



Global ManuChem Strategies 2014 **BOOK NOW >>**

FEBRUARY 27 – 28, 2014 | KEMPINSKI HOTEL BRISTOL BERLIN, GERMANY

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Global ManuChem Strategies 2014

Challenges & Solutions in Organizational Implementation of End-to-End Processes in Production and Operations Management within the Chemical Industry and Impact on effective Process Management

February 27 – 28, 2014 | Kempinski Hotel Bristol Berlin | <http://manu-chem2014.we-conect.com>

After the huge success in 2013, **we.CONECT** is bringing back the leading event related to operations, production and smart manufacturing management within the chemical industry! This year's Global ManuChem Strategies 2014 returns with questions and solutions regarding operations management, plant asset management, the challenge in integrating new tools and trends, the question how to take optimized production planning systems in place and overall: approaches and considerations of maintaining and fostering business value. Meet and discuss on challenges and cutting edge technologies with more than **100+ senior level executives**, board-level attendees and leading professionals from the chemical industry. Watch our [conference video](#) and get a concrete view of what is expecting you on the [Global ManuChem Strategies 2014!](#)

"Very well organized conference - look forward to joining another one in the future!"

Klaus Weckheuer, Grace GmbH & Co. KG

Highlights are Keynote Sessions from following industry leaders:

- **John Carey**, CEO of Castrol, from **B2B BP Plc. / UK** is going to present relevant examples of discontinuities in manufacturing processes that we should be aware of including their potential and how real they are today. Besides Mr. Carey will refer on the challenge in manufacturing leadership of balancing future and current trends. Finally he will draw a conclusion on behaviors required for managing a changing manufacturing environment.
- **Frank Rösiger**, Head of Operations Construction Chemicals Europe (E-EBE), PCI Europe, **BASF SE / Germany** will explain how to implement a successful production planning system to reduce time-to-market and integrate a local supply chain management system improving demand-supply planning, monitoring and response. Furthermore he is providing measures to improve forecasting in a demand driven supply chain and reduce risk across the supply chain for excellence in manufacturing. Lastly Mr. Rösiger will discuss topics such as performance management, KPI's and collaboration with suppliers.
- **Reiner Roghmann**, CEO / VP Site Operations, **Dow Central / Germany** will reveal the change of European business environment due to different growing rates in combination with a very tough competition from the Middle East. Additionally Mr. Roghmann is going to demonstrate the requirements for industries to benefit from present dynamic and globalized markets. Furthermore he will conclude the key for being able to succeed in today's rough and challenging market environment.

Take advantage of a great opportunity comprising large information flows and great Know-How exchanges. Come and take part in our [Icebreaker Session](#) the day before the conference to get to know your peers. Enjoy the benefits of collective intelligence during our [World Café](#) and give a new and stimulating impulse to your business. Meet our Business Partners and discuss with them processes, solutions and products face to face and talk about more industry's themes and issues at our [Challenge Your Peers Roundtables](#).

For more information about the conference or to register, please follow this link: <http://manu-chem2014.we-conect.com/en/preview/register>.

We look forward to welcoming you in winterly Berlin!

Your we.CONECT team

Contact:

Alexander Sladczyk

Sales Director

we.CONECT Global Leaders GmbH

Phone: +49 (0)30 52 10 70 3 – 55 | **Fax:** +49 (0)30 52 10 70 3 - 30

Email: alexander.sladczyk@we-conect.com

www.we-conect.com

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