

2nd SURFACTANTS

Personal & Home Care
- Emerging Markets

20-21 March 2012, Dubai
Sheraton Dubai Creek Hotel & Towers

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DAY ONE - 20 March 2012, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction
- 09:10 **Oleochemicals Outlook – Feedstock & Applications**
- Current world capacity and growth
 - Emerging trends and applications
 - Dynamics between oleochemicals and petrochemicals
 - Managing rising raw materials cost
- Dr Hazimah Abu Hassan, Director - AOTD
Malaysian Palm Oil Board*
- 09:45 **Linear Alkyl Benzene(LAB) Market Dynamics**
- N. Jayavantha Prabhu, Head of Marketing
SEEF Limited*
- 10:20 Discussion followed by Refreshments
- 10:55 **India & her Fast evolving Personal & Home Care Market**
- Demand/ supply outlook
 - Mass vs Premium
- Vivek Sirohi, Vice President R&D Ops, South Asia
Hindustan Unilever Limited*
- 11:30 **Challenges of Product Introduction in the ME market – Case Study**
- Memosh Khawaja, General Manager
Henkel GCC*
- 12:00 **Surfactants Market Development in the Emerging Regions (GCC, Turkey, North Africa)**
- Current vs future capacities
 - Trend & growth comparison between countries/region
- Yasser El-Shalakany
Regional Manager Middle East
ECCO Middle East*
- 12:35 Discussion followed by Lunch

- 13:55 Afternoon Chairman's Remarks
- 14:00 **MES - A Green Alternate Surfactant**
- Dr Ravindra C Phadke, General Manager,
Marketing
Chemithon Engineers*
- 14:30 **Home & Institutional Care Market Outlook & Developments in the Middle East**
- ME surfactant consumption rate 2007-2011
 - Application of surfactants in powder & liquid detergents
 - SIDCO's involvement in the ME market
- Mohammed Ghanem, R&D Manager
Saudi Industrial Detergents Co*
- 15:00 **Home Care Market Growth in Turkey**
- Increasing shift to liquid products
 - Trends & consumer preference
- 15:30 Discussion followed by Refreshments
- 16:00 **User's Panel: Expectations from the Surfactants Industry**
- Managing Rising Feedstock Cost in Surfactant Production
- Panelist: Imran Sajjad, Head of Purchasing
Henkel Arabia for Home and Personal Care Products*
- 16:30 **Potential of Biobased Solutions for Laundry Detergents – A Sustainable Alternative**
- Merete Færgemand, CS Department Manager
Household Care
Novozymes A/S*
- 17:00 Discussion followed by End of Day 1

DAY TWO - 21 March 2012, Wednesday

- 09:00 Chairman's Remarks
- 09:10 **Trends & Opportunities for Ethoxylates in MENA and GCC Markets**
- Claudio Brandao, Regional Business Manager
Amines & Ethoxylates – GCC
Saudi Basic Industries Corporation*
- 09:40 **Russia: Home and Personal Care Market Outlook**
- 10:15 Discussion followed by Refreshments
- 10:40 **Personal Care Market Demand in Eastern Europe**
- Demand/supply projections
 - Trends & consumer preference
 - Is green formulation gaining ground?
- Aleksandra Czarnecka, Public Relations Manager
FARMONA Natural Cosmetics Laboratory*
- 11:10 **Robust Personal Care Market in Middle East**
- Premium products leading the trend
- Ajay Nitnaware, Purchase Manager
Gulf Centre for Soap and Chemical Industry LLC*
- 11:40 **Surfactants for Cleaning Formulation: Optimized Blends Catered for Emerging Markets**
- Francesco Taurisano
Sales Manager BU surfactants
Akzo Nobel*
- 12:10 Final Discussion followed by Closing Lunch
- 14:00 End of Conference