

Changes & New Challenges in the Oleochemical Market

22 - 23 January 2003 • JW Marriott Hotel, Kuala Lumpur, Malaysia

A Packed & Powerful 2-Day Executive Forum Providing Unique Insights Into Market Strategies, Technological Advances, Interesting Industry Insights Combined With Two Interactive Seminar Sessions and Case Studies



Hear the following Key Topics and Personal Industry Viewpoints by Leading Oleochemical Market Experts

- ✱ Pricing Trends and Consumption Patterns of Oleochemicals in the Detergents, Personal Care and Surface Coatings Industries
- ✱ Future Development Influences in the ASEAN Oleochemical Industry
- ✱ World Capacity Growth for Fatty Acids, Fatty Alcohols and Glycerine
- ✱ Industry Actions Required for Sustainable Growth
- ✱ Cost-Cutting Technological Development in Raw Material Processing
- ✱ Changing Consumer Segments and Successful Market Strategies for Personal Care Products in Asia
- ✱ How Do Consuming Industries Choose Their Raw Materials?
- ✱ Differences in Tallow Derived Oleochemicals and How They Fit Into Asian Palm Derived Markets
- ✱ Responsible Care & Key Regulatory Issues For Manufacturers
- ✱ **Interactive Seminar Session 1:** The Role of Surfactants and Their Markets in Household Detergents & Personal Care Products in Asia: A Complete Market Analysis
- ✱ **Interactive Seminar Session 2:** Reducing Cost of Manufacture of Organic Chemicals Using Phase-Transfer Catalysis Technology

Participants will receive a complimentary copy of the **Phase-Transfer Catalysis Reference Booklet** at the Seminar.

With Key Speakers and Participants from United States, United Kingdom, Germany, Australia, Thailand, Indonesia, Singapore and Malaysia from Upstream and Downstream Oleochemical Industries. The Forum Offers an Unsurpassed Opportunity for Delegates to Network and Benchmark with Their Peers Around Asia.

Organised by:



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making sense of global markets

Changes and Challenges in the Oleochemical Market

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The oleochemical market in Asia is undergoing changes and possible acceleration of growth for some sectors after AFTA realization. Innovation is the lifeblood that enables all companies to participate in this industry where consumer needs are evolving. Niche solutions are required to suit the diverse lifestyles and attitudes of Asian consumers. This Forum looks at market-oriented issues that affect your company's bottom-line. Join top executives from all over Asia and key speakers from USA, UK, Germany, Australia, Indonesia, Malaysia and Singapore in this Forum. Meet your peers and customers from other countries and get to know what is developing in their country, the market growth there and their business strategies.

WHO SHOULD ATTEND

Mid to senior level executives from business development, marketing, product development, manufacturing, technical, R&D and procurement divisions from the oleochemical upstream and downstream industries.

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We have exclusive tailored sponsorship opportunities that cater to your budget and specific needs. Do not miss this rare opportunity for targeted exposure to the right people that makes the difference to your bottom-line. For exclusive sponsorship opportunities, contact: **Selena Lim** at email: selena.lim@ibcasia.com.sg or tel: (65) 68355122 for an obligation-free discussion.

DOCUMENTATION PURCHASE

We understand if your busy schedule does not allow for personal participation. You can still purchase the documentation which will be an invaluable reference material for the future. Contact: **Julia Ho** at Tel: (65) 68355139 or Fax: (65) 67335087 or email: Julia.Ho@ibcasia.com.sg

The ambience is warm and relaxed with lounge sitting for excellent networking and exchange of ideas, providing you a memorable 2-day Forum not to be missed.

Happening on the 22-23 January 2003 in Kuala Lumpur. Book now and enjoy early bird rates!

