

# 13<sup>th</sup> Asia Surfactants

## Personal & Home Care Markets

17-18 Oct 2013 / Shanghai  
InterContinental Shanghai Pudong



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### Day 1 - 17 October, Thursday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction  
*Evan Wu, General Manager  
Corbion Purac*
- 09:10 **The Global Market for HI&I/PC Surfactants: Focus on Attractive Personal Care Market**  
  - Trends in consumer behavior and impact on product innovation
  - Market for specialty surfactants in personal care
  - Key drivers for surfactants consumption*Rob Field-Marsham, Manager  
Kline & Company - Kline Asia*
- 09:40 **Oleochemical Market Outlook and Developments – From Surfactants Perspective**  
  - Supply & demand
  - Growth strategy for sustainable market development
  - Economics of oleochemicals vs petrochemical feedstocks
  - Capacities expansion and forecast*S. Hariharasubramanian, Vice President  
VF Singapore Pte Ltd*
- 10:10 Discussion Followed by Networking Refreshment
- 10:40 **MES: Market Outlook and Application Development in Asia**  
*Winnie, Zhimin Lu, Project Manager of Green Surfactant & Detergent  
Lonkey Industrial Co Ltd*
- 11:10 **LAB & Derivatives Markets Developments**  
  - Cost/performance advantage against other feedstocks
  - Meeting the demand from booming rural consumption
  - Demand & supply forecast*C S Shankar  
General Manager (Petrochemical Marketing)  
Indian Oil Corporation Limited (HQ)*

- 11:40 **P&G Perspective: Driving Sustainability of Cleansing Products with Technology Innovation**  
*Allen Jiang, Principal Scientist  
Procter & Gamble Technology (Beijing) Co., Ltd.*
- 12:10 Discussion Followed by Lunch
- 14:00 Afternoon Chairman's Remarks  
*Rob Field-Marsham, Manager  
Kline & Company - Kline Asia*
- 14:05 **Amino Acid-Based Surfactants for Sulfate-free and Super Mild Personal Care Applications**  
*Dr. Jason Zan  
Senior Technical Marketing Engineer  
Sino Lion Ltd*
- 14:35 **Latest Development in Hair Care Industry and Market Trends**  
  - Overview on market development
  - Rising demand for multi-functional products and impact on ingredients
  - Latest technological advances*Gavin Chung  
Marketing Manager & Development Chemist  
Opal Cosmetics Limited*
- 15:05 Discussion Followed by Refreshment
- 15:30 **Changing Consumers Lifestyle and its Impact on Washing Patterns in China**  
*Wendy, Qiu Peng He  
Market Research Director  
Liby Enterprise Group Co., Ltd*
- 16:00 **Skin Care and Cosmetics Market in China**  
*Liu Yang, Director of Cosmetic Department  
China Association of Fragrance Flavor and Cosmetic Industries*
- 16:45 Discussion Followed by End of Day 1

### Day 2 - 18 October, Friday

- 09:00 Chairman's Remarks  
*C S Shankar  
General Manager (Petrochemical Marketing)  
Indian Oil Corporation Limited (HQ)*
- 09:10 **Sustainable Innovation in Home Care – Doing More with Less**  
  - The global, sustainability megatrends impacting the home and personal care sectors
  - Closer inspection of some of the specific challenges they pose to the emerging markets in Asia
  - How Dow is addressing these challenges and the tools employed to ensure we develop more sustainable products
  - Review the sustainability driven market trends - monodose, compaction, low rinse, multi-functionality and the challenges they pose*Steven Jin, Regional Marketing Manager  
Dow Chemical (China) Investment Co. Ltd.*
- 09:44 **South Korea: Towards Sustainable and Natural Ingredients in HPC Products**  
  - Market overview and drivers for growth
  - Trends in cosmetics, skincare and toiletries market*Jeong Cheol Ha  
Senior Manager, Product Research Team  
Amore Pacific Cosmetics (Shanghai) Co., Ltd.  
(Paper Submission Only. Speaker Apologized for His Absence)*
- 09:45 **Formulation and Development of Dual-phase Personal Care Product**  
*Sunny Xing, Senior Technical Engineer  
Wacker Chemicals (China) Co., Ltd*
- 10:20 Discussion Followed by Refreshment

- 10:45 **Driving Performance in Homecare and Personal care Today Through Novel "Green" Chemicals**  
  - Overview of emerging catalyst technology
  - Scaling-up to serve the market today- First world scale bio-refinery in Indonesia
  - Novel performance and innovation being brought to the Homecare and PC markets*Andy Corr, SVP Consumer Ingredients  
Elevance Renewable Sciences, Inc.*
- 11:20 **Bio Surfactants – The Surging Natural Trend in Asia**  
  - Consumer awareness and affordability in APAC
  - Cost effective and sustainable bio solutions for beauty, PC and HI&I surfactants
  - Challenges and opportunities for market growth*Evan Wu, General Manager  
Corbion Purac*
- 12:00 Final Discussion Followed by Closing Lunch
- 13:45 End of Conference

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