



SURFACTANTS BUSINESS ESSENTIALS

Time zone: 2PM London / 9AM New York

(Times shown below is in London)

19th – 21st October 2021

Module 1:

Surfactants basics: Composition, behaviour, production and major functions

14.00 – 14.15	Welcome introduction and course overview
14.15 – 15.15	Understanding surfactants: Composition, behaviour and general function <ul style="list-style-type: none">• What are surfactants?• Classes of surfactants• Major applications of surfactants
15.15 – 15.30	Break
15.30 – 16.30	Overview of the global surfactants market <ul style="list-style-type: none">• Insight on home and personal care• Market profile: Europe, US, Asia
16.30 – 16.45	Key terms quiz
16.45 – 17.00	Summary and conclusion

Module 2:

Industry fundamentals and market dynamics

14.00 – 15.00	Production routes to surfactants <ul style="list-style-type: none">• Key raw materials – petrochemicals and oleochemicals• Other emerging feedstocks• Major manufacturing processes
15.00 – 15.10	Break
15.10 – 16.40	Examining the surfactants industry structure <ul style="list-style-type: none">• Demand and supply drivers• Demand across geographies• Who are the major players and their strategies?
16.40 – 16.55	Key terms quiz
16.55 – 17.00	Summary and conclusion

Module 3:

Future trends: Outlining the factors that are shaping and changing the future of surfactants

14.00 – 14.15	Live survey: Insights on current trends, drivers of change and growth prospects
14.15 – 15.15	Outlining price and cost drivers <ul style="list-style-type: none">• What are the key price drivers?• How are prices set?• Influence of raw material costs• How are prices assessed?
15.15 – 15.30	Break
15.30 – 16.30	Future trends that are shaping the surfactants market <ul style="list-style-type: none">• New developments in the surfactants industry• Demand and supply outlook• Feedstock availability• Key issues facing the industry – environmental, regulatory, supply chain• Insight on the implications of Covid-19
16.30 – 16.45	Survey results and further discussion
16.45 – 17.00	Course summary and conclusions
17.00	End of the course