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**For Immediate release:**

**Over 650 Industry Participants To Attend CMAI's 25<sup>th</sup> Annual World Petrochemical Conference & Workshops**

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. With over 650 participants already registered, this event provides those in attendance with a unique opportunity to literally network face-to-face with chemical industry representatives from around the world.

The *25<sup>th</sup> Annual World Petrochemical Conference* provides CMAI's connected and concise view of the future in a global forum, enabling you to discuss these issues face-to-face, gathering market intelligence and exchanging opinions and ideas on how to manage extreme uncertainty. At present, over 300 companies from around the globe are registered, representing the full breadth of the value chain and those who support it. Whether managing chemicals, plastics or fibers businesses, providing financial analysis, or developing and executing capital plans, attendees consistently rate this conference as exceeding their requirements for a concise and connected analysis of future market conditions, which is the core feature of this annual event.

The *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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