

REGISTRATION INFORMATION

Singapore  
2012



World Conference on Fabric and Home Care

*Where global leaders shape the future  
of the fabric and home care industry  
to enhance our quality of life.*

**Driving Performance through  
Sustainable Innovation**

29–31 OCTOBER 2012 | SHANGRI-LA HOTEL | SINGAPORE

[singapore.aocs.org](http://singapore.aocs.org)



**Continuing Montreux's tradition of excellence.**



**Paul Polman**

CEO

Unilever, United Kingdom



**Bob McDonald**

CEO

The Procter & Gamble  
Company, USA



**Motoki Ozaki**

CEO

Kao Corporation, Japan

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This is your opportunity to hear directly from the global leaders  
guiding the future of the fabric and home care industry.

## **Cooperating Organizations**

ACI—American Cleaning Institute

Accord Australia—Hygiene, Cosmetic & Specialty Products Industry

AISE—International Association of the Soap, Detergent, and Maintenance Products  
Industry

CCSPA—Canadian Consumer Specialty Products Association

IHPCIA—The Indian Home & Personal Care Industry Association

JOCS—Japan Oil Chemists' Society

JSDA—Japan Soap and Detergent Association

MPOB—Malaysian Palm Oil Board

OTAI—Oil Technologists' Association of India  
Singapore Tourism Board

SKW—The Swiss Cosmetic and Detergent Association

*"The Singapore 2012 Executive Committee is comprised of experts from around the globe, representing virtually every important field of the fabric and home care business and who have had many years of experience in the industry. Their expertise in seeking out the best of the best in the industry to deliver presentations on the most important topics for the future of the business is what will make this program one you won't want to miss."*

**J. KEITH GRIME**

## Executive Committee



**J. Keith Grime**  
**General Chair**

JKG Consulting, LLC  
USA



**Norman Ellard**

Director, Rohen Pte. Ltd.  
Singapore



**Stefan Beckmann**

Senior Vice President  
Home Care & Formulation  
Technologies Europe  
BASF SE  
Germany



**Mike J. Parkington**

Vice President Laundry R&D  
Unilever R&D Port Sunlight  
United Kingdom



**Manfred Trautmann**

Vice President and  
General Manager  
BU Detergents and  
Intermediates  
Clariant International  
Switzerland



**Masaki Tsumadori**

Research Fellow—Global  
R&D  
Kao Corporation  
Japan



## Schedule of Events

### Sunday, 28 October 2012

3.00–7.30 pm	Registration	Island Ballroom Foyer
6.00–7.30 pm	Welcome Reception	Garden Terrace/Pavilion

### Monday, 29 October 2012

7.00 am–7.00 pm	Registration	Island Ballroom Foyer
9.00 am–12.30 pm	Oral Presentations	Tower Ballroom
10.00 am–7.00 pm	Exhibition	Island Ballroom
10.45–11.15 am	Break	Island Ballroom
12.30–2.00 pm	Luncheon	Garden Terrace/Azalea/Pavilion
2.00–5.15 pm	Oral Presentations	Tower Ballroom
3.05–3.35 pm	Break	Island Ballroom
5.30–7.00 pm	Networking Reception	Island Ballroom

### Tuesday, 30 October 2012

7.30 am–5.00 pm	Registration	Island Ballroom Foyer
9.00 am–12.15 pm	Oral Presentations	Tower Ballroom
10.00 am–4.00 pm	Exhibition	Island Ballroom
10.05–10.35 am	Break	Island Ballroom
12.30–2.00 pm	Luncheon	Garden Terrace/Azalea/Pavilion
2.00–5.30 pm	Oral Presentations	Tower Ballroom
3.05–3.35 pm	Break	Island Ballroom
6.00–10.00 pm	Conference Banquet	Sapphire Pavilion, Sentosa Island

### Wednesday, 31 October 2012

7.00 am–6.00 pm	Private-Access Facility Visits	
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The schedule of events is tentative and subject to change.

Stay up to date!



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*Singapore 2012 Delivers...*

## Knowledge

Industry leaders discuss the latest business developments at this innovative conference to be held in Asia, the region that is influencing much of the business climate today. This is a rare opportunity in 2012 to hear directly from three CEOs who are helping guide the global fabric and home care business into the future.

## Networking

Meet and interact with the most influential leaders of the fabric and home care industry. If you are involved in this market, you must be seen in Singapore!

## Business Opportunities

The conference exhibition is the place to foster interaction and to discover the leading edge of business and technology. The accommodating conference schedule provides many opportunities to conduct business with your colleagues. Since many of the industry's key people are represented, this is the ideal time for face-to-face meetings with key contacts and clients.



## Day 1 **Monday Morning** 29 October 2012

### Balancing the Shifting Market Dynamics with Economic Realities: What is Ahead?

Chair: J. Keith Grime, JKG Consulting LLC, USA.



