

# 2<sup>nd</sup> LatAm Surfactants HPC Markets

28-29 Oct 2014, Mexico City \* JW Marriott Hotel

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## Day 1 - Oct 28<sup>th</sup>, Tuesday

08:00 Registration & Welcoming Refreshment

09:00 Chairman's Welcome & Introduction

### 09:10 LATIN AMERICA ECONOMIC OUTLOOK

- Improving US economies & its impact on Latin America
  - Economic performance in Mexico and the region
  - Forex forecast & inflation projections
- Carlos Serrano, Chief Economist  
**BBVA Mexico**

### 09:40 IS LATIN AMERICA THE FUTURE HOME OF SUSTAINABLE SOURCING FOR THE HOME CARE MARKET



Leandro Soncini Rodrigues, Global Marketing Manager home and personal care  
**Oxiteno**

10:15 Discussion followed by Networking Refreshment

### 10:45 MEETING WALMART'S SAFER & SUSTAINABLE PRODUCTS INITIATIVES

- Walmart's Consumables Chemicals Initiatives and Sustainability Index
  - End-to-End Program
- Juan Carlos Camargo, Division Manager (Ecology)  
**Walmart de Mexico**

### 11:20 HOME & FABRIC CARE MARKET TRENDS & OUTLOOK IN MEXICO

- Demand /supply projections
  - Changing consumer lifestyle & behaviour on product choices
  - Innovations to meet local consumers' demand
  - Product & market segment analysis
  - Sustainability initiatives
- Pedro Bousono, Household Care & Grooming Commercial Associate Director  
**P & G Mexico**

### 11:50 DEVELOPMENT OF PRIVATE LABEL PRODUCTS IN LATIN AMERICA

- Challenges & opportunities
  - Market outlook & emerging trends
  - Key growth segment within private label sector
  - Sustainability initiatives & ingredients demand
  - Private label growth, pushes prices down
- Marco Vasquez, Director General  
**Grupo Mix Latinamericano S.A**

12:20 Discussion followed by Networking Lunch

13:40 Chairman's Introduction

### 13:45 KEY MEGA TRENDS & THEIR IMPACT ON THE LATIN AMERICAN SURFACTANTS INDUSTRY

Hernán Cavarra, Industry Analyst - Latin America  
**Frost & Sullivan Latin America**

### 14:15 GLOBAL FATTY ALCOHOL & ETHOXYLATE MARKET OUTLOOK

- The higher alcohols market has expanded rapidly in the past several years as new supply has come on-stream, expanding at a rate of more than 4.5%/year since 2005. This impressive performance has been the result of new supplies reaching markets after a similar massive addition of oleo-based alcohol capacity a decade ago. Supply is forecast to grow at twice the rate of demand between 2012 and 2015 with an expectation that the existing industry footprint will require some adjustment
- Alcohol Ethoxylates, as both a surfactant and an intermediate for Alcohol Ethoxysulfates account for around 60% of the total detergent range alcohols produced. Purified ethylene oxide capacity expansions are not keeping up with the new oleo alcohol capacity, hindering the growth of Ethoxylated products in the short term
- Demand for alcohol-based products in Asia has exhibited strong growth over the past few years, with new demand developing from the additional requirements of liquid laundry detergent products. Greater consumption of alcohols in personal care products continues to drive growth as well. While surplus alcohols are currently being

exported to Western markets, trade barriers, duties and new technology could disrupt this trend

Joel Houston, President

**Colin A. Houston & Associates**

### 14:45 THE FUTURE OF LAB/LAS

- Staying competitive in the LAB business!

15:15 Discussion followed by Networking Refreshment

### 15:45 STRATEGIC & SUSTAINABLE SOURCING STRATEGY

### 16:15 MARKET PROSPECTS & INNOVATIONS OF RENEWABLE SURFACTANTS FROM BIOREFINERY

- Latest technological updates & innovations in home & personal care applications
  - Update on 2nd biorefinery
- Andy Corr, SVP Consumer Ingredients  
**Elevance Renewable Sciences, Inc.**

16:45 Discussion followed by End of Day One

17:00 - 18:00 **Networking Refreshment**  
for all speakers and delegates

## Day 2 - Oct 29<sup>th</sup>, Wednesday

09:00 Chairman's Introduction

### 09:10 HAIR CARE TRENDS & MARKET POTENTIAL IN MEXICO

Armando Bonilla, Marketing Director  
**Grisi Laboratories**

### 09:40 PERSONAL CARE MARKET IN MEXICO, THE ANDEAN REGION & CENTRAL AMERICA

- Regulatory improvement & best practices in the region
- Market evolution & Demand/supply projections
- Emerging personal care trends in Mexico, Colombia, Peru, Ecuador & Central America
- Product differentiation in various region
- Changing consumer lifestyle on buying behaviour

- Green products awareness and adoption
- Carlos R. Berzunza Sanchez, Director General  
**CANIPEC**

10:15 Discussion followed by Networking Refreshment

### 10:45 365 - DAILY SUN CARE PROTECTION

Luis Chiu, Personal Care Market Leader  
Luis Angel Ibarra  
Innovation and Technology Personal Specialist  
**BASF Mexicana SA de CV**

### 11:15 NEXT GENERATION OF MULTIFUNCTIONAL, HIGH PERFORMANCE GREEN EMULSIFIERS

Fabio Caravieri  
Regional Marketing Manager - Latin America  
**Clariant S.A**

### 11:45 FRAGRANCE TRENDS & DELIVERY CHALLENGES IN HOME & PERSONAL CARE APPLICATIONS

- Emerging trends & preference in Latin America
  - Innovation in the development of sustainable fragrances
  - Challenges in fragrance delivery
- Lucero Velez, Product Manager  
**Grupo Givaudan SA de CV**

12:15 Final Discussion followed by Networking Lunch

13:45 End of Conference

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