

## Surfactants Business Essentials

9 – 11 March 2021

Start time: 1PM GMT

### **Module #1: 9 March**

Surfactants basics: Composition, behaviour, production and major functions

Time zone: GMT

13.00 – 13.15	Welcome introduction and course overview
13.15 – 14.15	Understanding surfactants: Composition, behaviour and general function <ul style="list-style-type: none"><li>• What are surfactants?</li><li>• Classes of surfactants</li><li>• Major applications of surfactants</li></ul>
14:15 – 14:30	Break
14.30 – 15:30	Overview of the global surfactants market <ul style="list-style-type: none"><li>• Insight on home and personal care</li><li>• Market profile: Europe, US, Asia</li></ul>
15:30 – 15:45	Key terms quiz
15:45 – 16:00	Summary and conclusion

### **Module #2: 10 March**

Industry fundamentals and market dynamics

Time zone: GMT

13.00 – 14.00	Production routes to surfactants <ul style="list-style-type: none"><li>• Key raw materials – petrochemicals and oleochemicals</li><li>• Other emerging feedstocks</li><li>• Major manufacturing processes</li></ul>
14.00 – 14.10	Break
14.10 – 15.40	Examining the surfactants industry structure <ul style="list-style-type: none"><li>• Demand and supply drivers</li><li>• Demand across geographies</li><li>• Who are the major players and their strategies?</li></ul>
15:40 – 15:55	Key terms quiz
15:55 – 16:00	Summary and conclusion

## Surfactants Business Essentials

9 – 11 March 2021

Start time: 1PM GMT

### **Module #3: 11 March**

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

13.00 – 13.15	Live survey: Insights on current trends, drivers of change and growth prospects
13.15 – 14.15	Outlining price and cost drivers <ul style="list-style-type: none"><li>• What are the key price drivers?</li><li>• How are prices set?</li><li>• Influence of raw material costs</li><li>• How are prices assessed?</li></ul>
14.15 – 14.30	Break
14.30 – 15.30	Future trends that are shaping the surfactants market <ul style="list-style-type: none"><li>• New developments in the surfactants industry</li><li>• Demand and supply outlook</li><li>• Feedstock availability</li><li>• Key issues facing the industry – environmental, regulatory, supply chain</li><li>• Insight on the implications of Covid-19</li></ul>
15.30 – 15.45	Survey results and further discussion
15.45 – 16.00	Course summary and conclusions
16.00	End of the course