

## OBJECTIVES

To provide an understanding of the petrochemicals industry.

On completion of the course, the participants will:

- be able to analyse the environment, the different interfaces between petrochemicals/refining and economic trends;
- have gained a better understanding of their role and that of their company in petrochemicals industry.

## COURSE CONTENT

### ENVIRONMENT AND UPSTREAM OF PETROCHEMICALS 1 day

Main petrochemicals sectors.  
Environment and economic trends.  
Feedstock prices and petrochemicals products.  
Strategies and economic factors for feedstock supply.  
Integration with the refining.

### OLEFINS 1 day

Markets, capacities and investments.  
Balance and flows.  
Ethylene and polyethylene: process, integrated economics, cost analysis.  
C4 products: composition, derivatives products.  
Capacity trends.  
Economic optimisation.

### AROMATICS 0.75 day

Markets: benzene, toluene, o- and p-xylene, derivatives economic aspects of benzene-styrene-polystyrene trends.  
Factors influencing economic criteria.

### PRICES AND MARKETING OF PETROCHEMICAL PRODUCTS 0.5 day

Price mechanism.  
Key elements for elaborate prices.  
Markets structures.  
Competition.  
Distribution channels.

### MAIN POLYMERS 0.25 day

Markets.  
Final customers.  
Trends in competitive environment.

### INVESTMENT DECISION 0.5 day

Basics of profitability analysis.  
Case study: Petrochemical Plant Project.

Lectures by industry professionals, case studies and discussion.

### ▲ Who should attend?

- Professionals in petrochemicals who want to develop a better understanding of the petrochemical industry and its economic aspects.
- Managerial staff involved in manufacturing, marketing, logistics, business development in the petrochemical industry.

### ▲ Duration

4 days

### ▲ Dates & Location

September 16 to 19, 2008  
Rueil-Malmaison

### ▲ Tuition Fees

€ 1860

### ▲ Course Coordinator

Thierry Ferrer

Ref. EG/PCE