



SURFACTANTS BUSINESS ESSENTIALS

Module 1:

Surfactants basics: Composition, behaviour, production and major functions

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

Module 2:

Industry fundamentals and market dynamics

1 hour	Production routes to surfactants <ul style="list-style-type: none">• Key raw materials – petrochemicals and oleochemicals• Other emerging feedstocks• Major manufacturing processes
10 minutes	Break
1 hour & 30 minutes	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?
15 minutes	Key terms quiz
5 minutes	Summary and conclusion



Module 3:

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

15 minutes	Live survey: Insights on current trends, drivers of change and growth prospects
1 hour	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 minutes	Break
1 hour	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
15 minutes	Survey results and further discussion
15 minutes	Course summary and conclusions
	End of the course