Grime



Ellard



Polman



Veilleroy



Krishnamurthy

- 9.00 am **Opening Remarks.**  
J. Keith Grime, JKG Consulting LLC, USA.
- 9.10 am **Introduction of Singapore Speaker.**  
Norman Ellard, Director, Rohen Pte Ltd., Singapore.
- 9.15 am **Welcome Address from Singapore Official.**  
To be announced.
- 9.45 am **Introduction of Keynote.**  
J. Keith Grime, JKG Consulting LLC, USA.
- 9.50 am **KEYNOTE | Shaping New Business Models for the 21st Century: Leadership in Action.**  
Paul Polman, CEO, Unilever, United Kingdom.
- 10.30 am **Discussion**
- 10.45 am **Break**
- 11.15 am **The Market Shift East—Challenges and Opportunities for the Retail Trade.**  
Damien Veilleroy, Chief Customer Officer, Metro AG, Singapore.
- 11.45 am **Building a Global Scale Speciality Chemical Industry in India.**  
Saikiran Krishnamurthy, Partner, McKinsey & Company, Inc., India.
- 12.15 **Discussion**

12.30–2.00 pm | **Conference Luncheon**

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## Day 1 **Monday Afternoon** 29 October 2012

### **Resource Management, Product Performance, and Environmental Responsibility: What is the Winning Formula?**

Chair: Mike J. Parkington, Vice President Laundry R&D, Unilever R&D Port Sunlight, United Kingdom.



Parkington



Tsumadori



McDonald



Falholt



Müller-Kirschbaum



Bening

2.00 pm **Introduction of the Afternoon Session.**

Mike J. Parkington, Vice President Laundry R&D, Unilever R&D Port Sunlight, United Kingdom.

2.05 pm **Introduction of Keynote.**

Masaki Tsumadori, Research Fellow–Global R&D, Kao Corporation, Japan.

2.10 pm **KEYNOTE | Innovating for Everyday Life.**

Bob McDonald, CEO, The Procter & Gamble Company, USA.

2.50 pm **Discussion**

3.05 pm **Break**

3.35 pm **The Future of Enzyme Cleaning and Fabric Care in the Sustainable World.**

Per Falholt, Executive Vice President and Senior Vice President of R&D, Novozymes, Denmark.

4.05 pm **Are Product Shelves Turning into Catwalks? How Trendy Design Can Support Business Success in the Laundry and Home Care Market.**

Thomas Müller-Kirschbaum, Corporate Senior Vice President, Henkel AG & Co. KGaA, Germany.

4.35 pm **Conveniently Dissolving into the Future.**

P. Scott Bening, President & CEO, Principal, Board Member, MonoSol, LLC, USA.

5.05 pm **Discussion**

5.30–7.00 pm | **Networking Reception in the Exhibition Hall**

## Day 2 Tuesday Morning 30 October 2012

### Innovative Supply Systems and Manufacturing Paradigms: What are the Solutions?

Chair: Manfred Trautmann, Vice President and General Manager, BU Detergents and Intermediates, Clariant International, Switzerland.



Trautmann



Parkington



Ozaki



Pacholec



Renninger



Shafer

9.00 am **Introduction to the Morning Session.**

Manfred Trautmann, Vice President and General Manager, BU Detergents and Intermediates, Clariant International, Switzerland.

9.05 am **Introduction of Keynote.**

Mike J. Parkington, Vice President Laundry R&D, Unilever R&D Port Sunlight, United Kingdom.

9.10 am **KEYNOTE | Eco-innovation: Considering Lifestyles for the Future.**

Motoki Ozaki, CEO, Kao Corporation, Japan.

9.50 am **Discussion**

10.05 am **Break**

10.35 am **Feedstock Innovation: Is Green the New Black?**

Frank Pacholec, Vice-President Research and Development/Corporate Sustainability Officer, Stepan Company, USA.

11.05 am **High-Performance Renewable Chemicals for Cleaning Products.**

Neil Renninger, CTO and Co-Founder of Amyris, USA

11.35 am **Bringing New Performance Materials to the Surfactant Market...and Sustainability Too.**

Andy Shafer, EVP, Sales & Marketing, Elevance Renewable Sciences, USA.

12.05 pm **Discussion**

12.30–2.00 pm | **Conference Luncheon**



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## Day 2 Tuesday Afternoon 30 October 2012

### Revolutionary Products and Breakthrough Technologies: What is Driving the Future?

Chair: Masaki Tsumadori, Research Fellow–Global R&D, Kao Corporation, Japan.



Tsumadori



Heinz



Takaoka



Szczupak



Magg



Ho

- 2.00 pm **Introduction of Afternoon Session.**  
Masaki Tsumadori, Research Fellow–Global R&D, Kao Corporation, Japan.
- 2.05 pm **From Chemicals to Chemistry. How to Master Future Challenges and Trends in Fabric and Home Care.**  
Michael Heinz, Member of the Board of Executive Directors, BASF SE, Germany.
- 2.35 pm **Mission Invisible: Innovative Technology for Laundry Detergent in the Next Generation.**  
Hiromitsu Takaoka, Director of Fabric Care Research Laboratories, Research and Development Department Headquarters, Lion Corporation, Japan.
- 3.05 pm **Break**
- 3.35 pm **Clean & Green, How Can Appliance and Detergent Technology Combine to Satisfy the Customer and the Environment?**  
Dave Szczupak, Executive Vice President, Whirlpool Corporation, USA.
- 4.05 pm **Automatic Dishwashing: Innovative Thinking Model in FMCG Business for Delivering Breakthrough Consumer Solutions.**  
Harald Magg, Global R & D Group Director Dishwashing, Reckitt Benckiser Produktions GmbH, Germany.
- 4.35 pm **Innovation in Asia for Asia.**  
Julian Ho, Assistant Managing Director, Singapore Economic Development Board, Singapore.
- 5.05 pm **Discussion**
- 5.20 pm **Closing Remarks.**  
J. Keith Grime, JKG Consulting LLC, USA.

