

3rd SURFACTANTS Home & Personal Care in Emerging Markets

19-20 Mar 2013 / Dubai
Radisson BLU Hotel, Dubai Deira Creek



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Day 1 - 19 March 2013, Tuesday

08:00 Registration & Refreshment

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09:00 Chairman's Welcome & Introduction
Sevgi Senel-Guler, Marketing Manager
BASF Tuerk Kimya Sanayi ve Ticaret Ltd.

09:10 The Global Market for HI&I/PC Surfactants: Focus on Attractive Personal Care Market

- Overview of major products used in HI&I and PC applications
 - Overview of surfactants consumption/supply in HI&I and PC
 - Developments in the PC market (trends, market developments)
 - Forecast and area for growth in the PC surfactants market
- Nikola Matic, Industry Manager at Kline Chemicals & Materials*
Kline & Company CZ s.r.o.

09:40 Ethoxylates: Challenges and Solutions

- Supply/Demand trends
 - Rising challenges
 - SABIC's Solutions
- Eng. Ayman Abdullah Showail*
Regional Business Manager
GCC, Performance Chemicals
Saudi Basic Industries Corporation (SABIC)

10:10 Discussion followed by Refreshments

10:40 A Perspective on the Future of Home and Personal Care in Nigeria

- Demographics & demand projections
 - Socio-economic classes - Different needs/ Requirements
 - Local and international players - Opportunities/Constraints
- Dr. Pieter Stroek, General Manager Innovation*
PZ Cossons Nigeria Plc

11:10 Laundry & Home Care Market Outlook in the Middle East

- Consumer & Market Trends
- Drivers for growth

- Availability of raw materials & changing requirements: Sustainability angle - view to 2050
- Sheikh Adil Hussain, Marketing Director*
Henkel Jebel Ali FZCO

11:40 Beauty & Personal Care Products Outlook and Trends

- Personal care products outlook and trends
 - Changing consumer behavior and impact on product innovations
 - Locally adapted product & performance
 - Growth forecast of halal cosmetics & personal care products
- Ajay Nitnaware, Purchase Manager*
Gulf Centre for Soap and Chemical Industry LLC

12:10 Discussion followed by Networking Lunch

13:40 Afternoon Chairman's Introduction
Dr. Amandeep Kaur Purewal, Researcher
LMC International Ltd

13:45 Plantacare® The Benefit of Nature for Personal Care

Sevgi Senel-Guler, Marketing Manager
BASF Tuerk Kimya Sanayi ve Ticaret Ltd.

14:15 India's Booming Beauty and Personal Care Industry

- Personal care products outlook and trends
 - Changing consumer behavior/trends and impact on product innovations
- Dr. Suresh Ramamurthi, Head*
ITC Limited

14:45 Beauty and Personal Care Trends and Forecast for Turkey

- Demand and supply projection and key growth sector
 - Emerging trends and applications
 - Trends in Consumers' behaviour and expectations
- Beyza Kapu, Marketing Director*
Loreal Turkey

15:15 Discussion followed by Refreshments

15:45 The Turkish Market Surfactant Profile and Homecare Trends Expectations

- Demand and supply of surfactant in Turkey
- Emerging home care trends and applications

- Trends in Consumers' behaviour and expectations
- Kutluay Kabadayi, Plant Manager*
Saruhan Kimya ve Temizlik Ürünleri San. Tic. A.S.

16:15 Freshening Value as the New Cleanliness

- Next Leap in Green Technology
- Takaoka Hiromitsu*
Director of Fabric Care Research Laboratories
Lion Corporation

16:45 Linear Alkyl Benzene (LAB) Developments and Trends

Alberto Cepa, Senior Analyst, Strategy & Development Department
CEPSA QUÍMICA, S.A.

17:15 Discussion followed by End of Day One

17:30 - 18:30 *Networking Reception*
for Speakers & Delegates

Day 2 - 20 March 2013, Wednesday

09:00 Chairman's Introduction
Dr. Suresh Ramamurthi, Head
ITC Limited

09:10 Towards Sustainability: The Challenge of Creating the Perfect Personal Care Surfactant

- What would the 'perfect' surfactant be?
 - What do we mean by 'green'?
 - Factors contributing to the 'green-ness' of a product
 - How is the industry approaching the challenge
 - Truly sustainable - factoring in economics, environment, ethics and society
 - How do we measure up in 2013?
- Dr. Tony Gough*
Technical Manager, Personal Care Division
Innospec Ltd

09:40 Global Oleochemicals Market Outlook

- Supply & demand outlook
 - Capacities
 - Economics of oleochemical vs petrochemical raw materials
 - Prices & trends
- Dr. Amandeep Kaur Purewal, Researcher*
LMC International Ltd

10:10 Discussion followed by Refreshments

10:40 Updates on New Surfactant Capacity in Russia and the Former Soviet Union

- Surfactant Demand Growth In Russia
 - Key Market Drivers and Technologies
 - Introducing RusPAV: A JV between Sibur and Solvay Novocare
- Michael Shukov, General Manager*
Solvay CIS

11:10 Potential of Biobased Solutions for Laundry Detergents - Strategies for Cost Stabilization

Umar Riaz, Regional Marketing Manager
Eastern Europe Middle East and Africa (EEMEA)
Novozymes A/S

11:40 Raw Material Sourcing Strategies and Challenges

- Expectations from suppliers
 - Trends in the industry
 - Quality, pricing and technical support considerations
- Biswaranjan Sen, Vice President*
Unilever Asia Pte Ltd

12:10 Final Discussion followed by Closing Lunch

14:00 End of Conference

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