



## End-Markets & Applications Symposium

### AGENDA

*Monday, September 13, 2010*

- 9-9:15      **Chairman's Introductory Notes**  
**Bernard Hasson**, COO, SPECIALCHEM
- 9:15-10:00      *Keynote Address:*  
**Bio-based Chemicals for Personal Care Industries from a European Perspective**  
**Frank Roland Schroeder**, *Global Sustainability Director*, HENKEL AG
- 10:00-10:45      *Keynote Address:*  
**Implementing 'Natural Capitalism' at Interface Americas**  
**John Bradford**, *Chief Innovation Officer*, INTERFACE AMERICAS, INC.

**10:45-11:15 NETWORKING BREAK**

- 11:15-11:45      *Case Study:*  
**Greening of the Blue Oval: A Case Study from the Automotive Industry**  
**Ellen C. Lee, Ph.D.**, *Plastics Research Technical Expert*, FORD MOTOR COMPANY
- 11:45-12:05      *Case Study:*  
**An Update of Roquette's Isosorbide Platform**  
**Mike Chen**, *Business Development Bio-Based Monomers and Polymers*, ROQUETTE AMERICA, INC.

**12:05-1:30 GROUP LUNCHEON**

- 1:30-2:00      *Case Study:*  
**Automotive Markets for Bio-Plastics and Chemicals**  
**Craig Crawford**, *President & CEO*, ONTARIO BIOAUTO COUNCIL

- 2:00-2:40 *Case Study:*  
**Guiding the Food Service Ware Market Towards Sustainability**  
**Heeral Bhalala**, *SBC Coordinator*,  
SUSTAINABLE BIOMATERIALS COLLABORATIVE (SBC)
- Case Study:*  
**A Bio-Based Performance Alternative to Polystyrene Foam Food Packaging**  
**Mario Grenier**, *Vice-President & General Manager*, DYNE-A-PAK, INC.
- 2:40-3:00 **Adding Performance to Detergent Formulations for ‘Eco Moms’**  
**John R. Shaw**, *Chief Executive Officer*, ITACONIX LLC  
**Yvon Durant**, *Chief Technology Officer*, ITACONIX LLC

**3:00–3:30 NETWORKING BREAK**

- 3:30-3:50 **An update on the USDA BiopREFERRED Program**  
**Kate Lewis**, *Deputy Program Manager*, BioPreferred,  
U.S. DEPARTMENT OF AGRICULTURE (USDA)
- 3:50-4:50 *Panel Discussion:*  
**The Future of Bio-Based Materials and Products**  
*This panel will provide a transition between the markets perspective and the technical conversion focus of Bio-Based Chemicals EAST. Marketing, investment and R&D leaders will assess:*
- *The place of bio-based among other “green” criteria (recyclability/biodegradability, life cycle, carbon footprint)*
  - *Consumer sustainability values*
  - *Future drivers: government policy and mandates?*
  - *The business models for new product lines based on unique features of bio-based chemistry*
  - *The pace of innovation in bio-conversion platforms and application development*
  - *The range of new firms entering the space and the different strategies and market niches they are targeting*
- Moderator:*  
**Bernard Hasson**, *COO*, SPECIALCHEM
- Panelists:*  
**Benjamin Borns**, *Technical Expert in Applications of Bio-Based Materials*,  
SHERWIN WILLIAMS CO.  
**Chris Hartshorn**, *Research Director*, LUX RESEARCH  
**Frank Roland Schroeder**, *Global Sustainability Director*, HENKEL AG