



**The 5th Annual**

# Methanol Forum

**GOING ON OFFENSE:**  
*Forging Balance in a Changing Methanol World*

**October 16-18, 2007**

**The Westin Harbour Castle**

**Toronto, Canada**

**Methanol • Derivatives • Fuels • Biodiesel • MTBE • DME**

[www.jordan-associates.com](http://www.jordan-associates.com)

[methanolforum@jordan-associates.com](mailto:methanolforum@jordan-associates.com)



**JIM JORDAN & ASSOCIATES**

*Presented by:*



— The 5th Annual —  
**Methanol  
Forum**

**GOING ON OFFENSE:**

*Forging Balance in a Changing Methanol World*

October 16-18, 2007

Westin Castle Harbour • Toronto, Canada

The Methanol Institute and its member companies have again teamed with Jim Jordan & Associates to host this special annual event.

As the global methanol industry's trade association, the Methanol Institute directs international product stewardship initiatives and champions new market opportunities for methanol, while encouraging the growth of existing markets.

Jim Jordan & Associates (JJ&A) is a privately owned US-based consulting firm and is the leading consultancy for the Global Methanol & Transportation Fuels industries.



The Member Companies of the Methanol Institute

*Preliminary Schedule—*

**Tuesday October 16, 2007**

5:00pm - 7:00pm Early Registration

**Wednesday October 17, 2007**

7:30am - 8:30am Registration & Continental Breakfast

12:00pm - 2:00pm Luncheon

5:30pm - 7:30pm Cocktail Reception

8:30am - 5:00pm Presentations

**Thursday October 18, 2007**

7:30am - 8:30am Continental Breakfast

12:00pm - 2:00pm Luncheon

8:30am - 4:00pm Presentations

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**Suggested attire for  
the Methanol Forum  
is Business Casual**

# 2007 Methanol Forum Preliminary Agenda

## TUESDAY OCT 16, 2007

5:00-7:00 Conference Registration

## WEDNESDAY OCT 17, 2007

7:15-8:15 Conference Registration

Continental Breakfast: *Sponsored by Johnson Matthey*

8:15-8:30 Opening Comments

Mr. John Floren, Senior Vice President, Methanex

Board Chairman, Methanol Institute

Mr. Jim Jordan, President, Jim Jordan & Associates (JJ&A)

8:30-10:00 Morning Session I

**Issues & Concerns for the Industry**

**Moderator:** Mr. Bob Niedzielski,

Methanol Global Business Manager, BP

▪ **The Methanol Industry Under Assault:**

**The Need for a Coordinated Effort to Protect the Industry**

Mr. Bruce Aitken, President & CEO, Methanex Corporation

▪ **Economic Issues Facing the Formaldehyde Industry**

Mr. Joseph Bevilaqua, Executive VP and President,  
Phenolic & Forest Products Div, Hexion Specialty Chemicals

▪ **Shaping the Future of the Methanol Industry**

Mr. Lawrence Duprey, Chairman of the Board,  
Methanol Holdings (Trinidad) Limited

10:00-10:30 Morning Break:

*Sponsored by Ashland Distribution*

10:30-12:00 Morning Session II

**Global Methanol Review**

**Moderator:** Mr. Mark Vassar, Mitsubishi Gas Chemical

▪ **Asian Methanol Market Outlook: New Uses (or Bust)**

Mr. Mark Berggren, Managing Director, MMSA

▪ **European Methanol Review**

Mr. Etienne Dor, VP Europe, Africa, Middle East, JJ&A

▪ **World Methanol Summary**

Mr. Jim Jordan, President, JJ&A

12:00-2:00 Luncheon: *Sponsored by Methanol Holdings Trinidad Ltd*

## WEDNESDAY OCT 17, 2007, continued

2:00-3:00 Afternoon Session I

**Where Does Coal Fit as a Methanol Feedstock?**

**Moderator:** Mr. Mark Allard, Methanex

▪ **Environmentally Sound Production of Methanol from Coal Gasification**

Mr. Eric Gadd, Synthesis Energy Systems

▪ **Coal to Methanol and the Challenges of China**

Mr. Peter Roberts, Johnson Matthey

3:00-3:30 Afternoon Break: *Sponsored by Continental Industries*

4:00-5:00 Afternoon Session II

**Methanol-to-Emerging Markets**

**Moderator:** Mr. Mark Sutton, Davy Process Technology

▪ **Methanol-to-Propylene**

Mr. Norbert Ringer, Group Product Manager Methanol,  
Catalytic Technologies, Süd-Chemie

▪ **Methanol-to-Power: A Demonstration Unit On-Line**

Dr. Sharaaz Hosein, Assistant Professor Energy Studies,  
University of Trinidad & Tobago

Mr. Vishard Chandool, Manager Business Development,  
Methanol Holdings (Trinidad) Limited

