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Received Date: 2007-05-15 21:46:04 GMT
Subject: eamnews for Stuart Cagen - May 15, 2007

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Dear Stuart,

Welcome back to eamnews, a personalised bulletin devoted to our most strategic customers, available to anyone in Shell Chemicals companies. Here you will find the latest from senior leadership meetings, quarterly business performance metrics, new promotional activities sponsored by the CS&R team, interviews with specific customers, and much more. Enjoy the Q1 2007 edition! For all questions, comments and suggestions, please contact Haixing Zhang.

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[KPI Tracking](#)
2007 Q1 KPI
The 2007 Q1 KPIs for the EAM process and EAM key accounts have been published. Check details here. An EAM process 2006 review was communicated to CLT. Check the review note here.

[Account Plan](#)
As stated in the CLT KPIs, each EAM account is to have an account plan for 2007. A standard EAM Account Plan format has since been developed. All EAM accounts, both GCM-led and PBU-led should have an account plan following the format. Check out Bayer's draft account plan as an example here.

[Rewards for Excellence](#)
Q1 Rewards for Excellence
For the 2007 Q1 EAM awards, below are the winners!

Name

Reason for award

Helen Loughlin

Support in developing the SCE-BASF framework agreement

Paul Rek

Elise Nowee

Perry Lea

Management of NPRA meetings with Akzo Nobel Coatings

Constant Putman

Sharing ideas and quick analysis of the new DOW Styrenics JV

Cherry Davis

Timely forwarding of EAM account news

Jim Nastoff

Ahead of the curve updating account plans and proactive involvement with GCMs

These people are engaged with the EAM process and driving value. What opportunities do you have to make a difference for one of our customers? If you have any colleague you would like to nominate for going the extra mile on any EAM customers, write to us and we will share it here.

Customer Spotlight

Dow Strategy Review

The annual EAM strategy review of our business with Dow was completed in February 2007. Our strategic intent is to continue to look for opportunistic win/win deals with Dow, but to maintain focus on Dow primarily as a large competitor. Check more details on the Dow strategy session [here](#).

Hexion Strategy Review

In February 2007 we completed our annual EAM strategy review of our business with Hexion. The main focus continues to be concern over Hexion's credit status. Hexion remains an important strategic customer and our strategic intent is to continue to build and strengthen our business relationships - while keeping credit and on-time payment at the top of our agenda. Check more details on the Hexion strategy session [here](#).

Best Practice Forum

CMAI

CMAI (Chemical Market Associates, Inc.) 2007 World Petrochemical Conference was held in Houston this March. The conference talked about general petrochemical developments and held specific sessions on olefins, aromatics, chlor - alkali and polyolefins. Check out the presentations [here](#).

Personnel Announcement

New Global Customer Manager

In early February 2007, Franklin Zhang joined the CS&R group as our Global Customer Manager based in Shanghai, China. Franklin joins us from Arkema where he had 13 years experience in sales, marketing and

business management roles covering China, Hong Kong , North America and the Asia Pacific region.

Franklin will have a dual role, serving as the Commercial Operations Manager - PRC (leading the development of Shell's chemicals operations in China) in addition to his GCM role for EAM customers based in China.

Please join me in welcoming Franklin to Shell and wish him every success in his new assignment.

Regional Focus

China Market

The Chemicals market in China is becoming increasingly de-regulated and it is now open to international players to trade within /from China. In addition to the successful commissioning of CSPCL in Nanhai (a J/V with CNOOC group) , Shell China Ltd aims to develop its marketing capability in the China market in order to facilitate its full presence (upstream/downstream in China market).

China domestic players are increasing their self-sufficiency s in this fast growing market. By creating a role with a joint Global Customer and Commercial Operations focus, it will enable Shell to develop better understanding of the China market and support building relationships with the key local players to find the right route to grow the chemical business for Shell in China.

From the Analyst Corner

EAM web based resources

The Customer Strategy and Relations (CS&R) group runs a web based EAM resources data board where customer analysis, customer report/contact templates, industrial conference best practices, etc are provided. Examples are posted at the link below and can be used for customer strategy development and meeting planning.

Executive Summaries - are a one-page customer summary outlining; customer company overview, historical Shell sales and current PBU sales to the customer with contract highlights; and current issues and potential opportunities with the customer. Right now, we have up-to-date Executive Summaries for the following key customers: Akzo Nobel, BASF, Bayer, Degussa, Dow, DSM, ExxonMobil, Hexion, Ineos, Koch-Investa, and Total. They have all been recently updated and have provided customer insights for Shell people to prepare for their customer networking/meeting events.

Templates - CS&R group also provides document templates for customer contacts. It is now a requirement for Shell staff to fill out the "Shell Internal Contact Report" every time we have client meetings or contacts.

Please kindly share your comments/ insights with Haixing.

Stuart,

We hope you found this information helpful. Please take the opportunity to share eamnews with other Shell employees by using the "Tell a Colleague" option. If you have any articles you wish to be included in the next newsletter, please tell us by using the "Submit story" button.

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