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SURFACTANTS BUSINESS ESSENTIALS

**A detailed insight into the economics
of the surfactants business**

This comprehensive full day course puts the spotlight on surfactants and explores markets and pricing, supply and demand trends, and profiles all the major players. An understanding of all of these is crucial for those buying, making or selling surfactants. The course is designed specifically to meet the needs of delegates in commercially-focused non-technical roles such as sales, marketing, purchasing, logistics, strategy, M&A, finance and general management

Review the content for this course now, and find out how enhancing your understanding of surfactants with ICIS can help you make more informed decisions and achieve your goals.

This course is brought to you by ICIS Training and Neil A Burns LLC

**Choose ICIS
with confidence**

ICIS is the leading provider of chemicals market intelligence around the globe. Choosing to train with ICIS means you'll benefit from regularly updated course content as well as training and insight from experienced industry specialists.

ICIS trainers are all experienced industry professionals who share with delegates their up-to-date knowledge of the marketplace and provide a comprehensive understanding of the industry. Content is not heavy on chemistry and technology but geared towards the needs of delegates in more commercially focused roles. Our trainers also ensure that training course content is adapted and refreshed on a regular basis to take into account what is happening across the chemicals industry today.

SURFACTANTS BUSINESS ESSENTIALS

A full day course covering surfactant industry fundamentals from production technologies and economics to feedstocks and new developments, market dynamics, pricing, key drivers, trends and opportunities.

The course content is regularly updated to reflect industry changes and is an ideal choice for those seeking an up-to-date and cohesive view of the surfactants industry, either as an introduction or a refresher.

Agenda

REGISTRATION

Welcome and introduction

Understanding surfactants

- What are surfactants?
- Classes of surfactants
- Major applications of surfactants

Production routes to surfactants

- Key raw materials – petrochemicals, oleochemicals
- Other emerging feedstocks
- Major manufacturing processes

REFRESHMENTS

Industry Structure

- Demand and supply drivers
- Demand across geographies
- Who are the major players and their strategies

LUNCH

Exercise – Building the surfactants value chain

Price and cost drivers

- What are the key price drivers?
- How are prices set?
- Influence of raw material costs
- How are prices assessed?

REFRESHMENTS

Future trends

- New developments in the surfactants industry
- Demand and supply outlook
- Feedstock availability
- Key issues facing the industry – environmental, regulatory, supply chain

Group quiz

COURSE SUMMARY

END OF SEMINAR

“Neil Burns takes a proper group approach to the course, as he draws on the inherent talents of technical and business personnel who take the course. Anyone who wants to think and act more strategically about the future opportunities in surfactants should take this course.”

Formulations Chemist, WinField



Why attend this course now?

The surfactant value chain is currently undergoing significant change as a result of two key trends: vertical integration of the Southeast Asian palm plantation companies; and the exploitation of unconventional oil and gas fields leading to cheaper ethylene in North America. These have prompted ownership changes of key producing assets as well as geographic re-allocation of consumption and production. As a result, it's more important than ever to understand surfactant markets in order to better identify and maximise opportunities.

“This course gave me a good view of the industry landscape and a deeper understanding of the market, key players and capabilities.”

Some key questions to consider...

- Exactly how does the surfactants market function and what factors drive costs and prices?
- What are the key applications for different types of surfactants?
- What new feedstock developments should I be aware of and why?
- Who are the major producers and what are their market strategies?

On completion of this one-day course, you will benefit from all of the following:

- An economic overview of surfactants production including technologies and applications
- Understanding of the surfactants supply chain from producer to consumer
- Insight into pricing, demand and price drivers
- Guidance on how to assess the economic situation for a surfactant related business

ABOUT THE TRAINER



Neil Burns, Neil A Burns LLC

Neil has over 25 years of experience in the chemicals and surfactants business. His firm, Neil A Burns LLC provides investment and advisory services to companies in the surfactant value chain.

As part of this business he also

represents Desmet Ballestra in the North American market for detergents and surfactants technology. In addition he is a founder and the CEO of P2 Science, Inc. a renewable chemical company. His previous experience includes the chemicals group at Rio Tinto Zinc plc, Oliver Wyman Consulting, Pilot Chemical Co, VVF Ltd and Oxiteno.

Neil is an experienced public speaker and currently partners with ICIS to produce surfactants conferences globally. He is based in New Jersey in the US.

