



10–12 June 2013

9th World Surfactant Congress and Business Convention

Centre Convencions Internacional Barcelona, Spain

**Do not miss this
unique networking
opportunity !**



Mark Your Calendar and Join Us in 2013 for the 9th World Surfactant Congress and Business Convention!

MONDAY, 10TH JUNE UNTIL
WEDNESDAY, 12TH JUNE 2013
CCIB, BARCELONA, SPAIN

Great Networking Opportunities at CESIO 2013



CONGRESS PROGRAMME

- **Learn** about new information of relevance to the surfactant business, discuss market trends and new developments
- **Come and share** your expertise and views on the current and upcoming megatrends and how they influence the surfactant markets and their functionalities
- **Network** within the supply chain, consultants and academia



HOSPITALITY SUITES, EXHIBITION AND LOUNGE

- **Meet** your suppliers, customers and service providers
- **Enjoy and benefit** from business meetings in the motivating and pleasant environment of the CCIB and Barcelona
- **Talk to** business people, application specialists, R&D and regulatory affairs professionals

“Surfactants Today and Tomorrow – Mapping the Megatrends”

OUR CONGRESS PROGRAMME focuses on megatrends and the contribution of surfactant value chains for our societies to meet those trends and developments.

- **Globalisation** will converge consumer behaviours and regulation systems worldwide.
- Economies are increasingly competing for **limited natural resources**.
 - The world population will grow to 9 billion by the year 2050, associated with a **growing global need for food**, energy and natural resources.
 - Climate change will amplify migration and boost the ongoing trend of **urbanisation**.
 - Demographic changes will call for system enhancements and product developments in order to meet the needs of an **ageing society**.

Megatrends

- ▶ Globalisation
- ▶ Limited natural resources
- ▶ Food for a growing population
 - ▶ Urbanisation
- ▶ Ageing society

A globally and long term sustainable use of available resources will be crucial for a more sustainable future.

DISCUSS how global developments relate to surfactants and their specific functionalities such as:

- Surfactants based on biomass and bio-waste,
- Surfactants used in agrochemicals, advancing a more efficient agriculture or
- Surfactants that help other products or processes save natural resources.

LEARN how your company can build strategies to transform those emerging topics into business cases.

There are many challenges, options and inspiring approaches.

We look forward to meeting you in Barcelona to discuss the pathways to the next decades and the variety of contributions provided by the surfactant value chain.



The CESIO 2013 Organising Committee

Congress Programme at a Glance

Monday, 10 June 2013

10:00	Registration Opens
12:00 – 13:00	Lunch
13:00 – 13:30	Opening of the Congress – Welcome Speech (Dr. Thomas Greindl, CESIO President)
13:30 – 14:00	Welcome to Barcelona
14:00 – 17:00	Plenary Sessions
17:00 – 18:00	Keynote Lecture (Dr. Bjorn Lomborg, Copenhagen Consensus Center)

Tuesday, 11 June 2013

Time	Business & Market Trends	Safety & Regulatory Affairs	Technical & Applications
08:30 – 12:30	<ul style="list-style-type: none"> • Joint ACI/A.I.S.E./CESIO Session on Sustainability • Megatrends 	<ul style="list-style-type: none"> • Regulatory Trends • Environmental Marketing 	<ul style="list-style-type: none"> • Limited Natural Resources • Ageing Population
12:30 – 14:00	Lunch & Poster Session		
14:00 – 18:00	<ul style="list-style-type: none"> • Limited Natural Resources • Globalisation 	<ul style="list-style-type: none"> • Surfactants and the Environment • Sustainability Assessment and Standardisation 	<ul style="list-style-type: none"> • Innovative Cleaning • Food for a Growing Population
20:30 – 02:00	Gala Dinner		

Wednesday, 12 June 2013

Time	Business & Market Trends	Technical & Applications	Technical & Applications
08:30 – 13:30	• Emerging Markets	• Surfactant Innovation for a Better World (I)	• Innovation in Home Care
	• Bio-economy – Opportunities and Challenges Panel Discussion		• Surfactant Innovation for a Better World (II)
13:30 – 14:15	Buffet Lunch		
14:15 – 14:45	Closing Ceremony & Awards		

Congress Programme – Highlights

WITH ITS THEME “SURFACTANTS TODAY AND TOMORROW – MAPPING THE MEGATRENDS”, the congress will offer you presentations by top executives of our industry and by leading academia, including:

PLENARY SESSIONS

- **Shoji Kobayashi**
(President Global Chemical Business, Kao)
“Responding to Megatrends of the World: Innovative Challenge toward Eco-chemicals”
- **Dr. Anne Wallin**
(Director, EHS & Sustainability, Dow Europe)
“Innovation in Home Care: Cleaning More with Less”
- **Dr. Stefan Beckmann**
(Senior Vice President Home Care & Formulation Technologies Europe, BASF)
“Globalisation: Harvesting Benefits with Surfactants”
- **Pavel Misiga**
(EU Commission, DG Environment)
“Greening of the Economy – Sustainable Consumption and Production”
- **Prof. Jean Krutmann**
(University of Düsseldorf)
“Relevance of the Aging Society for Personal Care, Skin Care, Nutrition and Pharmaceutical Products”

KEYNOTE LECTURE

At the end of the first congress day, do not miss the keynote lecture of

- **Dr. Bjorn Lomborg**
(Director of Copenhagen Consensus Center and Adjunct Professor at Copenhagen Business School)
“Resources, Population, Environment: Are we Really Running out of Stuff, Space, Food and Opportunities?”

