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The 5th Annual

# e-Chemmerce Conference

## Best Practices for ROI

*What's Now and What's Next in Implementing  
e-Business Solutions for the Chemicals Industry*

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April 25-26, 2002 ■ Adams Mark Hotel ■ Philadelphia, PA

## Authoritative Information in a New, Expanded Format

### More Technology in Four Tracks

e-Chemmerce Best Practices Conference has been organized into four tracks that focus on your technology requirements. e-Chemmerce features case-histories and "how-to" sessions on supply chain management (SCM), customer relationship management (CRM), enterprise resource planning (ERP) and collaborative product development and manufacturing (CPDM). A complete program begins on page 3.

### A Larger Showcase Exhibition, April 25

Preview next-generation software tools and e-business services at a concurrent exhibition that includes a luncheon and a special evening reception. Scheduled "Demo Theater" presentations will showcase new products in a dynamic conference format. Maximize the use of your valuable time to take advantage of e-Chemmerce services and technology.

### Satellite Conference Linkup to Chicago for SCM Sessions

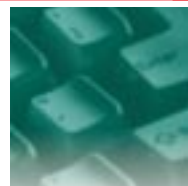
Reduce your travel time: Attend keynote and SCM sessions while interacting with speakers and attendees at a web-linked facility at the Chicago Hilton & Towers. Using streaming media technology, attendees will view presentations and interact remotely with speakers and delegates.

### Conference Briefing Webcast, Mar. 20, 11:30 AM EST

Key participants will present issues and ask questions via a special free webcast that will be held in conjunction with e-chemmerce.com. Preview the conference agenda from your desktop and interact with speakers and attendees before you arrive onsite. Log on to e-chemmerce.com for more information about this activity.

Log on for up-to-the-minute information  
or immediate registration: [www.CWACTS.com](http://www.CWACTS.com)

Speakers  
Include:



**Dave Kepler**  
CIO, The Dow  
Chemical Company



**Bob Ridout**  
VP & CIO, DuPont



**Stephen Doyle**  
Sr. VP Internet  
Business Group,  
AspenTech



**Brad Jones**  
Director of  
e-Business,  
Nova Chemicals



**Clemens Kaiser**  
Head of  
e-Commerce, Bayer



**Fulton Wilcox**  
Director of Business  
Technology,  
BOC Gases



# The e-Chemmerce Conference: Information Designed To Help You Maximize Business Success in Every Economic Environment

## **Benchmarking From Industry Leaders**

The role and significance of e-commerce within the chemicals industry has evolved from an initiative companies adopted in order to remain competitive, to an endeavor focused on implementation and payback in order to justify further investments. Today's industry professional is apt to say "show me the money" when approached with a new e-business product, platform or strategy. At e-Chemmerce Conference: Best Practices for ROI, that's *exactly* what we intend to do.

e-Chemmerce USA breaks new ground by taking chemical companies from the learning phase to the implementation phase, while redefining internal processes, business structures and collaborative relationships. *Chemical Week*, the established information leader for the chemicals industry, is uniquely positioned to survey the best practices in this evolving market.

## **Based On Real-World Experience**

The e-Chemmerce Conference will offer practical ways in which chemical manufacturers can improve their profitability and competitiveness in today's challenging economic environment by optimizing performance across each element of their entire

value chain, and by collaborating more effectively, both internally and externally.

## **That Will Change The Way You Work**

Attendees will learn techniques for implementation, benchmarking and improving profitability of e-business and e-commerce initiatives.

Technical sessions and case histories presented by chemical companies—both large and small—will unveil the best practices for rating vendor software, increasing SCM efficiency, improving CRM, integrating software applications, and conducting collaborative product development and manufacturing, so that maximum profits can be realized. Attendees will learn how to measure ROI, create new business channels, and retain loyal customers while finding new ones.

