



Chemicals: Global Review & Outlook

Luncheon/Webcast of January 5, 2012 at the Penn Club of New York

Abstract

The chemical industry has witnessed incredible swings in demand and prices over the past few years, as a result of extreme macroeconomic conditions that have roiled around the globe. Such conditions initially severely tested all participants then rewarded the survivors with a strong recovery. On January 5, 2012, Mr. James Virosco and Mr. Bruce Orr, both from Nexant, Inc., will discuss issues of topical interest to the chemical industry. Mr. Virosco will discuss highlights from the firm's recently updated global outlook for the chemical industry – incorporating influences such as the global economic environment in 2012. In light of uncertainties facing the industry, Mr. Orr will discuss how leading companies are addressing and developing strategies to capture added value – and the challenges they are facing in crafting and executing those strategies. Discussion topics will include:

- What is the macroeconomic environment and near-term outlook for 2012?
- Is there a transformational event in the North American chemical industry?
- What could drive sustainable growth & profitability?
- How can we develop effective market facing strategies?

Panelists

Bruce Orr, Principal, Nexant, Inc.

James Virosco, Principal in Global Chemicals, Nexant, Inc.

Biographies



Bruce Orr, is Principal, Nexant, Inc. Mr. Orr has over 30 years of international executive management and consulting experience in the chemicals, plastics and process industries. Prior to joining Nexant he was a Partner at True North Associates, an independent consultancy to the global chemicals and plastics industry. At True North, he originated and led client engagements across a spectrum of chemical, clean-tech and process industries for both manufacturers and the financial community. As a thought leader in market driven strategies, his client projects included portfolio assessments, geographic expansion strategies, new product/market development, acquisition due diligence and business unit repositioning.

Prior to starting True North in 2003, Mr. Orr was a vice president at Crompton Corporation (now Chemtura) where he led the marketing and business development efforts for an \$800 million global specialty chemicals business unit that served a wide range of markets including personal care, coatings, electronics, plastics additives, textiles, etc. Mr. Orr began his career with Union Carbide Corporation in New York City. At Carbide and successor companies, he held positions as vice president & general manager, managing director for Europe, Africa & the Middle East and international business management. Mr. Orr holds a BA in biological sciences from the University of Denver and is a graduate of the Advanced Management Program at Dartmouth College's Amos Tuck School of Business.

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Event Schedule

Location:

Penn Club of New York
30W 44th Street, NYC
(between 5 & 6 Av)

Event Times: (EDT)

11:15 am - 12:00 noon
Registration and
Networking

12:00 noon - 1:00 pm
Luncheon

1:00 pm - 2:15 pm
Presentation & Webcast

Luncheon Fees (*):

\$90 for Non-members
\$70 for 2011 members
of CM&E, CPPA, NYSCC,
or SOCMA.

Webcast (*) : \$30.

(*) Register and check for
Early-bird discounts at:

www.cmeacs.org

About CM&E

Chemical Marketing & Economics is a topical group of the American Chemical Society (ACS) NY Section. ACS, founded in 1876, is the world's largest scientific society with over 160,000 members. CM&E organizes monthly luncheons and webcasts in New York City where industry leaders present original research and cutting-edge outlooks on business, economy, and technology in energy, materials & life science.

The American Chemical Society's NY Section was the first group in ACS to give a National Prize. Since 1903 the Annual Nichols Award of ACS NY section has been given to 108 scientists, 16 of them have received a Nobel Prize in Chemistry.

**Biographies (continued)**

Mr. James Virosco is a Principal in Nexant's Global Chemicals consulting practice. In this role, he manages and contributes to strategic planning engagements, such as long term strategic plan formulation, market and industry analyses, competitive positioning, and feasibility studies. In addition to his strategic planning consulting activities, Mr. Virosco is also responsible for Nexant's North American polymers practice, covering materials such as commodity polymers, engineering and performance polymers, thermoplastic elastomers, and other specialty polymers. Typical projects might involve market analyses, competitive economics, trend analyses, and growth strategy development.

Over the course of his 24 year consulting career, Mr. Virosco has performed projects covering basic petrochemicals, commodity polymers, engineering thermoplastics, thermoplastic elastomers, and specialty chemicals. Before joining Nexant, Mr. Virosco was a Research Engineer in Union Carbide's Polyolefins Division. He holds B.S. degrees in Chemistry and Chemical Engineering from Massachusetts Institute of Technology, and an MBA from the University of Michigan.

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