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TRENDS AND DRIVERS IN THE TACKIFIER INDUSTRY

ExxonMobil will share some of their views on the tackifier industry and its impact on hot melt adhesives. Specifically addressed on the historical trends and drivers, the current state of the industry as well as the emerging trends.

The presentation will tackle a number of questions which ExxonMobil believe are relevant to the industry:

- What are the major forces driving the tackifier industry in the twentieth century?
- Why do we see a surge in tackifier capacity, mainly H2 tackifiers, in China?
- Is there opportunity for innovation in tackifiers?
- What is the effect of sustainability on tackifier demand?