## **Leveraging Powerful, Respected Publications**

CWA Conferences & Trade Shows leverages the full breadth of the publications it produces to deliver powerful and respected events that attract speakers and delegates from the most dynamic, fast-growing companies in the world. CWA Conferences & Trade Shows are programmed by an international

*Continued Overleaf...*

## **Broad Industry Participation**

**Previous Delegates Include:** Accenture LLP \* Alampi & Associates, LLC \* AMR Research \* Arizona Chemical Co. \* Ashland Distribution \* Aspen Technology \* Atlas Commerce Inc. \* Atlas Commerce Inc. \* Atofina Chemicals \* Ausimont USA Inc. \* Avecia Ltd. \* Balklogix, Inc. \* BASF Corp. \* BE & K Engineering & Construction \* Betz Dearborn \* BNSF Railway \* BOC Process Systems \* Borden Chemical Inc. \* Borden Chemical, Inc. \* BP Amoco Polymers \* Buckman Laboratories, Inc \* Cambridge Management Consulting \* Cap Gemini Ernst & Young \* Celanese Americas \* Cerexagri \* Chem First Inc. \* ChemConnect, Inc. \* Chemical Marketing Reporter \* ChemicaLine Inc. \* Chemizen.com \* Church & Dwight Co., Inc. \* Ciba Specialty Chemicals \* CIDX \* Clariant Corp. \* Comersent Technology \* CSC \* Degussa Huls Corp. \* DuPont \* eGlobalChem \* Elemica, Inc \* EM Science \* Engelbard Corp. \* Enron Global Markets LLC \* Envera \* eSecurity, Inc. \* Ferro Corp. \* Fisher Scientific Co. \* FMC Corp. \* General Chemical Corp. \* Georgia-Pacific Resins Inc \* Grace Davison \* HaHT Commerce \* Harcros Chemicals Inc. \* Hercules Inc. \* Hercules, Inc. \* Honeywell \* i2 Technologies \* Industria Solutions \* Ironside Technologies \* J.D. Edwards \* Kerr-McGee Chemical \* KPMG \* Lonza Inc. \* Manugistics \* Martquest, Inc. \* McKinsey & Co. \* Microsoft Corp. \* Millennium Chemicals \* Monsanto Co. \* National Starch & Chemical Co. \* Neste Chemicals \* OM Group Inc. \* OneChem.com \* PPG Industries \* PricewaterhouseCoopers \* Proxicom \* Q-Link Technology \* Rohm & Haas \* Rhodia \* Royal Vopak \* SAP America \* Scient \* Solvay Polymers, Inc. \* Stepan Co. \* Sybron Chemicals, Inc. \* The Dow Chemical Company. \* TruSeal Technologies \* United Mineral & Chemical Corp. \* Vulcan Chemical \* Webb Chemical Service Corp.

## **Who Should Attend**

*Business leaders in the chemical, petrochemical, specialty chemical, pharmaceutical, pulp and paper, gas, oil, semiconductor, software and related industries who are responsible for developing and implementing e-business strategies.*

*Industry professionals at the vice-president, director and management levels who are spearheading e-business initiatives and improving e-commerce and e-business operations, specifically in the areas of information technology, supply-chain operations, customer relations, logistics, procurement, and transportation.*

*Plant, project, product, process and technology managers who are exploring ways to improve collaboration between customers and suppliers, improve ERP integration, cut costs, broaden and diversify sales channels and measure progress.*

# Conference Agenda

Conference tracks:

**S** SCM (Supply Chain Management) **C** CRM (Customer Relationship Management) **E** ERP (Enterprise Resource Planning) **M** CPDM (Collaborative Product Development and Manufacturing). Sessions marked **CHI** will be simulcast at the satellite conference linkup site in Chicago. Please note time difference. Attendees in Chicago will be able to participate in, and interact with speakers at these sessions.

## Thursday, April 25

The Showcase Exhibition and Demo Theater will be open on Thursday between 10:30 AM and 7:00 PM. Five hours are dedicated to the Exhibition and Theater during that time.

**8:00 AM Registration and Continental Breakfast**

**8:45 AM Welcoming Comments and Introduction by Moderator**

**CHI 7:45 CST**

*Michael Silber, President and CEO, Chemical Week Associates; Lyn Tattum, Group Vice President, Chemical Week Associates; Michael Roberts, Moderator, Editor & Site Director, e-Chemmerce.com*

**9:00 AM Opening Address **CHI 8:00 CST****

*Michael Ferreri, General Manager, Microsoft Corp. offers insight on the significance and role of e-Chemmerce within the context of chemicals business strategy*

**9:45 AM Keynote Presentation: New Ways e-Business Will Redefine Internal Processes in the Chemicals Industry **CHI 8:45 CST****

