

# 12<sup>th</sup> Asia SURFACTANTS Personal & Home Care Markets

4-5 Sept 2012 / Shanghai  
DoubleTree by Hilton Shanghai - Pudong



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## Day 1 – 4 Sept 2012, Tuesday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks & Introduction

### 09:10 Oleochemicals - Passage through Time, Space and Mind

- An analysis of the evolution and future trends wrt Surfactants, Personal and Home Care market
- \* Product
- \* Technology/Chemistry
- \* Markets
- \* Raw Materials
- \* Applications

S. Hari, Vice President Singapore Operations  
VVF Singapore Pte Ltd

### 09:45 MES: Technological & Market Updates

- Technology development
- Process economy highlights
- Supply capability by regions
- Limitations and barriers to application

Dr. Icilio Adami, R&D/Technology Director  
Desmet Ballestra SpA

10:20 Discussion followed by Refreshments

### 10:50 Managing Feedstock Volatility in the Surfactant Supply Chain: Strategies for Oleochemicals & Petrochemical Feedstock

Aditya Vikram Kapoor  
Senior Analyst – Surfactants  
Beroe Inc

### 11:20 Application of Alcohol Ethoxylate in the Hard Surface & Fabric Care Industry

Jay Xu, Marketing Manager  
Shell Eastern Chemicals (S) Pte Ltd  
(AP HQ)

### 11:50 Home Care Market in China

- Projected growth
  - Consumer trends and behaviour
- Charles Hu Zheng Yu, R&D Director  
Nice Group Co. Ltd

12:20 Discussion followed by Lunch

13:45 Afternoon Chairman's Remarks

### 13:50 India: Personal & Home Care Market Growth & Challenges

- Supply/demand overview
- Changing consumer behaviour & impact on product development
- Exploring new formulations & regulatory hurdles in India
- Managing rising input cost & competition

### 14:20 Linear Alkylbenzene Sulfonate (LAS) Market Development

- Emerging capacities
  - Price trends
- Ajay Kaul, Sales & Marketing Head - Sulphonation  
The National Detergent Co. S.A.O.G.

### 14:50 REWOPOL® SB C 55: Superior mild and Sulfate-free Surfactant for Personal Care Products

Dr. Alex Jiang, Technical Service Supervisor  
Evonik Degussa Specialty Chemicals  
(Shanghai) Co. Ltd

15:20 Discussion followed by Afternoon Reception. **Sponsored by**



### 15:50 Prospects of Bio-PG and its Applications in Personal Care Market

- Petrochemicals vs bio-derivatives
- Jeffery J. Mahaffey, Chief Operating Officer  
Global Biochem Technology Americas

### 16:20 Skin Care Market in Indonesia

Samuel Eduard Pranata  
Marketing Director  
Martha Tilaar Group

### 16:50 Personal & Home Care Legislation of the European Union

- Market entrance into the European Union
  - Legislation applying to global manufacturers
  - Consumer goods and raw materials for Personal Care & Home Care
  - Compliance Strategies
- Dr. Annelie Struessmann  
Technical Director  
CONUSBAT

17:20 Discussion followed by End of Day 1

## Day 2 – 5 Sept 2012, Wednesday

09:00 Chairman's Remarks

### 09:10 Hair Care Trends & Development Outlook

- Hair care market outlook
  - Drivers for change & emerging trends
  - Technological advancements in hair care products and impact on ingredients
- Tom Wang, R&D Director  
Beiersdorf Hair Care

### 09:40 Bio-based EO – Emerging and Sustainable Option for the Surfactant Industry

Sanjeev Gurwara  
Vice President (Marketing)  
India Glycols Limited

10:15 Discussion followed by Refreshments

### 10:45 High Performance and Green Solutions in Home Care & Laundry Applications

Jianmin Xu, R&D Section Manager for Fabric Care & Cleaning  
Akzo Nobel Shanghai Co. Ltd

### 11:15 No Compromise® Sustainable Home & Personal Care Product from Sugar

- Sugar as feedstock
  - Case study: portfolio of No Compromise® products
  - Commercialization strategy
- Senior Representative  
Amyris Inc.

### 11:45 Laundry Detergent and Fabric Care Market in Korea

- Supply/demand dynamics
  - Latest research & development
- Jincheol Kim, Senior Researcher  
LG Household & Health Care

12:15 Final Discussion followed by Closing Lunch

13:30 End of Conference

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