6.00–10.00 pm | **Conference Banquet**

# Optional Private-Access Facility Visits

**Wednesday 31 October 2012**

While in Singapore, we are excited to offer optional private-access visits that bring insight to Singapore capabilities and innovation. These are not the usual tours for the general tourist, but exclusive visits that provide delegates an overview of some capabilities available to the Fabric and Home Care Industry for potential future development, as well as interaction with some of the key researchers.

- ◆ Space is limited and available on a first-come, first-served basis through **26 June 2012**.
- ◆ Complimentary private-access industry visits are subject to pre-conference security clearance.
- ◆ Registrants who select visits will be contacted by the registrar to confirm space availability and to request required security-clearance information.
- ◆ All tours depart from and return to the Shangri-La Hotel.

## Tour 1 ◆ Jurong Island/ICES

**Morning Visit: 8.00–12.00 pm\*** | **Afternoon Visit: 1.00–4.00 pm\***

Jurong Island was formed by the unification of seven offshore islands of Singapore, and is now the centerpiece of Singapore's chemicals industry. Jurong Island hosts over 95 global companies including heavyweights such as Shell, ExxonMobil, Chevron, DuPont, BASF, Sumitomo Chemicals, and Mitsui Chemicals. Access to Jurong Island is now restricted due to security reasons, but this visit will give you an inside overview of the capabilities and potential in this area.

The visit will also include a close up view of the Institute of Chemical and Engineering Sciences (ICES) within the A\*STAR (Agency for Science, Technology and Research of Singapore). Established in 2002, its mission is to support economic growth in Singapore and to make a positive difference to society by carrying out world-class scientific research, developing novel technology, and nurturing creative scientists and engineers. This institute serves as a research facility as well as a training ground for Singapore engineering resources. Capabilities will be reviewed via an interactive tour of the facility.



Be seen in  
Singapore!

**Wednesday 31 October 2012**

### About the Agency for Science, Technology, and Research (A\*STAR)

The Agency for Science, Technology, and Research (A\*STAR) is the lead agency for fostering world-class scientific research and talent for a vibrant knowledge-based and innovation-driven Singapore. A\*STAR oversees 14 biomedical sciences, physical sciences, and engineering research institutes, and six consortia and centers, located in Biopolis and Fusionopolis as well as in their immediate vicinity. A\*STAR supports Singapore's key economic clusters by providing intellectual, human, and industrial capital to its partners in industry. It also supports extramural research in the universities, hospitals, research centers, and with other local and international partners. For more information about A\*STAR, please visit [www.a-star.edu.sg](http://www.a-star.edu.sg).

## Tour 2 ♦ Fusionopolis/IMRE

**Morning Visit: 8.00–12.00 pm\*** | **Afternoon Visit: 1.00–4.00 pm\***

Fusionopolis is Singapore's research and development hub for infocommunication, Technology, Media and Physical Sciences and Engineering. This visit will include multi media tour of some of the research being conducted (including the "future home") and some of the innovations coming out of Singapore. This will be followed by a short presentation by the Institute of High Powered Computing and an interactive discussion on some of their capabilities and research relevant to the consumer of the future.

The visit will then travel a short distance to IMRE (Institute of Materials Research and Engineering (also within A\*STAR)). The focus of this visit will be an interactive presentation by some of the leaders of the Institute on capabilities and their current research. We also expect a discussion of the newly created Consumer Care Institute. There will also be a short tour of the characterization laboratories.



*\*Facility visit times listed are estimated for planning purposes (may be subject to change nearer the facility visit). For the final schedule, please refer to the website one month prior to the conference.*





# Speaker Biographies

## Day 1

### In order of presentation

#### ■ Paul Polman, CEO, Unilever, United Kingdom

Paul Polman was appointed as an Executive Director of Unilever in October 2008 and assumed the role of CEO on January 1, 2009. Under his leadership, Unilever has set an ambitious vision to double its business while reducing its overall environmental impact.

Paul joined Procter & Gamble in 1979, and over 27 years he held a variety of senior positions with the company. In 2001 he was appointed Group President Europe and Officer of the Procter & Gamble Company from 2001. He was CFO of Nestlé S.A. from January 2006, then Executive Vice President for the Americas from February 2008.

Among his external appointments, Paul is Vice Chairman of the World Business Council for Sustainable Development, a member of the European Round Table (ERT) and the International Business Council of the World Economic Forum. He is on the Board of the Consumer Goods Forum, and since February 2010 has been a nonexecutive director of the Dow Chemical Company. Paul also serves as President of the Kilimanjaro Blind Trust.

