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第七届亚洲表面活性剂，个人护理与家居护理国际研讨会

7th Asia Surfactants Personal & HomeCare Markets

13 - 14 September 2007 ■ White Swan Hotel, Guangzhou

“Continuous innovation and value creation to overcome reduced margins”

- Genencor
- Cognis
- Lion Corp
- Lonkey
- Liby
- LMZ
- Shanghai Jahwa
- Kaimi
- China Cosmetics Quality Assurance Committee
- Asia Personal Care & Home Care Products Marketing Consulting Centre
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Day 1

Thursday, 13th September 2007

8:00	Registration and Coffee	2:20	MARKET OUTLOOK AND NEW TREND OF DETERGENTS & SOFTENERS IN CHINA <ul style="list-style-type: none">• Market status;• New trends and product innovations• New idea base on consumer needs Homan Jiang, Business Director Guangzhou Liby Enterprise Group Co. Ltd
9:00	Chairman's Welcome and Remarks	2:55	OPPORTUNITIES AND CHALLENGES IN CHINA'S LIQUID LAUNDRY DETERGENTS <ul style="list-style-type: none">• Global detergent development trends• Renewable ingredients vs Petrochemical based ingredients• Formulation technology innovation Lei Qiu Fen, Technical Engineer, R&D Centre Xi'An Kaimi Co. Ltd
9:10	OLEO BASED SURFACTANTS VS PETCHEM BASED SURFACTANTS – HOW WOULD THE MARKET LOOK NEXT? <ul style="list-style-type: none">• Market outlook• Rising costs of renewable feedstocks and crude oil and impact on industry• Future trends Dr Jean Marc Ricca, Director-Corporate Accounts Care Chemicals Asia-Pacific Cognis	3:30	Discussion followed by Tea
9:45	PERSONAL CARE/HOME CARE MARKET GROWTH & POTENTIAL IN INDIA/ASIA	4:00	DEVELOPMENTS AND GROWTH POTENTIAL OF SPECIALTY INGREDIENTS IN ASIA
10:20	Discussion followed by Coffee	4:30	HAIR CARE GROWTH OUTLOOK IN CHINA <ul style="list-style-type: none">• Market Outlook – where/what are the segments of growth ? New demand drivers?• New Trends in Hair Care & Opportunities for players• Future prospect Wu Zhi Gang, Marketing Manager LMZ
10:50	METHYL ESTER SULFONATE (MES) GROWTH POTENTIAL <ul style="list-style-type: none">• Market Outlook• Substitution developments : how fast is it replacing LAS? Bo Yong Guo, General Manager Lonkey Industrial Co. Ltd	5:00	Discussion followed by End of Day 1
11:15	MES - NEW CANDIDATE SURFACTANTS FOR DETERGENTS <ul style="list-style-type: none">• New applications and developments Masazumi Kikukawa, Director Fabric Care Research Dept. Lion Corp		
11:50	FEEDSTOCK CHALLENGES AND AVAILABILITY IN THE PETCHEM-BASED SURFACTANTS INDUSTRY		
12:25	Discussion followed by Lunch		
1:45	BIOTECHNOLOGY ADVANCES IN DETERGENTS AND POTENTIAL GROWTH IN ASIA <ul style="list-style-type: none">• Developments and trends Dr James Shen Zhi Jun Asia Pacific Sales Director Fabric & Household Care Genencor International <i>- A Danisco Company</i>		

1710 - 1810 hrs.

