

Join leading professionals at one of the most influential conferences for the detergents industry!

6th World Conference on Detergents

Defining and Designing Our Future

9–12 October 2006

**Montreux Convention & Exhibition Centre
Montreux, Switzerland**

Sponsored by:

The American Oil Chemists' Society (AOCS)

The Comité Européen des Agents de Surface et leurs Intermédiares Organiques (CESIO)

The International Association of the Soap, Detergent, and Maintenance Products Industry (AISE)

The Japan Oil Chemists' Society (JOCS)

Japan Soap & Detergent Association (JSDA)

The Soap and Detergent Association (SDA)



**REGISTRATION
INFORMATION**



The evolution continues...

This four day conference is the sixth in a series spanning nearly 30 years. The World Conference on Detergents has been the place to learn and network with the best in the industry. The *6th World Conference on Detergents* will continue in that tradition, delivering a program combining both business and technical presentations focused on forward-looking, strategic, and progressive ideas. In addition to the opening keynote by Patrick Cescau, Chief Executive Officer of Unilever, there will be several other keynote presentations from high-level internal and external executives.

Over 750 executives in the areas of business management, research, product development, technical service, product formulation, processing, production, marketing, and raw materials will assemble in Montreux to *Define and Design* the future of the industry. Attend and be among the first to learn of the new developments and where the industry is headed!

Participating Organizations

Canadian Consumer Specialty Products Association (CCSPA)

Consumer Specialty Products Association (CSPA)

Journal of Surfactants and Detergents

HAPPI

The Swiss Cosmetic and Detergent Association

www.aocs.org/meetings/montreux

Montreux, Switzerland— What more can you ask for?

When in Montreux, take a deep breath and scan the horizon. There is Lake Geneva (Lac Lemman), mountain ranges of the Mont Blanc, the Matterhorn, the Pre-Alps, and dozens of other peaks soaring to 4,000 meters tall. Vineyards dot the lake-side terraces and reflect a gentle joie de vivre. In the middle of all this splendor lies the charming city Montreux, the pearl of the Swiss Riviera. For more information on Montreux, visit the Montreux Tourism website at www.montreux.ch.

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Montreux Convention & Exhibition Centre
Montreux, Switzerland

What you will gain by attending:

Knowledge

The program will combine both business and technical presentations focused on forward-looking and strategic ideas by key invited industry leaders.



Networking

Meet colleagues and industry leaders from all over the world to exchange new ideas and information while gaining new business opportunities. Enjoy the many social events planned to provide the perfect opportunity for socializing informally and networking with colleagues, and take advantage of the opportunity to visit with the 30+ exhibiting companies.



Business Opportunities

The 2006 conference schedule will provide ample time to conduct business while you are away from the office, without having to miss the presentations. In addition, wireless internet service will be provided on the main level of the Montreux Convention Centre to keep you connected.



6th World Conference on Detergents Defining and Designing Our Future

The Organizing Committee



David Duncan



Keith Grime



Dale S. Steichen



Michael F. Cox

Executive Committee

General Chair:

David Duncan, Senior Vice President, Research and Development, Home and Personal Care, Unilever, United Kingdom.

Co-Chairs:

Keith Grime, Vice President, Corporate Research and Development, The Procter & Gamble Co., USA.

Dale S. Steichen, Vice President, Research and Technology, Akzo Nobel Surfactants, USA.

Past Conference Chair:

Michael F. Cox, Research Manager, Alcohols and Surfactants, Research and Development, Sasol North America Inc., USA.

Program Committee

Masahiko Abe, Professor, Dept. of Tokyo University of Science, JOCS, Japan.

José Luis Berna, Research and Development Director, PETRESA, Spain.

Paul-Joel Derian, Group Vice President, Research and Development, Rhodia, France.

Jack DiMaggio, Director, Global Fragrances and Flavors, Colgate-Palmolive Company, USA.

