

DAY 1 – 28 Nov 2012, Wednesday

08:00 Registration and Refreshment

09:00 Chairman's Welcome

Dr. Juergen Meyer, Head of Innovation
Management Cosmetic Ingredients Leave-On
Evonik Industries AG

09:10 **PLANS AND DIRECTION IN GROWING THE SURFACTANT BUSINESS**

- The surfactant business has been changing globally due to several aspects that represent significant challenges for surfactant players. Economic downturn and its impact in developed countries, middle class expansion in emerging regions, recent feedstock volatility for surfactants, new competitive feedstock position in US and new consumer markets expectations are some of the new challenges and opportunities in this business

Luciana Leles Ortiz de Pinho
Strategic Marketing Manager
Oxiten



09:45 **MORE SUSTAINABLE PRODUCTS**

- Walmart's sustainability management model
- Walmart's sustainability goals
- Stakeholders engagement
- End-to-End Program

Camila Valverde, Sustainability Director
Walmart Brazil

10:15 Discussion followed by Refreshment

10:45 **END USERS' PANEL DISCUSSION : RAW MATERIALS SOURCING STRATEGIES AND CHALLENGES**

- Sustainability in product development and the challenge in raw materials sourcing
- Trends in the industry
- Working with raw materials suppliers on a win-win relationship
- Buying mechanism and risk management issues

Panelists:
Osvaldo Luiz Chinellato, Procurement Manager
Colgate-Palmolive Industria Ltda
Eduardo Barucco
Raw material Purchasing Director
L'Oreal Latin America
Carolina Zappa Santoro, Supply Chain Director
Bombri SA

11:20 **MARKET OUTLOOK FOR SURFACTANTS IN BRAZIL**

- The Brazilian Surfactants market in the South America context
- Key drivers and restraints and impact on forecasted market
- Product developments and impact of megatrends in the market
- Successful business models in the surfactants market in Brazil
- Overview of the competitive environment for surfactants group types

Lisse Oliveira, Senior Analyst, **Frost & Sullivan**

11:50 **LATIN AMERICA ECONOMIC OUTLOOK**

- Global outlook: headwinds or tailwinds for Latin America?
- 2013: Year of the growth drag, or the inflation dragon?
- Interest rates: fighting currency wars?

Marcelo Carvalho, Head of LATAM Economic Research - Latin Americas
BNP Paribas

12:20 Discussion followed by Networking Lunch

13:55 Afternoon Chairman's Introduction

Luciana Leles Ortiz de Pinho,
Strategic Marketing Manager
Oxiten

14:00 **SUSTAINABILITY AT PROCTER & GAMBLE**

Dr. Andre Chieffi, Latin America Innovation
Ecosystem Leader
Procter & Gamble

14:30 **ADOPTING SUSTAINABILITY AS STRATEGY TO INNOVATE AND STAY AHEAD IN THE COSMETIC MARKET**

Tiago Martinello, Product Development Manager
Grupo Boticario

15:00 **POLYGLYCEROL - A VERSATILE BUILDING BLOCK FOR SUSTAINABLE AND INNOVATIVE COSMETIC INGREDIENTS**

Dr. Jurgen Meyer, Head of Innovation
Management Cosmetic Ingredients Leave-On
Evonik Industries AG

15:30 Discussion followed by Networking Refreshment. **Sponsored by**



16:00 **LEVERAGING SUSTAINABLE MATERIALS TO BRING NEW PERFORMANCE TO THE HOME AND PERSONAL CARE MARKETS**

Andy Corr, Platform Leader - Consumer
Intermediates & Ingredients
Elevance Renewable Sciences, Inc.

16:30 **FUTURE GLOBAL TRENDS OF THE HOME CARE MARKET AND HOW THEY TRANSLATE IN THE LATIN AMERICAN MARKET : BOLIVIA, CHILE & ARGENTINA**

- Overview of current Global and Latin American (Chile, Argentina and Bolivia) markets of Home Care: Laundry Care and Dishwashing markets
- Future trends and innovations in the global markets and how they translate into the Latin American (Chile, Argentina and Bolivia) markets

Alfonso De Los Reyes, Analyst
Euromonitor International

17:00 **HAIR CARE MARKET TRENDS IN SOUTH AMERICA**

17:30 Discussion followed by End of Day 1

17:40 – 18:40 *Networking Reception*
for all speakers and delegates

DAY 2 – 29 November 2012, Thursday

09:00 Chairman's Introduction

09:05 **PERSONAL CARE MARKET OUTLOOK IN BRAZIL**

- Demand/supply projections & growth sector
- Emerging trends & changing consumer pattern
- Raw materials considerations
- Challenges facing the industry

João Carlos Basilio da Silva, President
ABIHPEC

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09:35 **LINEAR ALKYL BENZENE SULFONATE : A LIVING HISTORY OF SUCCESS**

- Since its launch in the 60's as a replacement of the poorly biodegradable Branched Alkylbenzene Sulfonate, the Linear Alkylbenzene Sulfonate (LAS) become the most widely used surfactant in household detergents. After half a century of use in virtually all kind of detergent formats worldwide LAS remains as the workhorse surfactant.

This paper provides an overview of the facts which contribute to the LAS success. A great future is foreseen. The history of LAS is still being written

Ignacio David Lopez Serrano,
Cepsa Quimica S.A.

10:05 **TRANSFORMING CONSUMER INSIGHTS INTO FORMULATION PERFORMANCE : OXITENO'S ENGAGEMENT IN LAUNDRY LIQUID FORMAT**

- Laundry liquid detergent is growing fast in main countries in South America. To convert the market from laundry powder detergent to liquid format is essential to comprehend consumer habit and its insights. In this way, holistic innovation including consumer understanding and formulation expertise is the best response for delighting consumer with excellent laundry liquid product.

Georgios Theodoropoulos
Home Care R&D Researcher
Oxiten

10:40 Discussion followed by Networking Refreshment

11:15 **MES: TECHNOLOGICAL & MARKET UPDATES**

- Technology development
- Process economy highlights
- Supply capability by regions
- Application to detergent production

Dr. Corrado Mazzanti, Sales Director
Desmet Ballestra SpA

11:45 **GAINING MORE EFFECTIVE PERFORMANCE USING BLEACHING SYSTEMS**
Larry Goff, Business Manager, Americas
Warwick Chemicals

12:15 Final Discussion followed by Closing Lunch

14:00 End of Conference