He earned a B.B.A./B.A. degree from the University of Groningen, Netherlands, in 1977 and an M.A. Economics and M.B.A. finance/international marketing degrees from the University of Cincinnati in 1979.

#### ■ Damien Veilleroy, Chief Customer Officer, Metro AG, Singapore

*Not available at press time.*

#### ■ Saikiran Krishnamurthy, Partner, McKinsey & Company, Inc., India

Saikiran Krishnamurthy is a partner in McKinsey's Mumbai (India) office and a leader of McKinsey's Chemicals Practice in India.

Since joining the Firm in 2000, Saikiran has worked very closely with the chemicals industry, both globally and in India, across a range of topics and sectors. He has served petrochemicals, commodity, and multiple specialty chemical companies across a range of functions (strategy, organisation, business building, and operations).

He has been an evangelist of the Indian specialty chemicals industry for several years, and he has spoken at several forums on the subject, both in India and road shows abroad. His latest effort focuses on an action plan to build a USD 100 billion specialty chemicals industry in India working in conjunction with the government and industry.

Saikiran received his M.B.A. from the Indian Institute of Management, Ahmedabad and his Bachelor of Engineering Degree from Mumbai University.

#### ■ Bob McDonald, Chairman of the Board, President and CEO, The Procter & Gamble Company, USA

Bob McDonald is Chairman of the Board, President, and Chief Executive Officer of Procter & Gamble. When Bob became CEO in July 2009, he launched a new overarching growth strategy inspired by the Company's Purpose—to touch and improve lives, now and for generations to come. This strategy is focused on touching and improving more consumers' lives, in more parts of the world, more completely.

P&G is executing this strategy by innovating to improve people's everyday lives in every part of the world and by then expanding our portfolio of innovation up and down price tiers, into new markets, and into new and existing product categories.

This strategy is fundamentally right for P&G because it inspires employees and partners, provides focus for where the growth opportunities are greatest, and leverages the company's core strengths: consumer understanding, brand building, go-to-market capability, global scale and, most importantly, innovation.

Under Bob's leadership, P&G has grown sales by an average of nearly four percent per year over the past two years; core earnings per share an average of nearly seven

percent; and adjusted free cash flow of 106%. The company delivered these results despite significant economic headwinds, including slow to no growth in developed markets and rising commodity costs.

On the strength of these results, P&G has paid about \$5.5 billion in dividends, returned over \$6 billion to shareholders through the repurchase of P&G stock, and marked the 121st consecutive year that P&G has paid a dividend.

Bob is a champion of global trade and economic growth. Among his numerous activities, he serves on the Board of Directors of Xerox Corporation and is a member of McKinsey's Advisory Council.

Bob is also Vice Chair of the Business Roundtable and Chair of the Business Roundtable Fiscal Policy Initiative. He is Vice Chair of the U.S.—China Business Council. He is a member of the Advanced Manufacturing Partnership and a member of the U.S. Advisory Committee for Trade Policy and Negotiations—originally appointed by President Bush, then reappointed by President Obama.

He is a member of the U.S. Council for International Business Board of Trustees. He serves on the Foreign Investment Advisory Council in Russia, Singapore's International Advisory Council of the Economic Development Board, and the International Business Leaders Advisory Council of Beijing.

Bob is a member of JobsOhio Board of Directors and is Co-Chair of the Cincinnati Business Committee Innovation Task Force.

Bob believes good leaders must be passionate about learning, and he is focused on helping the leaders of the future strengthen their leadership skills. Bob is Chair of the Board of Visitors for the Fuqua School of Business at Duke University, where he also serves on the Fuqua Global Partnerships Committee and the Executive Committee. He also serves on advisory boards at West Point, Northwestern University, and The University of Utah.

In 2007, Bob received the inaugural Leadership Excellence Award from the U.S. Naval Academy and *Harvard Business Review*. In 2010, he was awarded a Doctor of Laws, Honorary Degree, from Hampden-Sydney College, and a Doctor of Commercial Science, Honorary Degree, from the University of Cincinnati.

Bob was born in Gary, Indiana, and was raised in the Chicago area. In 1975, he graduated from West Point in the top 2% of his class with a Bachelor of Science Degree in Engineering. After graduation, he served in the U.S. Army as Captain, Infantry, Airborne Ranger, 82nd Airborne Division. He joined Procter & Gamble in 1980.

Bob resides in Cincinnati, Ohio, with Diane, his wife of 33 years. They are the parents of two grown children, Jennifer and Robert.

#### ■ Per Falholt, Executive Vice President and CSO for Research and Development, Novozymes, Denmark

Per Falholt is Executive Vice President and CSO for Research & Development.

He joined Novo A/S in 1984 as a research chemist in the Enzyme R&D pilot plant. He has subsequently held a number of managerial positions within the development of new products for the detergent industry until he joined the newly formed Enzyme Development & Applications division in 1995 as Director for Application Technology. In 1997 he moved to Raleigh, North Carolina, USA, to take responsibility for the American application technology unit.

In 1999, he was called back to Denmark to take over the position of Corporate Vice President with responsibility for Enzyme Development & Application, and in May 2000 he was appointed Corporate Vice President of the newly formed Enzyme Business R&D. In connection with the demerger of Novozymes from Novo Nordisk, he was given the title of Executive Vice President for R&D.

