

# 4<sup>TH</sup> FUTURE OF SURFACTANTS SUMMIT

6th & 7th February 2019 // Madrid, Spain

 Active Communications International

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## KEY TOPICS

- Availability & Capacity of Feedstocks & Surfactants: Current & Mid to Long Term Outlook
- Gaining Insights on regulation framing the Industry & its Potential Consequences
- How the Industry is Becoming More Sustainable: Best Practices & Future Action Plan
- Surfactants New Developments: What Innovations to Expect?
- Bio-Based Surfactants vs. Fossil Fuel Derived: Assessing Alternative Feedstocks to Petrochemicals
- Enhancing Biodegradability across all Surfactants
- Downgrading: Challenges & Opportunities
- Surfactants Applications: Focus on End-Markets & Products
- Meeting Consumers' Expectations by Integrating them into the Development Process

## AGENDA COMMITTEE

- Ulf Shröder, R&D Manager, Global R&D, EMEIA, AkzoNobel
- Jef Wittouck, Managing Director, Christeyns
- Dirk Leinweber, Director of Competence Center Surfactants & Functional Chemicals, Clariant
- Chris Sayner, BP Customer Alliances Corporate Sustainability, Croda
- Helen Herd, Head of R&D Formulations, McBride

### Commercial Opportunities:

Sam Cormack  
T. +44 (0)20 3141 0626  
E. samc@acieu.net

### More Information or Registration:

Mado Lampropoulou  
T. +44 (0)20 3141 0607  
E. MLampropoulou@acieu.net

Madrid, Spain

For its 4<sup>th</sup> edition, the **Future of Surfactants Summit** is setting off in **Madrid, Spain**, on the **6<sup>th</sup> & 7<sup>th</sup> February 2019**.

Over the two days, the participants will discuss the industry's most pressing matters, such as: **regulation updates**, moving towards **circular economy** & achieving **sustainability targets**, matching **consumers' expectations** and how to **keep innovating** in a mature industry. These topics, amongst others, will be covered through **interactive sessions**, including **case studies**, and insightful **panel discussions**.

This new edition will bring together **senior executives from the entire value chain**: feedstocks suppliers, surfactants producers, end-product manufacturers, along with technology providers and industry associations.

**Join us in Madrid** for two days of exchanging perspectives, learning & great networking opportunities with your peers.

## Opportunities to Meet your Target Audience



Showcase your technologies to the industry and demonstrate the capabilities of your latest products and services; gain direct access to our senior level audience and have an increased level of visibility and exposure through branding and networking at the conference. This will allow you to attract new business and forge lasting commercial relationships.

For information on available sponsorship & exhibition opportunities, please contact:

**Sam Cormack** +44 20 3141 0626

[samc@acieu.net](mailto:samc@acieu.net)

## Key Topics

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## Speaking Opportunities

If you would like to be considered as a speaker at the event, for a 30-45mins presentation, please submit an abstract for consideration to:

**Lauriane Pardoux** +44 20 3141 0632 /

[lpardoux@acieu.net](mailto:lpardoux@acieu.net)

## Agenda Committee:

For this 4<sup>th</sup> edition of the event, we have gathered key industry players to form an advisory committee and help us build the conference agenda, on top of our research.

- Ulf Schröder, R&D Manager, Global R&D, EMEA, **AkzoNobel**
- Jef Wittouck, Managing Director, **Christeyns**
- Dirk Leinweber, Director of Competence Center Surfactants & Functional Chemicals, **Clariant**
- Chris Sayner, BP Customer Alliances Corporate Sustainability, **Croda**
- Helen Herd, Head of R&D Formulations, **McBride**

## Who will attend?

Senior executives from: consumer product manufacturers, surfactants manufacturers, cosmetics product / ingredient formulators, raw material producers & suppliers, product developers, regulatory affairs specialists, personal care brand owners, natural cosmetic /ingredient producers, consultants, cosmetic associations, equity firms and individuals interested in growing in the cosmetic business.

