

4th South America Surfactants HPC Markets

18-19 Nov 2015 / Sao Paulo, Brazil

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Day One - 18 Nov 2015, Wednesday

08:00 Registrations & Networking Refreshment

09:00 Chairman's Welcome Remarks
& Introduction

09:10 LATIN AMERICA ECONOMIC OUTLOOK

- Global economic performance & its impact on Latin America
- Has Brazil economy bottomed out?
- Reigning in inflation & a hike in interest rates
- Forecast for regional economies
- Key currency projections

09:45 ROLE OF SURFACTANTS IN THE NEXT GENERATION OF HPC PRODUCTS IN LATIN AMERICA

*Ms. Cristiane Canto, Head of R&D
- Home & Personal Care
Oxiteno*

10:15 COMPACTION / CONCENTRATION AS A DRIVER OF SUSTAINABLE DEVELOPMENT

*Mr. Uwe Hagemann, Laundry Powders
R&D Director - LATAM
Unilever Brasil*

10:45 Discussion followed by
Networking Refreshment

11:20 GLOBAL SURFACTANTS TRENDS & OUTLOOK

- Low oil prices & its impact on surfactants market
- Emerging trends & growing importance of sustainability demand
- Projects update

Mr. Joel Houston, President

Colin A. Houston & Associates

11:50 THE BEAUTY AND PERSONAL CARE MARKET IN BRAZIL

- Overview and a look to its future
- Tax changes and its impact on the industry

Mr. Manoel Teixeira Simões

Executive Director

*Mr. Daniel Fernandes de Oliveira,
Business Intelligence Manager
ABIHPEC*

12:20 GLOBAL OLEOCHEMICALS MARKET OUTLOOK

- Feedstock choices & trends
- Current world capacity and growth
- Latin America's oleochemical demand & growth potential
- Is the industry challenged by low crude oil price?

Dr. Sarah Hickingbottom

Oleochemical Consultant

LMC International Ltd

12:50 Discussion followed by
Networking Lunch

14:00 Afternoon Chairman's Introduction

14:05 RSPO – MOVING TOWARDS SUSTAINABILITY AND TRACEABILITY

- Why personal care companies should be switching to sustainable sources
- The use of palm oil in cosmetic and personal care products
- Sustainable sourcing of palm oil and RSPO scheme
- Future outlook for sustainable palm oil

Mr. Marco A.M Carmini

Managing Director, Latin America

Croda Latin America

14:35 PANEL DISCUSSION: BRAND-OWNERS' PERSPECTIVE ON SUSTAINABILITY & TRACEABILITY

- Main concerns on the use of palm & lauric derivatives in the HPC sector
- What are the initiatives to support RSPO/sustainability/traceability
- How they see the Latin American consumer's awareness?

15:10 LATEST SKIN CARE INNOVATIONS & DEVELOPMENT

15:40 Discussion followed by
Networking Refreshment

16:10 TRENDS IN HAIR COSMETICS FORMULATIONS

- What Brazilian consumers want, especially in adverse economic moment?
- Addressing diverse hair demand including Afro/Curly/Natural Hair care
- Sustainable product innovations & latest trends on formulation components
- Innovative sources: integral biomasses
- Tips for formulators and marketing

Ms. Sonia Corazza, R&D Consultant

*Corazza Inteligência Em P&D
Cosmética*

16:40 *Topic to be confirmed
Senior Representative
Solvay Group*

17:10 Discussion followed by
End of Day One

17:15 - 18:15 hrs

Networking Reception
for all Speakers and Delegates

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Day Two - 19 Nov 2015, Thursday

- 09:00 Chairman's Introduction
- 09:10 **HOUSEHOLD & PERSONAL CARE MARKET OUTLOOK & TRENDS IN SOUTH AMERICA (CHILE/ ARGENTINA/PERU/BRAZIL)**
- 09:40 **HOME & PERSONAL CARE MARKET TRENDS IN COLOMBIA**
- Demand/Supply projections
 - Changing consumer lifestyle & impact on products demand
 - Growth of private labels
 - Products differentiation across segments
 - Green products awareness
 - Marketing channels & trends
- Mr. Juan Carlos Castro Lozano*
Executive Director
Camara de la Industria Cosmetica y de Aseo, Colombia
- 10:15 **SUSTAINABLE & STRATEGIC SOURCING STRATEGY – BRAND OWNER'S PERSPECTIVE**
- 10:45 Discussion followed by Networking Refreshment
- 11:15 **MICROALGAE: DELIVERING HIGH PERFORMANCE SUSTAINABLE INGREDIENTS TO HPC MARKET**
- Mr. Eduardo Joao de Palma,*
Commercial Director
Solazyme Brasil

11:45 **EXPLORING THE SYNERGY BETWEEN SURFACTANTS AND POLYMERS AS A WAY TO OPTIMISE PERFORMANCE PROPERTIES AND COSTS IN HOME AND PERSONAL CARE FORMULATIONS**

- Growth and expansion plans in the region

Mr. Ricardo Pedro, R&D Manager of Personal & Home Care
Lubrizon

12:15 **SUSTAINABLE FRAGRANCE DEVELOPMENT & UPDATE**

12:45 Discussion followed by Closing Lunch

14:15 End of Conference

Per Person Fee for Conference:	(USD)
Regular Fee for 1	1395.00
Group Fee for 3 or more	1195.00

Pay Online By 12 Oct with Visa/MasterCard -75.00
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Sustainable innovations to drive the industry forward!

Brazil remains the world's 3rd largest market for toiletries, perfumes and cosmetics, behind USA and China. With sales of USD32.5 billion, the sector recorded a nominal growth of 11% last year, according to ABIHPEC. Despite the current weak economic situation in Brazil, companies continue to invest and expand in Latin America, tapping on future growth opportunities. Lubrizol has invested in a state-of-the-art multi-purpose reactor in Brazil to produce a wide range of secondary surfactants, Solvay chose Brazil to boost innovation in sustainable chemistry from Biomass and Stepan completed purchase of sulfonation production facility in Brazil this June.

Brazil's growing middle class consumers care about the environmental impact of the products they buy. Consumer goods companies are increasingly offering sustainable and green products targeting a more sophisticated marketplace. It's getting more challenging for brand-owners to source & determine what raw materials when formulating new products. Suppliers are continuing to innovate to stay ahead of the game. However, with the crude oil prices staying low, will the green trends continue?

Powder detergents are still the main format in Brazil. However, the market for liquids is growing and may very soon be ready for tablets due to increasing demand for convenience. Hear from Unilever Brasil who will expand on Compaction/concentration as a driver of sustainable development.

CMT's **4th South America Surfactants HPC Markets** conference on **18-19 Nov 2015** in Sao Paulo brings together key industry experts to share insights on key issues including:

- Latin America outlook and where is Brazil's economy heading?
- Global surfactants market trends/ outlook and the industry's impact of low oil prices
- Beauty & personal care market in Brazil and the significance of tax changes
- Global Oleochemicals outlook and the challenge from low oil price
- Trends in hair care formulation and tips for formulators and marketers
- Latest skin-care formulations and developments
- What is the cost of RSPO certified products
- Brand-owners' perspectives on sustainability and traceability
- Household and personal care market forecast in Colombia, Peru, Chile & Argentina
- New surfactants & technology advancement to cater to market needs

Register with your team today.