Prior to joining Novo Nordisk, Per Falholt worked at the Technical University of Denmark (DTU), where he took his M.Sc. in Chemical Engineering in 1983. Per feels a deep commitment to education within chemistry and biotech, and his eye for talent earned him his honorary professor title at The Institute for Systems Biology at DTU in June 2010.

Per Falholt is currently a Board member for the DHI group (since May 2011), Chairman for the Young Scientists



# Speaker Biographies

association in Denmark, a member of The Danish Council for Research Policy, and is an external lecturer at IMD, Lausanne, for Executive MBA.

## ■ Thomas Müller-Kirschbaum, Corporate Senior Vice President, Henkel AG & Co., KGaA, Germany

Thomas Müller-Kirschbaum studied physics, chemistry, technical chemistry, environmental technology, and law of air and outer space at both the University of Cologne and Aachen in the late 1980s. He received his Ph.D. at the University of Cologne.

From 1989 until recently, Müller-Kirschbaum held various leading management positions with Henkel AG & Co KGaA in Research & Development in Germany and Spain. As of 2005, he has served as Corporate Senior Vice President of R&D and Supply Chain for the Laundry and Home Care Business. In addition to his work at Henkel, Müller-Kirschbaum is a Board member of the European Soap and Detergents Association (AISE) and the Research Committee (FCI) of the Association of German Chemical Industry (VCI). He is also a member of the Advisory Board of German Bioeconomic Science Center and the Editorial Board of *Journal of Surfactants and Detergents*, as well as Chairman of the Committee of the Fraunhofer-Institute for Applied Polymer Research, Colm. At the University of Applied Science, Krefeld, he holds the title of Honorary Professor for Innovation Management.

## ■ P. Scott Bening, President and CEO, Principal, Board Member, MonoSol, USA

Mr. Bening started his career as Chemist and Technical Marketing Rep with Textron and Bayer AG (Mobay) in the water-based coatings and resin industry until joining Chris Craft Industries in 1989 as the Director of Sales & Marketing. He spearheaded the emergence of Chris Craft's water-soluble products through chemistry advances, global marketing systems, and joint development partnerships. Mr. Bening was named Vice President and General Manager of MonoSol in December of 1996, and in 2001, Scott orchestrated and managed the buyout of MonoSol from Chris Craft Industries.

He has since been directing the company's business activities as President, CEO, and Board Chairman. Mr. Bening also started MonoSol Rx, the inventor of Pharmfilm® pharmaceutical Oral Drug Delivery Systems, and in 2006, directed the spinoff of Rx into a successful, separately held entity. In 2007 Mr. Bening set up and executed an investment transaction with Catterton Partners to purchase the majority of MonoSol, LLC. Throughout this period, Mr. Bening was responsible for developing MonoDose® and MonoSol's overall strategic growth plans and business direction. He holds a Bachelor's of Science degree in Chemistry from St. Lawrence University (1981) and a Bachelor's degree in Business Administration from the University of Illinois at Chicago (1994), and is a named inventor on six patents involving MonoSol technology. Mr. Bening is a member of the Chicago's Entrepreneurship Hall of Fame (2005) and was named Fellow in the Indiana Society of Innovators in 2010.

Mr. Bening is married with two sons, and enjoys giving of his personal time as a member of the Marian High School Board of Advancement Directors, an officer in the Crown Point Hockey Association, and the drummer for the First United Methodist Praise Band.

## Day 2

### In order of presentation

#### ■ Motoki Ozaki, CEO, Kao Corporation, Japan

Motoki Ozaki has served as the Representative Director, President and CEO of Kao Corporation since 2004.

He joined Kao Corporation in 1972, and since then he has had a great deal of experience such as: a brand manager of Marketing Planning in 1986, president of Kao Sales Company—Hokkaido Region in 1990, director of Project of Innovative Marketing in 1994, vice president of Personal Care business in 1996, vice president of Baby and Feminine Care business in 1998, vice president of Marketing—Kao Sales

Company in 1999, President of Prestige Cosmetics in 2000, a board of directors / Executive Officer of Global Fabric and Home Care in 2002.

Other than the position of KAO Corporation, Mr. Ozaki currently serves as; a member of board of directors of the Consumer Goods Forum, the Administrative Director of Oil & Fat Industry Kaikan, the Vice Chairman of Japan Soap and Detergent Association and the Vice Chairman of Japan Packaging Institute.

Motoki Ozaki was born in Nagasaki Prefecture, Japan in 1949. He graduated from Keio University in 1972 majoring in Administration Engineering.

#### ■ Frank Pacholec, Vice-President Research and Development/Corporate Sustainability Officer, Stepan Company, USA.

*Not available at press time.*

#### ■ Neil Renninger, Co-Founder and Chief Technical Officer, Amyris, USA

Neil Renninger, PhD, has a cross-disciplinary understanding of both the microworld of Strain Engineering and the macroworld of Chemical Engineering. He received a Doctorate degree in Chemical Engineering from the University of California, Berkeley, studying the metabolic engineering of bacterial cells for chemical transformations. Dr. Renninger received undergraduate training in Chemical Engineering at the Massachusetts Institute of Technology, where he simultaneously earned an MS in Environmental Engineering. While a post-doctoral Fellow at the University of California, Berkeley, Dr. Renninger focused on the proteomics of isoprenoid-producing plants and microbes. Dr. Renninger has also been recognized by *Technology Review* magazine as one of the world's top innovators under the age of 35.

