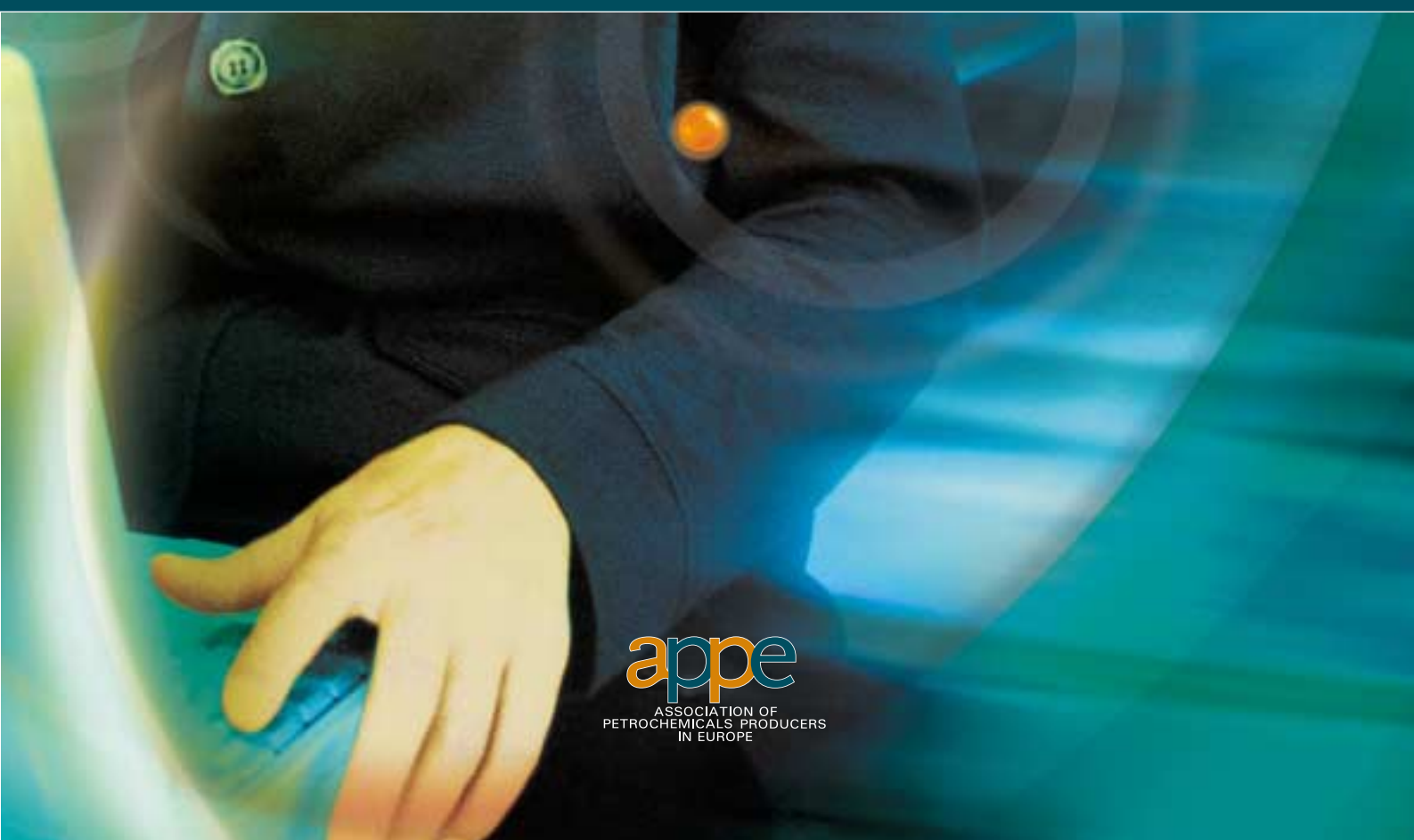




Appe:
The Voice of European Petrochemistry



Petrochemistry



A springboard for innovation

Computer chips, safer cars, cell phones... Cancer-fighting drugs, bionic implants, modern windmills... The advances of chemistry have made our lives longer, safer and more comfortable; and future generations should see further progress that will translate into longer life-expectancy and a safer environment. The advances of chemistry depend entirely on its basic building blocks – products such as ethylene, propylene, butadiene and benzene, the basic petrochemicals obtained from crude oil or natural gas.



