



PSC
By MPA

**Petrochemicals
Sustainability
Conference**

**KUALA LUMPUR CONVENTION CENTRE
26-27 SEPTEMBER 2024**



FUTURE READY PETROCHEMICALS

CONFERENCE AGENDA &

SPONSORSHIP PACKAGES

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Conference Partners



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PETROCHEMICALS SUSTAINABILITY CONFERENCE (PSC) AGENDA 2024

WEDNESDAY, 25 SEPTEMBER 2024

0900 - 1800: PSC 2024 Delegate Pass Collection
Visit Oil & Gas Asia 2024 (OGA) Exhibition

1430 - 1700: **GRAND OPENING CEREMONY**
VIP Tour and Executive Networking

THURSDAY, 26 SEPTEMBER 2024

0900 - 0905: **Curtain Raiser by the Master of Ceremony**

0905 - 0915: **Welcoming Address by the Host**

0915 - 0925: **Keynote Address :**

YB Senator Tengku Datuk Seri Utama Zafrul, Minister of Investment, Trade & Industry (*Invited*)

0930 - 0945: **Launching of the Circular Economy Policy Framework for the Manufacturing Sector**

0945 - 1020: **Session 1
Circular Economy Framework Policy**

Moderator: BCG

- Ministry of Investment, Trade & Industry (MITI) Rep.
- Malaysian Plastics Manufacturers Association (MPMA) Rep.
- Industry Player Representative

1020 - 1040: **Contact Break (AM)**

1040 - 1130: **Session 2
Role of Leaders Navigating Sustainable Growth in the Petrochemical Industry**

Moderator: BCG

- PETRONAS Leadership Representative
- Major Downstream Investor Representative
- Sarawak Representative

1130 - 1230: **Session 3
Sustainability Policy, Incentives & Regulations Affecting the Petrochemical Industry**

Moderator: BCG

- Ministry of Natural Resources and Environmental Sustainability of Malaysia (NRES) Representative**
- Malaysian Investment Development Authority (MIDA) Rep.
- Alliance to End Plastic Waste:** Stakeholders Alignment/Alliance as Key Success Factor for Global Plastic Treaties
- EU Entity Representative:** Carbon Border Adjustment Mechanism (CBAM)

1230 - 1400: Delegate Networking Lunch

1400 - 1500: **Session 4
Exploring Regional Cooperation in Sustainability Investments**

Moderator: ERM

- Malaysian Petrochemicals Association (MPA) Representative
- Singapore Chemicals Industry Council (SCIC) Representative
- Federation of Thai Industries, Petrochemical Club (FTIPC) Representative
- Argus Media

1500 - 1600: **Session 5
Decarbonisation of Operations**

Moderator: ERM

- PETRONAS Representative:** State of Play of CCUS
- Sekisui Representative:** Carbon Capture & Utilisation (CCU) Technology
- TNB Representative:** Power Grid Decarbonization
- Greening the Supply Chain: MATRADE

1600 - 1615: **Contact Break (PM)**

1615 - 1715: **Session 6
Balancing Sustainability & Business Growth**

Moderator: ERM

- Bursa Malaysia Representative:** ESG Disclosure Reporting: Building Trust, improve reputation and increase performance.
- MNC Representative:** Economic model for sustainability projects - a new perspective.
- ERM Global Leader:** ESG Value Creation
- Digital Solution: Enabler Representative

1715 - 1720: **Host Closing Remarks Day 1**

1830 - 2100: **Networking Gala & Cultural Extravaganza**

FRIDAY, 27 SEPTEMBER 2024

0900 - 0910: **Day 1 Recap by Host**

0910 - 0955: **Industry Lightning Sessions**

0955 - 1045: **Session 7
Hydrogen Economy: Voice from the Policy Makers**

Moderator: ERM

- MOSTI Representative
- Sarawak Representative
- Western Australia Representative

1045 - 1100: Contact Break (AM)

1100 - 1200: **Session 8
Hydrogen Economy: Voice from the Industry: Opportunities & Challenges**

Moderator: ERM

- Gentari Representative
- Sarawak Energy Representative
- Air Liquide Representative

1200 - 1445: **Delegate Networking Lunch & Friday Prayers**

1445 - 1600: **Session 9
Market Trends and Investment Opportunities in Sustainable Chemicals**

Moderator: BCG

- PetChem Manufacturer
- Brand Owner
- Private Equity
- S&P Global

1600 - 1645: **Session 10
Leaders' Panel - Where do we go from here? Embracing Possibilities of Tomorrow from a Sustainable Perspective**

Moderator: BCG

- PETRONAS Chemicals Group Representative
- KLK Oleo Representative
- CICM Representative

