

# 11th Asia SURFACTANTS

## Personal & Home Care Markets

22-23 Sep 2011  
SHANGHAI  
InterContinental Shanghai Pudong

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## DAY ONE - 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**
- Current capacity and growth
  - Price forecast
  - Emerging trends and applications
  - Dynamics between oleochemicals and petrochemicals
- 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**  
*Sponsored by*
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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**
- Market size and trends
  - Growth forecast
  - Latest innovation
- Minji Gu, Senior Researcher  
LG Household & Health Care*
- 12:20 Discussion followed by Lunch
- 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**
- Demand/supply balance
  - Nonionics synergism with LAS, AES and MES
  - Latest applications and manufacturing technologies
- Dr. Icilio Adami, R&D/Technology Director  
Desmet Ballestra SpA*
- 15:50 **Market Outlook of Home Care in China**
- Current trend and future forecast
  - New trends and product innovations
  - New ideas base on consumer needs
- Dr. Li Ping, Zhang, R&D Director, Liby Group*

- 16:20 **Eco-Efficiency Analysis and SEEBALANCE - for Sustainability Impact Assessment**
- Eco-efficiency analysis tool and case study on builders in Automatic Dishwashing tabs
  - SEEBALANCE tool on social impact assessment
- 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

## DAY TWO - 23 Sep 2011, Friday

- 09:00 Chairman's Remarks  
*Dr. Guanglin Sun, Senior Development Manager  
Sun Products Corporation*
- 09:10 **SABIC & its Perspectives on the Global Ethoxylates Markets**
- SABIC Entry & Future
    - \* SABIC new player
    - \* EO & its importance on Ethoxylates
    - \* Managing raw materials price volatility
  - Current SABIC Vision of the Market of EO
- Turki Alhamdan  
Ethoxylates & Amines Global Business Manager  
Saudi Basic Industries Corporation (SABIC)*
- 09:40 **Market Outlook of Green Cosmetics in Korea**
- Emerging trends influenced by lifestyle & culture
  - Latest research & developments
- Jeong Cheol Ha, Senior Manager  
Amore Pacific Cosmetics (Shanghai) Co., Ltd.*
- 10:10 Discussion followed by Refreshments
- 10:40 **China's Skin Care Products Market Outlook and Latest Innovation**
- Cao Ping, R&D Director  
Jala (Group) Inc.*
- 11:10 **Prospects of Renewable Feedstock for Surfactants**
- Cindy Koh, Research Associate  
Lux Research - Asia Pacific Pte Ltd*
- 11:40 **Sugar-Based Derivatives – The Greener Alternative in Cosmetics**
- Challenges faced with continual innovation
- Grace Sun, SEPPIC Asia Customer Technical Service Center Manager  
SEPPIC China*
- 12:10 Final Discussion followed by Closing Lunch
- 13:30 End of Conference