JOINT ACI / A.I.S.E. / CESIO SESSION

“Cleaning Products and Sustainability: Collaboration across the Value Chain”

- Key note speaker: Prof. Martin Charter
(Director, The Centre for Sustainable Design, UK)
- Dr. Susanne Zaenker *(A.I.S.E. Director)*
- Dr. Klaus Kwetkat *(Global R&D Manager, Sasol Olefins & Surfactants)*
- Melissa Bernardo *(ACI)*
- Dr. Jan Kees Vis *(Global Director Sustainable Sourcing Development, Unilever)*

EMERGING MARKETS

Surfactants Trends in China, Asia, Latin America and the Middle East, presented by:

- Prof. Masaru Oya
(Yokohama National University)
- Andre Luis Polo *(Director of Development, Oxiteno S/A Ind. Com)*
- Shigeru Sekine *(Nikko Chemicals Co)*
- Farrokh B. Malihi
(Managing Director, Fargol Group)

PANEL DISCUSSION

Bio-economy – Opportunities and Challenges

Introductory speeches by:

Dr. Rainer Griebhammer *(Öko-Institut Germany)*

Dr. Gernot Klotz *(Cefic)*

Lars Christian Hansen *(Novozymes)*

Moderated by: Dr. Ricardo Gent *(German Association of Biotechnology Industries)*

Network Opportunities

MEET THESE COMPANIES AND ORGANISATIONS AT HOSPITALITY SUITES AND / OR EXHIBITION BOOTHS:

• ACI – American Cleaning Institute • A.I.S.E. – International Association for Soaps, Detergents and Maintenance Products • AkzoNobel Surface Chemistry AB • BASF SE • CESIO – European Committee of Organic Surfactants and their Intermediates • C.F.T. – Center For Testmaterials BV • Clariant International Ltd. • CLER – The Council for LAB / LAS Environmental Research • Desmet Ballestra S.p.A. • DuPont (Genencor International BV) • ECOSOL – European Council on Studies on LAB and LAS • EMPA Testmaterialien AG • Evonik Industries AG • Huntsman Belgium BVBA • INCPA – International Network of Cleaning Product Associations • Innovadex GmbH • Instrumentación Analítica S.A. de C.V. • Interface Sharedeck • JSDA – Japan Soap and Detergent Association • KAO Chemicals Europe, S.L. • KLK Oleo • Kolb Distribution Ltd. • Lonza Group Ltd. • Novozymes A/S • OXITENO S.A. Indústria e Comércio • PCC Exol SA • Rhodia Operations SAS • Sabic Petrochemicals B.V. • Sasol Germany GmbH • Schill+Seilacher GmbH • Shell Chemicals Europe B.V. • Stepan Europe S.A.S. • Unger Fabrikker AS

Only a few
hospitality suites
are still available.
Exhibition space is
almost sold out!

FOR MORE INFORMATION

on participation, booth space, hospitality suites and sponsoring opportunities
visit our website www.cesio-congress.eu
or contact Robert.Fischer@sofw.com

CESIO 2013 Venue

CCIB – CENTRE CONVENCIONS INTERNACIONAL BARCELONA

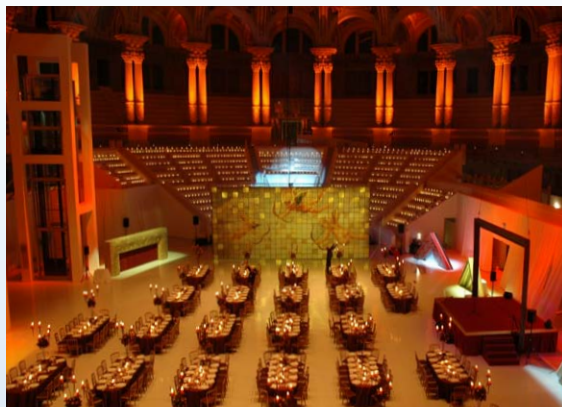


The Centre Convencions Internacional Barcelona (CCIB) integrates into Barcelona's new seafront area, Diagonal Mar, and forms part of the new technological and business district known as "Barcelona 22@", one of the city's best developed urban areas.

The vicinity of the CCIB provides more than twenty 3, 4 and 5-star hotels, totalling over 4,800 rooms, as well as a public transport network that ensures easy accessibility of Barcelona's city centre and its international airport. Modern installations, architectural beauty and the seaside location make CCIB truly unique.

Gala Dinner

MUSEU NACIONAL D'ART DE CATALUNYA



The 2013 gala dinner will be hosted in the MNAC (Museu Nacional d'Art de Catalunya). Congress delegates will have a unique opportunity of dining in the oval hall of this sumptuous venue along with entertainment and a complementary visit of some of the collections.

MNAC embraces all varieties of arts (sculptures, paintings, objets d'art, drawings, engravings, posters, photography and coinage) and depicts the general history of Catalan art from the Romanesque period to the mid-twentieth century.



CESIO 2013 Website

FIND MORE INFORMATION
AND THE LATEST UPDATES
ON OUR WEBSITE:

www.cesio-congress.eu

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CESIO 2013 is sponsored by:



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KOLB

LONZA



Stepan



CESIO 2013 – the 9th World Surfactant Congress and Business Convention – is hosted by CESIO, the European Association of Surfactant Manufacturers, and supported by SOFW, professional congress organiser in the field of detergents, cosmetics and surfactants, and AEPSAT, the Spanish association of surfactant producers.

Any information presented in this flyer (esp. congress programme, list of companies and organisations) is preliminary and subject to change.