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**For Immediate release:**

## **Global Industry Participants To Gather At CMAI's 25<sup>th</sup> Annual World Petrochemical Conference & Workshops: Registrations Surpassed 600**

Houston, TX - On March 23-25, 2010 Chemical Market Associates, Inc. (CMAI) will host its 25<sup>th</sup> Annual [World Petrochemical Conference](#) and Workshops in Houston, Texas. This annual event boasts over 30 industry experts as speakers, consisting of respected industry leaders from companies all over the world complemented by CMAI product experts from its global offices. In addition, panel discussions will be held both days to create an environment for an open exchange of opinions regarding future market conditions. Returning to pre-recession levels, registrations are well over 600.

As the industry emerges from a profound economic downturn, there are still several issues on the horizon. What will be the impact of significant capacity increases in Asia and the Middle East? Will China demand patterns, along with other emerging regions, be enough to absorb the volume? What are the major issues facing the downstream industry which could impact upstream capacity utilization rates? These and other key topics will be addressed by the distinguished group of industry speakers assembled. In addition, CMAI will roll out their latest forecasts on supply / demand, trade, and petrochemical industry margins.

The 25<sup>th</sup> annual World Petrochemical Conference will highlight keynote speaker Juan Luciano, Senior Vice President of The Dow Chemical Company, who will provide a valuable outlook regarding global petrochemicals. Bill Sanderson, President of Purvin & Gertz, CMAI's strategic alliance partner, will speak on the global energy future and what recovery will bring for the industry. Ira G. Boots, Chairman & Chief Executive Officer of Berry Plastics Corporation, will focus on a plastics processor global perspective. Kamal Nanavaty of Reliance Industries will give insight on the India market and its outlook on developing an integrated industry.

Complementing the conference, CMAI will host two one-day workshops immediately preceding the conference on March 24, 2010. In its 8th year, the [Petrochemical Industry Fundamentals Workshop](#) is designed to effectively bring today's businessperson up to speed with language, concepts and key issues in the industry. New for this year is the [Introduction to Thermoplastics Workshop](#). Thermoplastic resins are all around us. They can be found in numerous applications ranging from the simplest package to the most sophisticated of automotive or electronic parts. This Workshop will provide attendees with a high level overview of the basic fundamentals of the commodity and engineering plastic resin business. These workshops are designed and taught by CMAI industry experienced consultants, and are well-known in the chemical community as a solid venue for gaining a comprehensive view of the petrochemicals industry.

Whether managing chemicals, plastics or fibers businesses, providing financial analysis, or developing capital plans, attendees consistently rate this conference as exceeding their requirements for a concise and connected analysis of future conditions. Given these uncertain times, participation in this annual event will provide attendees with a critical update on important future market dynamics. Important decisions hinge on a clear and concise vision of future market conditions, which is the core product of this annual event.

Register on-line at [www.cmaiglobal.com](http://www.cmaiglobal.com) or contact CMAI by email: [conferences@cmaiglobal.com](mailto:conferences@cmaiglobal.com), phone: 1-281-531-4660, or fax: 1-281-531-0995. Room reservations should be made directly with The Hilton Americas-Houston.

**CMAI** is the premier provider of Market, Planning and Business Advisory Services offering a unique combination of consulting analytics and expertise for the global chemical, plastics, fibers and chlor-alkali industries. With offices in Houston, New York, London, Dubai, Düsseldorf, Singapore and Shanghai, CMAI has provided expert business advisory services to a broad base of companies across multiple value chains and geographies since 1979. Clients to CMAI services include chemical and oil companies, technology & EPC companies, banking and financial institutions, plastic converters, textile & apparel manufacturers, brand-owners, grocers/retailers, government agencies and trading companies.

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