

5th Emerging HPC Surfactants Market

24-25 March 2015 / Dubai
Pullman Deira City Centre Dubai

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Day 1 - March 24th, Tuesday

08:00 Registration & Coffee

09:00 Chairman's Welcome & Introduction

09:10 Global Surfactants: Market Trends & Future Outlook

- Key markets & regions - growth and trends
- Production capacities and challenges in the industry
- Move toward a more safe, sustainable and green approach

Chris de Lavigne, Global VP, Industrial Practices
Frost & Sullivan

09:40 LAB Market Outlook

- Analyzing supply/demand dynamics and new capacities
- Market drivers and growth
- Factors contributing to the decline in growth in mature markets

Eric Hudson, Managing Consultant
Nexant Limited

10:10 Assessing the Global Oleochemicals/Fatty Alcohol Markets

- Feedstock options & economics
- Demand vs. availability
- Price trends and analysis
- Economics of synthetic vs. natural fatty alcohol

10:40 Discussion followed by Refreshment Break

11:10 Changing Consumer Requirements in the MENA HPC Markets

- Responding to local market needs - Saudi Arabia, UAE, North Africa
- Retail habits and consumption
- Sector analysis: Liquid vs. powder detergent, bar vs. liquid soap, etc.
- Trend towards a greener/sustainable product

- How is the industry positioned to meet consumer preference

Iyad Hijjawi, Consulting Analyst
Euromonitor International

11:40 Evolving Product Requirements in the Detergent & Laundry Care Markets

- GCC market outlook, opportunities & challenges
- How is the industry positioned to meet consumer preference and against multinational brands
- Dilemma of more enzymes or more surfactants for detergent/laundry care formulation
- What are the option in bio-based/renewable ingredients

Bill Hunt, General Manager
Albatha Home & Personal Care Group

12:10 Value Proposition of Using Enzymes for Detergents in Emerging Markets

Tage Edvard Krarup, Marketing Manager (RMM Detergent EEMEA)
Novozymes Greece AG

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Introduction

14:10 Building a Specialty Chemical Park "Plaschem" & Opportunities for the Downstream Chemical Industry

- Meeting local demand for derivatives
- PlasChem Park: Catalyst for local (surfactants) producers to set-up manufacturing base

Mohammad A. Alazzaz, Value Park Manager
Sadara Chemical Company

14:40 EO and Derivatives Market Outlook

15:10 Challenges & Opportunities for Turkey's Cosmetics Market

- How will trends in emerging markets evolve in tandem with matured markets
- Which applications and segments are emerging
- Expectations of the value chain to meet sustainable objectives

Beyza Kapu, Chief Marketing Officer
Loreal Turkey

15:40 Discussion followed by Refreshment Break

16:10 Delivering Better Performance through Breakthrough Hygiene Solution: Water-Soluble Polymers Innovation

- Acting on sustainability: Water-soluble polymers technology, the eco-friendly solution complementing the use of surfactants
- Increase performance producing soaps that are more affordable, last longer and feel better on the skin

Vinayak Rupnar, Technical Service and Development Specialist
The Dow Chemical Company (Dow Chemical IMEA GmbH)

16:40 Soap Market Scenario: Targeting Highly Cost Sensitive Markets

17:10 Discussion followed by End of Day 1

3 Ways To Register

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Pay Online By 16 Feb with VISA / MasterCard	-75.00

Day 2 - March 25th, Wednesday

09:00 Chairman's Introduction

09:10 Understanding the 'Halal' Implication in the Cosmetics & Personal Care Sector

- Halal cosmetics market growth (globally/regionally)
- Meeting guidelines & requirements: issues & challenges
- Scope for Kosher certification for halal certified products?
- Sustainability and green innovation in halal cosmetics
- Market for private labels in relation with Halal products
- Understanding the 'Halal' Implication in the HPC Sector

Mauli P. Teli, CEO & Managing Partner
Ecotrail Personal Care

09:40 Growth and Changing Trends for Indonesia's Personal Care Markets

Samuel Eduard Pranata, Marketing Director
Martha Tilaar Group

10:10 Sustainability Initiatives & Sourcing Challenges by Major End-users

10:40 Discussion followed by Refreshment Break

11:10 Advances in Green & Sulfate-free Formulation for Skin & Hair Care

11:40 Changing Paradigm of Africa's Consumer Class & Influence on Home & Personal Care

12:10 Final Discussion followed by Closing Lunch

13:30 End of Conference

Program details published herein are confirmed as at 15/01/2015. Please visit <http://www.cmtevents.com/main.aspx?ev=150211> for latest information on speakers & topics.