1645 - 1700: **Host Closing Remarks**

1700 - 1730: **High Tea & End**

PETROCHEMICALS SUSTAINABILITY CONFERENCE 2024

SPONSORSHIP PACKAGES & ENTITLEMENTS

	DIAMOND MYR 100,000 (USD 30,000)	PLATINUM MYR 80,000 (USD 25,000)	GOLD MYR 50,000 (USD 20,000)	SILVER MYR 35,000 (USD 10,000)
Complimentary Delegate Tickets	20 Pax	15 Pax	12 Pax	8 Pax
Sponsor Advertisement in Conference Flyer	Full Page	Full Page	Featured	Featured
Hanging Banner at Conference Networking Foyer	Dedicated	Dedicated	Cluster - Large	Cluster
One (1) x Dedicated Lead-Gen Email Marketing Campaign Blast	Section / Banner	Section / Banner	Banner	Logo
One (1) x Dedicated Social Media Posting on Official Event Handles	✓	✓	✓	✓
Logo Showcase on Conference Holding Screen(s)	Prominent	Cluster - Large	Cluster - Large	Cluster
Logo Showcase on Website and Post Event Collaterals	Prominent	Cluster - Large	Cluster - Large	Cluster
One (1) item from category				
Keynote Presentation*	✓	-	-	-
Conference Lanyards (Sustainable Material)	✓	-	-	-
Conference Badge	✓	✓	-	-
Conference Bags (Sustainable Material)	✓	✓	-	-
Conference Delegate WIFI	✓	✓	✓	-
Online Registration & Onsite Registration Counter Branding	✓	✓	✓	-
Speak & Sponsor (Panel Session*)	✓	✓	✓	-
Information Board (with video advertisement display)	✓	✓	✓	-
PSC Entrance Arch	✓	✓	✓	-
Gala Dinner Sponsor	✓	✓	✓	-
Hosted Lightning Session	✓	✓	✓	✓
Conference Notebooks & Pen (set)	✓	✓	✓	✓
Networking Luncheon Sponsor (Day 1 / Day 2)	✓	✓	✓	✓
Contact Break Sponsor	✓	✓	✓	✓
Ice-Cream Cart Sponsor	✓	✓	✓	✓
PSC Thematic Photo Wall	✓	✓	✓	✓
Mobile Charging Station	✓	✓	✓	✓
Branded Standing Lightbox	✓	✓	✓	✓

*Subject to slot availability and committee direction

SESSION OVERVIEW

Welcoming Address by the Host : Malaysian Petrochemicals Association (MPA)

The Welcoming Address by the host will set the stage for the Petrochemical Sustainability Conference 2024 (PSC 2024). As host organization, MPA plays a vital role in bringing together key stakeholders from across the petrochemical industry to explore and advance sustainability initiatives. The address will underscore the significance of the conference as a platform for knowledge exchange, collaboration, and innovation in the pursuit of a sustainable future for the petrochemical sector.

Keynote Address by Minister of Investment, Trade & Industry of Malaysia

The keynote address by the Minister will set the tone for the conference, underscoring the critical importance of sustainability in the petrochemical industry. This address will serve as a call to action for all participants to contribute to a sustainable future, aligning with national and global sustainability goals.

Session 1 - Circular Economy

The circular economy aims to minimize waste and make the most of resources. This session will delve into the Malaysian gov policy framework on circularity, focusing on developing sustainable markets for recycled plastics, creating closed-loop supply chains, and the concept of carbon circularity. Panellists will share best practices and innovative solutions for implementing circular economy principles.

Session 2 - Role of Leaders Navigating Sustainable Growth in the Petrochemical Industry

The petrochemical industry is undergoing significant transformation driven by sustainability goals. Leadership plays a crucial role in steering companies toward sustainable growth while balancing economic, environmental, and social factors. This session will explore how industry leaders are addressing these challenges and opportunities, sharing insights and strategies for sustainable development.

Session 3 - Sustainability Policy, Incentives & Regulatory Framework affecting the Petrochemical Industry

Policies and regulatory frameworks are pivotal in shaping the sustainability landscape of any industry. This session will delve into the crucial role of policy, incentives, and regulatory frameworks in shaping the sustainability landscape of the petrochemical industry, particularly in relation to international trade. As global efforts to combat climate change intensifies, the regulatory environment is becoming increasingly complex, influencing how petrochemical companies operate and compete. This session will also discuss key policy incentives and regulatory mechanisms such as the EU's Carbon Border Adjustment Mechanism (CBAM) and the global plastic treaties.

Session 4 - Exploring Regional Cooperation in Sustainability Investments

Regional cooperation is essential for advancing sustainability in the petrochemical sector. This session will focus on how different countries in the region, such as Malaysia, Singapore, and Thailand are collaborating on sustainability investments. Panellists will discuss their respective national strategies and the benefits of regional cooperation in driving sustainable growth.

Session 5 - Decarbonisation of Operations

Decarbonisation is a critical goal for the petrochemical industry to mitigate climate change. This session will cover various approaches to reducing carbon emissions, including carbon capture, utilisation, and storage (CCUS), and the decarbonisation of power grids. Experts will share their experiences and the latest technological advancements in achieving low-carbon operations.