*Dave Kepler, Chief Information Officer, The Dow Chemical Company*

**10:30 AM Networking Refreshment Break, Showcase Exhibition and Demo Theater**

**11:00 AM **S** Supply Chain Management: Re-engineering for the Chemical Company Today **CHI 10:00 CST****

*Fulton Wilcox, Director of Business Technology, BOC Gases*

****E** Enterprise Integration & Web Services: Blazing New Paths or Creating New Breakdowns?**

*Jerry B. Hale, Director of Global Business Systems e-Information Services, Eastman Chemical Co.*

****C** Demand Chain Management: Broadening Customer Relationship to Logistics and Other Areas**

*Outlook from the perspective of a major chemical company*

**11:45 AM **S** e-Business Realities: Identifying Weak Links in the Supply Chain **CHI 10:45 CST****

*Brad Jones, Director of e-Business, Nova Chemicals*

****E** Maximizing ROI from CIDX Implementation**

*Patricia Simmons, Executive Director, Chemical Industry Data Exchange (CIDX), invited*

****C** Customer Adoption Strategies in Practice**

*Brad Johnson, Director of e-Business, Sigma Aldrich*

**12:30 PM Networking Luncheon, Showcase Exhibition and Demo Theater**

**2:30 PM **S** Taking the Supply Chain Global **CHI 1:30 CST****

*A representative of SAP discusses new initiatives in materials management at a global level*

****E** Real Time Data Collection Using Web-Based Tools: Case Study on Cutting Costs**

*Roeland Polet, Director, Corporate e-Business, DSM*

****C** Deploying and Implementing a Customer Management Program: Innovative Approach of a Small-Sized Firm**

*Donna Roach, Information Technology Manager, GEO Specialty Chemicals, Inc.*

**3:15 PM **S** Profiting From Private Exchanges and Collaborative Supply Chains: A Case Study**

*Stephen Doyle, Senior VP, Internet Business Group, Aspen Technology **CHI 2:15 CST***

****E** Hazardous Climbing in the 'Tions'—Rationalization' and Integration' of a Global Enterprise, and Its Application**

*Craig Bickel, VP and CIO, Cabot Corp.*

****C** Case History: Using Application Service Providers to Reduce Costs**

*A chemical company presents a case history*

**4:00 PM Networking Refreshment Break, Showcase Exhibition and Demo Theater**

**4:30 PM PANEL DISCUSSIONS**

****S** Using e-Business to Optimize Chemical Logistics **CHI 3:30 CST****

*Leif Eriksen, Director of Research, AMR Research  
Mike Skinner, VP of Freight Systems, ChemLogix  
Mike Nixon, VP Market Strategy, G-Log Other panelists will participate, offering their perspectives on business processes and tools that will reduce shipping costs and improve customer service*

****E** How Do I Integrate My Enterprise Without Going Broke?**

*Olin Thompson, Process ERP Partners, LLC  
Mark Wieber, Industry Marketing Manager, J.D. Edwards; Jay Leader, Director of Application Development, Nypro, Inc.*

**C** **Winning New Strategies for Better Customer Relations and Generating Additional Revenues**

*Moderator: David Rubin, President of Don Aux Associates; Samuel Gordon, e-Business Director, Consumer and Industrial Specialties, Rohm and Haas Company; David Honeycutt, Director, e-Business, Polyone Corp.; Others will join panel to discuss the best practices in improving CRM*

**5:45 PM** **Networking Reception, Showcase Exhibition and Demo Theater**

## Friday, April 26

**8:00 AM** **Continental Breakfast**

**8:45 AM** **Opening Remarks/Introduction by Moderator** **CHI 7:45 CST**

**9:00 AM** **Keynote Presentation: The Challenges of Implementation of e-Business Initiatives** **CHI 8:00 CST**  
*Bob Ridout, Vice President and Chief Information Officer, DuPont Corp.*

**9:45 AM** **Collaborative Strategies: A Model for the New Millennium** **CHI 8:45 CST**  
*John Moore, Vice President, ARC Advisory*  
*This session looks at new technologies and successful strategies for adopting a collaborative product model that speeds time to market and time to volume.*

**10:30 AM** **Networking Refreshment Break**

**10:45 AM** **Ensuring Intellectual Property and Security During Online Collaboration** **CHI 9:45 CST**  
*Ira Winkler, Chief Security Strategist, Hewlett-Packard*  
*Hear expert advice from a renowned leader on strategies to protect intellectual property*

