

# 4th Emerging HPC Surfactants Markets

18-19 March 2014 / Dubai  
Pullman Deira City Centre Dubai



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## Day 1 - Mar 18<sup>th</sup> 2014, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction
- 09:10 **Global Strategies for HPC Growth and Key Trends in Emerging Markets**
- How has the global HPC market evolve and the impact on surfactants players
  - Market potential for HPC sector in emerging countries
  - Reviewing key markets' consumption and growth forecast
  - Consumer behavior and its impact on future trends in HPC products
- Ashley Batten, Research Analyst  
Euromonitor International*  
*Fatemah Sherif, Research Analyst  
Euromonitor International*
- 09:40 **Brand Owner's Perspective: Surfactants in HPC Market and The Need for Sustainable and Cost-effective Products**
- How trends in the emerging markets impacts the market
  - How trends in the developed world will impact product supply into emerging markets
  - Capacity expansion and P&G's commitment in sustainable growth
  - Plans for making South Africa as manufacturing hub for Southern and East Africa
- David Neub, CBD Manager Europe  
P&G Chemicals Americas*
- 10:10 Discussion Followed by Networking Refreshment
- 10:40 **Growth Outlook for Oleochemicals Market and Feedstocks Economics**
- Natural vs. synthetic raw materials for surfactant production
  - Impact of shale on oleo value chain
  - Oleochem Feedstock economics
  - How are alternative bio-based feedstocks impact the oleo value chain?
- Edi Suhardi, Director Sustainability  
PT Agro Indomas*
- 11:10 **Winning with Consumer Innovation in the Middle East**
- Evolving consumer landscape
  - Product trends and sensorial innovation
- Chris Morrison, R&D Consumer Group Director  
Reckitt Benckiser PLC (Global HQ)*

- 11:40 **Soap - A Changing Scenario**
- Feed stock analysis
  - Changing consumer preferences
  - Global scenario & trends
  - Emerging Markets
- Tanuj Roy, Managing Director  
Evyap Asia Pte Ltd*
- 12:10 Discussion Followed by Lunch
- 13:55 Afternoon Chairman's Remarks
- 14:00 **EO and Derivatives Market Outlook**
- Demand and supply analysis
  - Impact of shale revolution and other drivers affecting the industry
  - New capacity updates
- Senior Representative  
SABIC*
- 14:30 **The Flexibility of SLES Based Formulations**
- 15:00 **Anionic Surfactants Market and Applications**
- Demand & supply balance
  - SLS and SLES market
  - Latest application and manufacturing technologies
- Sanjay Trivedi  
Managing Director (Asia/Middle East/Africa)  
Chemithon Engineers Ltd*
- 15:30 Discussion Followed by Refreshment
- 16:00 **LAB Market Outlook**
- Demand & supply balance
  - LAB sustainability and market trends
  - Drivers for future growth
- 16:30 **Trends and Growth of Turkish Home Care Market**
- New market product developments
  - Customer expectations and changing needs
  - Home care product volumes and assessing fastly growing products year by year
- Kutluay Kabadayi, Plant Manager  
Saruhan Kimya ve Temizlik Ürünleri San. Tic. A.S.*
- 17:00 **Alternative for Sulfates for Body Wash, Market Analysis & BASF Solutions**
- Sevgi Senel-Guler  
EMC Personal Care, Marketing Manager  
BASF Tuerk Kimya Sanayi ve Ticaret Ltd.*
- 17:30 Discussion Followed by End of Day 1

## Day 2 - Mar 19<sup>th</sup> 2014, Wednesday

- 09:00 Chairman's Remarks
- 09:10 **Market Potential of Halal Cosmetics & Personal Care Market in the Middle East**
- Transition in customer preference for Halal cosmetic and personal care products
  - Changing business strategy and accommodating the preference for Halal products
  - Demand/supply projection and key growth factors
  - Emerging trends and applications
  - Expectations in premium and mass market
- Deren ÖZTÜRK, Board Member  
Mihri Istanbul, Deren Kimya San. Tic. A.S*
- 09:40 **Tapping into Africa's Growing Home Care Market**
- Demand and supply projection
  - Changing formulation to meet local demand
  - Liquid vs powder detergent
  - Market opportunities and challenges
- Dr. Pieter Stroek, General Manager Innovation  
PZ Cossons Nigeria Plc*
- 10:10 **Cosmetics and Detergents Market in Poland and Middle Europe – Is Demand Back on Track?**
- Growth potential and demand forecast in the cosmetic/detergent industry
  - Product and ingredients development - what are demanded by market and what are the trends?
  - The need and development of concentrated washing powders and other detergents
- (Dr.) Anna Oborska, Director General  
Polish Association of Cosmetics and Home Care Products Producers*
- 10:40 Discussion Followed by Refreshment
- 11:10 **India – The Evolving Consumer Base and Personal care Market Potential**
- Growth in consumer base: men, elder generation and rural regions
  - Market potential for whitening products
  - Expansion plans and capacities update
- (Dr.) Kiran Lohia, Founder and Dermatologist  
COSMEDIC Skin Solutions*

- 11:40 **Russia and CIS HPC Market and Latest Updates**
- Surfactant demand growth forecast
  - Recovery from economic slowdown - where are the opportunities now?
  - Premium segment market expansion and consumer spending power
- Michael Shukov, General Manager  
Solvay CIS*
- 12:10 **Sustainability Megatrends and Solutions**
- Influence of sustainability megatrends in today's businesses and its impact on entire value chain from ingredient manufacturer to consumer
  - Dow's commitment to provide value to customers and stakeholders, delivering solutions for customer needs and enhancing the quality of life of current and future generations
  - Innovations solving the sustainability challenges using surfactants and multi-functional ingredients
- Vinayak Rupnar  
Technical Service and Development Specialist  
The Dow Chemical Company  
(Dow Chemical IMEA GmbH)*
- 12:40 Final Discussion Followed by Closing Lunch
- 14:00 End of Conference

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