

Program topics, speakers and schedules listed herein are confirmed as at printing time.
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第八届亚洲表面活性剂, 个人与家居护理市场国际研讨会

8th ASIA SURFACTANTS PERSONAL & HOMECARE MARKETS

21-22 October 08' / SHANGHAI
Intercontinental Shanghai Pudong

“Continuous innovations and cost effective reformulation strategy”

Unilever
Rhodia
Frost & Sullivan
Dow Fabric and Surface Care
Pan Century Surfactants
Ciba
Shanghai Jahwa
Nice Group Co. Ltd

Cognis
PGC Asia and FPG
HSBC Markets (Asia) Limited
Malaysian Palm Oil Board
Shanghai New Cogi Cosmetic Co Ltd
Cosmetics Evaluation Committee
of China Health Ministry
China Cosmetics Marketing Research Center

promotion partners



Day 1

Tuesday, 21st October 2008

- 8.00 Registration and Coffee
- 9.00 Chairman's Welcome and Remarks
- 9.10 **GLOBAL OLEOCHEMICAL MARKET OUTLOOK AND IMPACT ON THE SURFACTANTS MARKETS**
- Dynamics of raw material choices
 - Forecasting trend projection through 2012
 - Ensuring price stability
 - Managing regulatory pressures
- Norman R. Ellard, Managing Director
PGC Asia and FPG
- 9.45 **DEVELOP A BALANCED STRATEGY IN A TURBULENT SURFACTANT MARKET**
- Balance of commodities and specialties in your portfolio with specific examples
 - Balance of geographic markets in your portfolio with specific examples
 - Maximise synergies through strategic alliances
 - Measures beyond macro economical impacts
 - Contract manufacturing opportunities in surfactant markets
 - Emerging market Vietnam
- Zhu Ji, Vice President & General Manager of Novocare
Rhodia Asia Pacific
- 10.20 Discussion followed by Coffee
- 10.50 **ASSESSMENT OF OIL SEEDS [PALM OIL] DIVERSION TO BIOFUEL AND ITS IMPLICATION FOR OLEOCHEMICAL VALUE CHAIN**
- Feedstock used for the production of biodiesel and oleochemicals
 - Technologies used for their production
 - The production of co-products
 - The production of biodiesel and its effect on oleochemical
- Dr Salmiah Ahmad
Deputy Director General (Services)
Malaysian Palm Oil Board

- 11.20 **CREATING SUCCESSFUL INNOVATIVE NEW SKINCARE PRODUCTS**
- Developing new concepts relevant to consumers' needs and market opportunities
 - Market trends for men's skin care, body and child care
 - Product innovation: opportunities & challenges
 - Anti aging, sun care, and whitening skincare trends
 - Developing product formulations, technological processes and quality control
- Dr. Pusheker Sona, R&D Director-Global Face Care CTC Skin & Regional Technology Centre - China Business Group,
Unilever

- 11.50 **GROWTH AND DEVELOPMENT OF HERBAL AND NATURAL EXTRACTS IN COSMETICS & SKINCARE**
- Wei Shao Min, Chief Scientist/R&D Director
Shanghai Jahwa United Company Ltd

12.20 Discussion followed by Lunch

- 1.45 **MACROECONOMIC OUTLOOK IN ASIA**
- US recession: impact on Asia
 - Inflationary pressures
 - Currency movement/trend
- Peter Morgan Chief Asian Economist
HSBC Markets (Asia) Limited

2.15 **LAB: ASIAN MARKET TRENDS AND GROWTH PATTERNS**

2.45 **ECONOMICS OF FORMULATING WITH METHYL ESTER SULFONATE (MES)**

- 3.15 **IMPACT OF REACH ON ASIAN EXPORT TO EUROPE**
- Case Studies on meeting the REACH requirements
- Dr. Caroline Li, Head Regulatory Affairs
- Asia Pacific Expert Services
Ciba (Singapore) Pte Ltd

3.45 Discussion followed by Tea

- 4:15 **LEGISLATION / REGULATION & ENVIRONMENTAL ISSUE IN CHINA ON PERSONAL CARE INDUSTRY**
- Professor Liu Wei, Secretary General
Cosmetics Evaluation Committee of China Health Ministry

- 4.45 **HAIR CARE GROWTH OUTLOOK IN CHINA /ASIA**
- Market outlook on the trends and growth
 - New trends in hair care & opportunities for players
 - Maintaining profitable and sustainable growth product
- Su Rong Sheng, Vice General Manager
Shanghai New Cogi Cosmetic Co Ltd

- 5.15 **ALKYL GLUCOSIDES FOR PERSONAL CARE APPLICATION**
- Basic property about APG
 - Performance and compatibility in personal care application
 - Exploring the latest trends in new product formulation
- Vicky Zhang, Technical Manager
- Greater China
Cognis Care Chemicals

5.45 End of Day One

1800 - 1900 hrs.

