

10th ASIA SURFACTANTS Personal & Homecare Markets

16-17 September 2010 | Shanghai, China

“Capturing the Eco conscious consumer with the latest green formulations”

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Highlights:

- Global market review and market trend
- Sustainable surfactant : opportunities and challenges of renewable feedstocks & price trend
- New product innovations and applications in a water-scare & carbon conscious world
- Personal care and home care market overviews and consumption by region
- Strategies in creating sustainable consumer products: formulation safety, eco-labelling and green packaging design
- New trend in synthesis of bio-surfactants

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