



Surfactants Business Essentials

08.30	Registration and refreshments
09.00	Welcome introduction and course overview
09.15	Understanding surfactants: Composition, behavior and general function <ul style="list-style-type: none">• What are surfactants?• Classes of surfactants• Major applications of surfactants
10.15	Refreshment break
10.30	Overview of the global surfactants market <ul style="list-style-type: none">• Insight on home and personal care• Market profile: Europe, US, Asia
11.30	Production routes to surfactants <ul style="list-style-type: none">• Key raw materials – petrochemicals and oleochemicals• Other emerging feedstocks• Major manufacturing processes
12.30	Lunch
13.30	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?
14.00	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?
15.00	Refreshment break
15.15	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
16:15	Group quiz
16.45	Course summary and conclusions
17.00	End of course