

# 10th ASIA SURFACTANTS Personal & Homecare Markets

16-17 September 2010  
Shanghai, China

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## DAY 1 - 16 Sep 2010, Thursday

08:00 Registration & Coffee  
Morning Reception Sponsor



09:00 Chairman's Welcome & Introduction

09:10 **Global/Asia Surfactants, Personal and Homecare Market Outlook**  
*Senior Representative, Rhodia*

09:40 **BASF-YPC's Non Ionic Surfactant Production in Nanjing - A Project Overview**  
*Dr. Thomas Schiele, Marketing Director EG, LDPE/EVA Division, BASF-YPC Company Limited*

10:10 **LAB: Asian Market Trends and Growth Patterns**  
*Ashok Mahindru, Chairman, MD, Advance Group*

10:40 Discussion followed by Coffee

11:10 **Global Oleochemical Industry Outlook**

- World capacity growth
- Demand/supply balance
- Trends and developments

*Cheah Seng Chye, General Manager (Fatty Acids Marketing), IOI Oleochemical Industries Bhd*

11:40 **Driving Sustainability of Laundry Detergent with Technology Innovation**

- Experience and initiatives of P & G in promoting sustainability
- Compaction, molecular design, enzyme usage
- Challenges and technology innovations

*Si Gang, Technology Scientist-F&HC Strategic Innovation & Technology; P&G, Beijing Innovation Center*

12:10 **MES in China's Development and its Application in Detergents**  
*Winnie Lu, Head of Green Surfactant & Detergent Lonkey Industrial Co Ltd*

12:40 Discussion followed by Lunch

14:00 **Laundry Detergent Market in China and Future Development**

- Demand/supply
- Projected growth



• Latest application and trend  
• Opportunities and challenges  
*Zhang Hui, Director, Beijing Ivсан Chemical Pte Ltd*

14:30 **Latest Innovation in Heavy Duty Liquid, Ultra Compact, High Performance and Green Detergent in Japan/Asia**

- An overview on Japanese/Asian laundry detergent market
- Trend in the detergent industry in Asia/Japan
- Production and delivery form of Methyl Ester Ethoxylate (MEE)
- Performance and formulation of MEE in laundry detergent

*Takahiro Okamoto, Research manager of Fabric Care Research Laboratories, R&D Headquarters Lion Corporation*

15:00 **Bio-Based Opportunities in Home Care**

- Proven Natural/Green Technology: its product and functionalities
- Marketing opportunities for
  - Hard Surface Cleaners (Sanilac)
  - Laundry (Natural Enzyme Stabilization)
  - Fabric Softeners (Natural Prolonged Freshness/Preservative Free)
  - Dishwashing (Natural mildness/preservative free)
  - Biobased surfactants

*Fredrik Feddes, Market Unit Manager-Chemicals & Pharma, PURAC Asia Pacific Pte Ltd*

15:30 Discussion followed by Tea

16:00 **APG for Asian Customers' Green Needs for Home and Personal Care Products**

- Green market needs in home and personal care in Asia
- Why is APG green?
- APG's performance benefits for home and personal care products

*Jeff Huh, Marketing Home Care / I & I, Asia Pacific, Product Group Management CPI, Asia Pacific Cognis*

16:30 **EO Market Developments**

- Developments and trends
- Market potential and demand drivers
- What are the challenges faced?

*Stuart C Harris, Co-Producer Alliance Manager Huntsman*

17:00 **The Greening Global Fabric Care Market and Ingredient Trends**  
*Tom Tarnowski, Fabric Care Global Strategic Marketing Manager, Dow Fabric and Surface Care*

17:30 Discussion and End of Day one

## DAY 2 - 17 Sep 2010, Friday

09:00 Chairman's Introduction

09:10 **Global Fatty Alcohol (Natural Based) and its Derivatives (AEO/AES) Market Outlook**

- Market drivers
- Market forecasts/consumption
- Application
- Opportunities and challenges

09:40 **Latest Cosmetics Regulation in China and its Impact to Personal Care Industry**  
*Wei Shao Min, Chief Scientist/R&D Director Shanghai Jahwa United Co Ltd*

10:10 **China Skin Care Market Outlook and Latest Innovation**  
*Liu Yu Liang, Vice President, Jala (Group) Co. Ltd*

10:40 Discussion followed by Coffee

11:10 **Hair Care Product Market Trend in China**

- Projected growth
- Market outlook
- Latest trends in china

*Tom Wang, R & D Director C-BONS Hair Care - A Beiersdorf Company*

11:40 **Latest Trends on Personal Care Product in China**

- Expectations towards suppliers
- China regulations on personal care raw materials

*Yan Er Ping, Director Beijing Dabao Cosmetics Co. Ltd*

12:10 **The Application of Specialty Surfactants in the Personal/Home Care Market**  
*Helen Zhuang, Consumer Care-Technical Manager Asia, Clariant Chemicals (China) Ltd*

12:40 Final Discussion Followed by Closing Lunch

14:00 End of Conference