Session 6 - Balancing Sustainability & Business Growth

Businesses face the challenge of integrating sustainability without compromising growth. This session will explore the pressure of disclosure from stakeholders and its impact on business growth. Topics include ESG disclosure reporting, building trust through transparency, and economic models for sustainability projects. Panellists will discuss how companies can achieve a balance between sustainability and profitability.

Host Closing Remarks Day 1

The Host Closing Remarks at the end of Day 1 will provide an opportunity to reflect on the day's achievements, key discussions, and insights gained. Delivered by a representative of the Malaysian Petrochemicals Association (MPA), these remarks will serve to reinforce the conference's key themes and acknowledge the contributions of all participants.

Day 1 Recap by Host: Malaysian Petrochemicals Association (MPA)

This session will serve as a vital opportunity to reflect on the insights, discussions, and key takeaways from the first day of the conference. This session aims to consolidate the knowledge shared and ensure that all participants are aligned and prepared for the subsequent sessions.

Industry Lightning Sessions

Industry Lightning Sessions are dynamic, 20-minute presentations where sponsors can highlight how their company is driving industry advancements. These sessions are a key feature of the Petrochemicals Conference, providing a platform for C-level professionals to share insights, strategies, and innovations that support and advocate for essential industry agendas.

Session 7- Hydrogen Economy: Voice from the Policy Makers

Hydrogen is emerging as a key component in the transition to a low-carbon economy. This session will feature policymakers discussing their perspectives on the hydrogen economy. Topics will include national hydrogen strategies, regulatory frameworks, and the role of hydrogen in achieving climate goals.

Session 8 - Hydrogen Economy: Voice from the Industry: Opportunities & Challenges

The industrial perspective on the hydrogen economy will be the focus of this session. Industry leaders will discuss the opportunities and challenges associated with hydrogen production, distribution, and utilization. The session will highlight the latest developments and practical insights from companies actively engaged in the hydrogen sector.

Session 9 - Market Trends and Investment Opportunities in Sustainable Petrochemicals

Provides an overview of the dynamic market trends and investment opportunities in the sustainable petrochemicals sector. From emerging technologies to shifting consumer demands, panellists will discuss how these factors are shaping the industry. The session aims to offer valuable insights for investors and industry stakeholders looking to capitalize on sustainable petrochemical initiatives.

Session 10 - Leaders' Panel - Where do we go from here? Embracing Possibilities of Tomorrow from a Sustainable Perspective

The concluding session will bring together top industry leaders to discuss the future of the petrochemical industry from a sustainability perspective. The panel will explore visionary ideas, strategic priorities, and the path forward for embracing sustainability. This session aims to inspire and guide industry stakeholders in navigating the transition towards a more sustainable future.

Host Closing Remarks

The Host Closing Remarks will serve as the final official address, bringing the event to a thoughtful and inspiring conclusion. This address will encapsulate the key insights and outcomes of the conference, celebrating the achievements and setting the direction for future efforts in sustainability within the petrochemical industry.

High Tea & End

This session concludes PSC 2024 with an elegant gathering offering a relaxed setting for participants to unwind, reflect, and celebrate collaborative efforts. Enjoy a refined atmosphere with a selection of teas, coffees, and light refreshments. It's a perfect opportunity for final conversations, solidifying connections, and discussing key takeaways. This ensures the conference ends on a high note, with participants feeling connected, appreciated, and ready to implement insights from PSC 2024.

Contact Break(s)

Designed to provide participants with a refreshing pause between sessions, offering valuable opportunity to recharge with coffee, tea, and hors d'oeuvres, while facilitating informal networking among attendees and visiting the exhibitions. This break also offers a chance for participants to approach speakers and panellists for more in-depth discussions, ask follow-up questions, and gain further insights into the topics covered. It is an excellent opportunity to expand professional networks, build new relationships, and strengthen existing ones.

Sponsored Networking Lunch(s)

Sponsored Networking Lunch at PSC 2024 offers a unique opportunity for participants to engage in informal discussions, build connections, and exchange ideas in a relaxed setting. This break is not only a chance to enjoy a meal but also an integral part of the conference experience, fostering collaboration and networking among industry leaders, policymakers, and stakeholders. Before lunch is served, there will be a short, engaging sharing session by the sponsor. This presentation will provide valuable insights into the sponsor's commitment to sustainability and their innovative contributions to the petrochemical sector.

Networking Dinner & Cultural Extravaganza

The Networking Dinner offers an evening of fine dining, entertainment, and networking in a festive atmosphere. This special occasion is designed to celebrate the collective efforts and achievements of the industry while providing a platform for attendees to build deeper connections in a relaxed and enjoyable setting. By blending networking opportunities with cultural enrichment, the evening promises to be a memorable and impactful part of the conference, enhancing the sense of community and shared purpose among all attendees.

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