



International Year of
CHEMISTRY
2011

**First
announcement**

2nd Edition

Sustainable Chemistry

Innovative and competitive companies

**More Sustainable, more profits
real case studies**



2011, February 17th & 18th, Barcelona, Spain

**Providing competitive advantages
to the chemical and
pharmaceutical value chain**

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2nd Edition

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Industries need to change production processes, feedstock use, and consumption patterns in order to ensure a more sustainable development.

The chemical industry, being at the start of most value chains and supplying its products to all sectors of the economy, is at the forefront of the transition to a more sustainable development; the move towards increased sustainability requires developments that entail the knowledge and competences present in the current European chemical industry and its networks.

To show the new developments the chemical and pharmaceutical industries have successfully implemented in different areas, the Spanish Platform of Sustainable Chemistry, SUSCHEM ESPAÑA, together with chemistry and society forum FORO QUÍMICA Y SOCIEDAD and IESE Business School present the 2nd edition of the **"Sustainable Chemistry, Innovative and Competitive Companies"** seminar.

The two-day seminar will allow exploring, through real case studies, how the Chemical and Pharmaceutical Industries can:

- Make use of new solutions
- Implement new processes

And be more profitable by innovating with sustainability criteria.

"Sustainable Chemistry, Innovative and Competitive Companies" 2nd edition will take place in Barcelona, February 17th and 18th 2011 -the International Year of Chemistry- and will focus on competitiveness being attained via:

Reaction & Process Design

The only way to remain profitable under high cost pressure conditions is to keep a high level of excellence in the area of process intensification. Reaction and process design is an overarching technology that can be applied to all areas of chemistry. On another hand, new solutions for plant control, a shift towards knowledge-based, model-centric manufacturing, strongly increases plant efficiency and flexibility.

Materials Technology

The demands of tomorrow's technology translate directly into increasingly stringent demands on the chemicals and materials involved: their intrinsic properties, their cost, their processing and fabrication, and their recyclability. Converging with the various performance demands are a suite of new technologies and approaches that offer faster discovery of new materials, better characterization, more direct molecular-level control of their properties and more reliable design and simulation.

Industrial Biotechnology

Industrial biotechnology is increasingly impacting the chemical sector, enabling both the conversion of (renewable) resources and the more efficient conversion of conventional raw materials using biotechnological processes (including biocatalysis) into a wide variety of chemical substances.

2050: the Future of Industry

Closing the Seminar, international experts will present, in a vibrant 90-min. session, their scenario for Industry in the crucial decades ahead.

Organization:

SusChem España

SusChem España is the Spanish Technology Platform for Sustainable Chemistry, an initiative of the Spanish Chemical Industry Federation (FEIQUE) in collaboration with the Spanish Association of Bioenterprises (ASEBIO), the Spanish Federation of Innovation and Technology Organisations (FEDIT) and the network of University Technology Transfer Offices' (Red OTRI). Also supporting SusChem España are the Spanish Science and Innovation Department, and the Spanish Industry Technological Development Center (CDTI). Like its European counterpart, the Platform's main goal is to assure the long term competitiveness of the chemical industry and associated industrial sectors by means of promotion and execution of innovative strategic actions of global reach, supported from its very beginning by both industry and government.

www.pte-quimicasostenible.org

Foro Química y Sociedad

Foro Química y Sociedad is a non-profit organization whose members include the main Spanish Chemistry-related organizations in the academic, scientific, business and professional areas. Its goal is to promote the knowledge and development of Chemistry, by means of a permanent dialog with Spanish Society to disseminate Chemistry contribution to the wellbeing of humankind. Cooperation with the Media in the creation of informative programs and promoting Research, Scientific Development and Technological Innovation related to Chemistry are among the Foro's specific goals.

www.quimicaysociedad.org

IESE Business School

IESE Business School is committed to the development of leaders who aspire to have a positive, deep and lasting impact on people, firms and society through their

professionalism, integrity and spirit of service and aspires to be a world-class and truly global business school, seeking teaching excellence and research impact. IESE was founded in Barcelona in 1958, as the graduate business school of the University of Navarra.

www.iese.edu

Sponsors:

FEIQUE

FEIQUE is the organism representing chemical industry interests at the highest level. Direct members are 17 Chemical Associations representing the different subsectors and main zones with chemical industry presence, and 24 multisector companies.

www.feique.org

FedeQuim

FedeQuim is a non-profit organization aimed to defend the rights and interests of the chemical industry, especially in Catalonia, by monitoring European Union, Spain and Autonomous Community's legislative activity. FedeQuim operates in cooperation with the Spanish Chemical Industry Federation (FEIQUE) and other associations linked to the Chemical Sector.

www.fedequim.es

Expoquimia

Expoquimia, International Chemical Industry Exhibition, offers scientists, businesspeople and specialist alike, solutions, products and innovation related to all disciplines and industries within the entire field of chemistry. Next event: Barcelona, 14 to 18 November 2011.

www.expoquimia.com