



“SAVE THIS DATE!”

WEEK of MAY 14th, 2012 in SHANGHAI

Zeolyst Aromatics is pleased to announce its **2012 Users' Conference** entitled **“Thriving or Surviving: Maximizing Your Aromatics Assets”** planned in the week of May 14th, 2012 in Shanghai, The People's Republic of China.

As we've seen in recent years, the aromatics market is experiencing a period of unprecedented challenges. As partners to the industry, Zeolyst Aromatics would like to work with you to find opportunities to thrive in this period. The 3 day event will comprise of various aromatics related topics with highlights such as:

- Keynote address by an aromatics market expert on this highly cyclical industry and the outlook for the next 5 years.
- Operator-led presentations by multiple cycle users of Zeolyst Aromatics catalysts on their recent operating experiences & best practices. Foremost amongst these are **SINOPEC & RELIANCE**, who can be described as the heavyweights in the Paraxylene industry.
- Update on the latest technological developments from key partners of Zeolyst Aromatics, including **AXENS & SK-KBR JV**.
- Latest catalyst developments in the Zeolyst Aromatics portfolio to help you maximize your profitability.

Date: 3 days in the week of May 14th, 2012 (exact dates to be confirmed later)

Place: Shanghai, The People's Republic of China

More details will follow in the coming months but do save this date in your 2012 schedule! Should you require further details in the meantime, please contact us or our local representative.

We look forward to your participation at this event. Thank you.



Peter Choo
Global Business Manager
Zeolyst Specialty Catalysts

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