

Early Bird Discount  
for the EPP  
Chemicals Forum 2015  
[Click here](#)

10 industry insights that will drive the  
2<sup>nd</sup> EPP Pricing Forum for the  
Chemical Industry

*Frankfurt, October 16, 2014*

The EPP Chemicals Executive briefing is an invitation-only event aimed to build a dialogue between CXO's and top industry pricing experts on emerging pricing and commercial topics.

**The derived outcome of this event, has provided us the breeding ground that will drive the topics for an innovative, inspiring and down-to-earth the agenda at the EPP Chemicals Forum 2015.**

*Your findings on the Chemicals Executive briefing:*

*"It was a very good opportunity to get in contact with European pricing experts in the chemical industry and have lively discussions on trends and challenges in pricing."*

# 1. Ralf Schmidt (Team Steffenhagen Consulting) on the major trends to cope with for the European Chemical Industry

In order to achieve a sustainable success in the future, chemical companies will need to overcome:

- 1. Increasing dependency on external factors.**  
Crisis, unstable governments, uncertain legal environment, etc. affect the market price development
- 2. Increasing volatility**
- 3. Geographical shifts of growth centers**  
The world population continues to grow, as a result, the global demand for chemicals will grow as well. However, growth is moving to the South-East: China, South East Asia, India, Africa, ...
- 4. Competitive advantages & global competition on country level**  
New technologies and Innovation (Including green chemistry) remain key to keep up with global competition
- 5. Global war for talent and vision**  
The industry has a huge challenge to attract the right people and leaders, giving meaning and envisioning that goes beyond the abstract KPI mindset.
- 6. Increasing margin pressure**  
The chemical industry has invested in pricing excellence capabilities to capture the value and to finance innovation in regional B2B2C value chains.



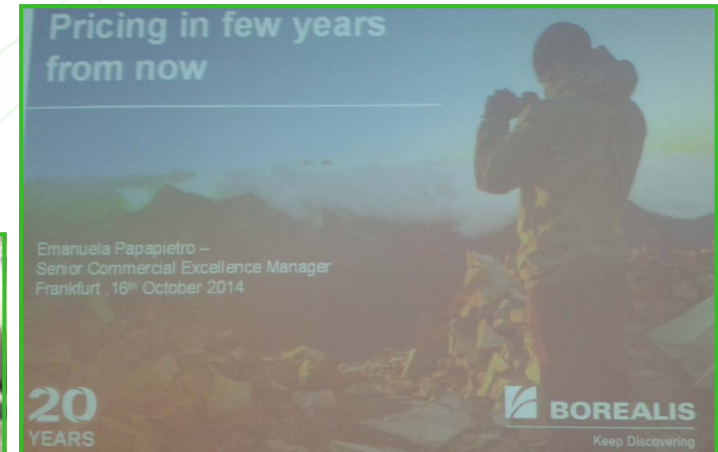
Ralf Schmidt - Managing Partner, Team Steffenhagen Consulting GmbH

*'The major trends to cope with in the European Chemical Industry'*

## 2. Emanuela Papapietro's (Borealis Group) vision on the evolution of the role and intent of the pricing function

The future is digital. Online sales and further development of the IT technology will support the digital transformation. The pricing role will change as the skills required for pricing professionals will be different. People will have to manage customers in a different way. New pricing techniques will be needed (e.g. how to do VBP selling while selling the web ?) but some pillars will remain the same:

1. Strategy
2. Monitoring and reporting
3. The need for pricing specialists
4. Pricing platforms to exchange and share knowledge



Emanuela Papapietro - Senior Commercial Excellence Manager, Borealis Group

*'The role and intent of the pricing function will change significantly in the coming years'*

### 3. What are the pricing leaders talking about?

Three topics captured the attention and led the discussion-reflection moments

Pricing will be understood within a downstream B2B-B2C industry value chain.

1. Global Competition & Innovation  
Investing in R&D chemical professionals will play a crucial role in the achievement of the chemical innovation challenges.
2. Talents  
The need for pricing specialists will continue, but the skills requirements will evolve. The need for more advanced pricing skills is clear !
3. Margin Pressure  
Profit margin is becoming more important than sales growth.

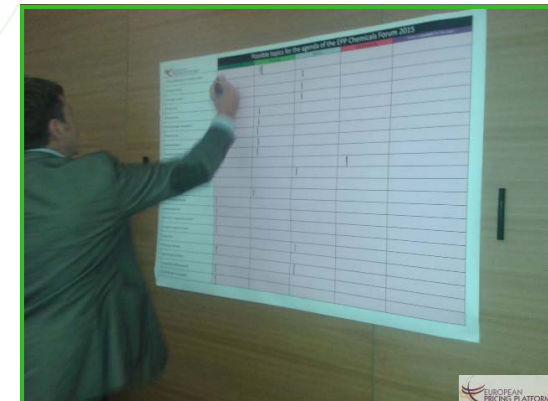


## 4. The 10 learnings that will drive the 2nd EPP Chemical Forum 2015

Which are the 10 topics that scored as the-most-wanted to be approached at the Forum?

