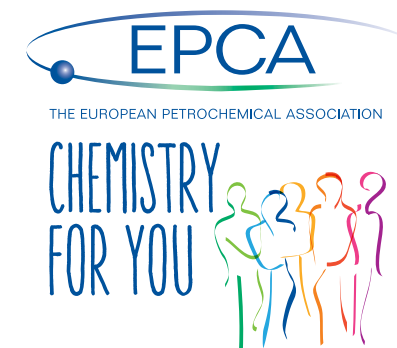


INVITATION BROCHURE

VLERICK BUSINESS SCHOOL, BRUSSELS
WEDNESDAY 20TH & THURSDAY 21ST JUNE 2018



LOGISTICS AND
SUPPLY CHAIN WORKSHOP:

DIGITISATION IN
THE PETROCHEMICAL
SUPPLY CHAIN

BRUSSELS

In cooperation with
the **Vlerick Business School**



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EPCA AT A GLANCE

▶ *Based in Brussels, the European Petrochemical Association (EPCA) is the **primary European Business Network** of the global petrochemical business community, spanning a large segment of the petrochemical value chain from producers and their suppliers, to customers, via supply chain & logistics and other service providers. EPCA counts over 700-member companies from all over the globe that together stand for an aggregate turnover of € 4.7 trillion and 6.2 million employees world-wide.*

EPCA HAS...



700+ member companies



from 54 different countries



€ 4.7 trillion combined turnover



6.2 million people worldwide



EPCA IS BUILT ON 2 PILLARS:

1

EPCA ORGANISES CONFERENCES AND EVENTS IN EUROPE OFFERING **MEMBERS** FROM ALL OVER THE WORLD THE OPPORTUNITY TO:

- Meet industry leaders and selected external stakeholders;
- Stay abreast of international market developments as well as technological and societal trends.

2

EPCA ALSO SUPPORTS MEMBERS ON SPECIFIC TOPICS THAT UNDERPIN THE SUSTAINABLE DEVELOPMENT OF THE GLOBAL PETROCHEMICAL INDUSTRY. THE AIM IS TO:

- Develop knowledge via research projects with external partners (e.g. academic institutions and consultancies) on topics identified by the EPCA Board of Directors as key challenges and opportunities for the industry such as the promotion of STEM Education, Supply Chain and Logistics Management as well as Talent and Diversity;
- Increase members' understanding of specific topics that are of interest to the global industry via dedicated events (workshops and webinars, etc.) and specific publications.

EPCA acts in compliance with its Articles of Association which are published on the EPCA website. EPCA activities are conducted in compliance with competition rules. For information on our profile, activities and projects, visit us at www.epca.eu

Building on the conclusions of the 2017 research study conducted by EPCA together with the Vlerick Business School - ranked amongst Europe's best business schools - on how Digitisation can create added value in the Petrochemical Supply Chain, EPCA is inviting you to attend a **workshop** on **"Digitisation in the Petrochemical Supply Chain"** to be held in the academic environment of the Vlerick Business School campus in **Brussels** on **20th and 21st June 2018**.



① DATES AND VENUE

The workshop will take place in Brussels on Wednesday 20th and Thursday 21st June 2018 on the campus of the Vlerick Business School in Brussels. It will start at 10h30 on Wednesday 20th June and will finish at approximately 12h45 on Thursday 21st June, followed by a networking lunch.

You will be able to collect your registration documents on Wednesday 20th June 2018 between 10h00 and 10h30.

② A FEW REASONS TO ATTEND

The nearly 240 managers and experts in the petrochemical supply chain who participated in

our survey last year concurred in acknowledging that **digital technology awareness and the appetite to transform is high** within the EPCA membership even though overall the **petrochemical industry is perceived as lagging behind the other sectors in terms of digital transformation**.

During the workshop you will be able to discuss the **tangible benefits of supply chain digitisation**, the possible **approaches** and the **existing paths** that our sector could follow to **accelerate its digital transformation and boost its supply chain**.