Richard Ellis, Senior Vice President, Global Research and Development, Reckitt Benckiser, United Kingdom.

Erik Gormsen, Vice President, Novozymes A/S, Denmark.

Itsuo Hama, Director, Household Research Laboratories No.1 of Household Products Division, Lion Corporation, Japan.

Karlheinz Hill, Director, Care Chemicals Technology, Cognis Deutschland GmbH, Germany.

Toyoteru Kanda, Senior Managing Director, Japan Soap and Detergent Association, Japan.

Hendrik (Rene) Lammers, Vice President, Research and Development HPC Europe, Unilever Research and Development, United Kingdom.

Tony Latella, Business Director, BASF Corporation, USA.

Kathy Lichtenwald, Senior Research and Development Leader, The Dow Chemical Company, USA.

Victoria Meyer, Global Marketing Manager, NEODOL Alcohols and Ethoxylates, USA.
Rodrigo Olmedo, Director-General, DETERTEC, Ecuador.

Ernie Rosenberg, President and CEO, The Soap and Detergent Association, USA.

Fred Schambil, Head of External Relations and Testing, Research and Development Laundry Care, Henkel KGaA, Germany.

Richard Sedlak, Vice President, Technical and International Affairs, The Soap and Detergent Association, USA.

Valerie Sejourne, Director, Communication Affairs, AISE, Belgium.

Christiaan Thoen, Director, Fabric and Home Care Technology Division, The Procter & Gamble Company, USA.

Manfred Trautmann, Director, New Business Development, Clariant International Ltd., Division Functional Chemicals/Detergents Business, Germany.

Masaki Tsumadori, Vice President, Global Research and Development/Fabric and Home Care, Kao Corporation, Japan.

Rob van der Meij, Global Business Manager, Higher Olefins and Derivatives, Shell Chemicals Europe B.V., The Netherlands.

Siegfried Winkelbeiner, Head of Business Line Detergents and Hygiene, Ciba Specialty Chemicals Inc., Switzerland.

Schedule of Events Overview

Monday, 9 October 2006

17.30–19.00	Welcome Reception Le Montreux Palace Le Petit Palais–Leman AB Ballroom and Courtyard
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Tuesday, 10 October 2006

8.30–17.30	Guest Tour to Switzerland, Italy, and France
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9.00–17.30	Program Sessions Auditorium Stravinski Montreux Convention & Exhibition Centre
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10.00–18.30	Exhibition Exhibition Hall Montreux Convention & Exhibition Centre
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17.30–18.30	Exhibition Reception Exhibition Hall Montreux Convention & Exhibition Centre
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Wednesday, 11 October 2006

9.00–17.15	Program Sessions Auditorium Stravinski Montreux Convention & Exhibition Centre
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10.00–18.15	Exhibition Exhibition Hall Montreux Convention & Exhibition Centre
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17.15–18.15	Exhibition Reception Exhibition Hall Montreux Convention & Exhibition Centre
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19.00–23.00	Conference Reception and Banquet The Montreux Casino
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Thursday, 12 October 2006

9.00–17.15	Program Sessions Auditorium Stravinski Montreux Convention & Exhibition Centre
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10.00–15.00	Exhibition Exhibition Hall Montreux Convention & Exhibition Centre
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Full-Technical Registration Includes:

- ◆ All Conference Sessions
- ◆ CD-ROM
(to be sent to all delegates after the conference)
- ◆ Exhibition
- ◆ Exhibition Receptions
- ◆ Welcome Reception
- ◆ Breaks
- ◆ Conference Banquet



Full Registration

- U.S. \$875 on or before 18 June 2006
- U.S. \$950 on or before 18 August 2006
- U.S. \$1,025 after 18 August 2006

MORNING • 9.00–12:00

Presiding:

David R. Duncan, Conference General Chair, Senior Vice President, Research and Development, Home and Personal Care, Unilever, United Kingdom.

Keith Grime, Conference Co-Chair, Vice President, Corporate Research and Development, The Procter & Gamble Co., USA.