How it all started

Petrochemistry is a fairly young industry. It only started to grow in the 1940s, 80 years after the drilling of the first commercial oil well. During World War II, the demand for synthetic materials to replace costly and often less efficient products caused the petrochemical industry to develop into a major player in today's economy and society.

Before then, it was a tentative, experimental sector, starting with basic materials: synthetic rubbers in the 1900s, Bakelite in 1907, the first petrochemical solvents in the 1920s, polystyrene in the 1930s... And it then moved into an incredible variety of areas - from household goods such as kitchen appliances and textile to medicine, from leisure to highly specialised fields like archaeology or crime detection.

Petrochemistry's essential role in today's world

Petrochemistry has an essential role in offering future generations a more sustainable world, through developing new technologies and new materials. To be such an innovative industry, constantly adapting to new challenges, the petrochemical industry needs to invest considerable sums in research and development. Thanks to these, new solutions are found to age-old world problems.

Production of acrylics and polyester, for example, is a sustainable alternative to cotton production, which uses vast quantities of water and land in countries that could otherwise produce cereals and thus feed their populations. Modern food packaging minimises food waste in countries where heat and limited distribution mean that sometimes up to 50% of the food is lost. Today's cars are lighter and safer, thanks to the ever-growing use of strong, shock-absorbing plastics parts – fuel consumption is thus drastically reduced, making for cleaner air and a safer environment.

And these are only a few examples of the new solutions brought about by petrochemistry.

However, all this is little known. Petrochemicals do not reach the final consumer; they are first sold to customer industries, undergo several transformations, and then go into products that seem to bear no relation to the initial raw material. As a result, most of us find it difficult to make the connection between petrochemistry and heart pacemakers, CDs, bicycle helmets, running shoes, modern furniture or computers – although we all benefit daily from end products that have been made thanks to the input of the petrochemical industry.

An enabling industry

Because petrochemistry underpins a host of other, essential industries, it is called an enabling industry. It is indeed an enabling force behind innovation in numerous industries, such as healthcare, telecommunications, construction and transport. As such, petrochemistry is central to the pursuit of a sustainable society.

Find out more at www.petrochemistry.net



A key player in today's society

A major contributor to Europe's economic strength
 Besides its pivotal role in meeting the goals of sustainable development, the petrochemical industry is also a major contributor to Europe's economic strength. Together with the derived industries it feeds, such as the plastics industry, it represents an important sector of the European chemical industry, generating a turnover of more than EUR 67 billion, not including the turnover of its customer industries.

The petrochemical industry is a major socio-economic player in our society. It offers jobs to thousands of people across Europe, who find fulfillment in working in a truly global industry and a dynamic, innovative sector, supplying products that are of prime necessity to humankind, increase people's life expectancy and heighten enjoyment of life.

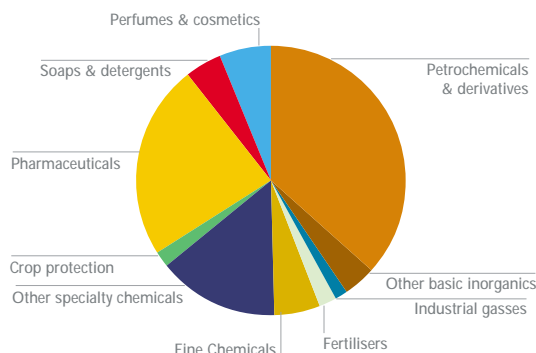
A responsible industry

The list of petrochemistry's contributions to a more sustainable, safer society is long. However, all scientific and technological advances must be handled with care to 'meet the needs of the present without compromising the ability of future generations to meet their own needs'. The European petrochemical industry devotes considerable resources to improving continually its performance in the fields of health, safety and the environment. It adheres actively and wholeheartedly to both the voluntary initiatives developed by the chemical industry and the wide range of legal instruments already in place at national, European and international level. Responsible Care and Product Stewardship are voluntary programmes through which the industry commits itself to continual improvement in all aspects of its health, safety and environmental performance, including the responsible management of its products throughout their lifecycle.

