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第九届亚洲表面活性剂，个人与家居护理市场国际研讨会

9th ASIA SURFACTANTS Personal & Homecare Markets

24-25 September 2009 | SHANGHAI, CHINA
Sofitel Shanghai Jin Jiang Oriental

*Creating value and capitalizing on
today's volatile markets*

Lion
Unilever
Frost & Sullivan Australia
Galaxy Surfactant
Malaysian Palm Oil Board, Malaysia
India Glycols Ltd

Cognis
ISP China
Sime Darby Berhad
Cosmetics Marketing Research Center
Huntsman
Nexant Inc.

Zhongshi Group
Rhodia Novacare/Home & Personal Care
Ping An of China Asset Management (HK) Ltd
Lafang
Joeyilan Co Ltd

promotion partners



Day 1 - Thursday, 24 September

8:00 Registration & Refreshment

9:00 Chairman's Welcome and Remarks

9:10 How to be Well Prepared and Anticipate the Rebound in the Emerging Markets

- Issues faced by surfactants players in view of volatile feedstock prices
- Green trends and its impact on the surfactant market
- Strategies of Rhodia in addressing these challenges
- How to maintain profitable & sustainable growth?
- Opportunities in emerging market

Valentin Pierre-Franck, Business Director Asia-Pacific
RHODIA Novacare / Home & Personal Care

9:40 Surfactant Market Outlook

- Trends, developments and consumer behaviour
- Regulatory trends
- How is China influencing global trade pattern?

Evelyn Su, Vice President
Zhongshi Group

10:10 India's Surfactant Industry Growth & Challenges

- Personal care and home care market outlook
- Supply/demand overview
- Trends towards substitution of petroleum-based derivatives with non-veg oil derivative and its impacts on personal and home care application
- Exploring new formulations & regulatory hurdles in India

U Shekhar, Chairman
Galaxy surfactant

10:40 Discussion followed by Coffee

11:10 Palm Oil - The Feedstock for Global Oleochemical Industry

- Status of Malaysian Palm Oil Industry
- Current development of MPOB research in surfactants and other related derivatives
- Opportunities and current market demand for oleochemicals

Hazimah Abu Hassan, Director of Advanced Oleochemical Technology Division
Malaysian Palm Oil Board, Malaysia

11:40 Expectations from Surfactants Industry – FMCG Perspective

Kumar Subbiah, Global Procurement Director
- Petrochemicals & Surfactants
Unilever

12:10 Asian Fatty Alcohol Market Outlook

- Challenges (regulatory changes and economic volatility)
- Demand drivers and Restraints
- Market growth, Developments and Trends

Sarah Wang, Industry Analyst, Industrial Practice
Frost & Sullivan Australia

12:40 Discussion followed by Lunch

14:00 Where Are We Headed Post Subprime Crisis?

- How sustainable is the global economic recovery?
- Global demand drivers
- Where are China's risks and opportunities?
- Currency movements and trends

Chi Lo, Director, Research, Asset Allocation and Investment
Ping An of China Asset Management (HK) Ltd

14:30 China's latest market trends in personal care products (including hair care and body care)

- Opportunities and challenges
- Highlights and drivers for change
- Technological advancements in personal care and impact on surfactants

Lee ShiZhong, CTO
Lafang

15:00 New High Performance Environmental Friendly Surfactants

- Trends and development
- Technological advancements
- Opportunities and challenges

Steve Marangos, Regional Business Director
Huntsman

15:30 Discussion followed by Tea

16:00 China's Latest Market Trends in Cosmetic Products

- Cosmetics trends and growth
- Cosmetic directive: its changes and labelling concerns
- Development in next 5 years

Wu Zhigang, General Manager
Joeyilan Co Ltd

16:30 Creating a Sustainable Product – Destructible Surfactants

- Future prospects for green and sustainable surfactant
- Multi-functional performance
- Exploring the latest green trends

Dr. TS Kim, Regional Technical Manager
Cognis

17:00 Developing New Generation Product

Xin Qu, Manager, ISP Shanghai Technical Center – R&D
ISP China

17:30 Final Discussion & End of Day One

1740 -1840 hrs. *Networking Reception*
for Speakers & Delegates

Day 2 - Friday, 25 September

9:00 Chairman's Remarks

9:10 LAB: Asian Market Trends and Growth Patterns

- Current and future forecast of demand & supply
- Future and advances in manufacturing of LAB
- Impact of feedstock costs on profit margins

William L Tittle, Principal and Director of Strategy
Nexant Inc.