Taking a step further to "factual" learnings and remedies, you will:

1. Learn from leading experts with global reach what drives digitisation in supply and logistics chains
2. Increase your **understanding of digital transformation and technology relevance** in the Petrochemical Supply Chain, with **cases, practical steps** and **best practices**;
3. Benefit from the experience of **companies already engaged in the digital transformation**, as well as from **IT companies & technology experts at the forefront** of these developments;
4. Bring your own ideas and share your views during **interactive "Digital Café" discussions and break-out sessions** in a stimulating **academic environment**;
5. **Network**, learn from and connect with your industry peers;
6. **Define a path forward** on how you, your company, and the industry can **thrive in the digital economy**.

3 PROGRAM

The format of this workshop will combine plenary sessions and keynote addresses, as well as more interactive sessions where you will work in smaller breakout groups allowing you to bring in your own ideas and co-create the path forward.

This one-and-a-half-day workshop will start on 20th June in the morning with an opening keynote address delivered by Ann Vereecke, Professor and Faculty Dean of Vlerick Business School who will present the main outcomes of the 2017 study and offer you a vantage point on the topic.

This opening keynote will be followed by two Digital Transformation Keynotes which will be delivered by representatives of two major petrochemical producers who will share with the audience their manufacturer's perspective on how they apprehend digitisation of their respective supply chains and their expectations vis-à-vis their partners across the chain not only in terms of new technologies but also in terms of added value and performances.

These two Digital Transformation keynotes will be followed in the afternoon by a series of parallel track sessions where you will be able to familiarise yourself with and dive deeper into existing technologies, especially blockchain and the Internet of Things, new business models and practices as well as discuss specific challenges around safety and security.

These parallel track sessions will last 1 hour and a half each, with three presentations related to a specific topic/challenge in each track and will be repeated once so that you can access at least two of these track sessions.

They will be technology and business oriented with real time and concrete examples so that you can clearly see the benefits and added value for your company and the sector as a whole.

Upon registration, you will be asked to select the two track sessions you wish to attend. Registration for the track sessions will be accepted on a *"first come, first served basis"*.

The second day will start with a digital transformation leadership keynote that will be followed by "Digital Cafés" interactive sessions during which you will have the opportunity to discuss on key collective challenges and paths forward.

The language of the workshop will be English.

The detailed programme is downloadable from the members area of the EPCA website.

4 WHO SHOULD ATTEND?

Digitisation impacting companies across different departments, we extend this invitation to:

- Supply chain managers
- CIO's
- CTO's

- Purchasing managers
- Sales managers
- Financial managers
- All other experts/leaders interested in attending



⑤ NEW - PROMOTIONAL SPACES DURING THE WORKSHOP

For the first time this year, you have the opportunity to reserve promotional spaces on the Vlerick Business School campus in order to showcase your products or services and display any corporate documentation or take-aways. A limited number of these spaces are available at the price of 2500€ (VAT excluded) for usage on Wednesday 20th June all day and Thursday 21st June morning.

Should you be interested in renting one of these spaces, please do so upon registration.

The price only includes the rental of a non-equipped/non-furnished surface of ± 5m². Equipment and set-up of the space is not included in the rental price.

⑥ REGISTRATION

You can register either online through the EPCA website, using your personal login details or offline by completing the registration form that is downloadable from the members area of the EPCA website and returning it to EPCA Brussels by fax or e-mail **on or before Wednesday 9th May 2018, 23h59 CET**, in order to benefit from the **Early Bird fee**. A confirmation of your registration will be sent upon receipt of your payment. If you have requested a hotel room, your hotel booking will be confirmed by the hotel (see point 8 below).

Registration fees for the workshop are as follows:

- **EPCA Member Company delegate**
 - **“Early Bird”** registration fee of **400€**, VAT excluded, valid for registration received and paid for on or before **Wednesday 9th May 2018, 23h59 CET**
 - Normal registration fee of **500€**, VAT excluded, after Wednesday 9th May 2018, 23h59 CET

“Early Bird” Registrations which remain unpaid by Wednesday 9th May 2018, 23h59 CET, will lose the “Early Bird” status and the normal registration fee will automatically be applied.

- **Non - EPCA Company Member delegate**
 - Registration fee of **600€**, VAT excluded

In accordance with Art. 21, §3, 3° of the Belgian VAT code and AGFisc 50/2013 E.T.124.537, EPCA will charge Belgian VAT (21%) on invoices issued to companies providing a Belgian VAT number. Reverse charge will be applicable to invoices issued to companies providing a non-Belgian (EU) VAT number, in accordance with Articles 44 & 196 of EU Directive 2006/112/EC. If you are subject to VAT, it is mandatory that your correct VAT number is provided to EPCA Administration upon registration.