#### ■ Andy Shafer, EVP, Sales & Marketing, Elevance Renewable Sciences, USA

Andy has more than 20 years of experience in specialty chemicals and plastics, building businesses and leading global multifunctional teams, and is responsible for managing a portfolio of business opportunities focused on developing industrial products from modified vegetable oils. An original executive in Cargill-Dow (now NatureWorks, LLC), Andy was a Commercial Director, responsible for establishing the packaging and fibers businesses and the company's initial customer base in Asia. During his career, Andy has served as a key strategic Commercial and Business Manager for Fortune 50 businesses, built and managed organizations from their inception, and led multifunctional teams to achieve high performance and outstanding results. Andy has a Bachelor's Degree in Chemical Engineering from the University of Notre Dame with an M.B.A. degree from the University of Minnesota's Carlson School of Management.

#### ■ Michael Heinz, Member of the Board of Executive Directors, BASF SE, Germany

Michael Heinz is a member of the Board of Executive Directors of BASF SE, a position he assumed in May 2011. Heinz is responsible for the divisions Dispersions & Pigments, Care Chemicals, Nutrition and Health, Paper Chemicals, Performance Chemicals, the Polymer Research Competence Center and Perspectives, an internal program to bring the BASF business models in line with the needs of our customers in all relevant markets. Prior to this, in 2010, he was responsible for the integration of Cognis and, in 2009, he was Chief Executive Officer of Ciba and Integration Lead for Ciba. From 2005 until 2009, he was President of the Agricultural Products Division, which was renamed Crop Protection at the beginning of 2008.

In 1984, Heinz started his career with BASF as a trainee. After having held several marketing positions from 1986 until 1995, he assumed the position of General Manager of BASF Ecuatoriana, based in Quito, Ecuador. Afterwards, he held several management positions in Mexico, Germany, and the United States.

Michael Heinz was born in Mannheim, Germany, in 1964. From 1984 onward, he studied Business Administration at the College of Applied Sciences in Ludwigshafen, Germany,

## Speaker Biographies

and graduated from there in 1987. In 2000, he received his Master's of Business Administration (M.B.A) degree from Duke University, North Carolina, United States. Michael Heinz is married and has three children.

### ■ Hiromitsu Takaoka, Director of Fabric Care Research Laboratories, Research and Development Department Headquarters, Lion Corporation, Japan

Hiromitsu Takaoka is the Director of Fabric Care Research Laboratories at Lion Corporation, Japan. He joined Lion Corporation in 1988 as a research chemist in oleochemical R&D. From 1997 to 2002 he belonged to Fabric Care R&D as a Product Development Manager of laundry powder detergents. He developed a detergent with an enzyme which is suitable for cold washing and the first detergent which focused on malodor control during indoor drying.

After his work experience in business planning at company headquarters, he was named Director of Product Development for the International Division in 2006. This role has led product development of personal-care and household-care products for Asian countries outside of Japan.

Since 2008, he has been in his current position and is in charge of product development of laundry detergent, fabric finisher, and bleach additives in Asian countries including Japan.

He worked for the development and introduction of super concentrated liquid detergent as a R&D project leader.

He is also a Technical Committee member of the Japan Soap and Detergent Association (JSDA), and Detergent Committee member of the Japan Oil Chemists' Society, as well as the Director of the Japan Research Association for textile end-uses.

### ■ Dave Szczupak, Executive Vice President, Whirlpool, USA

David T. Szczupak joined Whirlpool Corporation in July of 2008 as executive vice president of the Global Product Organization (GPO), which is responsible for designing, developing, and delivering the company's products to the marketplace. GPO does this by globally managing engineering, technology, procurement, and consumer design teams to deliver best cost, best quality, and best innovation to consumers around the world.

Under Szczupak's leadership, the GPO organization is driving a bold vision and strategy focused on delivering Global Product Leadership. Whirlpool Corporation is accelerating the introduction of innovative, customer-focused products that minimize their impact on the environment while making our consumers' lives easier.

Szczupak joined Whirlpool after serving as chief operating officer of Dura Automotive Systems in Rochester Hills, Michigan, a two-billion-dollar, 15,000-employee international automotive supplier. At Dura, he provided strategic direction for product development, purchasing, manufacturing, and quality.

Before joining Dura in 2006, Szczupak worked for the Ford Motor Company for 22 years in various leadership roles. As vice president of Powertrain Operations, he led a transformation of Ford's automatic transmissions to world-class status. He also led a rationalization effort for Ford's global engine and transmission lineups, providing governance for their

architecture and technology. Later, as group vice president of Manufacturing, he spearheaded an initiative to improve quality, achieving a 22% improvement in overall quality metrics while driving lean, world-class competitiveness.

