

# Surfactants HPC Dubai

20-21 March 2012, Dubai  
Sheraton Dubai Creek Hotel & Towers



Centre for  
Management  
Technology®  
into our 29<sup>th</sup> year

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## Day 1 - 20 March 2012, Tuesday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks & Introduction

### 09:10 Oleochemicals Outlook – Feedstock & Applications

- Current world capacity and growth
- Emerging trends and applications
- Dynamics between oleochemicals and petrochemicals
- Managing rising raw materials cost

*Dr. Hazimah Abu Hassan*

*Director - AOTD*

*Malaysian Palm Oil Board (MPOB)*

### 09:45 Linear Alkyl Benzene(LAB) Market Dynamics

*N. Jayavantha Prabhu*

*Head of Marketing*

*SEEF Limited*

10:20 Discussion followed by Refreshments

### 10:55 India & her Fast evolving Personal & Home Care Market

- Demand/ supply outlook
- Mass vs Premium

*Vivek Sirohi, VP R&D South Asia*

*Hindustan Unilever Limited*

### 11:30 Challenges of Product Introduction in the ME market – Case Study

*Memosh Khawaja, General Manager -*

*Laundry & Home Care GCC*

*Henkel Arabia for Home and Personal Care Products*

### 12:00 Surfactants Market Development in the Emerging Regions (GCC, Turkey, North Africa)

- Current vs future capacities
- Trend & growth comparison between countries/region

*Yasser El-Shalakany*

*Regional Manager Middle East*

*ECCO Middle East*

12:35 Discussion followed by Lunch

13:55 Afternoon Chairman's Remarks

### 14:00 MES - A Green Alternate Surfactant

*Ravindra C Phadke*

*General Manager, Marketing*

*Chemithon Engineers Ltd*

### 14:30 Home & Institutional Care Market Outlook & Developments in the Middle East

- ME surfactant consumption rate 2007-2011
- Application of surfactants in powder & liquid detergents
- SIDCO's involvement in the ME market

*Senior representative*

*Saudi Industrial Detergents Co*

### 15:00 Home Care Market Growth in Turkey

- Increasing shift to liquid products
- Trends & consumer preference

15:30 Discussion followed by Refreshments

### 16:00 User's Panel: Expectations from the Surfactants Industry

- Managing rising feedstock cost in surfactant production

*Panelist:*

*Imran Sajjad, Head Of Purchasing*

*Henkel Arabia for Home and*

*Personal Care Products*

### 16:30 Potential of Biobased Solutions for Laundry Detergents – A Sustainable Alternative

*Dr. Merete Færgemand, CS*

*Department Manager Household Care*

*Novozymes A/S*

17:00 Discussion followed by End of Day 1

## Day 2 - 21 March 2012, Wednesday

09:00 Chairman's Remarks

### 09:10 Trends & Opportunities for Ethoxylates in MENA and GCC Markets

*Claudio R. Brandao*

*Regional Business Manager*

*Saudi Basic Industries Corporation (SABIC)*

### 09:40 Russia: Home and Personal Care Market Outlook

10:15 Discussion followed by Refreshments

### 10:40 Personal Care Market Demand in Eastern Europe

- Demand/supply projections
- Trends & consumer preference
- Is green formulation gaining ground?

*Aleksandra Czarnecka*

*Public Relations Manager*

*FARMONA Natural Cosmetics Laboratory*

### 11:10 Robust Personal Care Market in Middle East

- Premium products leading the trend
- Ajay Nitnaware, Purchase Manager*  
*Gulf Centre for Soap and Chemical Industry LLC*

### 11:40 Surfactants for Cleaning Formulation: Optimized Blends Catered for Emerging Markets

*Francesco Taurisano, Sales Manager*

*ME- Fabric & Cleaning*

*AKZO NOBEL CHEMICALS SPA*

12:10 Final Discussion followed by Closing Lunch

14:00 End of Conference

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