DAY ONE • 22 JANUARY 2003 WEDNESDAY

0815 Registration & Coffee

0900 Opening Address

Mr. Gerhard Staaf, *Vice President, ChemSynergy AG*

0905 **WHERE DOES THE ASEAN OLEOCHEMICAL INDUSTRY GO FROM HERE?**

❖ Future development influences ❖ Effects of AFTA realization – CEPT, AISP ❖ Growth limiters for the region ❖ Price effects on raw materials ❖ Organic chemical plants vs. synthetic chemical plants ❖ World capacity growth for fatty acids, fatty alcohols and glycerine ❖ Industry actions required for sustainable growth

Mr. B K (Kris) Hadisoebroto, *Director,*
PT Sumi Asih Oleochemical Industry

0945 **DIFFERENCES IN TALLOW-DERIVED OLEOCHEMICALS AND HOW THEY FIT INTO ASIAN PALM-DERIVED MARKETS**

❖ Differences between stearic acids, oleic acids, distilled fatty acids derived from beef, sheep tallows and vegetable-based products ❖ Technical reviews of the qualities of these tallow-derived raw materials ❖ Reasons to select tallow-derived raw materials ❖ Viable tallow-based products & their commercial potential

Mr. Mike Newton, *Managing Director, Symex Holdings (ICI Group)*

1030 Refreshment Break

1100 **PRICING TRENDS AND CONSUMPTION PATTERNS OF OLEOCHEMICALS IN THE DETERGENTS, PERSONAL CARE AND SURFACE COATINGS INDUSTRIES**

❖ Selective replacement of tallow-based and petroleum-based fatty acids/glycerine ❖ Formulating with oleochemicals ❖ Factors affecting the price of vegetable oils ❖ Downstream products of palm oil and their modifications into replacements for petrochemicals/ tallow products

Mr. Rex Gordon, *Managing Director, Tiger Chemical Company*

1145 Q & A Session, followed by Networking Luncheon

1330 **HOW DO CONSUMING INDUSTRIES CHOOSE THEIR RAW MATERIALS?**

❖ Value for money factors ❖ Performance of each ingredient ❖ Consumer safety ❖ Processing and manufacturing ❖ Environmental factors ❖ Cost ❖ Changing consumer trends ❖ Biodegradability factors

Mr. S. G. Deshpande, *Technical & Marketing Manager, Imperial Industrial Chemicals*

1415 **RESPONSIBLE CARE & REGULATORY ISSUES FOR OLEOCHEMICAL MANUFACTURERS**

❖ Process Safety ❖ Pollution Prevention ❖ Distribution ❖ Community Awareness and Emergency Response ❖ Employee Health & Safety ❖ Product Stewardship

Mr. Ooi Chwee Kim, *Chief Executive Officer, Store+Deliver+Logistics Pte Ltd & Chairman, Singapore Chemical Industry Council*

1500 Refreshment Break

1530 **COST-CUTTING TECHNOLOGICAL DEVELOPMENT IN RAW MATERIAL PROCESSING – TOOLS TO HELP ASIAN OLEOCHEMICAL PRODUCERS BEING MORE SUCCESSFUL**

❖ What has been left after the hype of e-commerce activities within the chemical industry? ❖ The truth of saving process costs ❖ The combination of classical sales and e-distribution ❖ Oleochemicals and the e-approach ❖ Future development of "Chemical Trading" in Europe

Mr. Gerhard Staaf, *Vice President, ChemSynergy AG*

1615 **CHANGING CONSUMER SEGMENTS AND SUCCESSFUL MARKET STRATEGIES FOR PERSONAL CARE PRODUCTS IN ASIA**

❖ The Asian personal care market – what is different about it? ❖ Country-specific issues: East Asia (Korea, Japan, Taiwan, China, Hong Kong), ASEAN (Malaysia, Singapore, Philippines, Indonesia, Vietnam, Thailand) and India ❖ Changing consumer segments ❖ Leading consumer hair care concerns in Asia – what consumers want from their hair care products? ❖ Products and formats ❖ Companies and brands ❖ Successful market strategies – How some companies entered this market ❖ Asian hair care market opportunities

Ms Maria Clarke, *Research Analyst (Personal Care), Diagonal Reports Inc.*

1700 End of Day One

0900 INTERACTIVE SEMINAR SESSION ONE

The Seminar will commence at 9:00am and ends at 12:30pm, with a half-hour tea break from 10:15-10:45am. Lunch will be served from 12:30pm-2:00pm.

