

2nd LatAm Surfactants HPC Markets

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

Day 1 - Oct 28th, Tuesday

08:00 Registration & Welcoming Refreshment

09:00 Chairman's Welcome & Introduction

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

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

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

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 29th, 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

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- 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

Luisa 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

Per Person Fee for Conference:

(USD)

Regular Fee for 1

1395.00

Group Fee for 3 or more

1195.00

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