

4th Annual

Fleming.

CONFERENCE



Sales & Marketing Effectiveness in Chemicals

9 - 10 November 2016 | Dusseldorf, Germany
Courtyard by Marriott Dusseldorf Seestern

Post Show Report

Conference In Numbers



107
Attendees



23
Speakers



21
Participating
countries



3
Continents



16
Presentations



4
Panel
discussions

Top Presentations

Driving Digital – Opportunities and Challenges
DN MacFarlane, Digital Marketing Director, **Yara, Norway**

Differentiation of Customer Engagement Models
Georges Houtappel, Senior Vice President Head of Customer Excellence, **Solvay, Belgium**

Overcoming the Challenges of Selling to the Digital Buyer
Patrick Attallah, Global Marketing Director Digital, **DSM, Netherlands**

The use of Customers Insights to Drive a Portfolio Realignment and a Global Business Reorganization
Konrad Hellman, Director Sales Excellence, **SABIC, Germany**

In the Shoes of Strategic Procurement: A perspective from a customer on creating sustainable growth
Dirk Jan de With, Chief Procurement Officer, **Covestro, Germany**

Digital Content Marketing: Shouting against the wind or whispering in the ear?
Niko Palosuo, Head of External Communications & Public Relations, **Covestro, Germany**

Digitalisation and Value Pricing: A 2nd chance for the chemical industry?
Thierry Laugerette, Pricing and Profitability Management Practice Lead, **Deloitte, Germany**

The Future of Sales
Jochen Böringer, Partner, **McKinsey & Company, Germany**





Testimonials

"Enlightening, real business life experience and expertise shared with good opportunities for sanity checks with the networking opportunities offered."

Michel Vandermeiren, Regional Managing Director, Azelis

"It have been 2 inspirational days which have brought me food for thought and I put a few actions on paper that I can execute from tomorrow."

Jeroen Peters, Sales Director EMEA, Tronox

"A place to be for us speciality chemical suppliers to close the gap between our customer intimate approach and strategy, and the digital market demand in a very challenging VUCA market environment."

Bruno Launay, Divisional Manager Water Technologies, Buckman EMEA

"Very informative. Reinforcing key aspects that relate to any business. Highly recommended."

Rolf Breiderbach, Divisional Manager Paper Technologies, Buckman Laboratories

"I found the quality of the content and participation to be very valuable and relevant to my work."

Julie Shlepr, Business Development Director, Lubrizol

"Knowledgeable speakers, top quality content, companies insights. Thank you Fleming. for organising this chemicals focused conference in the field of sales and marketing. Highly recommended for influencers and decision makers."

Eleni Panagistopolou, Marketing Officer Coatings EMEA, Elementis Services

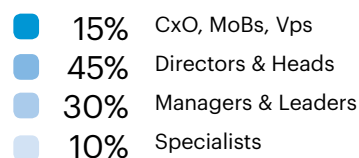
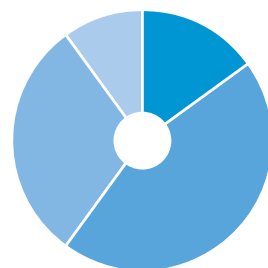
"Very informative meeting and platform to exchange challenges and successes in the chemical industry as it relates to our marketing and sales effectiveness to interact with our customers and main stake holders."

Frederik Feddes, Industry Director Chemical Specialities, Corbion

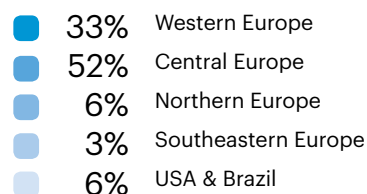
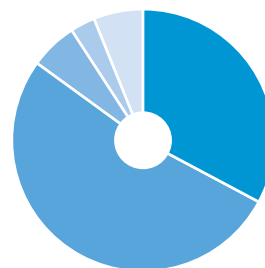
"I completely recommend this event, either if you are a senior or junior level marketer/ sales executive it helps to step back and review from basic things to innovative ways to become more competitive in today's challenging, dynamic landscape"