9:45 Ethylene Oxide Market Scenario – An Indian Perspective

- Global and Indian Ethylene Oxide trends
- Green Ethylene Oxide: its challenges and opportunities

Sanjeev Gurwara, Global Business Head
India Glycols Ltd

10:15 Discussion followed by Coffee

10:45 **MES: Next Generation of Anionic Surfactant, Its Production and Application in Laundry Detergent**

- History of MES
- Actual position of MES in commodity detergent
- Production and delivery form of MES
- Performance and formulation of MES in laundry detergent

Yutaka Abe, Research Manager
- Process Development Research Laboratories
LION Corporation

11:15 **New MES Formulating in Dishwashing Products**

- Household market overview
- Market potential
- Demand of surfactants in China
- Introduction to oleochemical derivatives - MES
- New innovation of product formulation using MES for liquid detergent
- Conclusion

Zahariah Ismail, Chief Chemist
Sime Darby Berhad

11:45 **Men Skin Care and Oral Care Products**

- Projected Growth
- Market Outlook
- Latest trends in China

Zhang Bing Wu, Deputy Director China
Cosmetics Marketing Research Center

12:15 Final Discussion followed by Closing Lunch

14:00 End of Conference

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

Creating value and capitalizing on today's volatile markets

"In this uncertain economy, personal care continues to be a bright spot and represents an attractive space for the chemical industry. While many chemical sectors experienced severe sales declines in the latter half of 2008, personal care ingredients did nicely."

(Source: April 20-26 2009 ICIS)

The personal care and home care sector in Asia are definitely the most booming markets. China's demand for surfactant will continue to accelerate. However there are a range of challenges – from volatility in raw material prices, growing emphasis on multifunctionality, pollution control in manufacturing processes, to consumers' desire for 'green & natural' ingredients. How can surfactant producers capitalise on the boom and stay competitive? Attend CMT's **9th Asia Surfactants, Personal and Home Care Markets** to gain insight on the latest issues and industry trends.

The demand for "green" solutions in the personal and home care segment is growing rapidly, as customers are increasingly concerned with the environmental and safety impact of the products they buy. The Industry must meet the demands of the green consumers. Gain first hand information on how companies follow the principles of high sustainability and deliver natural source raw materials and ingredients. Send your key team and explore what are some of the latest consumer trends impacting the industry and seek opportunities in these tough times.

CMT's **9th Asia Surfactants, Personal & Home Care Markets** features key industry players covering:

- Role of China on global trade pattern
- Analysis of trends and developments involving materials, technology, feedstock and new strategic approaches and impact on the market
- Major end users: Unilever, Lafang, Joeyilan & Softto on latest trends and needs
- Economics of formulating with MES in cleaning products
- Green trends and its economic impact
- Tapping opportunities in low-end products
- Growth potential of MES, LAB, EO, Alcohol/AE
- Update on legislation/regulation and environmental issues
- Demand & prospect of oleochemicals
- Exploring opportunities in India
- Discovering new high performance environmental friendly surfactants
- Realigning business focus for the upturn
- Evaluating development and growth potential of specialty ingredients

Sign up with your team today to enjoy group discount! Register online at www.cmtevents.com

9th ASIA SURFACTANTS Personal & Homecare Markets

24-25 September 2009 | SHANGHAI, CHINA



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CMT'S UPCOMING EVENTS

3rd Global Silicone Biz Outlook

SHANGHAI, CHINA | 23-24 September 2009

*Surviving the global slowdown while balancing
energy efficiency & green concerns*

Confirmed Speakers:

- Momentive Performance Materials • Hubei BlueSky New Material Inc
- Zhejiang Hesheng Chemical • Dow Corning • BRB
- Bluestar Silicones • BioMax Si&F Fine Chemical Co. Ltd • Unilever
- Petronas Methanol • Wacker Chemicals (China) Co. Ltd.
- KCC Corporation • Suzhou Nanodispersions • BNP Paribas
- Hong Ye Jie Technology Co Ltd • SemiLEDs Corporation

10th Coatings ASIA MARKETS

SINGAPORE | 29-30 September 2009

*"Will the stimulus packages help to beat
the downturn?"*

Confirmed Speakers:

- Berger Paints Ltd. • Kova Paint Group • BASF Coatings Asia Pacific
- HSBC • Akzo Nobel Aerospace Coatings
- Jotun COSCO Marine Coatings • Vietnam Paint & Ink Association
- Dow Coatings Solutions • Cray Valley Resins • Huntsman
- DuPont Titanium Technologies • Innov - Coat Ltd.
- Frost & Sullivan

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FEES

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

Conference Fee for 1 Person	Conference 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.

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TT must include additional USD21 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB 1200 nett (Single/Double) per room per night inclusive of 1 daily American Breakfast (subject to room & rate availability) for delegates at **Sofitel Shanghai Jin Jiang Oriental Pudong Hotel**. Please reserve your room with the hotel directly, quoting the name "CMT0923" and providing full credit card number and expiry date to:

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