OPENING KEYNOTE ♦ Defining and Designing Our Future.

Patrick Cescau, CEO, Unilever, United Kingdom.



Break

Global Retailers and Their Impact on the Direction of the Business.

Neil Stern, Senior Partner, McMillan Doolittle LLP, USA.

Textiles and Their Influence on the Detergent Industry.

Robert L. Kirkwood, Chief Technology Officer, INVISTA Apparel, USA.



Two Hour Lunch Break

AFTERNOON • 14.00–17.45

Presiding: Thomas Mueller-Kirschbaum, Corporate Vice President, Research and Development, Technology and Supply Chain–Laundry and HC, Henkel KGaA, Germany.

KEYNOTE ♦ The Future of Home Care.

Jorge Mesquita, President, Global Home Care, The Procter & Gamble Company, USA.

China: An Economic and Consumer Perspective.

Lois Dougan Tretiak, Senior Advisor, China Economist Intelligence Unit, China.

Smart Detergents for an Intelligent Universe.

Richard W. Oliver, CEO, American Learning Solutions, USA.



Break

The Home of the Future and Implications for the Business.

Stefano Marzano, CEO and Chief Creative Director, Philips Design, The Netherlands.

KEYNOTE ♦ Advertising Trends.

Tom Bernardin, CEO, Leo Burnett Worldwide, USA.

The Montreux Convention & Exhibition Centre

The program sessions will be held in the Auditorium Stravinski, a state-of-the-art auditorium renowned as one of the most acoustically superior facilities in Europe. The exhibition will be held directly below on the entrance level of the centre. The Montreux Convention & Exhibition Centre is located across the street from Le Montreux Palace, headquarters hotel for the conference, and is within walking distance to most other conference hotels.

MORNING • 9.00–12.00

Presiding: Dale S. Steichen, Conference Co-Chair, Vice President, Research and Technology, Akzo Nobel Surfactants, USA.

KEYNOTE ♦ An Analyst's Perspective on the Chemical Industry.
Michael Eastwood, Managing Director, Morgan Stanley, United Kingdom.

The Impact of Chemical Regulatory Issues on the Cleaning Products Business.

Ernie Rosenberg, President and CEO, The Soap and Detergent Association, USA.

Nanotechnology—Opportunities and Possibilities.

Tim Harper, CEO, Cientifica, United Kingdom.



Break

Supply of Key Raw Materials into Surfactants.

Speaker TBA, Sasol Olefins and Surfactants, Germany.



Two Hour Lunch Break

AFTERNOON • 14.00–17.15

Presiding: Michael F. Cox, Past Conference Chair, Research Manager, Alcohols and Surfactants, Research and Development, Sasol North America, Inc., USA.

Biotechnology in Detergents.

Per Falholt, Vice President, CSO, Novozymes, Denmark.

Opportunities and Innovations in Packaging for the Detergent Industry.

William C. Young, President and CEO, Plastipak Packaging Holding, USA.

New Models for Business Development and Innovation in the Chemical Industry.

Michael Zeitler, General Manager Innovation Unit, Akzo Nobel Chemicals, The Netherlands.

The Oleochemical Industry—Trends and Impact of Growth in Asia Pacific and China.

M.C. Menon, Vice President Marketing, Pan Century, Malaysia.



Break

The Petroleum Industry—Trends and Impact of Growth in Asia Pacific and China.

H.K. Lim, Executive Chairman, Shell Companies in China, Shell China Limited, China.

KEYNOTE ♦ The Supply Equation—Value and Innovation.
Beate Ehle, Group Vice President, Performance Chemicals for Detergents and Formulators Europe, BASF Aktiengesellschaft, Germany.

MORNING • 9.00–12.00

Presiding: David R. Duncan, Senior Vice President, Research and Development, Home and Personal Care, Unilever, United Kingdom.

Manfred Trautmann, Director, New Business Development, Clariant GmbH, Division Functional Chemicals, Germany.

