

# 4th Emerging HPC Surfactants Markets

18-19 March 2014 / Dubai  
Pullman Deira City Centre Dubai



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## Day 1 - Mar 18<sup>th</sup> 2014, Tuesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome Remarks & Introduction  
*Kutluay Kabadayi, Plant Manager*  
**Saruhan Kimya ve Temizlik Ürünleri San. Tic. A.S.**
- 09:10 **Global Strategies for HPC Growth and Key Trends in Emerging Markets**
- How has the global HPC market evolve and the impact on surfactants players
  - Market potential for HPC sector in emerging countries
  - Reviewing key markets' consumption and growth forecast
  - Consumer behavior and its impact on future trends in HPC products
- Maii Abdel-Rahman, Senior Research Analyst*  
**Euromonitor International**  
*Fatemah Sherif, Research Analyst*  
**Euromonitor International**
- 09:45 **Soap - A Changing Scenario**
- Feed stock analysis
  - Changing consumer preferences
  - Global scenario & trends
  - Emerging Markets
- Tanuj Roy, Managing Director*  
**Evyap Asia Pte Ltd**
- 10:20 Discussion Followed by Networking Refreshment
- 10:50 **Recent Developments in Iran's Petrochemical Industry with Focus on Surfactants**  
*Farrokh Malihi, Managing Director*  
**Fargol Group**
- 11:25 **Sustainability Megatrends and Solutions**
- Influence of sustainability megatrends in today's businesses and its impact on entire value chain from ingredient manufacturer to consumer
  - Dow's commitment to provide value to customers and stakeholders, delivering solutions for customer needs and enhancing the quality of life of current and future generations

- Innovations solving the sustainability challenges using surfactants and multi-functional ingredients  
*Vinayak Rupnar*  
*Technical Service and Development Specialist*  
**The Dow Chemical Company (Dow Chemical IMEA GmbH)**
- 12:00 Discussion Followed by Lunch
- 14:00 Afternoon Chairman's Remarks  
*Tanuj Roy, Managing Director*  
**Evyap Asia Pte Ltd**
- 14:05 **EO and Derivatives Market Outlook**
- Demand and supply analysis
  - Impact of shale revolution and other drivers affecting the industry
  - New capacity updates
- Yaser Al-Jammaz, Sr Product Executive (Ethoxylates and Ethanolamines)*  
**SABIC - Saudi Basic Industries Corporation**
- 14:35 **Key Performance: Achieving to Formulate Mild Rinse-off Systems with and without SLES**  
*Sanem Yurt, Technical Application Manager*  
**Clariant (Türkiye) A.S**
- CLARIANT**
- 15:05 **Anionic Surfactants Market and Applications**
- Demand & supply balance
  - SLS and SLES market
  - Latest application and manufacturing technologies
- Sanjay Trivedi*  
*Managing Director (Asia/Middle East/Africa)*  
**Chemithon Engineers Ltd**
- 15:35 Discussion Followed by Refreshment
- 16:05 **Trends and Growth of Turkish Home Care Market**
- New market product developments
  - Customer expectations and changing needs
  - Home care product volumes and assessing fastly growing products year by year
- Kutluay Kabadayi, Plant Manager*  
**Saruhan Kimya ve Temizlik Ürünleri San. Tic. A.S.**

- 16:35 **Alternative for Sulfates for Body Wash, Market Analysis & BASF Solutions**  
*Sevgi Senel-Guler*  
*EMC Personal Care, Marketing Manager*  
**BASF Tuerk Kimya Sanayi ve Ticaret Ltd.**
- 17:05 Discussion Followed by End of Day 1

## Day 2 - Mar 19<sup>th</sup> 2014, Wednesday

- 09:00 Chairman's Remarks  
*Farrokh Malihi, Managing Director*  
**Fargol Group**
- 09:10 **Market Potential of Halal Cosmetics & Personal Care Market in the Middle East**
- Transition in customer preference for Halal cosmetic and personal care products
  - Changing business strategy and accommodating the preference for Halal products
  - Demand/supply projection and key growth factors
  - Emerging trends and applications
  - Expectations in premium and mass market
- Deren ÖZTÜRK, Board Member & Marketing Director (Cosmetics Div)*  
**Mihri Istanbul, Deren Kimya San. Tic. A.S**
- 09:40 **Homecare Opportunities in Nigeria?**
- Demand and supply projection
  - Changing formulation to meet local demand
  - Liquid vs powder detergent
  - Market opportunities and challenges
- Dr. Pieter Stroek*  
*General Manager Innovation/ R&D*  
**PZ Cussons Nigeria Plc**
- 10:10 **Cosmetics and Detergents Market in Poland and Middle Europe - Is Demand Back on Track?**
- Growth potential and demand forecast in the cosmetic/detergent industry
  - Product and ingredients development - what are demanded by market and what are the trends?
  - The need and development of concentrated washing powders and other detergents
- Dr. Anna Oborska, Director General*  
**Polish Association of Cosmetics and Home Care Products Producers**

- 10:40 Discussion Followed by Refreshment
- 11:10 **India - The Evolving Consumer Base and Personal care Market Potential**
- Growth in consumer base: men, elder generation and rural regions
  - Market potential for whitening products
  - Expansion plans and capacities update
- Kiran Lohia, Founder and Dermatologist*  
**COSMEDIC Skin Solutions**
- 11:40 **Russia and CIS HPC Market and Latest Updates**
- Surfactant demand growth forecast
  - Recovery from economic slowdown - where are the opportunities now?
  - Premium segment market expansion and consumer spending power
- Michael Shukov, General Manager*  
**Solvay CIS**

- 12:10 Final Discussion Followed by Closing Lunch
- 13:30 End of Conference

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