

MEDIA RELEASE

EMBARGOED UNTIL 20 May 2016, FRIDAY, 2:00PM

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**Asia's Most Important
Petrochemical Industry Conference returns to Singapore**

In the wake of increasing connectivity and interdependency of global economies, the annual Asia Petrochemical Industry Conference (APIC) serves as a premier industry platform for the leading petrochemical companies to share business insights, strengthen customer relationships and formulate strategies for sustainable growth.

APIC, formerly known as the East Asia Petrochemical Industry Conference (EAPIC), was incepted in 1979. Every year, the conference is organized by one of the seven Asian countries: Japan, Korea, Taiwan, India, Malaysia, Thailand and Singapore. APIC has been established as an important regional event and has been well attended by more than 1,200 delegates annually around the world.

2016 marks the 37th anniversary of the conference (APIC). This is the second time that the conference is hosted in Singapore, one of the leading energy and petrochemical hubs and one of the world's top three export refining centers.

The petrochemical industry has been instrumental in maintaining our way of life. Supplying basic petrochemicals and derivatives, key raw materials for paint, solvents, fabrics, plastics and pharmaceuticals, the industry continues to provide a multitude of benefits through the products supplied and jobs created.

Recent advancements in manufacturing and digital technologies have enabled the industry to develop future growth platforms in alternative feedstock, intelligent materials and environmental technology. The industry has also placed more emphasis on skills development and increasing labor productivity. Sharpening of operating models and business strategies have also spurred improvements in cost efficiency, performance and safety.

Targeting this growing need for an evolution in the petrochemical industry, this year's conference has been aptly themed "The New Challenge: Promoting Flexibility, Innovation and Efficiency to Drive Sustainable Growth".

With today's rapidly changing economic conditions, industry players will have to respond to challenges in an innovative and sustainable manner. To prepare for the future, APIC 2016 aims to provide key market insights for the petrochemical industry to expand their reach into high growth markets, employ new strategies to improve cost effectiveness and productivity and build on core business capabilities.

About the Singapore Chemical Industry Council Limited (SCIC)

The SCIC is the official body representing the chemical industry of Singapore in the private sector. Its membership comprises key multinationals, small and medium enterprises, as well as logistics/services providers and traders.

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