**11:30 AM** **PANEL DISCUSSIONS**

**S** **Profitability of Public Versus Private Exchanges for Supply Chain Optimization** **CHI 10:30 CST**  
*Panelists go head-to-head on the benefits and shortcomings of various exchange platforms*  
*Dick Palin, Vice President Operations, Lonza Corp.; Dan Garfi, VP Fulfillment Services, ChemConnect; Charles Gruber, VP Chemical Solutions, Elemica; Frank Kleinschrodt, Senior VP Internet Business Group, Aspen Technology*

**M** **Improving Collaborative Manufacturing Profitability: What Are the Options?**  
*Moderator: Gerry Cleaves, President, AtlanTec, Inc.*  
*This panel will reveal practical techniques for increasing ROI for collaborative initiatives in manufacturing*

**C** **Supplier Selection Metrics for Customer Relationship Management**  
*Three representatives from chemical, consultant and software industries unleash methodologies for choosing the ideal supplier*

**12:30 PM** **Networking Luncheon**

**1:45 PM** **S** **Cost Effective Global Application Integration Strategies for Mergers and Acquisitions** **CHI 12:45 CST**  
*Mary Kay Devillier, Vice President of Customer Support Services, Albemarle Corp.*

**M** **Knowledge Management via the Web: Access and Distribution**  
*Anne Zumsteg, e-Business Manager, Celanese*

**C** **Benchmarking Study: Cost-effective CRM Integration**  
*Clemens Kaiser, Head of e-Commerce, Bayer*

**2:30 PM** **S** **Global Materials Procurement: Implementation and ROI Case Study** **CHI 1:30 CST**  
*David Ashworth, Director of e-business, Air Products & Chemicals, Inc.*

**M** **Technology Toolbox Special: Developing A New Tool for Enhanced Product Development and Manufacturing**  
*Mark Brewer, CIO, H.B. Fuller, Inc.*

**C** **How to Measure ROI for Customer Relationship Management Strategies**  
*e-Business investments need to be justified. Knowing how to measure ROI is key to this approval process. In this session, a chemical or consultant company provides practical and informative guidelines*

**3:15 PM** **Networking Refreshment Break**

**3:30 PM** **S** **How to Select Technology for Vendor Managed Inventory** **CHI 2:30 CST**  
*Julia Poepping, Director of IT for Purchasing and e-Commerce, PPG Industries*

**M** **e-R&D: A Success Story of Product Innovation and Commercialization via the Internet**  
*Darren Carroll, CEO, InnoCentive LLC, an e-business venture of Eli Lilly*

**C** **Managing and Expanding Distribution Channels over the Internet**  
*Sharing information and finding new and better ways to conduct e-business throughout the enterprise is more important than ever: Hear how one leading chemical company plans to move forward*

**4:15 PM** **Closing Keynote Address: What Does a Great Chemical Company Look Like in 2006?** **CHI 3:15 CST**  
*The availability and optimization of e-Business technologies will empower companies to cut costs in unforeseen areas and foster increased competitiveness. In this address, a leading figure will provide insight on steps that chemical companies must take to remain competitive in next decade*

**5:00 PM** **Conference Concludes**

network of editors who keep their fingers on the pulse of the markets. Over 300,000 readers rely on Chemical Week Associates for critical industry information.

### **Conference Program Director: Alex Scott**

“Whether your company has deployed a successful e-business



*Alex Scott  
Associate Editor,  
Chemical Week  
Magazine  
Conference Program  
Director, CWA  
Conferences*

strategy; has temporarily suspended e-business activities; or

has just begin to explore how e-business can improve its bottom line, the e-Chemmerce Conference will teach you new ways to improve profitability or take your initiative top the next level. You'll hear from industry leaders about what works and what doesn't — and you get to see what competitors are doing.”

### **Conference Program Manager: Rita D'Aquino**

“e-Chemmerce USA has left no stone unturned. Attendees will learn: how to evaluate, implement and benchmark an e-business strategy; where to look for profits and how to measure them; find out what new software products and enabling technologies are available; and where to invest resources. A dominant presence from user companies fortifies the program with the type of ‘first-hand experiences’ attendees want to hear about.”

### **Satellite Conference Linkup to Chicago, IL**

Chemical Week Associates is web-casting keynote and SCM sessions to

the Chicago Hilton & Towers. Using webcast audio, video

*Chicago to  
Philadelphia, live, in  
real time.*

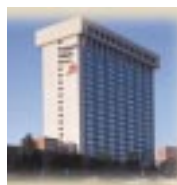
and presentation software, attendees can fully participate in conference activities. They can even pose ques-

tions to the speakers via moderated e-mail. If you're from the Midwest and are interested in attending e-Chemmerce USA, satellite conference linkup can reduce travel expenses and participation costs. (Please note: conference times are EST. Subtract one hour for local Chicago time.)

