

# LATAM SURFACTANTS

Personal & Home Care Markets  
24-25 Oct 2011 / Sao Paulo, Brazil  
Pullman Sao Paulo Ibirapuera

- Register Me       Send sponsorship details  
 Exhibitors       Speaker

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

#### Per Person Fee for:

Conference	(USD)
Regular Fee for 1	1695.00
Group Fee for 3 or more	1295.00

#### TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)  
Email: [francisca@cmtsp.com.sg](mailto:francisca@cmtsp.com.sg)  
Fax: (65) 6345 5928 Tel: (65) 6346 9116  
Post to: 80 Marine Parade Rd #13-02  
Parkway Parade, Singapore 449269

#### CUSTOMISED SPONSORSHIP PACKAGE

This event is an excellent platform to promote your organization to influential players and investors in the industry. Sponsorship opportunities available include **Corporate, Exclusive luncheon & Cocktail sponsor.** Exhibition / catalogue display can be arranged upon request. Contact [nisha@cmtsp.com.sg](mailto:nisha@cmtsp.com.sg) or (65) 6346 9130

Platinum Sponsor



OXITENO

Organised by



Centre for  
Management  
Technology®  
into our 20th year

Program details published herein are confirmed as at 21/10/2011. Please visit <http://www.cmtevents.com/main.aspx?ev=111035> for latest information on speakers & topics.

#### DAY 1 - 24 Oct 2011, Monday

- 08:00 Registrations & Coffee
- 09:00 Chairman's Welcome Remarks  
*Dr. Frederique Lafosse, General Manager  
Soliance*
- 09:15 **Opening Session: Latin America Surfactants - Market & Trends**  
*Platinum Sponsor*
-   
**OXITENO**  
*Leandro R S Rodrigues, Marketing Manager  
Oxitenno*
- 09:45 **Global Oleochemicals Market Outlook**  
*Dr. Sarah Hickingbottom, Senior Research Economist  
LMC International Ltd*
- 10:15 **Global Megatrends Impacting the Surfactants Industry in Brazil/Latin America**
- The Health and Wellness Trend
  - Low Carbon Economy Driving changes in the industry
  - Overview of the surfactants market and its end user sectors
  - Global Trends generating Growth Opportunities for the surfactants industry
- Alessandra Lancellotti, CBU Leader - Latin America, Chemicals, Materials & Food  
Frost & Sullivan*
- 10:45 Discussion followed by Morning Reception
- 11:15 **End-User's Panel : Surfactants Materials Sourcing Strategies & Challenges**
- Expectations from suppliers
  - Trends in respective industry
  - Quality, pricing, technical support considerations
- Panelist:*  
*Paulo Cotta, Global Procurement Manager - Petrochemicals & Surfactants  
Unilever Brazil*  
*Oswaldo Chinellato, Procurement Manager  
Colgate-Palmolive Industria Ltda*  
*Cleber de Morais, Senior Raw Material Lead Buyer  
L'Oreal Latin America*
- 11:45 **Prospect & Development of Personal Care Products from Renewable Feedstock**
- Technology innovations & economics
  - Sustainability of supply
  - Update on commercial plant & status
- Roel Collier, VP - Global Upstream Development  
Amyris Brasil S.A.*

- 12:15 **Personal Care Market Outlook in Brazil**  
*Sérgio Carlos Gonçalves  
Personal Care Marketing Manager  
Croda do Brasil Ltda*
- 12:45 Discussion followed by Lunch
- 14:10 Afternoon Chairman's Introduction  
*André Luis Conde da Silva, R&D Manager  
Oxitenno*
- 14:15 **Market Prospect of Methyl Ester Sulfonate (MES)**
- Demand/supply projections
  - Potential growth outlook & sustainable supply
  - Challenges in product applications
  - Expansion plans
- Dr. Miguel A Castro, Senior Process Engineer  
The Sun Products Corporation*
- 14:45 **Sophorolipids : A New Generation of Biosurfactants for Detergency**  
*Dr. Frederique Lafosse, General Manager  
Soliance*
- 15:15 Discussion followed by **Afternoon Reception Sponsored by**
-   
*Naturally Innovative*
- 15:45 **Detergents in Latin America – Formulations and Trends**
- Typical detergent formulation produced by multinational and national manufacturers in Brazil, Mexico, Argentina and Chile
  - Study focus : composition of surfactant and builder systems of 1) laundry powders 2) detergent synthetic bars 3) hand dishwashing liquids
  - Evolution of some formulations throughout the years
  - Some comparisons with the US detergent powders to be considered
- Dr. Heliana Kola, Marketing Manager,  
Battelle World Detergent Program  
Battelle*
- 16:15 **Linear Alkyl Benzene (LAB) Market Trends – the Workhorse for the Detergent Industry**
- New capacities and price forecast
  - Raw materials outlook & market trends
- Dr. George Smith, Research Fellow for Household, Beauty & Personal Care  
Huntsman Performance Products*
- 16:45 Discussion followed by End of Day 1

- 17:00 Networking Reception for all Speakers and Participants

#### DAY 2 - 25 Oct 2011, Tuesday

- 09:00 Chairman's Introduction  
*Alessandra Lancellotti, CBU Leader - Latin America, Chemicals, Materials & Food  
Frost & Sullivan*
- 09:10 **Global Trends in Personal & Homecare – Opportunities and Challenges in Latin America**  
*Suzana de Medeiros Fontenelle, Research Analyst  
Euromonitor International*
- 09:40 **Update on Regional Regulation and Impact on Cosmetics & Personal Care Product Development**
- Safe Cosmetics Act 2011 & its impact on personal care industry
- Ariadne Tramontina Morais  
Regulatory Affairs Manager  
Johnson & Johnson do Brasil*
- 10:10 **Surfactants - Innovation and Sustainability**  
*André Luis Conde da Silva, R&D Manager  
Oxitenno*
- 10:40 Discussion followed by Morning Reception
- 11:10 **APG: Sustainable Alternative for Home and Personal Care**  
*Mariele Oliveira, Technical Services Coordinator,  
Personal Care  
BASF*
- 11:40 **Responsible Solution in Amphoteric Surfactants for the Latin American Growth Markets**  
*Alexandre S. Dorrighello, South America Product Manager - Consumer Specialties  
Evonik Degussa Brasil Ltda.*
- 12:10 Discussion followed by Closing Lunch
- 13:30 End of Conference