

# SURFACTANTS

## Personal & Home Care

### - *Emerging Markets*

Istanbul, Turkey / 23-24 March 2011

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#### *Penetrating New Markets : Opportunities & Challenges*

- Consolidation in the oleochemical sector – what this means in future?
- Global surfactants Markets : Dynamics, trends & trade outlook
- Feestock markets, challenges & potential: Palm kernel oils, coconut oils, palm oil, tallow, alternative feedstocks
- LAB markets outlook
- Commercialisation of MES : Long road ahead?
- Rise of the green trend & market potential
- Growth potential of specialty esters markets
- Personalcare & homecare markets in emerging regions: **Asia, Turkey, Africa, GCC, CEE, Russia & Brazil**

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