KEYNOTE ♦ Industrial Packaging and Graphic Design.

Richard Seymour, Founder and Director, Seymourpowell, United Kingdom.

PLCM (Product Life–Cycle Management): A Key Strategic Platform in Successful Innovation.

Mary de Wysocki, Director Innovation Team, Internet Business Solutions Group, Cisco Systems, Inc., USA.



Break

The Role of Sensory in Driving Preference.

Marcella Bartoletti, HPC Research and Development, Strategy and Operations Director, Unilever Italia S.p.A, Italy.

Designing I & I for the Future.

Freek Schepers, Director Global Innovation Program, JohnsonDiversey, The Netherlands.



Two Hour Lunch Break

AFTERNOON • 14.00–17.30

Presiding: Richard Ellis, Senior Vice President Global Research and Development, Reckitt Benckiser, United Kingdom.

Tools and Devices.

Shuusuke Kakiuchi, Director, Global Research and Development–Home Care, Kao Corporation, Japan.

Indispensable Technologies for Future Laundry Detergents.

Itsuo Hama, Director of Household Research Laboratories No 1, Household Production Division, Lion Corporation, Japan.

Fabric Conditioners.

Rainer Jeschke, Product Development Director, Laundry Care, Henkel KGaA, Germany.

Household Cleaners.

Keith Sugden, Category Group Director, Research and Development, Surface and Germ Protection, Reckitt Benckiser, USA.



Break

CLOSING SESSION

Speaker Biographies

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(Biographies are listed by day of presentation, in alphabetical order.)

Tuesday, 10 October 2006

Day I: The Future of the Industry



Tom Bernardin is chairman and Chief Executive Officer for Leo Burnett Worldwide, and is responsible for the global operations of the 8th largest advertising agency in the world. Spanning more than 80 countries and more than 200 operating units, Tom's goal is to ensure Burnett is the best in the world. Throughout the course of Tom's 30 years in the industry, he has overseen the marketing and evolution of numerous leadership brands. Today, his leadership inspires teams globally on world-class clients such as Philip Morris, General Motors, Procter & Gamble, Kellogg's, and McDonald's. Previously, Tom was Chief Executive Officer of Lowe New York, the flagship office of Lowe Worldwide. He was also President and Chief Executive Officer of Bozell, which he helped grow at an unprecedented pace and helped reach new creative heights during his tenure. Tom is a graduate of Hillsdale College.



Patrick Cescau was appointed Group Chief Executive of the combined Unilever PLC and Unilever N.V. business in April 2005, and is the first person to hold this new position in the company's history. He began his career in 1973 when he joined Unilever France as an organization officer, and has held senior positions with Unilever in Germany, The Netherlands, Indonesia, Portugal, and in the USA. He is a non-executive director of Pearson PLC and a Conseiller du Commerce Extérieur de la France in Holland. He was awarded the Légion d'Honneur in January 2005. Patrick was educated at ESSEC, graduating with a business degree, and later an MBA with distinction from INSEAD.



Robert L. Kirkwood is the Chief Technology Officer at INVISTA Apparel, USA. Throughout his career he has held a variety of positions with responsibilities including corporate strategic planning, new product development, and asset cost productivity. Since beginning as a Research Engineer for DuPont in 1987, he has grown to become an industry expert in the textile industry. Before his current role, Robert held a variety of positions at DuPont including Research and Development Director at Apparel & Textile Sciences; Research and Development Manager at Nylon Fiber; Technical Manager at BUTACITE(R); and Research Engineer at Fluoropolymers. Robert holds a Ph.D. in Chemical Engineering from the University of Massachusetts and a Bachelor of Science from Lehigh University.