Networking Reception

for all participants

Day 2

Wednesday, 22nd October 2008

9.00 Chairman's Remarks

- 9.10 **NATURAL DETERGENT FATTY ALCOHOL MARKET OUTLOOK IN ASIA**
- Market Overview
 - Supply/Demand Balance
 - Trends and developments
- Joel G. Miguel, General Manager (Marketing)
Pan Century Surfactants Inc. - Philippines

Moving Towards Sustainable & Innovative Products to Increase Profitability

- 9.45 **DEVELOPMENT AND GROWTH OF SPECIALTY INGREDIENTS FOR HOUSEHOLD CLEANERS**
- Changing consumer needs: from cleaning to care
 - Exploring the latest trends in new product formulation
 - New specialty chemicals and polymers development
- Tom Tarnowski, Pacific Marketing Manager
Dow Fabric and Surface Care
- 10.15 **THE APPLICATION OF SPECIALTY SURFACTANTS IN THE PERSONAL CARE MARKET**
- Personal care market overview
 - Specialty market forecast
 - Market trend
 - Advance in technology
 - Competitive analysis
- Arden Dai, Consulting Manager - Chemicals, Materials and Food, China Operations
Frost & Sullivan
- 10.45 Discussion followed by Coffee
- 11.15 **PERSONAL CARE PRODUCT MARKET IN URBAN CHINA**
- Country specific issues: China
 - Changing consumer segments
- Hu Zheng Yu, Chief Engineer
Nice Group Co. Ltd
- 11.45 **ANALYSING ADVERTISING AND MARKET TRENDS FOR PERSONAL & HOMECARE MARKETS**
- 12.15 **RETAIL DISTRIBUTION TRENDS AND CHALLENGES IN CHINA**
- Zhang Bingwu, Deputy Director China
Cosmetics Marketing Research Center
- 12.45 Final Discussion followed by Closing Lunch
- 2.30 End of Conference

The surfactants industry continues to bear the burden of record high feedstock costs but the demand for personal and home care products is unwavering and remains a stable market. As the market grows in sophistication, how will surfactant producers position themselves to overcome these pressures? How can industry players find their profitable niche as the market consolidates further?

Creating and sustaining a competitive advantage is becoming more difficult. Surfactant producers are responding to changing market conditions. The trend is moving towards more sustainable and innovative products. Led by consumer demand and increasing pressure from retailers, producers are developing more environmentally friendly products and investing heavily in cost effective new formulations. The next challenge is how will the surfactant producers manage the opportunities and threats in a global economy.

Evaluate these issues and clarify your answers at **CMT's 8th Asia Surfactants, Personal & Home Care Markets Conference!** We bring together top panel of leading players in the surfactant, personal and home care industries to interact, share resources, network and provide future directions for the industries. Gain the most out of your conference experience and register today!

YOU WILL NETWORK WITH

- Presidents • Managing Directors • CEOs • Business Managers
 - Sales & Marketing Managers • Purchasing Managers
 - R&D Directors/Managers • Corporate Planners from
- Surfactants manufacturers, suppliers, traders, consumer product manufacturers, intermediate & feedstock suppliers, traders, organisations/associations, Consulting firms, equipment & technology suppliers, Banks & financial institutions

Key reasons to attend:

- New insights on global oleochemical market
- Find out latest trends and needs in the personal and home care practices
- Analyzing sugar-derived (APG), MES, LAB growth and potential in Asia
- Balance of commodities and specialties in your portfolio with specific examples
- Explore opportunities in emerging market - Vietnam!
- Discover the latest product formulations, technological processes and quality control in skin care sector
- Major evaluate on REACH and how it will impact exports to Europe
- Assessing advertising and retail trends for personal & homecare markets
- Evaluating the development and growth potential of specialty ingredients
- Meet and network with various key industry players
- Malaysian Palm Oil Board views on the production of biodiesel and its impact for surfactant producers
- Translating consumer insights into winning consumer promotions
- Listen to an economist's assessment of Asia's outlook.
- Enjoy over 6 hours of business networking opportunities

REGISTRATION

8th ASIA SURFACTANTS PERSONAL & HOMECARE MARKETS

21-22 October 2008 / Shanghai

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CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB 2,100 / RMB 2,200 nett (Single / Double) per room per night inclusive of daily American breakfast (subject to room and rate availability) for delegates at **Intercontinental Shanghai Pudong**. Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

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Tel: **86 21 5835 6666** ext 3871 Fax: **86 21 5835 8665**
Email: Elle_xu@interconti.com

Cut off Date for Room Booking: **21 September 2008**



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

1 Person	Group fee for 3 or more* (from the same company)
USD1,595	USD1,295 (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.

TO REGISTER

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Photocopy Registration Form to Preserve Brochure Copy. Oct 2008

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22-23 September | Shanghai, China

"Increasing Profits through innovative cost management & value-creation"

16th Asia Petchem Summit

9-10 October | Bangkok, Thailand

"Preparing & Positioning for the Downturn"

3rd MENA Aromatics & Derivatives

21-22 October | Doha, Qatar

"Middle East – the fast emerging source of Aromatics"

6th MENA Olefins & Polyolefins Markets

11-12 November | Dubai, UAE

"How will the Gulf tip the balance in the world's olefins & polyolefins markets?"