

11th Asia SURFACTANTS Personal & Home Care Markets

22-23 Sep 2011 / SHANGHAI
InterContinental Shanghai Pudong

ORGANISED BY



Centre for
Management
Technology®
into our 28th year

DAY 1 - 22 Sep 2011, Thursday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks & Introduction
Dr. Icilio Adami, R&D/Technology Director
Desmet Ballestra SpA

09:10 **Oleochemicals Market Outlook in China**
Zheng Yiping, CEO
Hangzhou Oil and Fat Chemical Co Ltd

09:40 **MES : A Multifunctional Chemistry for Laundry Formats. Learnings from the US Market**
Dr. Charles Crawford, Technology Development Director
Sun Products Corporation

10:20 Discussion followed by **Welcome Reception**
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10:50 **Emergence of Rural India- Growth Driver for PHC Business**
Natarajan Krishnan, COO
Galaxy Surfactants Ltd

11:20 **Linear Alkyl Benzene (LAB) Market Developments in China**
Zhang Shu Lu, LAB Assistant Plant Manager
Sinopec Jinling Petrochemical Co., Ltd

11:50 **Korea: Detergent Market Outlook**
Minji Gu, Senior Researcher
LG Household & Health Care

12:20 Discussion followed by Lunch at **Level 1 café**

13:45 Afternoon Chairman's Remarks
Dr. Charles Crawford, Technology Development Director
Sun Products Corporation

13:50 **Potential of Eco-friendly Methyl Ester Ethoxylates(MEE): Synthesis, Physical Properties & Cost Economics**
Katsuhiro Maeno, Director of Oleochemical Research Laboratories
Lion Corporation

14:20 **Responsible Solutions in Amphoteric Surfactants for the Asian Growth Market**
Dr. Burghard Grüning, Head of Innovation Management Cosmetic Ingredients North America/Asia
Evonik Degussa (China) Co. Ltd. (Shanghai Branch)

14:50 Discussion followed by **Afternoon Reception**
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15:20 **Nonionic Surfactants Market & Applications**
Dr. Icilio Adami, R&D/Technology Director
Desmet Ballestra SpA

15:50 **Market Outlook of Home Care in China**
Dr. Li Ping, Zhang, R&D Director
Liby Group

16:20 **Eco-Efficiency Analysis - BASF's Perspectives on Carbon Footprint**
Steven Yu, Senior Manager, Product Stewardship
BASF (China) Co Ltd

16:50 Discussion followed by End of Day One

17:00 Networking Reception for Speakers & Delegates at **I Bar, Lobby Level**

DAY 2 - 23 Sep 2011, Friday

09:00 Chairman's Remarks
Guanglin Sun, Senior Development Manager
Sun Products Corporation

09:10 **SABIC & its Perspectives on the Global Ethoxylates Markets**
Turki Alhamdan, Ethoxylates & Amines Global Business Manager
Saudi Basic Industries Corporation (SABIC)

09:40 **Market Outlook of Green Cosmetics in Korea**
Jeong Cheol Ha, Senior Manager
Amore Pacific Cosmetics (Shanghai) Co., Ltd.

10:20 Discussion followed by Refreshments

10:50 **China's Skin Care Products Market Outlook and Latest Innovation**
Cao Ping, R&D Director
Jala (Group) Inc.

11:20 **Prospects of Renewable Feedstock for Surfactants**
Cindy Koh, Research Associate
Lux Research - Asia Pacific Pte Ltd

11:50 **Sugar-Based Derivatives – The Greener Alternative in Cosmetics**
Grace Sun, SEPPIC Asia Customer Technical Service Center Manager
SEPPIC China

12:20 Final Discussion followed by Closing Lunch at **Level 1 café**

14:00 End of Conference