

SURFACTANTS

Personal & Home Care

- Emerging Markets

Istanbul, Turkey / 23-24 Mar 2011
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DAY 1 - 23 March 2011, Wednesday

09:00 Chairman's Opening Remarks

09:10 Global Oleochemicals Market

- Supply/demand trends
- Consolidation in the oleochemicals markets, will the trend continue?
- Emerging technology - impact on the supply chain

Neil A. Burns, Managing Director
Neil A. Burns LLC

09:40 Product Development for Personal and Home Care – Priorities, Sustainability & other Emerging Trends

- Size of the global market
- Category growth rate: Global, Asia
- Global product development trends
- Sustainability initiatives

Mr. Vidur Behal
Vice President R&D, South Asia
Unilever

10:10 Discussion followed by
Networking Refreshments

10:45 Growth & Trends of Personal Care Market in Turkey

Kozmetik ve Temizlik ürünleri Sanayicileri Derneği

11:15 Outlook and Trends of Personal & Home Care Markets in India

U Shekhar, Chairman
Galaxy Surfactants Ltd

11:45 Market Overview of Personal Care Industry & Trends in the Middle East

Prasanth Reddy, Executive Director
Farmax India Ltd

12:15 Discussion followed by
Networking Lunch

13:30 Chairman's Remarks

13:35 Outlook & Development of Personal Care Market in Emerging Regions - Russia/CIS/North Africa

Yariella Coello, Ingredients Industry Analyst
Euromonitor International

14:05 Linear Alkyl Benzene (LAB) Market Development

Eric Hudson
Nexant ChemSystems

14:35 Advantages of Branched Nonionic Surfactants

Juergen Tropsch, Senior Expert Surfactants
BASF SE

15:05 Discussion followed by
Networking Refreshments

15:40 Challenges in Sulfate Free Formulations

- Sulfate free - a growing trend around the world as it is considered to be milder to the skin and hair
- New techniques and materials to create winning formulas
- Options available and real examples of successful application

Dr. Nick Dixon, Technical Service Manager
Innospec Active Chemicals

16:10 Methyl Ester Sulfonate (MES) – Growth & Applications Outlook

Dr. Icilio Adami, R&D/Technology Director
Desmet Ballestra SpA

16:40 Discussion followed by
End of Conference

DAY 2 - 24 March 2011, Thursday

09:00 Chairman's Remarks

09:05 Latest Development in Cosmetic and Detergent Regulations in Turkey

Melih Babayigit, General Director
Cambridge Risk Analiz Denetim (CRAD)

09:35 Surfactants Market Outlook & Developments in Turkey

Daghan Atadan
Sales Manager detergent & Industrial
Kalekimya

10:05 Lessons from the First REACH Registration Deadline – What's Next?

- Look back to learn for the future
- The past two years: 1-SIEF and consortium formation; 2-Dossier preparation; 3-Registration
- The next few years: 1-Existing registration dossiers, continued; 2-Classification and labelling; 3-New registration dossiers and players

Dr. Peter Douben, Director, REACHwise

10:35 Discussion followed by
Networking Refreshments

11:10 Alkylpolyglucoside (APG) Markets & Applications

Zeynep Gamze Sen
Care Chemicals Operative Marketing Manager
Cognis Kimya Sanayi Ve Ticaret A.S.

11:40 Advances in Enzymes for Homecare

Peter Skagerlind
Customer Solution Application Manager
Novozymes A/S

12:10 Discussion followed by
Networking Lunch

13:00 End of Conference