

# 13<sup>th</sup> Asia Surfactants

## Personal & Home Care Markets

17-18 Oct 2013 / Shanghai  
InterContinental Shanghai Pudong



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### Day 1 - 17 October, Thursday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction
- 09:10 **The Global Market for HI&I/PC Surfactants: Focus on Attractive Personal Care Market**
- Trends in consumer behavior and impact on product innovation
  - Market for specialty surfactants in personal care
  - Key drivers for surfactants consumption
- Rob Field-Marsham, Manager  
Kline & Company - Kline Asia*
- 09:40 **Oleochemical Market Outlook and Developments**
- Supply & demand
  - Growth strategy for sustainable market development
  - Economics of oleochemicals vs petrochemical feedstocks
  - Capacities expansion and forecast
- S. Hariharasubramanian, Vice President  
VVF Singapore Pte Ltd*
- 10:10 **MES: Market Outlook and Application Development in Asia**
- Winnie, Zhimin Lu, Project Manager of Green Surfactant & Detergent  
Lonkey Industrial Co Ltd*
- 10:40 Discussion Followed by Networking Refreshment
- 11:10 **LAB & Derivatives Markets Developments**
- Cost/performance advantage against other feedstocks
  - Meeting the demand from booming rural consumption
  - Demand & supply forecast
- C S Shankar  
General Manager (Petrochemical Marketing)  
Indian Oil Corporation Limited (HQ)*
- 11:40 **Driving Performance in Homecare and Personal care Today Through Novel "Green" Chemicals**
- Overview of emerging catalyist technology

- Scaling-up to serve the market today- First world scale bio-refinery in Indonesia
  - Novel performance and innovation being brought to the Homecare and PC markets
- Andy Corr, Platform Leader - Consumer Intermediates & Ingredients  
Elevance Renewable Sciences, Inc.*

- 12:10 **Ethoxylates Market Trends and Capacity Update**
- Impact of shale revolution on EO
  - Supply & demand projection
  - Capacity and project update
- 12:40 Discussion Followed by Lunch
- 14:00 Afternoon Chairman's Remarks
- 14:05 **Amino Acid-Based Surfactants for Sulfate-free and Super Mild Personal Care Applications**
- Dr. Evelyn Su, Vice President  
Zhongshi Interantional Group*
- 14:35 **Latest Development in Hair Care Industry and Market Trends**
- Overview on market development
  - Rising demand for multi-functional products and impact on ingredients
  - Latest technological advances
- C K Chan, General Manager & Director  
Opal Cosmetics Limited*
- 15:00 **Panel Discussion: Procurement Consideration/Challenges in Ever Changing HPC Markets**
- 15:35 Discussion Followed by Refreshment
- 16:00 **Skin Care and Cosmetics Market in China**
- Chen Shao Jun, Chairman / Senior Engineer  
China Association of Fragrance Flavor and Cosmetic Industries*
- 16:30 **Formulation and Development of Dual-phase Personal Care Product**
- Sunny Xing, Senior Technical Engineer  
Wacker Chemicals (China) Co., Ltd*
- 17:00 Discussion Followed by End of Day 1

### Day 2 - 18 October, Friday

- 09:00 Chairman's Remarks
- 09:10 **Sustainable Innovation in Home Care – Doing More with Less**
- The global, sustainability megatrends impacting the home and personal care sectors
  - Closer inspection of some of the specific challenges they pose to the emerging markets in Asia
  - How Dow is addressing these challenges and the tools employed to ensure we develop more sustainable products
  - Review the sustainability driven market trends -monodose, compaction, low rinse, multi-functionality and the challenges they pose
- Steven Jin, Regional Marketing Manager  
Dow Chemical (China) Investment Co. Ltd.*
- 09:40 **South Korea: Towards Sustainable and Natural Ingredients in HPC Products**
- Market overview and drivers for growth
  - Trends in cosmetics, skincare and toiletries market
- Jeong Cheol Ha, Senior Manager  
Amore Pacific Cosmetics (Shanghai) Co., Ltd.*
- 10:10 **Laundry Detergent and Fabric Care Market in Thailand / Indonesia**
- Supply/ demand dynamics
  - Changing consumers lifestyle and its impact on washing patterns
  - Latest research & development
- 10:40 Discussion Followed by Refreshment
- 11:10 **Vietnam – The Next Emerging HPC Market**
- Consumer spending forecast and key drivers for demand growth
  - Growth potential and opportunities
  - New project and capacity update

- 11:40 **Bio Surfactants – The Surging Natural Trend in Asia**
- Consumer awareness and affordability in APAC
  - Cost effective and sustainable bio solutions for beauty, PC and HI&I surfactants
  - Challenges and opportunities for market growth
- Frederik Feddes  
Market Unit Manager - Chemicals & Pharma  
PURAC Asia Pacific Pte Ltd*
- 12:10 **India – The Growing Market for Beauty and Personal Care Industry**
- Demand and supply projection and key growth sector
  - Men care segment growth outlook
  - Increasing interest in whitening products & the demand on ingredients
  - The power of natural ingredients & market prospect
- 12:40 Final Discussion Followed by Closing Lunch
- 14:00 End of Conference

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