Szczupak joined Ford in 1990 as chief engineer of Jaguar Cars, following Ford's acquisition of Jaguar. Before that, he served in engineering positions with U.K.-based Jaguar Cars LTD.

Szczupak has a master's degree in automotive engineering from Cranfield University in the United Kingdom.

### ■ Harald Magg, Global R&D Group Director Dishwashing, Reckitt Benckiser Produktions GmbH, Germany

Harald Magg has studied chemistry and received his Ph.D. degree in Science in 1985 from the University of Science and Medicine in Ulm, Germany.

After university, Magg joined Hoechst AG in Frankfurt and Wiesbaden, Germany, as a research and analytical chemist in the business unit Information Technologies.

Magg began his career in Joh. A. Benckiser in 1988 as head of the Analytical Laboratory. Three years later he joined the consumer goods group of Benckiser as Product Development Manager for the brand Finish/Calgonit. In 1994 he became Category Manager of Automatic Dishwashing at Benckiser, and after the merger of Benckiser with Reckitt & Coleman he got the global responsibility for Research and Development of Automatic Dishwashing products within Reckitt Benckiser. Since 2000, Harald Magg has been the head of the German R&D facilities of RB in Ludwigshafen and serves the company as Global R&D Director of Dishwashing.

In this role, Magg is responsible for delivering all Reckitt Benckiser innovations and product initiatives in the field of dishwashing, and he is a member of the business development team ADW and the Reckitt Benckiser global R&D leadership team.

### ■ Julian Ho, Assistant Managing Director—Industry Development, Singapore Economic Development Board, Singapore

Julian Ho is the Assistant Managing Director of the Singapore Economic Development Board (EDB). He oversees EDB's initiatives in the energy, chemicals and engineering services, biomedical sciences, logistics, professional services, and consumer business sectors. He also oversees the investment promotion efforts carried out by EDB's five offices located in Europe.

Prior to this, Julian held several Director-level appointments, leading various EDB divisions including the Energy, Chemicals and Engineering Services Cluster, Europe Operations, and Eastern US and North America Operations from 1998 to 2009.

As Executive Director of the Energy, Chemicals and Engineering Services Cluster, Julian was responsible for leading EDB's efforts to develop the oil and gas and chemicals sectors, the largest manufacturing cluster for Singapore. Julian also oversaw the growth of the engineering services cluster in Singapore to become a key provider of solutions to meet key engineering challenges for Singapore and the region.

## Corporate Sponsorship Opportunities

Sponsorships are the ideal way to place your company logo and name prominently before the delegates and to enhance the meeting experience. Great opportunities are still available—visit [Singapore.aocs.org](http://Singapore.aocs.org) for details.

The Executive Committee extends thanks to the following corporate partners for becoming Singapore 2012 sponsors as of 7 February 2012:



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*Chemical Weekly* | *JSD* | *inform*

## The Exhibition

- ◆ Represents over 50 companies from around the globe
- ◆ Showcases key suppliers of equipment, chemicals, and services to the industry
- ◆ Serves as the center for Singapore 2012 networking with breaks and a reception

Space is still available...contact us today!

#### Monday, 29 October 2012

10.00 am–7.00 pm	Exhibition
10.45–11.15 am	Break
3.05–3.35 pm	Break
5.30–7.00 pm	Networking Reception

#### Tuesday, 30 October 2012

10.00 am–4.00 pm	Exhibition
10.05–10.35 am	Break
3.05–3.35 pm	Break

## Industry Innovations Incubator

*Where cutting-edge ideas are nurtured for success*

***Is your company new, relatively small, and offering an innovative product or service you want to market globally?***

The Industry Innovations Incubator is the ideal opportunity to present your cutting-edge ideas and to network with the leaders of the fabric and home care industry. As an integral part of the conference, this novel approach to showcasing emerging companies features a series of modular display units located in the exhibition hall. More details are available at [singapore.aocs.org](http://singapore.aocs.org).

### Contact us:

#### Advertising, Exhibit, and Sponsorship Sales

Liz Barrett

Phone: +1 301-215-6710 x114

Fax: +1 301-215-7704

[ebarrett@townsend-group.com](mailto:ebarrett@townsend-group.com)

#### Industry Innovations Incubator, Exhibitor Relations, and Sponsorship Fulfillment

Connie Hilson

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[connieh@aocs.org](mailto:connieh@aocs.org)

## Registration

All fees are priced in US dollars.

\$1,250 Early Rate through 26 June 2012

\$1,375 Standard Rate through 12 September 2012

\$1,550 On-site Rate after 12 September 2012

*Register online at:*

[singapore.aocs.org/registration](http://singapore.aocs.org/registration)

### Full Registration Includes:

- ◆ Pre-Conference Welcome Reception
- ◆ Networking Reception
- ◆ Presentations
- ◆ Conference Recordings
- ◆ Exhibition
- ◆ Luncheons
- ◆ Refreshment Breaks
- ◆ Conference Banquet



### Conference Recordings

Following the conference, all delegates will receive a recording of meeting presentation highlights provided on a convenient USB flash drive. Visual presentations will be synchronized with speaker video and audio.

