance data
• What is the payback – and when will it be seen?

Gary Conno, Director of Sourcing, PolyOne Corporation

FREE EyeforeChem report: The future of procurement in the chemical industry

EyeforeChem is undertaking a unique study on the future of procurement in the chemical industry. The world’s leading chemical companies will be questioned and their feedback along with the content gained at the conference will be analyzed and quantified.

This report (worth $995) will be available to all conference attendees for free. All you have to do is register for the conference!

Email maria@eyeforechem.com to register NOW!
HOW TO PROFIT FROM NEXT GENERATION STRATEGIC SOURCING AND PROCUREMENT FOR CHEMICALS

HYATT REGENCY HILL COUNTRY RESORT, SAN ANTONIO, TEXAS - MARCH 12-14 2002

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DATES & VENUE:
• Conference: March 12-13 2002
• Workshops: March 14 2002
• Venue: Hyatt Regency Hill Country Resort, 9800 Hyatt Resort Drive, San Antonio, 78251 Texas, USA

REGISTRATION FEES:
• Gold Pass (Full 3 days): $1685
• 2 Conference Days: $1195
• Workshop Day: $690
• Rest of world +44 (0) 20 7375 7575

The fee for the Conference includes the lunches, refreshments, documentation and, Networking Cocktail Party on the evening of March 12.

Payment is required before the event

HOW TO PAY:
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Why not bring a colleague to EyeforChem Procurement 2002 - and qualify for Team Discounts? Contact us for more details.

PLUS FREE INDUSTRY REPORT!
By popular demand EyeforChem will be compiling a report based on the topics raised and lessons learnt at EyeforChem USA 2002 San Antonio.
This report will be offered to all attendees at the conference absolutely FREE!

ACCOMMODATION:
We have arranged specially discounted rooms at the Hyatt Regency Country Hill Resort for March 11-14 2002, for all registrations made before February 12th 2002. All booking made after this date will be taken strictly on availability basis.
To book your accommodation, simply look on the accommodation page on the website - www.EyeforChem.com

CANCELLATIONS:
No penalty for cancellations received before February 12 2002. Places are transferable. If you cancel on or after the February 12 2002 there will be a cancellation fee of 50%. Please note – you must notify Maria Main in writing of a cancellation before March 12 2002 or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the program without notice.

HOW TO REGISTER:
Simply fill out the registration form and remember to put a tick next to the box that you would like to choose.

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