The registration fee covers:

- **Attendance at presentations and meeting papers**
 - Participation in the **“Digital Café” discussions**
 - **Networking cocktail and dinner** on the evening of Wednesday 20th June 2018
 - **Coffee breaks** during the workshop
 - **Lunches** on Wednesday 20th and Thursday 21st June 2018
 - **Beverages** during meals
 - Access to the **detailed list of registered participants** having paid their registration fee
 - **Post-meeting report**
 - Access to the **EPCA room block** in the hotel Le Plaza at competitive conditions.
- Delegates wishing to **invite guests** to attend the networking cocktail and dinner on the evening of Wednesday 20th June 2018 can register their guests for this particular event at the fee of **125€** per person (VAT excluded).

Registration fees are payable in Euro either by:

- **Bank transfer** to the EPCA bank account n° 427-9188201-27, KBC Bank, Schuman Branch, Brussels, Belgium, BIC code: KREDBEBB – IBAN code: BE 48427918820127. All payments should include bank commission charges. Please also clearly mention the delegate’s name and company. Please make sure fees are transferred on or before 9th May 2018 (value date).

or by

- **Credit card** using Amex, Visa, Eurocard/ Mastercard.

The number of available places is limited. Registration will take place, upon receipt of payment, on a **“first come, first served”** basis. It is therefore recommended to register early.

Cancellation policy for meeting attendance is as follows:

- Cancellation received on or before **Wednesday 9th May 2018, 23h59 CET**: 50% refund
- Cancellation received after **Wednesday 9th May 2018, 23h59 CET**, will not be refunded but substitution of a delegate by another representative of the same company is permitted, at no extra cost.
- No-shows will not be refunded

Registration to the meeting is subject to the **EPCA General Terms and Conditions** detailed below.

7 NETWORKING COCKTAIL AND DINNER

The **networking cocktail and dinner** will be organized on the evening of Wednesday 20th June 2018 in the Salon Adolphe Max of the Hotel Le Plaza Brussels. Participation in the cocktail and dinner is included in the delegate registration fee. The registration fee for accompanying guests to attend this event is 125€ per person (VAT excl.).

8 HOTEL ACCOMMODATION

A limited number of bedrooms is available at the Hotel Le Plaza Brussels (Boulevard Adolphe Max 118 – 126, 1000 BRUSSELS) for the night of 20th June 2017. The hotel is well located in the center of Brussels, at walking distance from the Vlerick Business School campus.

The Hotel Le Plaza Brussels is an Art Deco palace built between 1928 and 1931 and designed by Alfred Hoch and Michel Polak. It is a 4-star property located 5 minutes away from the famous Grand Place. Le Plaza Hotel is just next to “Rue Neuve” shopping street and its large shopping mall of the city center, just a few steps away from the main tourist attractions of Brussels. The hotel is located at 30-minute’ drive from Brussels International Airport.

The following types of rooms are available at the rates shown below:

- Single classic room: 189.24€
- Double classic room: 219.24€
- Prestige room: 249.24€

The rates are quoted per room, per night, **inclusive breakfast, VAT, service, city tax and Wifi internet access.**

A link to the on-line hotel booking system will be sent to you together with your registration acknowledgement. Please ensure your book accommodation at the latest **by 2nd May 2018**. Your room booking confirmation will be sent by the hotel.

The following **cancellation policy will apply for hotel bookings confirmed by the hotel**: Room bookings cancelled after June 19th, 4PM CET and no-shows will be charged 100% of the costs of the total nights confirmed

9 ATTENDANCE LIST / PRE-WORKSHOP BRIEFING PAPERS

The **workshop attendance** list will be available through the EPCA website members area as of 9th May 2018. It will be constantly updated and accessible to all registered delegates having paid their registration fee. Additional **practical information** for delegates will be e-mailed to all registered delegates approximately one week before the workshop. You can opt, upon registration, to remove your contact details from the list or not to appear on the list at all.

10 VISAS/PASSPORT

Some countries need entry visas for Belgium and this should be checked with your local Belgian Consulate.