THE ROLE OF SURFACTANTS AND THEIR MARKETS IN HOUSEHOLD DETERGENTS & PERSONAL CARE PRODUCTS IN ASIA: A COMPLETE MARKET ANALYSIS

Conducted by:

Chris de Lavigne, Director, Industry Group Asia, Frost & Sullivan

This Seminar will cover:

- ❖ **Market Analysis of Commercial Surfactant Consumption Rate in Asia**
 - Surfactant Profiles; Markets and Consumption Patterns • 'New' Surfactants • Market Summary • Household Detergent Markets in Other Regions
- ❖ **Market & Industry Analysis for Personal Care Products in Asia**
 - Regional Markets • The Role Of Surfactants In Personal Care Products • Surfactant Profiles & Markets • Personal Care In Other World Markets
- ❖ **Laundry Detergents and Laundry Aids: A Complete Market & Technical Analysis**
 - Key Players & Brands • The Role of Components in Detergent Products • The Surfactant System, Builder System & Additives System • Inert Components & Processing Chemicals • Regional Variations In Detergent Formulations • Washing Machine Designs: Regional Variations • Laundering Practices: Regional Variations • Major Trends In Formulation Of Laundry Detergents • Working Without Phosphates • Energy-Related Reformulation & Other Influences On Formulation Practices • Powder Detergent Recipes • The Surfactant System: Surfactant Selections • Reformulation Trends • Powder Concentrates & Specialty Powder Detergents • Formulation Considerations In Liquids • Discussion Of Frame Formulations for Liquids • The Surfactant System in Liquids • Laundry Aids & Multifunctional Detergents • 'Softergents' & Detergent Tablets; Newer Forms • High-Efficiency Formulations • The DOE Initiative
- ❖ **ANALYSIS OF**
 - 1. Dishwashing Products**
 - Light-Duty Manual Dishwashing Liquids • Machine Dishwashing Powders and Liquids • Tablet Formulations for Automatic Dishwashers • Rinse Aids
 - 2. Fabric Softeners and Conditioners**
 - Fabric Softeners & Conditioners • Rinse Cycle Softeners & Dryer Cycle Conditioners • Softener Actives • Chemical Features of Softeners • Formulation of Softener & Conditioner Products • Dryer Cycle Sheet Products
 - 3. Hard Surface Cleaners**
 - All-Purpose Cleaners & Scouring Cleaners • The Role Of Surfactants & Other Constituents In Hard Surface Cleaners • Formulations Of All-Purpose & Scouring Cleaners • Special-Purpose Cleaners
- ❖ **Evaluating Environmental Issues**
 - Industry Initiatives • Phosphate Builders in Dishwashing Detergents • Alkylphenols
- ❖ **Evaluating Toilet Soaps and Related Products**
 - Fatty Acid Distillation • Soap Bases From Fatty Acids • Solid Soaps From Soap Bases • Shower Gels and Liquid Soaps • Markets & Consumption Patterns

❖ **Hair Care Products**

- Surfactants in Shampoos • Hair Conditioners & Cream Rinses • Markets & Consumption Patterns • Market Leaders and Surfactant Consumption

❖ **Analysis of Skin Care, Oral Care and Other Personal Care Markets**

- Surfactants in Skin Cleansing • Skin Creams and Skin Lotion • Skin-Care & Oral Care Markets

1400 INTERACTIVE SEMINAR SESSION TWO

The Seminar will commence at 2:00pm and ends at 5:00pm, with a half-hour tea break from 3:15-3:45pm.

REDUCING COST OF MANUFACTURE OF ORGANIC CHEMICALS USING PHASE-TRANSFER CATALYSIS

Conducted by:

Dr. Marc Halpern, Founder & CEO, PTC Organics, USA

Phase-Transfer Catalysis, "PTC", is used in the manufacture of approximately US\$10 billion/year of polymers, monomers, pharmaceuticals, agricultural chemicals, additives, dyes, flavours and fragrances, surfactants and many other specialty and fine chemicals and intermediates. PTC is widely used in the chemical industry since it offers high yield with reduced cycle time, reduced or no added solvent, mild reaction conditions, enhanced environmental performance, advantageous alternate raw materials (especially for base-catalyzed reactions), higher plant operability and sometimes better selectivity, for many common commercial organic reactions. The scope of PTC applications is enormous with >2,000 patents in 40 reaction categories.