## Registration is Simple

If you would like to register for this event or wish to find out more information, please contact:

**Mado Lampropoulou** +44 20 3141 0607 /

[mlampropoulou@acieu.net](mailto:mlampropoulou@acieu.net)



## DAY 1

Wednesday 6th February 2019

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIR'S OPENING REMARKS**

Chris Sayner  
Vice President, Customer Alliances  
Corporate Sustainability  
**Croda**

### SESSION ONE

#### Availability & Capacity of Feedstocks & Surfactants: Current & Mid to Long Term Outlook

- Capacity of surfactant production: Trends & comparison on a global and regional scale
- Examining the evolution & future of integrated producers going downstream
- Lessons learnt & pitfalls to avoid whilst rationalising production capacity
- Surfactants landscape towards 2020 and after: Where is it heading?
- Taking ethylene cost and discrepancies between US & Europe into account
- Presentation title to be announced*

09:15

Eric Hudson  
Managing Consultant  
**Nexant**

09:45

- The Market Outlook for Fatty Alcohols**
- Current situation
- Competition between naturals and synthetics
- Market outlook

Wing Yang Man  
Research Analyst  
**LMC International**

10:15

**Panel Q&A**

10:30

#### PANEL DISCUSSION Gaining Insights on Regulation framing the Industry & its Potential Consequences

- Coping with regulation pressure for existing products
- Surfactants producers & end-product manufacturers: Supporting each other through data sharing to overcome REACH and other potential regulation limitations
- Life after REACH: Overcoming the potential consequences whilst developing surfactants
- Current status & predictions on regulation and ecolabelling
- Determining if any product class is under threat

- How to avoid losing valuable surfactants because of regulation
- Each panellist will briefly introduce themselves - approx. 5mins, before starting the discussion

Christophe Sene  
Global Advisor for Regulatory Affairs,  
Trade Compliance and Sustainability  
**Stepan**

Yi Ling Soong  
Senior Development Chemist  
**Orean**

Cornelius Bessler  
**Independent R&D  
Consultant**

11:15

**MORNING REFRESHMENTS**

### SESSION TWO

#### How the Industry is Becoming More Sustainable: Best Practices & Future Action Plan

11:45

- Top > down approach to sustainability**

Chris Sayner  
Vice President, Customer Alliances  
Corporate Sustainability  
**Croda**

12:15

- Imagine Chemistry – our path towards zero-footprint surfactants**

Ulf Schröder  
Manager Global R&D, EMEA  
Surface Chemistry  
**Nouryon** (formerly known as AkzoNobel  
Specialty Chemicals)

12:45

**Panel Q&A**

13:00

**LUNCH**

### SESSION THREE

#### Surfactants New Developments: What Innovations to Expect?

14:15

- Sustainable Solutions to Combat Daily Hair Stresses**
- New generation of hair conditioners
- Eco-friendly and sustainable surfactants
- High versatility – easy to formulate in various hair care cosmetic formats

Gemma Solduga Ramirez  
Scientist, Competence Center Surfactants  
Group Technology & Innovation, Group  
Chemical Research  
**Clariant**

## DAY 2

Thursday 7th February 2019

08:30 **REGISTRATION & COFFEE**

09:00 **CHAIR'S OPENING REMARKS**

Chris Sayner  
Vice President, Customer Alliances  
Corporate Sustainability  
**Croda**

09:05 **CONFERENCE PRESENTATION**  
**Biodegradability and Beyond:  
Sustainability in the Surfactants Industry**

- History of biodegradation test standards in the surfactants industry
- Expanding criteria for evaluating environmentally preferable surfactants
- Broadening the discussion on sustainability in the value chain

Dr. Ming Kung  
Regulatory Affairs and Advocacy Advisor  
**ExxonMobil Chemical**

09:50 **CONFERENCE PRESENTATION**  
**Reformulation: Challenges &  
Opportunities**

- Assessing the trend of reducing the number of different surfactants and other ingredients in product formulation  
The exchange of surfactants to more environmentally friendly alternatives, and at the same time matching consumers' expectations
- Pitfalls to avoid when it comes to formulating concentrated formulas, effects of phase behaviour, viscosity and solubility

Mikael Kjellin  
Area Manager Cleaning & Laundry  
**RISE - Research Institutes of  
Sweden**

10:35 **MORNING REFRESHMENTS**

**SESSION FIVE**  
**Surfactants Applications: Focus on End-  
Markets & Products**

- 11:05
- **Towards the Ideal Surfactant: Current and Future Challenges in Laundry Care**
  - Changes in the detergent market open opportunities for surfactants innovation
  - A tight feedstock market poses challenges to availability

14:45 **Surfactants Performance Boosted by  
Sustainability Engagement**

Sébastien Duprat De Paule  
Innovation Director  
**SEPPIC**

15:15 **Panel Q&A**

15:30 **CONFERENCE PRESENTATION**  
**A new Surfactants Plant at Jubail-KSA**

Ayed Al-Garni  
Project Director  
**Surfactant's Detergents Company**

16:15 **AFTERNOON REFRESHMENTS**

**SESSION FOUR**  
**Bio-Based Surfactants vs. Fossil Fuel Derived:  
Assessing Alternative Feedstocks to  
Petrochemicals**

