

12th Asia **SURFACTANTS** Personal & Home Care Markets

4-5 Sept 2012 / Shanghai
DoubleTree by Hilton Shanghai - Pudong



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Day 1 – 4 Sept 2012, Tuesday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks & Introduction

09:10 Global Oleochemicals Market Outlook

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

09:45 MES: Technological & Market Updates

- Technology development
 - Process economy highlights
 - Supply capability by regions
 - Limitations and barriers to application
- Dr Icilio Adami,
R&D/Technology Director
Desmet Ballestra SpA*

10:20 Discussion followed by Refreshments

10:55 **Managing Feedstock Volatility in the Surfactant Supply Chain: Strategies for Oleochemicals & Petrochemical Feedstock**
*Aditya Vikram Kapoor,
Senior Research Analyst
Beroe Inc.*

11:30 **Application of Alcohol Ethoxylate in the Hard Surface & Fabric Care Industry**
*Jay Xu, Marketing Manager
Shell Eastern Chemicals (S) Ptd Ltd*

12:00 **Home Care Market in China**

- Projected growth
 - Consumer trends and behaviour
- Charles Hu, R&D Director
NICE Group*

12:35 Discussion followed by Lunch

13:55 Afternoon Chairman's Remarks

14:00 **India: Personal & Home Care Market Growth & Challenges**

- Supply/demand overview
- Changing consumer behaviour & impact on product development
- Exploring new formulations & regulatory hurdles in India
- Managing rising input cost & competition

14:30 **Linear Alkylbenzene Sulfonate (LAS) Market Development**

- Emerging capacities
 - Price trends
- Ajay Kaul, Sales & Marketing Head- Sulphonation
The National Detergent Co. S.A.O.G.*

15:00 **REWOPOL® SB C 55: Superior Mild and Sulfate-free Surfactant for Personal Care Products**
*Senior representative
Evonik Degussa Specialty Chemicals*

15:30 Discussion followed by Afternoon Reception
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16:00 **Prospects of Bio-PG and its Applications in Personal Care Market**

- Petrochemicals vs bio-derivatives

*Jeffery J. Mahaffey, COO
Global Biochem Technology Americas*

16:30 **Skin Care Market in Indonesia**
*Samuel Eduard Pranata,
Marketing Director
Martha Tilaar Group*

17:00 Discussion followed by End of Day 1

Day 2 – 5 Sept 2012, Wednesday

09:00 Chairman's Remarks

09:10 **Hair Care Developments & Trends in Asia**

09:40 **Bio-based EO – Emerging and Sustainable Option for the Surfactant Industry**
*Sanjeev Gurwara, Global Business Head
India Glycols Limited*

10:40 Discussion followed by Refreshments

11:10 **High Performance and Green Solutions in Home Care & Laundry Applications**
*Senior representative
Akzo Nobel (Shanghai) Co. Ltd*

11:40 **No Compromise® Sustainable Home & Personal Care Product from Sugar**

- Sugar as feedstock
- Case study: portfolio of No Compromise® products
- Commercialization strategy

*Dr Frederyk Ngantung,
Principal Technology Strategist
Amyris*

12:10 **Laundry Detergent and Fabric Care Market in Korea**

- Supply/demand dynamics
- Latest research & development

*Jincheol Kim, Researcher
LG Household and Health Care*

12:40 Final Discussion followed by Closing Lunch

14:00 End of Conference

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