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# 13<sup>th</sup> Asia Surfactants Personal & Home Care Markets

17-18 Oct 2013, Shanghai

## *“Strategizing for the Megatrends: Sustainable and Cost-effective Surfactants”*

- Focus on: ASEAN, China & India
- Market Outlook of LAB
- Methyl Ester Sulfonate (MES) - Potential Growth and Project Update
- Prospects of Sustainable Bio-based Surfactants
- Oleochemicals Outlook and Development
- Shale Gas' Impact on EO Production and Market Trends
- End-users' Views & Expectations

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