For any further information, please do not hesitate to contact the EPCA office as follows:

Meeting Administration EPCA

Avenue de Tervueren 270
BE – 1150 BRUSSELS
Tel: 32.2/741.86.60 - Fax: 32.2/741.86.80
e-mail: meetings@epca.eu

TERMS AND CONDITIONS

The following terms and conditions apply to any service provided by the European Petrochemical Association. All our services are provided in business to business relationships.

1. Delegate means Logistics & Supply Chain registrant, an EPCA customer or an EPCA sponsor.

2. All registrations for the EPCA Logistics & Supply Chain workshop and all confirmations issued by EPCA and/or its contractual partners are based upon the Delegates' explicit orders and acceptance of the present Terms and Conditions.

3. For the organization of the EPCA Logistics & Supply Chain workshop, EPCA solely acts as a coordinating office for its Logistics & Supply Chain workshop Delegates. As such, EPCA can only be held responsible for the conference and social events program organized by EPCA and the registrations for this program, and will bear no responsibility for any and all peripheral arrangements made by Delegates, directly or indirectly. Furthermore, EPCA's aggregate liability will in any event be limited to the registration fees and, in cases further specified hereunder, to a percentage of the registration fees. In some cases, this may result in zero refund.

4. EPCA endeavors to offer Business Sessions that challenge "business as usual" approaches. However, Speakers, Moderators, Panel Members, Chairmen of round tables, Delegates and others intervening in the debate act on their own and on their company's behalves and are solely responsible and liable for the oral or written content of their input and the impact on the public thereof.

EPCA only offers the platform and does not take any responsibility or assume any liability, directly or indirectly, for any third party's content or information.

5. All fees and prices are subject to all applicable Belgian and local venue taxes as known today.

6. The organization and operation of the Logistics & Supply Chain workshop and all registrations for it as well as the present Terms and Conditions are subject to Belgian Law. The commercial court of Brussels is the sole court competent.

7. Modification and Cancellation by Delegates

7.1. Substitution of a Delegate by another member of the company that the Delegate represents is permitted.

7.2. Cancellations and changes must be made in writing.

7.2.1 – Cancellation of and changes to meeting registrations, and optional bookings must be made in writing and sent to the EPCA Meeting Administration in Brussels at meetings@epca.eu.

7.2.2 – Cancellation of and changes to rooms bookings must be made in writing and sent directly to the Hotel Le Plaza in Brussels.

7.3. To allow EPCA to operate in a sustainable way, an administrative fee of € 100 per change will be charged from the third change onwards in the same registration.

7.4. Cancellations/penalty fees – refund policy

7.4.1 – Meeting registration

Should a Delegate cancel, the following penalty fees will apply:

Cancellation received on or before 9th May 2018, 23.59 CET: penalty fee equivalent to 50% of the full fee

Cancellation received on or after 9th May 2018, 23.59 CET: penalty fee equivalent to 100% of the full fee

No-shows: penalty fee equivalent to 100% of the full fee

This cancellation policy applies to the following fees:

- Delegate registration
- Guest networking dinner
- Promotional space

In the event of a cancellation, the Delegate is liable for the penalty fee as listed above even if the registration fee has not been paid.

7.4.2. – *Rooms*

Please refer to the Hotel Le Plaza cancellation policy.

7.4.3. – *Liability*

The contractual relationship will be exclusively between the hotel and the Delegate, with no further liability for EPCA vis-à-vis the hotel or the Delegate.

8. Cancellation or Postponement by EPCA

8.1. EPCA reserves the right to alter the content and the timing of the Workshop, business sessions or Social Events program or the identity of speakers.

8.2. It may also be the case that EPCA, for reasons beyond its control, has to cancel or postpone the whole Logistics & Supply Chain workshop. The reasons can be as follows (list not exhaustive):

Acts of God, war, civil disturbance, insurrections, acts of the government, strikes or other labor trouble, threats or acts of terrorism or similar acts, curtailment or interruption of transportation or accommodation facilities, or other emergency or hindrance that make it inadvisable, illegal, impossible, or reasonably too cumbersome, costly or risky for EPCA to further organize the Logistics & Supply Chain workshop or otherwise carry out its obligations under the present Terms and Conditions. In such a situation, EPCA will inform the Delegates by prompt written notice with details following the occurrence of the cause relied upon.