The 2<sup>nd</sup> EPP Chemical Forum 2015 will approach in different interactive, dynamic, challenging and inspiring formats, the following hot-topics that the pricing leaders are looking forward to hear.

1. Competences of pricing people
2. Sales team, pricing success & KPI's
3. Pricing from customer insight
4. Transactional pricing
5. Pricing processes
6. Pricing maturity
7. Multi-channel pricing
8. Price & margin management
9. Value portfolio & commodity portfolio
10. Pricing segmentation / Pricing systems



The 2<sup>nd</sup> EPP Chemical Forum 2015 will explore in further depth and demonstrate by meaningful case studies and with a premium speaker panel, the best practices and tools to increase profitability with smart pricing in an innovative world.

Meet us on 25-26 March 2015 in the inspiring city of Prague, and don't miss this unique opportunity to discuss the latest challenges and developments in pricing and profit optimisation you are faced with right now. At the same time that you network, learn and exchange ideas with the most important pricing leaders of the chemical industry.

**Be fast and benefit from the Early Bird now! Register here.**

## 5. Thank you

... to all the attendees of the EPP Executive briefing for making this event another successful experience.

The chemical industry is an open book. This give us at the EPP the opportunity to continue to **improve**, to **explore**, to **share** and **learn** from the best.

At the heart of pricing in Europe, the European Pricing Platform is devoted to be **the number one knowledge sharing platform for pricing and profit optimisation in Europe.**

Thank you for being part of this network !

Thank you to the **Chemical Industry Steering Committee**, for making this Executive Briefing possible



Patrick Moeller  
Bayer CropScience



Mikael Gedin  
Perstorp Group



Peter Elgaard  
Novozymes



Thierry Laugerette  
Wacker Chemie



Ansgar Wille  
Royal DSM



Emanuela Papapietro  
Borealis Group



Georges Houtappel  
Solvay Group

**With special thanks to the EPP founding partners for the Chemical Industry Activities:**



# 2<sup>nd</sup> CHEMICAL FORUM

## DRIVE PROFITABILITY WITH SMART PRICING

25-26 MAR, 2015 | PRAGUE



Join at the **n°1 at the Chemical industry focused pricing event** on March 25<sup>th</sup> and 26<sup>th</sup>, 2015 at the superb Radisson Blu Alcron Hotel in the historical city of Prague.

***This is a 'must-attend' event for all pricing and profit optimisation-related professionals, active in the Chemical Industry***

Thanks to a strict selection of **top speakers**, who will bring you only top-content through innovative learning methods and who will actively stimulate the attendees to share their experiences, you will be able to ask plenty of questions and give your own input on the topics you would like to discuss.

Confirmed speakers for the 2<sup>nd</sup> EPP Chemical Forum 2015:



Patrick Moeller  
Bayer CropScience



Emanuela Papapietro  
Borealis Group

and our forum moderator...



Michael Krall Poulsen  
Implement Consulting Group

Read more on [www.pricingevents.eu](http://www.pricingevents.eu)



**2<sup>nd</sup> CHEMICAL FORUM**  
**DRIVE PROFITABILITY WITH SMART PRICING**  
**25-26 MAR, 2015 | PRAGUE**



*Interested in joining the Forum?  
Would you like to receive more information?*

Contact [orisa.grajeda@pricingplatform.eu](mailto:orisa.grajeda@pricingplatform.eu) or call +32/51.32.03.72  
or take a look at [www.pricingevents.eu](http://www.pricingevents.eu)

Benefit from the Early Bird rate today

**[Click here to register \(and save €300\\*\)](#)**

*Action only valid until January 23rd 2014 - Be quick!*

*\*Reserve your seat today and benefit from the **Early Bird Rate** of € 900 (instead of €1200)*

*Orisa Grajeda, EPP Project Manager Chemical Industries*

*“There is no other organisation in Europe so dedicated to help develop and share pricing and profit optimisation skills of tomorrow’s business leaders.”*

EUROPEAN PRICING PLATFORM  
Izegemsestraat 7 3.01  
8860 Lendeledede  
Tel.: +32/51.32.03.72  
Fax: +32/51.32.03.73

[www.pricingplatform.eu](http://www.pricingplatform.eu)  
[www.pricingevents.eu](http://www.pricingevents.eu)