The industry considers itself accountable to society, so detailed reports on these essential issues are available to the public, at company and association levels.

More information about the topics mentioned above can be found at www.petrochemistry.net or on the European chemical industry's website, at www.cefic.org.

Sectoral breakdown of EU chemical industry sales



Sources: National chemical federations & Cefic

Find out more at www.petrochemistry.net

The Association of Petrochemical Producers in Europe

Appe is the voice of the European petrochemical industry. An essential forum for its members, Appe is also the unique focal point on petrochemistry in Europe for our stakeholders – downstream industry, regulators, legislators, press, financial experts, scientific and educational communities, consumers' organisations - anybody with an interest in our industry.

Overview

Appe brings together about 70 member companies. These are companies manufacturing ethylene and propylene from steam cracking, and/or other olefins, and/or aromatics for chemical use, and/or major first stage petrochemical derivatives (excluding polymers). A complete and updated list of our member companies is available on our website at www.petrochemistry.net.

Appe is part of Cefic, the European Chemical Industry Council, representing about 40,000 companies employing approximately 2 million people, and accounting for more than 30% of world chemicals production.

Appe's mission

Appe's mission is to foster the development of the European petrochemical industry within a global context, by demonstrating its sustainability and its benefits to society – by virtue of its competitiveness, its environmental performance and its growth.

What does Appe do?

Appe's generic issues

Appe works on defining and communicating industry's views, mainly on issues related to:

- Health, safety and environment, including chemicals management, Responsible Care and Product Stewardship
- Regulatory issues
- Trade and competitiveness, e.g. the European feedstocks situation
- Energy
- Logistics, e.g. the European pipeline network
- Market intelligence
- Integration of Western and Eastern European petrochemical activities.

Appe's sector groups

Besides its common-core activities, Appe comprises about twenty sector groups, each with its specific set of objectives. These include, among others, the Aromatics Producers Association, the Lower Olefins Sector Group, the European Solvents Industry Group... A complete list is available on our website at www.petrochemistry.net.

Appe's staff and partners

Appe staff comprises issue, science and communications specialists, and also draws on the expertise of Cefic, its umbrella organisation, notably in a number of important areas of generic interest, such as logistics, research and development, market intelligence and regulatory issues, e.g. the EU Chemicals Policy Review. On monomer and polymer-related issues, Appe collaborates actively with downstream industry associations, such as the Association of Plastics Manufacturers in Europe (APME).

Appe looks for and encourages any possible cross-fertilisation around issues of interest to all petrochemical sectors, particularly in the field of health, safety and environment, scientific and technical issues, market intelligence and communications.

One of Appe's priorities is also to achieve efficient co-ordination along the industry chain, so as to deliver consistent messages to its stakeholders.



Find out more at www.petrochemistry.net



Petrochemistry.net is your gateway to the world of petrochemistry on the net. This website was developed by Appe and aims to answer questions from the uninitiated and the specialist alike, such as...

Where do petrochemicals come from, and what do they lead to?

- Read about the intriguing history of this relatively young sector, and navigate our interactive flowchart, tracing the steps between crude oil, basic petrochemicals and consumer products.

What does the petrochemical industry do?

- Read about its products, how they are processed and how they are used, explained in simple terms with a wealth of examples and illustrations.

What about our health, our safety and the environment?

- Find out about the petrochemical industry's commitments and initiatives in these fields, and follow the links to get detailed information about its actual performance.

How is the market situation for the petrochemical industry?

- Read our annual review of the European market for major petrochemical derivatives, and check out our quarterly production statistics.



Where do I go to know more – about the chemical industry, the petrochemical industry's customers or anything related to petrochemistry?

- Explore the wealth of links to petrochemistry-related organisations, petrochemical producers and industry associations.

Can I download your publications?

- Yes, just enter our comprehensive pressroom and help yourself.

What is the difference between an organic and an inorganic chemical? What is an olefin? What does 'HSE' stand for?

- Consult our comprehensive glossary of useful terms and you will see that we have not sacrificed accuracy to reader-friendliness.

You will find answers to these questions and much more indeed at www.petrochemistry.net. However, if further questions come to mind, do not hesitate to contact us.



Find out more at www.petrochemistry.net

Appe - The Association of Petrochemicals Producers in Europe

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