

ACS Small & Medium Business Webinar Series

Are we really in recovery? Is the economy going to be shaped as V, W, L, or neither? Learn how understanding the economy and chemical industry trends can help you identify hidden business/job opportunities and get ahead of others; do not miss out on the chance to learn “The New Reality”.

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“What you need to know about Chemistry and the Economy! Secrets to finding hidden opportunities.”

A half-hour presentation followed by Q&A with speaker Paul Hodges, Chairman of International eChem, and author of the well-regarded ICIS ‘Chemicals and the Economy’ blog. This is an opportunity for scientist professionals, entrepreneurs, and small/medium business executives to learn about the economy and trends in the chemical industry that can impact jobs and businesses.

What You Will Learn

Analyzing why the seesaw global economy goes up and down
Understanding developments in key end-user industries - housing/construction, autos, electronics
How the blog (and economists) makes its forecast - likely scenarios for 2010
Lessons in The 'New Reality' - the secrets to finding 'hidden opportunities'
And much more...

Webinar Details

Date: Thursday, October 22, 2009

Time: 2:00-3:00 pm EDT

Fee: Free

[Click here to register](#)

<https://www2.gotomeeting.com/register/122358019>

About The Presenter

Paul Hodges is Chairman of International eChem (IeC) www.iec.eu.com. Founded in 2001, IeC has built a reputation as trusted commercial advisers to the global chemical industry and its investment community. He is also serving as non-executive Chairman of a fast-growing technology spin-out from Heriot Watt University, Scotland. In addition, Paul writes the well-regarded ICIS ‘Chemicals and the Economy’ blog (www.icis.com/blogs/chemicals-and-the-economy). Previously, Paul was an Executive Director of a \$1B global business for Imperial Chemical Industries (ICI), Vice President of European Aromatics and Derivatives for DeWitt, and Vice President of Europe for ChemConnect.

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