This Seminar will cover:

- o Benefits and barriers to commercializing industrial phase-transfer catalysis processes
- o Mechanistic and practical process considerations for developing PTC processes
- o Process performance achievements of recent patented and industrial applications, including transesterification, saponification, epoxidation, esterification of highly water-sensitive compounds, etherification, cyanation, azidation, dehydrochlorination, N-alkylation, S-alkylation, oxidation, reduction and polymerization
- o Guidelines and practical tools for identifying and evaluating profit and process improvement opportunities for your company

ABOUT CHRIS DE LAVIGNE

Mr. de Lavigne is Frost & Sullivan's Asian Director, Industrial Group which covers the Chemicals sectors. Previously as Head of Consulting for their European offices, he worked on global consulting projects relating to achieving sustainable and profitable growth. Subsequently as Associate Director of Strategy, he consulted on Chemical projects in turnaround, market penetration, distribution channel analysis, pricing, supply chain maximization and new product launch.

ABOUT DR. MARC HALPERN

Dr. Halpern has an impressive track record during his 18 years in the industry with world-renowned companies such as Dow, ICI and Sybron as a Process Chemist and R&D Director. Dr. Halpern has provided PTC services at more than 160 industrial sites in the US, Europe, the Middle East and Asia since 1995 and has helped chemical companies save more than US\$150 million. Dr. Halpern co-authored the best-selling PTC book "Phase-Transfer Catalysis: Fundamentals, Applications and Industrial Perspectives" – Chapman and Hall, 1994; edited the book "Phase-Transfer Catalysis: Mechanism and Syntheses" – ACS, 1997; wrote the PTC Chapter in Ullmann's Encyclopedia of Industrial Chemistry and is editor of "Industrial Phase-Transfer Catalysis", the only publication dedicated to industrial phase-transfer catalysis (1900 subscribers). In 1998, Dr. Halpern founded PTC Organics, Inc., the only company dedicated exclusively to developing and licensing high-performance low-cost processes for the manufacture of organic chemicals using Phase-Transfer Catalysis.

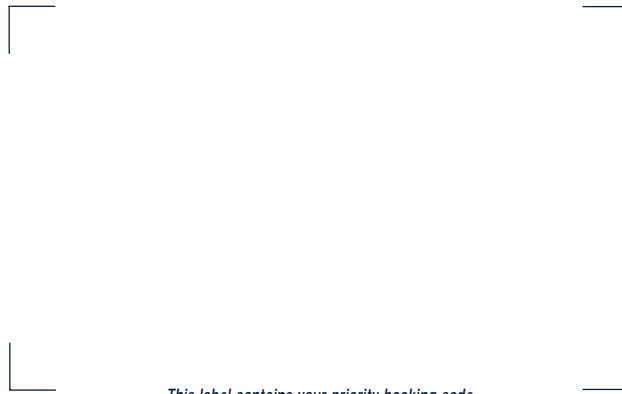
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CHANGES & NEW CHALLENGES IN THE OLEOCHEMICAL MARKET



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22 - 23 January 2003 • JW Marriott Hotel, Kuala Lumpur, Malaysia

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FEE Per Delegate

EARLY BIRD FEE (if registrations with payments are received before 23 December 2002)	US\$ 1195 / S\$ 2091
REGULAR FEE	US\$ 1395 / S\$ 2441

Fee is nett and exclusive of all taxes. Fee includes luncheons, refreshments and complete set of conference documentation. It does not include the cost of accommodation and travel.

GROUP BONUS:

Second and subsequent delegates from the same company and billing address will receive a 20% DISCOUNT OFF REGISTRATION FEES

CANCELLATIONS/SUBSTITUTION

Cancellations received in writing before 23 December 2002, will be refunded less **US\$200/S\$350** administration fee. Thereafter, cancellations are not refundable. Participants may be substituted at any time.

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