

# SURFACTANTS

## Personal & Home Care

- Emerging Markets

Istanbul, Turkey / 23-24 Mar 2011  
Elite World Istanbul Hotel

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## DAY 1 - 23 March 2011, Wednesday

09:00 Chairman's Opening Remarks

### 09:10 Global Oleochemicals Market

- Supply/demand trends
- Consolidation in the oleochemicals markets, will the trend continue?
- Emerging technology - impact on the supply chain

Neil A. Burns, Managing Director

Neil A. Burns LLC

### 09:40 Product Development for Personal and Home Care – Priorities, Sustainability & other Emerging Trends

- Size of the global market
- Category growth rate: Global, Asia
- Global product development trends
- Sustainability initiatives

Vidur Behal, Vice President R&D, South Asia

Unilever

10:10 Discussion followed by Networking Refreshments

### 10:45 Growth & Trends of Personal Care Market in Turkey

Kozmetik ve Temizlik ürünleri Sanayicileri Derneği

### 11:15 Outlook and Trends of Personal & Home Care Markets in India

U Shekhar, Chairman

Galaxy Surfactants Ltd

### 11:45 Market Overview of Personal Care Industry & Trends in the Middle East

Prasanth Reddy, Executive Director

Farmax India Ltd

12:15 Discussion followed by Networking Lunch

13:30 Chairman's Remarks

### 13:35 Outlook & Development of Personal Care Market in Emerging Regions - Russia/CIS/North Africa

Yariella Coello, Ingredients Industry Analyst

Euromonitor International

### 14:05 Linear Alkyl Benzene (LAB) Market Development

Eric Hudson, Senior Consultant

Nexant ChemSystems

### 14:35 Advantages of Branched Nonionic Surfactants

Juergen Tropsch, Senior Expert Surfactants

BASF SE

15:05 Discussion followed by Networking Refreshments

### 15:40 Challenges in Sulfate Free Formulations

- Sulfate free - a growing trend around the world as it is considered to be milder to the skin and hair
- New techniques and materials to create winning formulas
- Options available and real examples of successful application

Dr. Nick Dixon, Technical Service Manager

Innospec Active Chemicals

### 16:10 Methyl Ester Sulfonate (MES) – Growth & Applications Outlook

Dr. Icilio Adami, R&D/Technology Director

Desmet Ballestra SpA

16:40 Discussion followed by End of Conference

## DAY 2 - 24 March 2011, Thursday

09:00 Chairman's Remarks

### 09:05 Latest Development in Detergent and Biocidal Products Regulations in Turkey

- What is new?

- How the surfactants and household products be notified
- What is the border between a cosmetic product, a detergent and a biocidal product
- What is next ?

Melih Babayigit, General Director

Cambridge Risk Analiz Denetim (CRAD)

### 09:35 Surfactants Market Outlook & Developments in Turkey

Daghan Atadan

Sales Manager detergent & Industrial

Kalekimya

### 10:05 Lessons from the First REACH Registration Deadline – What's Next?

- Look back to learn for the future
- The past two years: 1-SIEF and consortium formation; 2-Dossier preparation; 3-Registration
- The next few years: 1-Existing registration dossiers, continued; 2-Classification and labelling; 3-New registration dossiers and players

Dr. Peter Douben, Director, REACHWise

10:35 Discussion followed by Networking Refreshments

### 11:10 Alkylpolyglucoside (APG) Markets & Applications

Zeynep Gamze Sen

Care Chemicals Operative Marketing Manager

Cognis Kimya Sanayi Ve Ticaret A.S.

### 11:40 Advances in Enzymes for Homecare

Peter Skagerlind

Customer Solution Application Manager

Novozymes A/S

12:10 Discussion followed by Networking Lunch

13:00 End of Conference