### **About the Meeting Facilities**

With superb attention to detail, the Adams Mark Hotel gives you the authentic sense and feel of Philadelphia. Amidst sweeping vistas of the city and lush suburban communities, the Adams Mark puts you in the center of everything the historic Delaware Valley has to offer.

*Adam's Mark Hotel,  
Philadelphia, PA*



### **Sponsorship & Exhibit Opportunities**

CWA offers various levels of sponsorship that benefit both sponsors and attendees. These programs include educational workshops, luncheons, dinners, receptions and other events. Other sponsorships may include providing attendees with totebags and other conference materials. Sponsors are positioned prominently in pre-conference promotion and advertising, given a strong on-site presence, and acknowledged again in post-conference materials. For more information about CWA's sponsorship opportunities, contact:

Adam Dadich, Sales Manager,  
Conferences & Trade Shows  
212-621-4972  
adadich@chemweek.com

### **About Chemical Week Associates**

Chemical Week Associates is the world's leading information source for the process industries, with 12 publications, 20 annual conferences and over 300,000 readers world-wide. Chemical Week Associates creates and disseminates knowledge about the business and technology of the process industries.

### **Why Our Meetings Are Different**

Chemical Week Associates provides industry professionals from around the world the opportunity to share practical business experience. The focus is on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of CWA Conferences.

More than 150 senior executives address CWA's 2,000 meeting participants each year.

### **Unconditional Guarantee**

For over 70 years, Chemical Week has been providing industry professionals with high-quality information. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer promptly refund 100% of your registration fee.

# Register Early and Earn a 40% Discount

## The e-Chemmerce Conference: Best Practices for ROI

April 25-26, 2002, Adams Mark Hotel, Philadelphia, PA  
Satellite Conference Linkup Site: Chicago, IL

Contact: Michael Jardine Fax: 1 212 621 4829  
Mail: Chemical Week Associates Web: www.cwacts.com  
110 William St. 11th Floor Phone: 1 212 621 4978  
New York, NY 10038 Email: reg@chemweek.com

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HOTEL INFORMATION: Mention the e-Chemmerce conference when you reserve for these special rates: In Philadelphia: US \$139.00 for business single, US \$149.00 for business double. Rates expire March 30, 2002. Reservations: 1 800 444 2326. Web: www.adamsmark.com Address: 4000 City Avenue Monument Road, Philadelphia PA 19131. In Chicago: Complete hotel information will be sent to Chicago registrants.

## FEES MUST BE PAID IN ADVANCE

Your Priority Discount Code: CW220

Please register me now at the following rate:

Attending in Philadelphia (Headquarter site)

Chemical Industry Professionals: Register by Mar. 16:  US \$534

Register Mar. 17 - Apr. 11:  US \$712 After Apr. 11:  US \$890

Industry Suppliers: Register by Mar. 16:  US \$774

Register Mar. 17 - Apr. 11:  US \$1032 After Apr. 11:  US \$1290

Attending in Chicago (Satellite site)

Chemical Industry Professionals: Register by Mar. 16:  US \$374

Register Mar. 17 - Apr. 11:  US \$498 After Apr. 11:  US \$623

Industry Suppliers: Register by Mar. 16:  US \$542

Register Mar. 17 - Apr. 11:  US \$722 After Apr. 11:  US \$903

Payment in US funds must accompany your registration. Registration fee includes a non-deductible half-price subscription for new subscribers to Chemical Week for \$78.00 (US), \$90.00 (Canada) \$159.50 (Latin America), and \$249.50 others.

Check Enclosed: Make checks payable to Chemical Week. Check # \_\_\_\_\_

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**Cancellation Policy: Requests for refunds will be honored if received in writing by April 11, 2002. Substitute attendees are always welcome.**

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1. What Is Your PRINCIPAL Job Function? (check one)

A. Sr. Management  B. Middle Management  C. Sales/Marketing

D. Purchasing  E. R&D  F. Other: \_\_\_\_\_

2. What Is Your Company's MAIN Business? (check one)

H. Manufacturing  J. Engineering/Research  K. Business Services

L. Government  N. Financial Institution  P. Wholesale/Retail Trade

R. Transportation  S. Other: \_\_\_\_\_

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The 5th Annual

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