

# 3<sup>rd</sup> SURFACTANTS Home & Personal Care in Emerging Markets

19-20 Mar 2013 / Dubai

*“Rising Affluence & Changing Lifestyles Drive HPC Demand in Emerging Markets”*

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#### Key issues:

- Global Oleochemical Market Outlook and Trends
- Ethoxylates & LAB Market Outlook and Dynamics
- Home & Personal Care Market Outlook & Investment plans in - **ME, Turkey, Africa, India & Russia**
- Economics & Availability of Sustainable Surfactants – Bio/Green Surfactants
- Technological Innovations of Surfactants for HPC applications
- Sourcing Challenges facing HPC producers & their Sustainability Index

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