## Social/Networking Events\*

### Pre-Conference Welcome Reception

Sunday, 28 October 2012

6.00–7.30 pm

Pavilion and Garden Terrace

Come socialize with your colleagues in this tropical setting while enjoying a selection of hors d'oeuvres and beverages.

### Networking Reception

Monday, 29 October 2012

5.30–7.00 pm

Exhibition Hall/Island Ballroom

This reception, directly following the end of the first day's session, is the ideal opportunity to meet with your colleagues and to visit the exhibiting companies. Light hors d'oeuvres and assorted beverages will be served.

### Conference Luncheons

Monday, 29 October 2012

Tuesday, 30 October 2012

12.30–2.00 pm

Garden Terrace/Pavilion/Azalea

This midday break allows time to visit with your colleagues and exhibitors. A buffet luncheon will be served each day.



### Conference Banquet

Tuesday, 30 October 2012

Sapphire Pavilion, Sentosa Island

6.00–10.00 pm

You will want to attend this casual evening featuring an impressive buffet of regional culinary specialties and assorted beverages. This exclusive dinner event is held at the Sapphire Pavilion, a beachfront open-air covered terrace on Siloso Beach, which overlooks the South China Sea. Transportation is provided from the Shangri-La Hotel.

*\*These events are included in full registration.*

## Singapore Airlines

Singapore Airlines, a proud partner of Singapore 2012, is offering reduced rates to delegates. Please email [meetings\\_usa@singaporeair.com.sg](mailto:meetings_usa@singaporeair.com.sg) for special rate and travel information.



## Optional Tours

Destination Asia is the official travel agency for Singapore 2012. For optional tour information and pricing, visit: [www.destination-asia.com](http://www.destination-asia.com).



# Singapore

This cosmopolitan city is populated with high-rise buildings and lush gardens brimming with a harmonious blend of culture, cuisine, arts, and architecture. At present, Singapore's population stands at about five million people, with English as the main language of instruction, and a mother tongue for each major ethnicity. Although small in size, Singapore commands an enormous presence in the world today with its free-trade economy and highly efficient workforce. Also, its strategic location in the region has enabled it to become a central seaport along major shipping routes.

For more information about Singapore, visit: [www.yoursingapore.com](http://www.yoursingapore.com).



## Hotels

**The hotel reservation deadline for special rates and availability is 26 June 2012.**

*All Singapore hotels have a tendency to sell out frequently. Please make your hotel reservation prior to the deadline to ensure your hotel preference.*

### Official Conference Housing: Shangri-La Hotel

Consistently ranked as one of the top luxury hotels in Asia and the world, the Shangri-La Hotel sits amid 15 acres of lush botanical gardens and is just a short stroll from the main entertainment and shopping of Orchard Road. The hotel features 750 guest rooms and suites in three distinctive wings, each offering their own special accommodations and amenities.

**Reserve your guest room by 26 June, and the buffet breakfast is complimentary!**

**GROUP RATES – All prices are in Singapore dollars.**

	Single Occupancy per night	Double Occupancy per night
Tower Wing Deluxe Room	S\$375	S\$415
Garden Wing Deluxe Room	415	455
Valley Wing Deluxe Room	575	625

- ◆ Guest rooms are subject to a 10% service charge and all prevailing taxes, currently at 7%.
- ◆ Buffet breakfast is available at S\$39, plus service charge and taxes, per person, per day.

### Alternate Housing: Traders Hotel Singapore by Shangri-La

Centrally located near the Orchard Road shopping district, the Traders Hotel Singapore offers contemporary comfort and award-winning Shangri-La service for the value-conscious traveler. This hotel is just a short cab ride away from the Shangri-La Hotel, which is where the Singapore 2012 Conference and Exhibition will be held. The Trader's Hotel is also just minutes away from the renowned Botanic Gardens, and just 25 minutes from Changi International Airport.

**GROUP RATES – All prices are in Singapore dollars.**

	Single Occupancy per night	Double Occupancy per night
Deluxe Room	S\$275	S\$295

- ◆ Guest rooms are subject to a 10% service charge and all prevailing taxes, currently at 7%.
- ◆ Rates include daily breakfast for one (single occupancy)/two (double occupancy) and wired high-speed internet access or wi-fi.

## Reservation Details:

**Please make your reservation by 26 September 2012 to ensure availability and the group rate at either of the hotels.**

- ◆ Guests are charged a deposit of one night's stay at the time of reservation booking.
- ◆ Guests who cancel on or before 26 September 2012 forfeit the deposit.
- ◆ Cancellation, shortening of stay, or no-show after 26 September 2012 will result in charge for the entire duration of the stay originally booked.
- ◆ If you are arriving prior to 26 October or staying after 31 October please use the housing form or contact group reservation coordinator. Group rates are available for those dates, based on space availability, but are not available for online booking.

**Please visit [singapore.aocs.org](http://singapore.aocs.org) for detailed hotel information, online reservation link, and hotel housing forms (PDF) for each hotel.**

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## REGISTRATION INFORMATION

Singapore  
2012



**World Conference on Fabric and Home Care**

*Where global leaders shape the future of the fabric and home care industry to enhance our quality of life.*

[singapore.aocs.org](http://singapore.aocs.org)