Stefano Marzano has been Chief Executive Officer and Chief Creative Director of Philips Design in The Netherlands since 1991. During the early part of his career, he worked on a wide range of assignments for several design firms. In 1978, he joined Philips Design in The Netherlands as Design Leader for Data Systems and Telecommunication products. He returned to Italy in 1982 to direct the Philips-Ire Design Centre (Major Domestic Appliances), becoming Vice President of Corporate Industrial Design for Whirlpool International (a joint venture of Whirlpool and Philips) in 1989. He holds a doctorate in Architecture from the Milan Polytechnic Institute, lectures regularly throughout the world, and publishes articles related to design and design management.

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Tuesday/Day I Speaker Biographies, continued:


Jorge Mesquita is the President of Global Home Care at The Procter & Gamble Company in the USA. After joining Procter & Gamble Research and Development in Venezuela in 1984, he moved quickly into the Marketing organization in 1986. Since that time, he has had a variety of Marketing and General Management assignments in the Beauty Care, Fabric and Home Care, Oral Care, and Paper businesses throughout Latin America. Jorge moved to Cincinnati in 1999 and became President of the Global Home Care business in 2001. He has a graduate degree in Chemical Engineering from the Florida Institute of Technology.



Richard W. Oliver is co-founder and Chief Executive Officer of American Sentinel University, founded in 2000. He is a Visiting Professor of Management at Cornell University's Johnson Graduate School of Management, and was professor of management at the Owen Graduate School of Management at Vanderbilt University. The Exec MBA strategy program he co-taught at Vanderbilt was ranked #3 in the world by *BusinessWeek*. Dr. Oliver served 23 years in management with Nortel Networks and the Dupont Company. He is the author of *The Biotech Age* (2002), as well as five other books on business and technology. He holds a B.S. from Cornell University and a Ph.D. from the State University of New York.



Neil Z. Stern is a partner of McMillanDoolittle, specializing in the area of strategic planning and the development of new retail concepts. During his career at McMillanDoolittle, he has developed strategies and new concepts for a diverse variety of clients across the retail industry. He leads the company's food consulting practice, extending to numerous international engagements and numerous retailers across all key retail categories. He is editor of McMillanDoolittle's *Retail Watch* newsletter, and a contributor to *International Trends in Retailing*, *Crain's Chicago Business*, and *Chain Store Age*. He has given dozens of presentations at internal company meetings, as well as key industry trade groups. He is an honors graduate of Columbia University and has attended Northwestern's Kellogg MBA program.



Lois Dougan Tretiak is the Senior Advisor, China Economist Intelligence Unit in China. Bringing more than 25 years of experience working on China issues, Lois advises companies on China investment strategies and implementation. Between 1993 and 2002, she developed and chaired ten Economist Conferences' Roundtables with the Government of the People's Republic of China (PRC). She directed, edited, and partially wrote one of the earliest studies of private investment in China, as well as directing and co-authoring the followup study; both were published by the Economist Intelligence Unit. Prior to joining The Economist Group, she was editor of East Asian Research Centre, Harvard University; editor of East Asian Legal Studies Program, Harvard University Law School; assistant editor of *Far Eastern Economic Review*; and lecturer on Social Science Division, York University, Toronto. A graduate of the University of Pittsburgh, she also attended Yale University, the East-West Centre in Honolulu, Hawaii, and the University of Hong Kong Chinese Language School.

(Biographies are listed by day of presentation, in alphabetical order.)

Wednesday, 11 October 2006

Day II: The Future of the Supply Chain



Michael Eastwood is the Managing Director at Morgan Stanley in London. He joined Morgan Stanley in August 1999 and covers the equities of the European chemical sector. From 1995 to 1999, he was a member of Dresdner Kleinwort Benson's pan-European Chemicals research team and headed coverage of the UK sector. Prior to that, Michael worked in the Investment Banking department of NatWest Markets. In 2003, Michael was the most highly ranked individual chemical analyst in Europe and headed the European chemical team to a runner up position in the Institutional Investor survey. He holds a joint MA (Hons) in Political Studies and International Relations from Aberdeen University.



