

South America Surfactants HPC Markets

28-29 Nov 2012 / Sao Paulo, Brazil

"Innovate to Stay Ahead in an Increasingly Sophisticated Market!"

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- Wal-Mart Brasil Ltda
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Homecare Manufacturers, FMCG producers,
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Organizations/Associations,
Consulting Firms, Equipment & Technology
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- Global raw materials trends and outlook
- Balancing sustainability initiative and managing rising raw materials cost
- Trends and market demand for Home & Personal care products
- Focus: Brazil, Argentina, Chile & Bolivia
- Latest product innovations & challenges
- End-users' perspectives and sourcing strategies

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