16:45 **Market transformation is needed to make  
sustainable palm (kernel) oil the norm**

Inke van der Sluijs  
Head of European Operations  
**Roundtable on Sustainable  
Palm Oil**

17:15 **Neste - from fossil fuels to renewable**  
- Neste's story  
- Combating climate change is our business  
- Offerings in renewable chemistry

Annamari Enström  
Senior Researcher  
**Neste**

17:45 **Panel Q&A**

18:00 **CLOSE OF DAY ONE**

- The political environment will remain of significance for surfactants

Cornelius Bessler  
Independent R&D  
Consultant

11:35

- **Laundry, Sustainability & Diversity**

Andre Chieffi  
R&D Manager  
Procter & Gamble

12:05

**Panel Q&A**

12:20

**LUNCH**

## SESSION SIX

### Meeting Consumers' Expectations by Integrating them into the Development Process

13:30

- **The importance of meeting consumer's needs when developing household cleaning products**
- Understanding how consumers use your products in the home to ensure that you factor this into the development process
- Aligning our internal methods to those carried out by external test houses to guarantee our performance and also with consumers in different markets

Helen Herd  
Head of R&D Formulations  
McBride

14:00

- **Regulatory and other requirements for the development of new Cosmetic Ingredients**
- Achieving regulatory compliance – what to take into consideration
- Beyond legal aspects – which further market demands should be met and how to go about
- Approaches in light of the animal testing ban
- What does "natural" mean

Ellen Pfrommer  
Product Stewardship Personal Care  
BASF

14:30

**Panel Q&A**

14:45

**CHAIR'S CLOSING REMARKS**

Chris Sayner  
Vice President, Customer Alliances  
Corporate Sustainability  
Croda

15:00

**END OF CONFERENCE & NETWORKING REFRESHMENTS**

### Sample list of companies attending the event:

**Mibelle Group** \* Mifa AG \* **ATQ QUIMYSER S.L** \* Kaneka \* **GAMA Healthcare** \* Surfachem \* **Lubrizon Skin Essentials** \* ARGENT ENERGY \* **Oleon** \* CHIMEC Spa. \* **Eastman Chemical BV** \* Kolb Distribution Ltd. \* **EOC Surfactants** \* ExxonMobil Chemical \* **Capuani** \* McBride \* **Barcelonesa** \* Air Liquide \* **Givaudan** \* Surfactgreen \* **Procter & Gamble Company** \* Oxiteno \* **BYK-Chemie GmbH** \* Fater Group \* **FPS GmbH** \* Lubrizol Limited \* **TD Research Ltd** \* Cargill \* **KAO CORPORATION, S.A.** \* Solvay \* **Nexant** \* Nouryon (formerly Known As AkzoNobel Specialty Chemicals) \* **Orean** \* RISE - Research Institutes Of Sweden \* **LMC International** \* Neste \* **Stepan** \* European Commission \* **SEPPIC** \* Clariant \* **Croda** \* BASF \* **Roundtable On Sustainable Palm Oil (RSPO)** \* McBride and many more...



Future of Surfactants Summit – Amsterdam, February 2018




# Future of Surfactants Summit

Madrid, Spain

6<sup>th</sup> & 7<sup>th</sup>  
February  
2019

## Registration is Simple

If you would like to register for this event or wish to find out more information, you can contact **Mado Lampropoulou** using any of the following methods:

 +44 (0)203 141 0607

 [MLampropoulou@acieu.net](mailto:MLampropoulou@acieu.net)

 <http://www.acieu.net>

 Postal Address:  
ACI Europe, 10 Gough Square, London, EC4A 3DE

Conference (Includes Access to All Documentation)  
6<sup>th</sup> & 7<sup>th</sup> February 2019

£1,695  
(ex.VAT)

Documentation Packet Only

£470.00

Please Note.

Members and customers of all supporting organizations are entitled to a discount off their conference package.

For more information please call Mado on +44 (0) 20 3141 0607

## Documentation Packet Available

We are selling Future of Surfactants Summit papers at just £440 (+£30 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

## About Active Communications International

Active Communications International, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, Active Communications International opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.

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## Terms & Conditions

### Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at Active Communications International Europe Ltd.

Discounts are available for multiple/group bookings. Please call **Mado Lampropoulou on +44 (0)20 3141 0607** for more information.

### Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future Active Communications International conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason Active Communications International Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, Active Communications International Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that Active Communications International Europe Ltd cancel or postpone the event, Active Communications International Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

### Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.