

## Conference announcement

Nick Hawker\*

# Ecochem: Free Conference & Exhibition on Sustainable Chemistry & Engineering (MCH Congress Center, Basel, Switzerland, November 19–21, 2013)

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## World-leading brands gather at Ecochem to discuss sustainable innovation in the chemical industry

### Introduction

Today you may struggle to find anyone who considers the concept of Green Chemistry to be ‘revolutionary’, but then you may also struggle to believe that, despite its relatively high status in the public perception, only 10% of current technologies can be considered environmentally benign, with another 25% that could be made so. That leaves 65% of sustainable technologies within the chemical industry still to be discovered (Warner Babcock IGC).

So the business case for sustainability continues to strengthen – the Green Chemistry market is expected to increase by nearly \$100 billion between 2011 and 2020 (Pike Research).

### Bringing together

In light of this, Ecochem brings together the world’s most influential industry and government leaders, scientists, young future leaders and innovators from across the chemical industry and value chains to accelerate innovation, research, commercialisation and market uptake in the design, production and use of efficient, effective, safe and more environmentally benign chemical products and processes.

Market leaders including Dow, BASF, Clariant, Evonik, DuPont, INEOS, Nestle, Nike, Volkswagen, P&G, Novartis and L’Oreal will share insight, breakthrough research, and disruptive new concepts and technologies – all to inspire and equip the leaders of tomorrow with the critical strategic and technical knowledge, contacts and skills needed to reinvent businesses and economies.

Organisations and delegates visiting the Ecochem event do so to think differently, build shared vision, leverage new technologies, implement new ideas and discover unexpected partnerships, cross sector deals and transformational plans that contribute to the collective benefit of people, the planet and profits.



### Talks and exhibition

Ecochem will host talks from world-renowned chemists as well as industry leaders from across the value chain, including:

- Dr. John C. Warner, President & Chief Technology Officer, Warner Babcock Institute for Green Chemistry, LLC

- Dr. Hubert Mandery, Director General, Cefic European Chemical Industry Council
- Prof. Dr. Andreas Kuenkel, Head of Research, BioPolymers, BASF
- Dr. Anne Wallin, Director EHS & Sustainability EMEA, The DOW Chemical Company
- John Frazier, Senior Director of Chemical Innovation, Nike
- Dr. Klaus P. Stadler, Director Environment & Water Resources Europe, The Coca-Cola Company

For your FREE entry to the Ecochem Exhibition, Technical Conference and Innovations Seminars, and

Networking events please visit: <http://web.ecochemex.com/free>

For the full programme and to discover who else will be attending visit: <http://web.ecochemex.com/download>

## Contact information

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