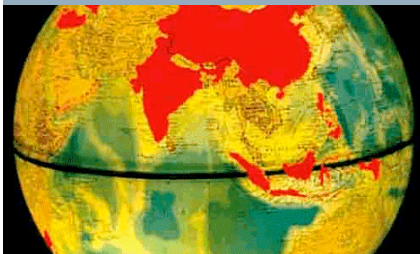


Chemical Marketing & Economics **News**

Future Program Details at: www.nyacs-cme.org



2009 PROGRAM

APRIL GROWTH MODELS FOR THE CHEMICAL INDUSTRY IN EMERGING ECONOMIES

Thursday, April 2nd

MAY BIO-BASED RENEWABLE PLASTICS

Frederic Sheer, Chairman & CEO, Cereplast, Inc.

Thursday, May 7th

JUNE FINDING THE UPSIDE IN THE DOWNTURN

Eric Vogelsberg, Senior Vice President and Global Practice Leader, Chemicals & Materials, & Tom Aldred, Director of Performance Improvement, Kline & Co.

Thursday, June 4th

SEPTEMBER TO BE ANNOUNCED

Thursday, Sept. 10th

VENUE: CLUB QUARTERS

40 West 45th Street, NYC

TIMES: • 11:30 AM COCKTAILS

- 12:15 PM LUNCHEON
- 1:15 PM PRESENTATION

[Next Meeting - Thursday, April 2nd](#)

Growth Models for the Chemical Industry in Emerging Economies

Ravi Shanker, Corporate Director, Ventures and Business Development, Dow Chemical Co.

Today, in the United States, all of manufacturing (including the chemical industry) accounts for less than 12% of economic output.

In contrast, as our April CM&E speaker will point out, the chemical industry is quite important in sustaining growth in emerging economies. Ravi Shanker (Corporate Director, Ventures and Business Development, Dow Chemical Co.) will specifically focus on models of growth. He will discuss those which were successful in the past, and now what has changed in the environment to necessitate rethinking these models today.

Ravi will comment on what is working for global leader Dow, and what is not. He will share with us, the learnings and the direction of Dow's current strategy as it pursues growth in these rapidly evolving markets.

CM&E's April speaker - Ravi Shanker, Corporate Director, Ventures and Business Development, Dow Chemical Co.

Ravi Shanker works in partnership with Dow's Market Facing businesses, Performance Plastics & Chemicals businesses, and the

Corporate Innovation Team to help to define and execute the growth priorities for Dow.

Ravi joined Dow in 1991 after graduating with a Ph.D. in Mechanical Engineering from the University of Delaware, and prior to that, a B.Tech. in Mechanical Engineering from B.I.T (Sindri, India). After assignments in Corporate R&D, he joined the Corporate Growth Strategy Center and Polyurethanes New Business Development, where he helped launch various new products.

In 2004 Ravi was named Director of Global Business Development with the Office of the Chief Executive and the Chemical and Plastics portfolios to consider strategic scenarios for both near and long-term business opportunities especially in emerging markets. In 2005, he became Business Director for Specialty Copolymers within the Specialty Plastics & Elastomers portfolio. He assumed his current role in November 2007.

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