

3rd South America Surfactants HPC Markets

2-3 Dec 2013 / Sao Paulo, Brazil

Pullman Sao Paulo Ibirapuera

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Day 1 - 2 Dec 2013, Monday

08:00 Registrations & Networking Refreshment

09:00 Chairman's Welcome Remarks & Introduction

09:10 LATIN AMERICA SURFACTANTS OUTLOOK

- Latam macroeconomics
- Surfactants market, trends & habits in the region for Home & Personal Care
- Green trends and update on projects in the region

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Leandro R S Rodrigues, Global Marketing Manager
Oxiten Industria e comercio SA



09:45 WAL-MART'S SUSTAINABILITY INDEX & MEETING 2015 CSPO GOAL

Camila Valverde, Sustainability Director
Walmart Brasil

10:15 PANEL DISCUSSION : SUSTAINABILITY MEASUREMENT

- Going green & sustainability talk - is it just a marketing gimmick?
- Is there an industry standards for measurement?
- What is the real impact on sustainability / cost?

Panelist :

Camila Valverde, Sustainability Director
Walmart Brasil

Ligia Camargo, Sustainability Manager
Unilever Brasil

10:45 Discussion followed by Networking Refreshment

11:15 COMPETITIVE STRATEGY IN SOUTH AMERICA SURFACTANTS INDUSTRY

- Demand/supply market sizing forecast in Brazil & Argentina
 - Global megatrends impacting the surfactants industry
 - Staying competitive with rising cost in LATAM
- Hernán Cavarra, Industry Analyst - Latin America
Frost & Sullivan Latin America

11:45 OPPORTUNITIES & DEVELOPMENT OF HOME CARE MARKET IN BRAZIL

- Market size & changing trends
- Production capacities and challenges facing the industry
- Growth potential and segments
- Move towards green products
- Packaging considerations

Maria Eugenia Proença Saldanha
Executive President

Brazilian Cleaning Products Industry
Association, ABIPLA

12:15 HOW TO CHOOSE THE RIGHT CONDITIONING SURFACTANT?

Stephanie Facuri, Applied Technology Pharmacist
Evonik Degussa Brasil Ltda.

12:45 Discussion followed by Networking Lunch Sponsored by



13:55 Afternoon Chairman's Introduction

14:00 GLOBAL OLEOCHEMICALS MARKET REVIEW

Camen Lei, Research Analyst
LMC International Ltd

14:30 MES: THE NEW WORKHORSE SURFACTANTS?

- Demand/supply trends
- Myths and advantages of MES
- MES in combination with other surfactants
- Experience installing a MES plant and developing laundry products based on MES

Alejandro Rivas, Commercial Director
Dersachem

Andres Cardozo, R&D
Dersa

15:00 CHALLENGES IN THE INSTITUTIONAL CLEANING MARKET

- Emerging trends & its impact on product development
 - Formulation and raw material challenges
- Carolina Simmelink Fiorini
R&D Group Leader - Institutional
Ecolab

15:30 Discussion followed by Networking Refreshment

16:00 RENEWABLE OILS FROM MICROALGAE

- Key applications & economics
- Technology innovations

Luis Eduardo Ravaglia, Commercial Director
Solazyme Bunge

16:30 DEVELOPMENT OF SUGAR BASED FATTY ALCOHOLS – TECHNOLOGY & ECONOMIC

- Prospect of Green Surfactants Using Alternative Feedstock
- Performance/Economics analysis
- Project update and estimated capacity expansion

Gary Juncosa, Executive Vice President -Chemicals
LS9 Inc.

17:00 Discussion following by End of Day One

17:15 - 18:15 *Networking Reception*
for all Speakers & Delegates

Day 2 - 3 Dec 2013, Tuesday

09:00 Chairman's Introduction

09:10 DEVELOPMENT OF MEN CARE MARKET IN BRAZIL

- Market size
- Key trends in the male sector & how different are the Latino men vs other region?
- Formulation challenges to meet the demand of today's male consumers

Hoda Nahas, Sales & Marketing Manager
Akzo Nobel Brazil

09:40 INGREDIENTS INNOVATIONS – ONE MAJOR KEY TO STAY AHEAD IN AN INCREASINGLY SOPHISTICATED MARKET

- Emerging trends & its impacts on product development
 - How to differentiate yourself in the market
 - Ways to approach your Ingredients Suppliers
- Federico A K Kladt, Ingredients S&T Manager
Natura

Program details published herein are confirmed as at 21/10/2013.
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10:10 STRATEGIC & SUSTAINABLE SOURCING

- Emerging trends & its impact on procurement strategy
 - Procurement and supply chain optimization in LATAM region
 - Building a win-win partnership with suppliers
- Tania Miyake Souza
Regional Business Unit Manager
GTEX Brasil Ltda

10:45 Discussion followed by Networking Refreshment

11:15 WHAT TO LOOK OUT FOR IN THE NEW EUROPEAN COSMETICS REGULATION & CLARIFICATION IN BRAZIL'S COSMETICS REGULATION

Melissa Junta, Regulatory Affairs Manager
L'Occitane Brazil

11:50 BEAUTY & PERSONAL CARE MARKET IN THE ANDEAN REGION

- Demand/supply projections
- Emerging personal care trends in Colombia, Venezuela, Peru & Ecuador
- Product differentiation in various region
- Green products awareness

12:20 FRAGRANCE TRENDS FOR THE LATIN MARKET

12:50 Final Discussion followed by Closing Lunch

14:15 End of Conference

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