

**ASUG**

*Community Conversations*

**The State of the Chemicals  
Industry:**

**Challenges, Innovations, and  
What's Next**

# ASUG

## *Today's Agenda*

- Welcome
- Insights for ASUG
- Insights from SAP
- Community Discussion
- Opportunities to Connect

# Presenters



Kelly Dowling  
*Director of Content Strategy*  
ASUG  
**Moderator**



Paul Barney  
*Solution Management*  
SAP

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**Insights for ASUG**

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**Insights from SAP**

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*Community Discussion:*

**What are your thoughts?**

# ASUG Communities Update- State of Chemicals Industry

Industry Advisory (IBU): Paul Barney

July 10th, 2025



# Industry strategic priorities for Chemicals



## Engage and innovate with customers

Deepen customer relationships and co-innovate with them to provide tailored solutions that align with customer goals, enhancing perceived value and creating new revenue opportunities



## Resilient supply chain and manufacturing

Form a resilient supply chain and manufacturing process by leveraging expertise, optimizing resources, and fostering strong relationships to ensure continuity and adaptability.



## Increasing operational and financial efficiency

Enhance operational and financial efficiency by streamlining processes, optimizing resources, reducing waste, and improving productivity to cut costs and boost performance.



## Superior market agility

Optimize product portfolio to adapt to raw material price changes, market demands, and regulations, including mergers, acquisitions, and divestitures.



## Sustainable value chains and compliance

Creation of sustainable value chains by leveraging internal expertise, optimizing resources, and fostering strong relationships with suppliers, partners, and customers, and safeguarding legal compliance.

# Chemicals companies are being reshaped by major global trends

## Sustainability & Circularity

Collaborative Chemistry to make industrial value chains more sustainable and circular

## AI

AI fueling Digitalization

## Supply chain disruption

Rebalance supply chain to address regional dynamic

## Changes in Competition

Erosion of competitive differentiation through product commoditization, new competitors and trading platforms

## Rising Demand for Sustainability

Regulatory pressure with regards to Foreign trade and Sustainability is increasing

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# Opportunities to Connect

Join the ASUG  
Chemicals Community:



Continue the  
Conversation Online:



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*Thank you!*