Beate Ehle is the Group Vice President of Performance Chemicals for Detergents and Formulators Europe, BASF Aktiengesellschaft in Germany. Joining BASF in 1990, she began her career as a research chemist for the Performance Chemicals, moving on to develop ingredients for detergents and cleaners, marketing for surfactants, and serving as a team leader of the marketing unit. She has also served as Group Vice President for BASF's Global Business Unit, Alkylene Oxides and Glycols, and was the Technical Managing Director at BASF Venture Capital GmbH. She studied chemistry at the Julius Maximilian University in Würzburg, Germany, and she was awarded a doctorate for a thesis on the chemistry of organo-metal complexes in 1990.



Per Falholt is Executive Vice President and Chief Scientist Officer for Research and Development at Novozymes in Denmark. He joined Novo in 1984 as a research chemist in the Enzyme Research and Development pilot plant. In 1987, he was appointed manager of the Detergent Enzyme Division, and in 1990, was the director responsible for the application and development of new products for the detergent industry. In 1995, he joined the newly formed Enzyme Development and Applications (EDA) division as director for Application Technology II before moving to Raleigh, North Carolina, USA, to run the EDA unit in 1997. He was appointed Corporate Vice President in 1999 with responsibility for Enzyme Development and Application, and beginning in May 2000, he was appointed Corporate Vice President of Enzyme Business Research and Development. Prior to joining Novo Nordisk, Per Falholt worked at the Technical University of Denmark, where he took his M.Sc. in chemical engineering in 1983.



Tim Harper is a (nano)technology entrepreneur, founding London based Cientifica Ltd., the world's leading source of global business intelligence about nanotechnologies, and Nanosight, a Salisbury based optical nanoscopy company. He is one of the world's foremost experts on commercialization of technologies, with experience gained in both venture capital and the laboratory from San Francisco to Singapore. Tim has given over 100 invited talks on technologies ranging from economic implications to nanotoxicology. He has been published in journals and magazines ranging from *Nature* to *The Economist*, and acts as an advisor to a number of FTSE 100 companies and governments around the globe.

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Wednesday/Day II Speaker Biographies, continued:



Lim Haw Kuang is the Executive Chairman at Shell Companies in China. He joined Shell in 1978, and has since served in various capacities in IT, Finance, Natural Gas, Exploration and Production, Oil Products, and Corporate Head Offices in different Shell operations. He is currently a Board Director of China Business Council for Sustainable Development. He is also the Honorary President of Business Council for Sustainable Development in Malaysia and has been awarded state honors by the Malaysian government. He studied at the Imperial College of the University of London under a Shell scholarship and graduated with a Computing Science degree in 1978. In 1985, he was sponsored by the company to study at the International Management Institute in Geneva and graduated with a MBA in International Management.



M.C. Menon became the Vice President of Marketing at Pan Century in Malaysia during the year 2000 after overseeing the global sales of Fatty Acids and Glycerine at Pan Century for nine years. He is one of the most experienced oleochemicals marketers in the Asian region today. Previous to that milestone, he joined Bayer India Ltd. as a Management Trainee in the Rubber Chemical Division in 1973. He rose quickly and was designated as Regional Manager in 1980. In 1990, he joined the Aditya Birla Group of Companies to look after marketing of their Carbon Black in India. He graduated from the University of Madras, majoring in Physics, with minors in Chemistry and Mathematics.



Ernie Rosenberg is the President and Chief Executive Officer of the U.S. Soap and Detergent Association. Prior to joining SDA in 1999, Ernie spent more than two decades in environmental health and safety management in corporate and government environmental management positions. He now chairs the International Product Policy Working Group of the U.S. Council for International Business, and recently was Head of the Delegation for the International Chamber of Commerce in the negotiation for the UN Environment Programme's *Strategic Approach to International Chemicals Management*. He serves on the board of directors of the Canadian Consumer Specialty Products Association, the Environmental Law Institute, and the Alliance for Chemical Awareness. Ernie has a J.D. degree from the New York University School of Law and an undergraduate degree from the University of Rochester, Rochester, New York.



