

GLOBAL VIEW ON VINYL

Wednesday 16 May 2018,
14:00 - 18:15 | An ECVM initiative

14:00 - 14:10 **Welcome | Brigitte Dero, General Manager, The European Council of Vinyl Manufacturers (ECVM)**

Global View on Vinyl

*Moderator: Rüdiger Baunemann, Regional Director, **PlasticsEurope***

14:10 - 14:30 **Global Market Update | Dick Heinle, General Manager/ Vice President, Formosa Plastics Corporation - Vinyl Division, U.S.A.**

14:30 - 14:50 **PVC Windows market: global scenario | Matthias Koch, Head of Strategic Marketing, VEKA**

14:50 - 15:10 **India | Aruna Kumari, General Manager - Business Development, **Reliance Industries****

15:10 - 15:30 **Australia | Sophi MacMillan, Chief Executive, **Vinyl Council of Australia****

15:30 - 16:00 **Question & Answer session**

16:00 - 16:30 Coffee Break

16:30 - 17:30 **Panel Discussion | Global Vinyl Council - Experience and opportunities for the global vinyl industry**

Moderator: Aiñe Curran

*President, **Vinyl Institute of Canada**; Chair, **Global Vinyl Council (GVC)***

Panellists

- **ASEAN | Jirawadee Pipattanatorkul, General Manager, **ASEAN Vinyl Council****
- **Europe | Arjen Sevenster, Senior Manager, **The European Council of Vinyl Manufacturers (ECVM)****
- **Japan | Shigetaka Seki, Executive Director, **Vinyl Environmental Council (VEC)****
- **USA | Richard Doyle, President and CEO, **Vinyl Institute****

Questions & Answers

European Initiatives

17:30 - 18:00 **The European Council of Vinyl Manufacturers and its value chain platforms Zdenek Hruska, Public Affairs Senior Manager, **The European Council of Vinyl Manufacturers (ECVM)****

18:00 - 18:15 **Wrap-up | Rüdiger Baunemann, Regional Director, **PlasticsEurope****

19:15 - 20:30 **Cocktail and aperitif**