

2nd South America Surfactants HPC Markets



DAY 1 – 28 Nov 2012, Wednesday

08:00 Registration and Refreshment

09:00 Chairman's Welcome

09:10 PLANS AND DIRECTION IN GROWING THE SURFACTANT BUSINESS

- The surfactant business has been changing globally due to several aspects that represent significant challenges for surfactant players. Economic downturn and its impact in developed countries, middle class expansion in emerging regions, recent feedstock volatility for surfactants, new competitive feedstock position in US and new consumer markets expectations are some of the new challenges and opportunities in this business

Luciana Leles Ortiz de Pinho
Strategic Marketing Manager
Oxiten



09:45 MORE SUSTAINABLE PRODUCTS

- Walmart's sustainability management model
- Walmart's sustainability goals
- Stakeholders engagement
- End-to-End Program

Camila Valverde, Sustainability Director
Walmart Brazil

10:15 Discussion followed by Refreshment

10:45 END USERS' PANEL DISCUSSION : RAW MATERIALS SOURCING STRATEGIES AND CHALLENGES

- Sustainability in product development and the challenge in raw materials sourcing
- Trends in the industry
- Working with raw materials suppliers on a win-win relationship
- Buying mechanism and risk management issues

Panelists:
Osvaldo Luiz Chinellato, Procurement Manager
Colgate-Palmolive Industria Ltda

Eduardo Barucco
Raw material Purchasing Director
L'Oreal Latin America

Carolina Zappa Santoro, Supply Chain Director
Bombril SA

11:20 MARKET OUTLOOK FOR SURFACTANTS IN BRAZIL

- The Brazilian Surfactants market in the South America context
- Key drivers and restraints and impact on forecasted market
- Product developments and impact of megatrends in the market
- Successful business models in the surfactants market in Brazil
- Overview of the competitive environment for surfactants group types

Lisse Oliveira, Senior Analyst
Frost & Sullivan

11:50 LATIN AMERICA ECONOMIC OUTLOOK

- Global outlook: headwinds or tailwinds for Latin America?
- 2013: Year of the growth drag, or the inflation dragon?
- Interest rates: fighting currency wars?

Marcelo Carvalho, Head of LATAM Economic Research - Latin Americas
BNP Paribas

12:20 Discussion followed by Networking Lunch

13:55 Afternoon Chairman's Introduction

14:00 PERSONAL CARE MARKET OUTLOOK AND TREND IN BRAZIL

- Emerging trends and applications
- Performance of sun care products in the region

14:30 ADOPTING SUSTAINABILITY AS STRATEGY TO INNOVATE AND STAY AHEAD IN THE COSMETIC MARKET

Tiago Martinello
Product Development Manager
Grupo Boticario

15:00 POLYGLYCEROL - A VERSATILE BUILDING BLOCK FOR SUSTAINABLE AND INNOVATIVE COSMETIC INGREDIENTS

Dr. Jurgen Meyer, Head of Innovatio Management Cosmetic Ingredients Leave-On
Evonik Industries AG

15:30 Discussion followed by Networking Refreshment. **Sponsored by**



16:00 LEVERAGING SUSTAINABLE MATERIALS TO BRING NEW PERFORMANCE TO THE HOME AND PERSONAL CARE MARKETS

Andy Corr, Platform Leader - Consumer Intermediates & Ingredients
Elevance Renewable Sciences, Inc.

16:30 CHILE /BOLIVIA: HOME & PERSONAL CARE MARKET TRENDS

17:00 HAIR CARE MARKET TRENDS IN ARGENTINA

17:30 Discussion followed by End of Day 1

17:40 – 18:40

Networking Reception
for all speakers and delegates

DAY 2 – 29 November 2012, Thursday

09:00 Chairman's Introduction

09:10 MES: TECHNOLOGICAL & MARKET UPDATES

- Technology development
- Process economy highlights
- Supply capability by regions
- Application to detergent production

Dr. Corrado Mazzanti, Sales Director
Desmet Ballestra SpA

09:40 LINEAR ALKYL BENZENE SULFONATE : A LIVING HISTORY OF SUCCESS

Ignacio David Lopez Serrano,
Cepsa Quimica S.A.

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10:10 TRANSFORMING CONSUMER INSIGHTS INTO FORMULATION PERFORMANCE : OXITENO'S ENGAGEMENT IN LAUNDRY LIQUID FORMAT

- Laundry liquid detergent is growing fast in main countries in South America. To convert the market from laundry powder detergent to liquid format is essential to comprehend consumer habit and its insights. In this way, holistic innovation including consumer understanding and formulation expertise is the best response for delighting consumer with excellent laundry liquid product.

Georgios Theodoropoulos
Home Care R&D Researcher
Oxiten

10:40 Discussion followed by Networking Refreshment

11:15 INVESTING IN R&D

- Innovative products - what companies are doing?
- R&D investment and challenges
- Working with ingredients suppliers

11:45 GAINING MORE EFFECTIVE PERFORMANCE USING BLEACHING SYSTEMS

Larry Goff, Business Manager, Americas
Warwick Chemicals

12:15 Final Discussion followed by Closing Lunch

14:00 End of Conference

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