

# Iran Petrochemical Forum 2017 Market Driven Technology Trends in the Petrochemical Industry

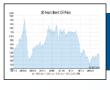
Dr. Christian Bruch



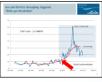
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## Global and Local Trends impacting the Petrochemical Industry





Oil Price Fluctuation



Shale Gas & Oil Boom



Ethane & LPG Shipping



**Demand for Fuel Peaks** 



**Value Chain to Specialty Chemicals** 



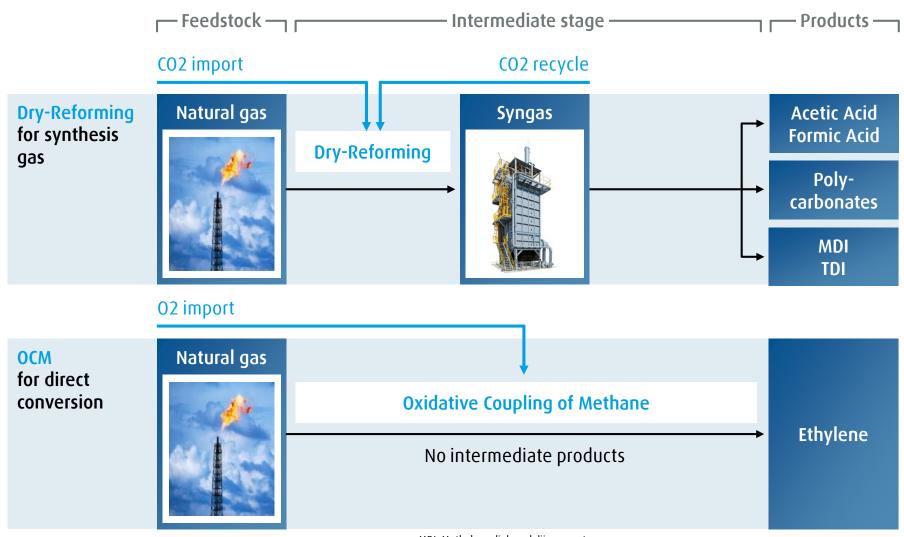
**Industry Business Cycle** 

Petrochemical Industry

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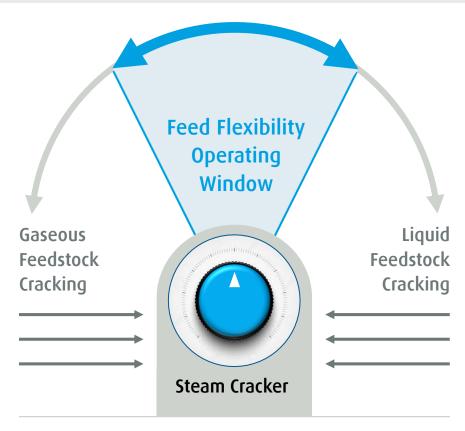
#### Natural Gas to Chemicals – New Technologies

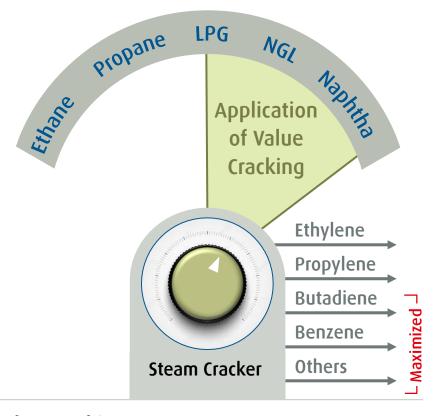




### Steam Cracking Technology Feed Flexibility and Value Cracking







#### **Feed Flexibility**

- Optimized economics
- Minimum operating cost
- Project specific design

#### **Value Cracking**

- Recycle management
- Dedicated recycle furnaces
- Maximized valuable by-products

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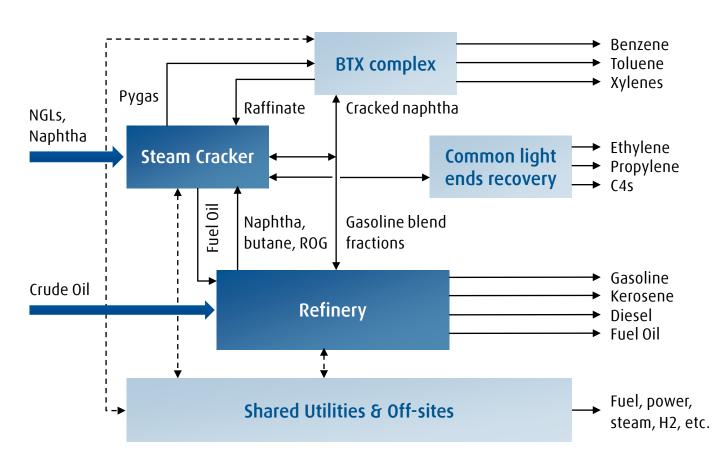
### Existing Petrochemical Plants Debottlenecking & Upgrade Revamp & Modernization Measures





#### **Refinery & Petrochemicals Integration Potentials**









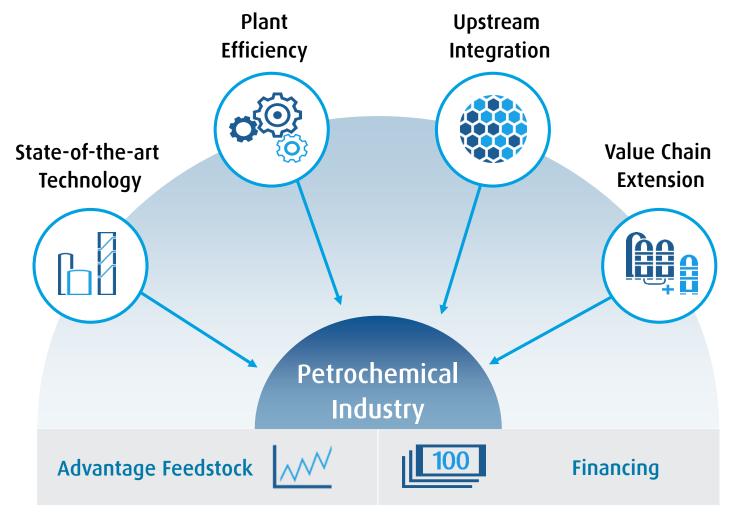


ROG: Refinery Off-Gas

Dr. Bruch, IPF 2017

## Preconditions and Key Elements for Future Growth of the Petrochemical Industry in Iran





Dr. Bruch, IPF 2017



### Thank you for your attention.

