

LATAM Surfactants HPC Markets

27-28 June 2012
Mexico City, Mexico
The Westin Santa Fe, Mexico City

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Day 1 - 27 June 2012, Wednesday

- 08:00 Morning Registrations & Refreshment
- 09:00 Chairman's Welcome & Introduction
*Thomas Burns, Customer Solutions - Americas
Novozymes North America*
- 09:10 **LATIN AMERICA SURFACTANTS - MARKETS & TRENDS**
*Norma Pérez Tena, Marketing Manager
Oxiten Mexico S.A de C.V*
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- 09:45 **LABS : THE NEVER ENDING STORY**
 - New capacities and price trends
 - Raw materials outlook including impact of GTL paraffin
 - Prospect and development for greener LAB/LAS*Joel Houston, President
Colin A. Houston & Associates*
- 10:15 Discussion followed by Networking Refreshment
- 10:45 **PERSONAL CARE MARKET OUTLOOK IN MEXICO**
 - Market size
 - Emerging trends & growth sectors
 - Raw materials considerations
 - Challenges facing the industry*Lic Carlos R.Berzunza Sanchez, General Director
CANIPEC*
- 11:15 **AN EVOLVING PERUVIAN SOCIETY : GROWTH AND IMPACT FOR THE HPC MARKETS**
 - Peruvians enjoy higher disposable incomes and a wider variety of options for spending their money
 - * Consumer Demographics - Income & Expenditure review
 - * Changes on consumer lifestyle; implications for the Home and Personal Care Markets in Peru
 - Market Size – Competitive Environment – Distribution
 - What lies ahead for the HPC market in Peru?*Carlos Otero, Regional Manager - Latin America
Euromonitor International*

- 11:45 **MES – MYTHS, MYSTERIES AND PERSPECTIVES ON PROPERTIES AND USE**
*Jorge H. Aparicio, Regional Director - Asia Pacific
The Chemithon Corporation*
- 12:15 Discussion followed by Networking Lunch
- 13:40 Afternoon Chairman's Introduction
*Roland Spoerer, Director - Care Chemical Division
BASF Mexicana SA de CV*
- 13:45 **ECONOMIC OUTLOOK IN LATIN AMERICA**
 - Impact on global crisis on Latin America markets
 - Key Latin market growth forecast
 - Performance of US & Euro economy
 - Currency movement & forecast*Delia Paredes Mier, Chief Economist and Executive Director, Econ Analysis, FI & Ex rate strategy dep
Grupo Financiero Banorte*
- 14:15 **PERSONAL CARE MARKET TREND & OUTLOOK IN CENTRAL AMERICA**
*Marco Vasquez, General Manager
Distribuidora Punto Rojo S.A.*
- 14:45 **SUSTAINABLE DEVELOPMENT OF SURFACTANTS FOR PERSONAL CARE**
 - Qualitative Life cycle analysis study for 100% biobased Sodium Laureth Sulfate and other chemistries*Brian Chung, Business Development Manager
Rhodia Inc.*
- 15:15 Discussion followed by Networking Refreshment
- 15:45 **COSMETICS & PERSONAL CARE MARKET TREND IN COLOMBIA**
 - Market size, consumer behavior & characteristics
 - Emerging trends & growth sectors
 - Key players
 - Raw materials considerations
 - Challenges facing the industry*Jaime Mauricio Concha Prada, Director
Camara de la Industria Cosmetica y de Aseo,
Colombia*
- 16:15 **LATIN AMERICA HAIR CARE TRENDS**
 - Megatrends and how they fit in the hair care market
 - Market size evolution
 - Main hair care claims
 - Green in hair care

- Options for green hair care products
- John Cardenas, General Manager
Croda Colombia*

- 16:45 **PRODUCTION OF SUGAR BASED HOME & PERSONAL CARE PRODUCTS**
 - Price economics and commercialization update
 - Product application case study
 - Latest innovation*Dr. Frederyk Ngantung,
Principal Technology Strategist
Amyris Inc.*

- 17:15 Discussion followed by End of Day 1

17:30 – 18:30 *Networking Cocktail Reception*
for Speakers and Delegates at **Juice Bar, SK Level**

Day 2 - 28 Jun 2012, Thursday

- 09:00 Chairman's Introduction
*Joel Houston, President
Colin A. Houston & Associates*
- 09:10 **CALIFORNIA GREEN CHEMISTRY AND ITS IMPACT ON THE CONSUMER PRODUCT INDUSTRY**
 - An overview of the proposed California Safer Consumer Products regulation
 - Can industry practices and sustainability work in a regulatory framework?*Dr. Steven Bennett, Director, Scientific Affairs
Consumer Specialty Products Association
(CSPA)*
- 09:40 **DELIVERING MORE WITH LESS THROUGH SUSTAINABILITY INNOVATION – A HENKEL CASE STUDY**
 - Henkel's sustainability innovation strategy and best practices in laundry and home care, personal care and cosmetics, and industrial and consumer adhesive businesses*Dr. M. Pete He,
Senior Research Fellow, Sustainability
Henkel Consumer Goods Inc.*
- 10:10 **LAUNDRY & HOME CARE MARKETS OUTLOOK IN MEXICO**
*Ing. Eduardo Perez, Business Intelligence Director
Grupo Alen*
- 10:40 Discussion followed by Networking Refreshment

- 11:10 **HPC END-USER PANEL : RAW MATERIALS SOURCING STRATEGIES & CHALLENGES**
 - Expectations from suppliers
 - Trends in respective industry
 - Quality, pricing, technical support considerations*Panelist: Dr. M. Pete He,
Senior Research Fellow, Sustainability
Henkel Consumer Goods Inc.
Marco Vasquez, General Manager
Distribuidora Punto Rojo S.A.
Ing. Eduardo Perez, Business Intelligence Director
Grupo Alen
Ing. Ramon Abad, General Director
CANAJAD*
- 11:40 **BIO INNOVATION FOR HOUSEHOLD CARE INDUSTRY**
 - Advance in enzymes technology in cleaning products*Thomas Burns, Customer Solutions - Americas
Novozymes North America*
- 12:10 Final Discussion followed by Closing Lunch
- 13:40 End of Conference

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