Rodrigo AGUILAR LIMAS, Marketing Electronic BU, Inventec Performance Chemicals

Job Title Distribution



Geographical Distribution



Participating Companies

- ✓ Akzonobel
- ✓ Axalta Coating Systems
- ✓ Azelis
- ✓ B2B International
- ✓ Bachem
- ✓ BASF Coatings
- ✓ Bayer CorpScience
- ✓ Bluestar Silicones
- ✓ Borealis
- ✓ Bruno Bock Chemische Fabrik
- ✓ Buckman EMEA
- ✓ Buckman Laboratories
- ✓ Chemical Search International
- ✓ Chemson Polymer-Additive
- ✓ Chromaflo Technologies Europe
- ✓ Corbion
- ✓ Covestro
- ✓ Customer Value Management
- ✓ Deloitte
- ✓ DSM
- ✓ ELANTAS Europe
- ✓ Elementis Services
- ✓ ESIM Chemicals
- ✓ GFBiochemicals
- ✓ Haldor Topsoe
- ✓ HCS Group
- ✓ Henkel
- ✓ IGM Resins Italia
- ✓ IGP Pulvertechnik
- ✓ IMCD Deutschland
- ✓ Inventec Performance Chemicals
- ✓ Isochem Kautschuk
- ✓ Johns Manville
- ✓ Johnson Matthey
- ✓ KAO Corporation
- ✓ KEMGO
- ✓ Kemira
- ✓ Klueber Lubricants
- ✓ Kraton Polymers
- ✓ Kurita Europe
- ✓ Lonza
- ✓ Lubrizol Advanced Materials
- ✓ McKinsey & Company
- ✓ MHI Global
- ✓ Mitsui Chemicals
- ✓ MOL
- ✓ National Chemical Company (Ireland)
- ✓ ORGANICA Fenchemie
- ✓ Periscope
- ✓ Perstop
- ✓ Pitcher
- ✓ PPG Protective & Marine Coatings
- ✓ QSTREAM
- ✓ RAHN
- ✓ Rockwood Lithium
- ✓ Roquette Freres
- ✓ Rusvinyl
- ✓ SABIC
- ✓ SAP
- ✓ SASOL
- ✓ Selena
- ✓ SILON International
- ✓ Simon-Kucher & Partners
- ✓ Solvay
- ✓ StratX
- ✓ Syngenta
- ✓ Team Steffenhagen Consulting
- ✓ TETRA Chemicals Europe
- ✓ Trinseo Deutschland Analangesellschaft
- ✓ Tronox Pigments
- ✓ Umicore
- ✓ Velox
- ✓ Weylchem International
- ✓ Yara
- ✓ Zain Telecom





Our Thank You



Michal Krajci
Conference Producer

We would like to thank:

- **our partners** and **sponsors** for supporting us and the whole event,
- **our speakers** and **advisors** for contributing with their knowledge, experience and strategies, and
- **our delegates**, who were a great audience that enthusiastically proposed their ideas and boosted discussions.

We were very delighted that you chose to attend the **4th Annual Sales & Marketing Effectiveness in Chemicals Forum** in Dusseldorf, Germany and we had the chance to meet you. We believe that the event was beneficial for you in terms of both learning and networking.

I hope to see many of you at the **Sales & Marketing Effectiveness in Chemicals Forum** again and look forward to hearing your new findings and experience.

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The Next Annual

Fleming.

5th Annual

Sales & Marketing Effectiveness in Chemicals

Forum

24-26. October 2017 | Germany

For sponsorship opportunities:

Mate Buki

Senior Business Development Manager

Fleming.

Budapest, Hungary

T: +361 411 1840

F: +361 411 1841

E: mate.buki@fleming.events

For media partnership opportunities:

Martina Hrabinska

Marketing Manager

Fleming.

Bratislava, Slovak Republic

T: +421 257 272 145

F: +421 255 644 490

E: martina.hrabinska@fleming.events

ABOUT **Fleming.**

Fleming.

Striving hard to offer our clients "critical business connections," we have grouped our different identities into one powerful brand. As **Fleming.**, our aim is to work as a global unit, ensuring that you have the competitive advantage that comes with choosing a company that's willing to reinvent by offering the best in conferences, trainings, exhibitions and online conferences; because we understand that change is the only constant thing in this universe.

