



**TNCHE Asia 2025 Conference**  
**" Accelerating Industrial Decarbonization:  
Digital-AI and Energy Transformation "**  
**Presenter's Biodata & Abstract**



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**Title of Presentation** : Thriving in a Downturn: Building Resilient and  
Profitable Value Chains



**Presentation Abstract:**

In today's prolonged downturn, marked by uncertainty and volatility, chemical and petrochemical companies face the dual challenge of strengthening operational resilience while safeguarding profitability. This session explores how leading companies are transforming their value chains by enhancing supply chain visibility, improving site-wide planning and scheduling, and applying real-time process optimization to maximize margins in fluctuating markets.

We will also examine how predictive technologies are advancing reliability programs, how operational data fuels advanced analytics for better decision-making and deeper insights, and how MES plays a critical role in connecting operational data with business processes. All of this comes together within AVEVA's Supply Chain Control Tower framework, which enables companies to align assets, operations, and supply chain into a cohesive, responsive system that can adapt to disruptions and volatility while driving long-term efficiency, profitability, and competitive advantage.