

## Planned Workshop PHA-platform

3 September 2018 afternoon

The plan is to organize a workshop on the PHA-platform in the Maternus Haus Conference Center in Cologne in the afternoon before the 1<sup>st</sup> PHA-platform World Congress. August 1<sup>st</sup> it will be decided whether there are enough delegates to participate. Enrollment is possible by E-mail to Michael Thielen ( [mt@bioplasticsmagazine.com](mailto:mt@bioplasticsmagazine.com) ) or Jan Ravenstijn ( [j.ravenstijn@kpnmail.nl](mailto:j.ravenstijn@kpnmail.nl) ).

The workshop is planned to start at 13:00 (1:00 p.m.) and go on till 17:00 (5:00 p.m.) or later when required.

The following subjects will be addressed during the workshop:

- ✓ PHA process, product and processing technology, including the variety of platform products and their differences.
- ✓ Players and generic competition (other PHA-platform products) as well as non-generic competition (other polymers families).
- ✓ Applications and market segments.
- ✓ Price, premiums and market strategies like creating market pull, the value chain game and after-use value chains.
- ✓ Lessons learnt.
- ✓ Raw materials.
- ✓ Strengths, Weaknesses, Opportunities and Threats.
- ✓ Any other subjects in relation to this if indicated by one of the interested parties ahead of time (before August 1<sup>st</sup>).

Best regards,

Jan Ravenstijn

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