8.2.1. In the event of cancellation of the Logistics & Supply Chain workshop by EPCA, the following refund policy will apply:

- Cancellation before 9th May 2018, 23.59 CET:
Refund of 50% of the registration fee paid by the Delegate
- Cancellation on or after 9th May 2018, 23.59 CET:

No refund of the registration fee paid by the Delegate

8.2.2. Should the EPCA Logistics & Supply Chain workshop be postponed to a later date, there will be no refund.

9. In the event of cancellation, the applicable refunds will be made either via credit card or by bank transfer within one month following the

Logistics & Supply Chain workshop pursuant to point 7.4.1 above and within one month following the written notice of cancellation pursuant to point 8.2 above.

10. “Early Bird” Registration fees which remain unpaid on Wednesday 9th May 2018 at 23.59 CET, will lose the “Early Bird” status and the normal registration fee will automatically be applied.

11. Only Delegates who have paid the EPCA workshop registration fee receive the link to book rooms directly with the hotel.

12. Other than the refunds of registration fees provided for under point 8.2.1 and point 8.2.2 above, the Delegate waives any right to claim damages, consequential, direct or indirect, interests, costs or losses (including but not limited to transport, meals, accommodation, private functions or events organized by the Delegate or third parties in connection with the EPCA Logistics & Supply Chain workshop) as a consequence of the cancellation or postponement provided under point 8.2 above. The Delegate accepts that he/she is solely liable for any direct or indirect consequences of such a cancellation or postponement.

13. EPCA shall not be liable to the Delegate for any loss or damage to the Delegate’s person or property occurring during the EPCA Meeting or during any peripheral event organized in

connection with or during the EPCA Annual Meeting.

14. EPCA is an internationally protected name, trademark and logo. The EPCA name, trademark and logo cannot be used in any communication, company literature, press release or any other promotional material or communication without EPCA's explicit prior consent in writing.

15. EPCA and its members are committed to **strict competition law compliance**. Member companies are also committed to strict compliance when they participate in activities that are not EPCA projects as such, but take place in the wider context of EPCA's mission.

16. Delegates are aware of the fact and agree that a **professional photographer** shall be allowed to cover the Business Sessions and the social activities. Pictures will be processed by EPCA and posted soon after the end of the meeting in the Member companies' area of the EPCA website (www.epca.eu), where attendees will be able to access and download the pictures. Such photographs may be reproduced in official EPCA publications, including any section of the EPCA website (www.epca.eu), the EPCA Report of the relevant meetings, and any other EPCA publication such as brochures and flyers advertising future events unless EPCA receives from Delegates written instructions to the contrary within 15 days after publication of the pictures of a relevant meeting in the Member companies'

area. The absence of written instructions within this timeframe will be considered as genuine consent.

Processing of the photographs by EPCA will be executed in compliance with the EU General Data Protection Regulation (GDPR) 2016/679 of the European Parliament and of the Council of 27 April 2016 and in compliance with our Privacy Policy which is available on our website at the following address: <https://my.epca.eu/EPCA-Privacy-Policy>

17. Data protection – privacy policy

17.1. We kindly request that any EPCA Delegate who does not wish his/her name and/or contact details to appear on the attendance list available in the Member companies' area of the EPCA website, in the attendance list handed out at the Logistics & Supply Chain workshop and in the EPCA mobile application tick the appropriate box upon registration or inform the EPCA Meeting Administration before 1st June 2018. Not ticking the relevant box upon registration or the absence of written instructions not to be included will be considered as genuine consent and will result in publication of the Delegate's details in the above-mentioned lists.

17.2. The personal data and information that Delegates provide to EPCA are processed by EPCA in compliance with the EU General Data Protection Regulation (GDPR) 2016/679 of the European Parliament and of the Council of 27 April 2016. They will be used for EPCA meeting

management purposes only and may only be transmitted to third parties when the carrying out of EPCA's obligations under the present Terms and Conditions requires it. The personal data is used in compliance with our Privacy Policy which is available on our website at the following address: <https://my.epca.eu/EPCA-Privacy-Policy>

17.3. Personal data is information that identifies and relates to a Delegate. In the case of the EPCA meetings and workshops, it includes but is not limited to: last name, first name, business mailing address, office telephone and fax numbers, mobile telephone number, email address, job title, billing and hotel guarantee information, VAT number and legal documentation required under EU VAT codes.