▪ **Use of Methanol as a Transportation Fuel**

Mr. Richard Bechtold, Alliance Technical Services

5:30-7:30 Cocktail Reception: *Sponsored by the Methanol Institute*

## THURSDAY OCT 18, 2007

7:30-8:30 Continental Breakfast: *Sponsored by Atlantic Methanol*

8:30-10:00 Morning Session I

**Methanol Product Stewardship Issues**

**Moderator:** Mr. Roger Dickson, Atlantic Methanol

▪ **EU REACH Program**

Ms. Helene Berggren, Manager Shipping & Operations,  
Statoil / CEFIC

▪ **Accident Investigation: Bethune Point Wastewater Plant**

The Honorable William E. Wright

U.S. Chemical Safety Board

▪ **Molecular Basis for Methanol Toxicity**

Dr. Peter G. Wells, Professor, University of Toronto

## THURSDAY OCT 18, 2007, continued

10:00-10:30 Morning Break: *Sponsored by Ashland Distribution*

10:30-12:00 Morning Session II

**Biofuels, Biomass and Future Fuels**

**Moderator:** Mr. Mac Duncan, Ashland Distribution

▪ **Biodiesel - Issues and Answers**

Mr. Bob Starkey, VP Fuels, Jim Jordan & Associates

▪ **Methanol Production from Bio-Mass**

Mr. Rich Mount, North Shore Energy Technologies

Mr. Zolt Pukanecz, Manager Licensing and

Tech Transfer, Air Products

▪ **Fuels of the Future:**

**The Impact of Modern Transportation Fuels in Asia**

Mr. Clarence Woo, Executive Director,

Asian Clean Fuels Association

12:00-2:00 Conference Luncheon: *Sponsored by Methanex*

2:00-3:00 Afternoon Session I

**Methanol Molecule to Transportation Fuels**

**Moderator:** Mr. Greg Dolan, Methanol Institute

▪ **China DME Update**

Ms. Li Juan, Xinao Group

▪ **Georgetown University Fuel Cell Bus Program Update**

Mr. Charles Pritzlaff, Fuel Cell Bus Program Manager,

Georgetown University

3:00-3:30 Afternoon Break: *Sponsored by Reccochem*

3:30-4:30 Afternoon Session II

▪ **Panel Discussion - Analyzing China's Role and Effect on the Global Methanol Market**

**Moderator:** Mr. Jim Jordan, President, JJ&A

**Panelists:**

Mr. Mark Allard, Methanex

Mr. Mark Berggren, MMSA

Mr. Peter Roberts, Johnson Matthey

Mr. John Lynn, Methanol Institute

4:30 Conference Close

For updates visit: [www.jordan-associates.com](http://www.jordan-associates.com)

## CONFERENCE REGISTRATION FORM

CONFERENCE FEES: payable in U.S. Dollars		
Early Registration - <i>through September 15, 2007</i>	MI member	\$875
	Non-member	\$950
Late Registration - <i>after September 15, 2007</i>	MI member	\$950
	Non-member	\$1025

**Registration Fee Includes:**

- All conference activities October 16-18, 2007
- Conference book + CD
- Wednesday Lunch
- Wednesday Cocktail Reception
- Thursday Lunch

To Register online, go to: <http://www.jordan-associates.com/MethanolForum.htm>

**To Register By Fax:**

**JJ&A** fax: +1-832-550-2455  
Complete this registration form,  
include credit card payment  
information and return via Fax

**To Register By Mail, send form to:**

**Jim Jordan & Associates, LLP**  
Attn: Methanol Forum 2007  
12941 I-45 North Freeway, suite 226  
Houston, TX 77060 USA

COMPLETE DETAILS IN FULL	
Title:	Mr / Mrs / Ms / Dr (please circle)
Given/First name:	
Family/Last name:	
Name badge:	
Company:	
Job title:	
Address:	
Tel:	Fax
Email address:	
PAYMENT	
<input type="checkbox"/>	Check payable to Jim Jordan & Associates
<input type="checkbox"/>	Wire transfer - For wire transfer details, please contact us at +1-281-877-7009, or <a href="mailto:info@jordan-associates.com">info@jordan-associates.com</a>
<input type="checkbox"/>	Charge my credit card (please circle)      Visa      Mastercard      American Express
Expiration date:	
Credit card no:	
Cardholder's name on card:	
Signature:	

**Cancellation Policy**

Cancellations received in writing before September 15 will entitle the registrant to a full refund.  
Cancellations received after September 15 will entitle the registrant to a 20% refund.  
You may send a substitute at no additional charge.

**Registrants who do not cancel and do not attend are liable for the full registration fee.**

**For registration questions**

please contact:  
Darla McBryde  
281-877-7009

[MethanolForum@jordan-associates.com](mailto:MethanolForum@jordan-associates.com)

## Hotel Accommodations

# The Westin Harbour Castle

1 Harbour Square  
Toronto, Ontario M5J 1A6  
Canada  
Phone: (416) 869 1600

### The Westin Harbour Castle • Toronto, Ontario • Canada

The **Westin Harbour Castle Hotel** will serve as the Methanol Forum Headquarters this year. A block of rooms has been reserved for Methanol Forum attendees.

The Westin Harbour Castle is a 977-room twin tower rising 38 stories above scenic Lake Ontario, and is conveniently located near major attractions, including the Air Canada Centre, CN Tower, Financial and Theatre districts.

This CAA/AAA Four Diamond Award hotel has easy highway access and is less than 30 minutes from Lester B. Pearson International Airport.

Toronto is North America's 5th largest city, with a population of 4.7 million people, and home to more than 100 cultures. The fall season in Toronto offers wonderful urban scenery accented by turning leaves in golds, reds and oranges. While in Toronto, you can explore Corso Italia, Greektown on the Danforth, Gerrard India Bazaar and the rest of Toronto's neighbourhoods.



### Hotel Reservations & Cut Off Information

**Reservations must be made by Friday, September 14th.** Reservations received after 5:00 PM local time at the Hotel on the cut off date will be accepted on a space and rate availability basis.

A link to The Westin Harbour Castle's on-line hotel reservations page is available on the JJ&A website: <http://www.jordan-associates.com/MethanolForum.htm>

If you have **questions** about hotel reservations, please contact Darla McBryde at (281)-877-7009, or email: [dmcbyde@jordan-associates.com](mailto:dmcbyde@jordan-associates.com).

### The Methanol Forum Room Rates

Standard Room	CAD \$229.00
Corner King, Lake View	CAD \$279.00

\* For additional room choices, please contact the hotel directly.