Networking Reception

for Speakers and Delegates

Day 2

Friday, 14th September 2007

- 9:00 Chairman's Welcome
- 9:05 **LATEST WHITENING SKINCARE TRENDS**
Senior Representative
Shiseido
- 9:40 **CHINA'S SKINCARE MARKET OUTLOOK FOR MEN**
Shih Yu Hao, Director
Jia Nong Sheng Hua Pte Ltd.
- 10:15 Discussion followed by Coffee
- 10:45 **MARKET OUTLOOK OF TRADITIONAL CHINESE MEDICINE BASED SKINCARE IN CHINA**
- New Applications and demand drivers
 - Growth Potential
- Lu Luo, Assistant Director, Technology Centre
Shanghai Jahwa
- 11:20 **CHINA'S LATEST REGULATIONS IMPACTING THE PERSONAL CARE INDUSTRY**
Zheng Wei Dong, Deputy Director
China Cosmetics Quality Assurance Committee
- 11:50 **CHINA'S PERSONAL CARE RETAILING TRENDS & FUTURE DEVELOPMENTS**
Gu Zhun, General Manager
Asia Personal Care and Home Care Products Marketing Consulting Center
- 12:20 Final Discussion followed by Closing Lunch
- 1:45 End of Conference

Raw material costs particularly for petchem derived surfactants such as LAS have increased over the past 18 months.

(Source: Chemical Week, Jan 24, 2007)

For the past couple of years, rising feedstock costs and tight margins continue to characterize the industry. Innovation and cost saving initiatives remain critical for producers who wish to manage their fast rising costs and meet changing consumer preferences.

One area that has received much attention would be alternative surfactants based on Methyl Ester Sulfonate (MES). Can MES help formulators achieve more efficiency and reduce costs or would the benefits be negated by rising costs of renewable feedstocks like palm kernel oil and coconut oil? As energy and renewable feedstock costs increase, what are the challenges lying ahead?

Other markets in Asia has also seen steady growth rates. What is the growth prospect of personal care and home care industries in these markets and how would they differ from China?

Despite intense competition, China continues to be an attractive market with much business potential. With needs that change across the different geographical locations, how can personal care and home care producers understand their customers and meet their needs profitably? As the market grows in sophistication, how would the dynamics change as retail trends and regulatory changes evolve?

CMT's **7th Asia Surfactants, Personal & Home Care Markets** would address the following :

- MES Growth Potential: How fast is it replacing LAS?
- Oleo based surfactants vs petrochemical based surfactants – How would the market look next?
- Biotechnology advances in detergents
- Developments in the detergent and personal care industry
- Regulatory changes and impact on the industry
- Impact of changing retail trends

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Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

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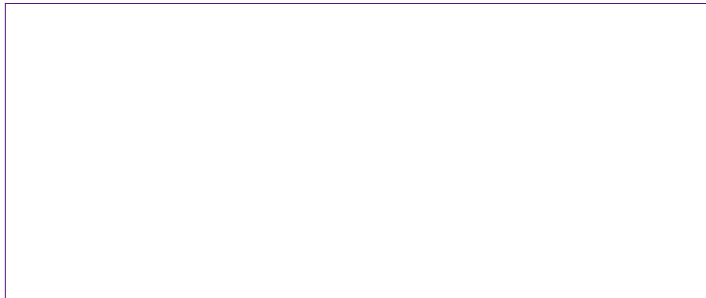
Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & CD documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	USD1,495	USD1,195 (MIN SAVINGS OF USD900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Photocopy Registration Form to Preserve Brochure Copy. Sep 2007



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CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB 750 nett (Standard) per room per night inclusive of daily breakfast (subject to room and rate availability) for delegates at **White Swan Hotel**. Please reserve your room with the hotel directly quoting "7th Asia Surfactants, 13 – 14 September 2007" and providing full credit card number and expiry date to:

Reservation Desk, **White Swan Hotel**

No 1 South Street, Shamian Island, Guangzhou 510133, China
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Cut off Date for Room Booking: 1 September 2007

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Global Silicone Business Outlook

25 - 26 September • Shanghai

"Uncovering new business opportunities with new applications"

3rd Propylene Markets & Tech

17 - 18 October • Bangkok

"Will series of expansions led to abundance?"
"Meeting challenges presented by feedstock & logistical availability & derivatives growth"