17.4. By accessing and using EPCA's website, receiving EPCA's service, registering for the Annual Meeting, workshops and other EPCA member activities, registering with the EPCA network, or otherwise providing personal data to EPCA, the Delegate becomes a member of the network and acknowledges his/her understanding of and agreement to this privacy policy and the processing and transfer of personal data in accordance with the Privacy Policy which is available on our website at the following address: <https://my.epca.eu/EPCA-Privacy-Policy>

EPCA

Avenue de Tervueren 270 Tervurenlaan
1150 Brussels – Belgium

www.epca.eu

Belgian Crossroads Bank for Enterprises n° 0408.299.922

Contact: Meeting Administration

Fax: 32 (0)2 741 86 80

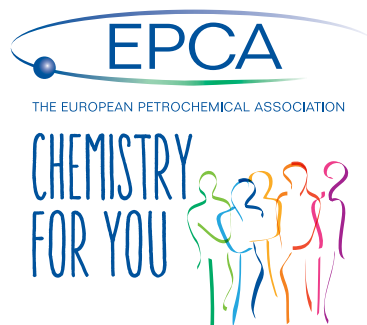
meetings@epca.eu / Tel.: 32 (0)2 741 86 60

for questions related to: **program, registration, optional items, invoicing and sponsoring**

webmaster@epca.eu / Tel. 32 (0)2 741 86 70

for questions related to: **access to online registration**

www.epca.eu / Member companies' area for **FAQ**



Based in Brussels, EPCA is the **primary European Business Network** for the global petrochemical business community consisting of chemical producers, their suppliers, customers and service providers. It operates for and through more than 700-member companies from 54 different countries that represent an aggregate turnover of over €4.7 trillion and employing over 6.2 million people. EPCA **organises conferences and events** in Europe offering members all over the world the opportunity to meet industry leaders and selected external stakeholders and stay abreast of international market developments as well as technological and societal trends. EPCA also **supports** members on **specific topics** that underpin the sustainable development of the global petrochemical industry by developing knowledge via research projects with external partners (e.g. academic institutions and consultancies).

EPCA – The European Petrochemical Association A.I.S.B.L./I.V.Z.W.

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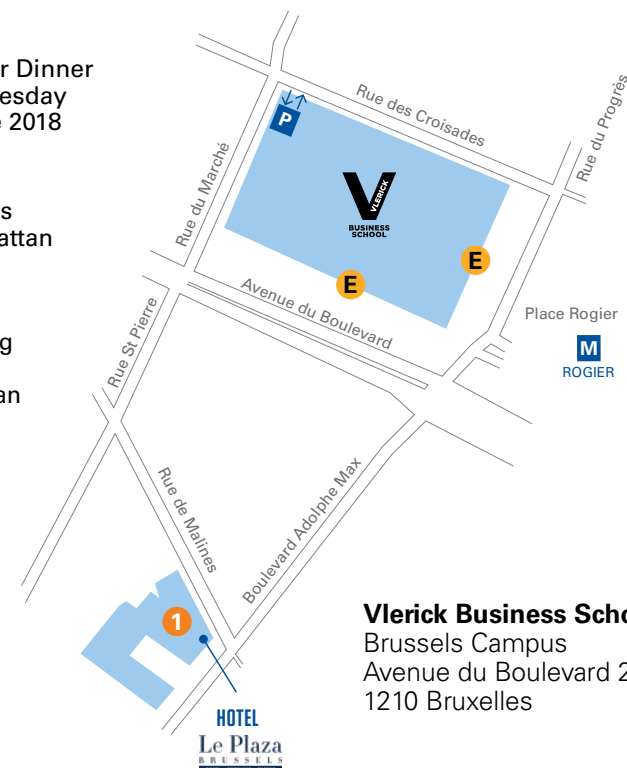
Belgian Crossroads Bank for Enterprises

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1 Venue for Dinner
on Wednesday
20th June 2018

E Main
entrances
to Manhattan
Center

P Entrance
to Parking
Indigo
Manhattan



Vlerick Business School
Brussels Campus
Avenue du Boulevard 21
1210 Bruxelles

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