

11th Asia SURFACTANTS

Personal & Home Care Markets

22-23 Sep 2011
SHANGHAI
InterContinental Shanghai Pudong

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DAY ONE - 22 Sep 2011, Thursday

08:00 Registration and Welcome Reception

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09:00 Chairman's Welcome Remarks & Introduction

09:10 **Global Oleochemicals Market Outlook**

- Current world capacity and growth
- Price forecast
- Emerging trends and applications
- Dynamics between oleochemicals and petrochemicals

09:40 **MES : A Multifunctional Chemistry for Laundry Formats. Leanings from the US Market**

Dr. Charles Crawford
Technology Development Director
Sun Products Corporation

10:20 Discussion followed by Refreshments

10:50 **Emergence of Rural India- Growth Driver for PHC Business**

Natarajan Krishnan, COO
Galaxy Surfactants Ltd

11:20 **Linear Alkyl Benzene (LAB) Market Trends**

- New capacities and price forecast
- Senior Representative*
Sinopec Jinling

11:50 **Korea: Detergent Market Outlook**

- End User**
- Market size and trends
 - Growth forecast
 - Latest innovation
- Minji Gu, Senior Researcher*
LG Household & Health Care

12:20 Discussion followed by Lunch

13:45 Afternoon Chairman's Remarks

13:50 **Potential of Eco-friendly Methyl Ester Ethoxylates(MEE): Synthesis, Physical Properties & Cost Economics**

Katsuhiro Maeno, Director of Oleochemical Research Laboratories
Lion Corporation

14:20 **Market Outlook of Home Care in China**

- End User**
- Current trend and future forecast
 - New trends and product innovations
 - New ideas base on consumer needs
- Dr. Li Ping, Zhang, R&D Director*
Liby Group

14:50 **Responsible Solutions in Amphoteric Surfactants for the Asian Growth Market**

Dr. Burghard Grüning, Head of Innovation Management Cosmetic Ingredients
North America/Asia
Evonik Degussa (China) Co. Ltd.
(Shanghai Branch)

15:20 Discussion followed by Refreshments
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15:50 **Nonionic Surfactants Market & Applications**

- Demand/supply balance
 - Nonionics synergism with LAS, AES and M ES
 - Latest applications and manufacturing technologies
- Dr. Icilio Adami, R&D/Technology Director*
Desmet Ballestra SpA

16:20 **Eco-Efficiency Analysis - BASF's Perspectives on Carbon Footprint**

- Life cycle assessment
 - Eco-efficiency portfolio & case study on Builders in Automatic Dishwashing tabs
- Steven Yu, Senior Manager, Product Stewardship*
BASF (China) Co Ltd

16:50 Discussion followed by End of Day One

DAY TWO - 23 Sep 2011, Friday

09:00 Chairman's Remarks

09:10 **SABIC & its Perspectives on the Global Ethoxylates Markets**

- SABIC Entry & Future
 - * SABIC new player
 - * EO & its importance on Ethoxylates
 - * Managing raw materials price volatility
- Current SABIC Vision of the Market of EO
Turki Alhmdan
Ethoxylates & Amines Global Business Manager
Saudi Basic Industries Corporation (SABIC)

09:40 **Potential of Home and Personal Care Markets in Indonesia**

10:20 Discussion followed by Refreshments

10:50 **China's Skin Care Products Market Outlook and Latest Innovation**

End User
Cao Ping, R&D Director
Jala (Group) Inc.

11:20 **Personal Care Market in Thailand**

- End User**
- Emerging trends based on demographics
 - Latest research & developments
 - Challenges and opportunities
 - Government regulations on personal care raw materials
- Nattapach Atcharyachai, Corporate Marketing Communication & International Trade Director*
U Star [Thailand] Co. Ltd

11:50 **Sugar-Based Derivatives – The Greener Alternative in Cosmetics**

- Challenges faced with continual innovation
- Grace Sun, SEPPIC Asia Customer Technical Service Center Manager*
SEPPIC China

12:20 Final Discussion followed by Closing Lunch

14:00 End of Conference