

3rd South America Surfactants HPC Markets

2-3 Dec 2013 / Sao Paulo, Brazil

Pullman Sao Paulo Ibirapuera

SUPPORTED BY



PLATINUM SPONSOR



ORGANISED BY



www.cmtevents.com

Day 1 - 2 Dec 2013, Monday

- 08:00 Registrations & Networking Refreshment
- 09:00 Chairman's Welcome Remarks & Introduction
Luis Eduardo Ravaglia, Commercial Director Solazyme Bunge
- 09:10 **LATIN AMERICA SURFACTANTS OUTLOOK**
- Latam macroeconomics
 - Surfactants market, trends & habits in the region for Home & Personal Care
 - Green trends and update on projects in the region
Leandro R S Rodrigues, Global Marketing Manager Home and Personal Care Oxiteno Industria e comercio SA



- 09:45 **WALMART'S SUSTAINABILITY INDEX & MEETING 2015 CSPO GOAL**
Camila Valverde, Sustainability Director Walmart Brasil

- 10:15 **PANEL DISCUSSION : SUSTAINABILITY MEASUREMENT**
- Going green & sustainability talk - is it just a marketing gimmick?
 - Is there an industry standards for measurement?
 - What is the real impact on sustainability / cost?
 - What are the opportunities offered by sustainability to enhance business results and reputation?

Panelist :

Camila Valverde, Sustainability Director Walmart Brasil
Ligia Camargo, Sustainability Manager Unilever Brasil
Marcos Vaz, Managing Partner O.N.E. Sustentabilidade

- 10:45 Discussion followed by Networking Refreshment

- 11:15 **COMPETITIVE STRATEGY IN SOUTH AMERICA SURFACTANTS INDUSTRY**
- Demand/supply market sizing forecast in Brazil & Argentina
 - Global megatrends impacting the surfactants industry
 - Staying competitive with rising cost in LATAM
Hernán Cavarra, Industry Analyst - Latin America Frost & Sullivan Latin America

- 11:45 **OPPORTUNITIES & DEVELOPMENT OF HOME CARE MARKET IN BRAZIL**
- Market size & changing trends
 - Production capacities and challenges facing the industry
 - Growth potential and segments
 - Move towards green products
 - Packaging considerations
Maria Eugenia Proença Saldanha, Executive President Brazilian Cleaning Products Industry Association, ABIPLA

- 12:15 **HOW TO CHOOSE THE RIGHT CONDITIONING SURFACTANT?**
Stephanie Facuri, Applied Technology Pharmacist Evonik Degussa Brasil Ltda.

- 12:45 Discussion followed by **Networking Lunch**
Sponsored by



- 13:55 Afternoon Chairman's Introduction
Leandro R S Rodrigues, Global Marketing Manager Home and Personal Care Oxiteno Industria e comercio SA

- 14:00 **GLOBAL OLEOCHEMICALS MARKET REVIEW**
Camen Lei, Research Analyst LMC International Ltd

- 14:30 **MES: THE NEW WORKHORSE SURFACTANTS?**
- Demand/supply trends
 - Myths and advantages of MES
 - MES in combination with other surfactants
 - Experience installing a MES plant and developing laundry products based on MES
Alejandro Rivas, Commercial Director Dersachem
Andres Cardozo, R&D Dersa

- 15:00 **CHALLENGES IN THE INSTITUTIONAL CLEANING MARKET**
- Emerging trends & its impact on product development
 - Formulation and raw material challenges
Carolina Simmelink Fiorini
R&D Group Leader - Institutional Ecolab

- 15:30 Discussion followed by Networking Refreshment

- 16:00 **RENEWABLE OILS FROM MICROALGAE**
- Key applications & economics
 - Technology innovations
Luis Eduardo Ravaglia, Commercial Director Solazyme Bunge

- 16:30 **DEVELOPMENT OF SUGAR BASED FATTY ALCOHOLS – TECHNOLOGY & ECONOMIC**
- Prospect of green surfactants using alternative feedstock
 - Performance/economics analysis
 - Project update and estimated capacity expansion
Gary Juncosa, Executive Vice President – Chemicals LS9 Inc.

- 17:00 Discussion following by End of Day One

17:15 - 18:15 *Networking Reception*
for all Speakers & Delegates

Day 2 - 3 Dec 2013, Tuesday

- 09:00 Chairman's Introduction
Hernán Cavarra, Industry Analyst - Latin America Frost & Sullivan Latin America

- 09:10 **DEVELOPMENT OF MEN CARE MARKET IN BRAZIL**
- Market size
 - Key trends in the male sector & how different are the Latino men vs other region?
 - Formulation challenges to meet the demand of today's male consumers
Hoda Nahas, Sales & Marketing Manager Akzo Nobel Ltda. Div. Química

- 09:40 **INGREDIENTS INNOVATIONS – ONE MAJOR KEY TO STAY AHEAD IN AN INCREASINGLY SOPHISTICATED MARKET**
- Emerging trends & its impacts on product development
 - How to differentiate yourself in the market
 - Ways to approach your Ingredients Suppliers
Federico A K Kladt, Ingredients S&T Manager Natura

- 10:10 **STRATEGIC & SUSTAINABLE SOURCING**
- Emerging trends & its impact on procurement strategy
 - Procurement and supply chain optimization in Brazil
 - Building a win-win partnership with suppliers
Tania Miyake Souza, Regional Business Unit Manager GTEX Brasil Ltda

- 10:45 Discussion followed by Networking Refreshment

- 11:15 **WHAT TO LOOK OUT FOR IN THE NEW EUROPEAN COSMETICS REGULATION & CLARIFICATION IN BRAZIL'S COSMETICS REGULATION**
Melissa Junta, Regulatory Affairs Manager L'Ocittane Brazil

- 11:50 **BEAUTY & PERSONAL CARE MARKET IN THE ANDEAN REGION**
- Demand/supply projections
 - Emerging personal care trends in Colombia, Venezuela, Peru & Ecuador
 - Product differentiation in various region
Daniel Fernandes de Oliveira
Business Intelligence Manager ABIHPEC

- 12:20 **FRAGRANCE TRENDS FOR THE LATIN MARKET**
- Emerging fragrance in home & personal care segments
 - Fragrance as a unique tool for product differentiation
 - Innovations update
Katia Porta Prates, Senior Fragrance Development Manager, Household Care, LATAM Firmenich & Cia Ltda

- 12:50 Final Discussion followed by Closing Lunch

- 14:00 End of Conference

Per Person Fee for Conference:	(USD)
Regular Fee for 1	1395.00
Group Fee for 3 or more	1195.00

3 Ways To Register

Online: www.cmtevents.com
Email: anna@cmtsp.com.sg
Tel: (65) 6346 9132

CUSTOMISED SPONSORSHIP OPPORTUNITY

Package available include **Corporate, Exclusive Luncheon & Cocktail sponsor**. Exhibition / catalogue display can be arranged upon request. Contact nisha@cmtsp.com.sg or (65) 6346 9130

Program details published herein are confirmed as at 04/12/2013. Please visit <http://www.cmtevents.com/main.aspx?ev=131245> for latest information on speakers & topics.