William C. Young is the President and Chief Executive Officer of Plastipak Packaging Holding, a global supplier to major consumer product companies. He began his career working for Ford Motor Company, and for the past 30 years has worked in the packaging industry. He directs and has majority ownership in numerous companies including Absopure Water Company, Whiteline Express Ltd., Clean Tech Inc., and the W.P. Young Company. Involvement in his community includes sitting on the board of directors at the University of Detroit Mercy and the board of directors at Independent Bank. He is an active member of the 21st Century Club (a non-partisan political action committee), President of the Dollars for Scholars Willow Run/Ypsilanti chapter, and was previously appointed to the Michigan State Parks Foundation by Governor John Engler. He graduated from the University of Detroit with a degree in Electrical Engineering during 1964 and later attended the Detroit College of Law.

(Biographies are listed by day of presentation, in alphabetical order.)

Wednesday/Day II Speaker Biographies, continued:



Michael Zeitler is the General Manager of Akzo Nobel Chemicals Innovation Unit in The Netherlands. Shortly after receiving his degree, he joined the scientific software group of the Verlag Chemie (VCH) as a specialist for scientific software solutions. Two years later, he transferred to Akzo Nobel Düren (Germany), where he worked in different functions, like Information Manager, Section Head Administration and Services, and Research Centre Service Manager. In 1996, he got involved in the business excellence process of Akzo Nobel as Group Quality Manager of the Chemicals Group, and in 1999, he joined the Business Unit Akcros as Marketing Manager for the product group Polysulphides. He studied Chemistry and Physics at the University of Münster, and completed his thesis in the area of theoretical organic chemistry.

Thursday, 12 October 2006

Day III: Bringing it to Market



Marcella Bartoletti has been Research and Development Strategy and Operations Director for Home and Personal Care (HPC) at Unilever since 2003. She has 14 years experience at Unilever, including extensive product development and consumer insight experience gained especially on household cleaning, personal wash, and hand dishwashing products. Since 2000, she has led the HPC strategy on Fragrance, and in the past year, she has taken on the responsibility for leading the Sensory strategy on behalf of HPC. She graduated with a first-class honors degree in organic chemistry from the University of Milan in 1991. Work from her thesis on enzyme mimicking approach was published in the *Journal of Organic Chemistry*, 1991.



Itsuo Hama has been the Director of Household Research Laboratories No. 1, Household Production Division, at the Lion Corporation in Japan since 2004. He joined the Department of Research and Development, Lion Fat & Oil Co. Ltd in 1977. From 2002–2004, he assumed responsibilities as Director, Process Development Research Center, Lion Corporation, and from 2004–2005 was Vice President of the Japan Oil Chemists' Society. He received a Bachelor of Engineering from Waseda University in 1977 and a Doctor of Engineering from Waseda University in 1998.



Rainer Jeschke is Research and Development Director of Laundry Care within the Henkel Detergents Division. His responsibilities include: Fabric Finishers (mainly Fabric Softeners, but additionally related products like ironing, water, etc.), Light Duty Detergents (for woollens and fine fabrics), and Laundry Additives (Stain Removers, Delicate Bleaches, and Hypochlorite Bleaches for Laundry). He has been with the Henkel Company for 18 years, the AISE Task Force member for Fabric Softeners for 5 years, and has served as speaker at several international conferences like SEPAWA, ISF, and AOCS. Before joining Henkel, he spent a year working on post-doctoral research at the University of Fribourg in Switzerland with a grant from Ciba-Geigy. He obtained his diploma and Ph.D. in Chemistry at the University of Bonn.

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Thursday/Day III Speaker Biographies, continued:



Shuusuke Kakiuchi has been the Director of Global Research and Development—Home Care, including Cleaning Wiper Products, at the Kao Corporation in Japan since 2004. He joined Kao Corporation in 1986 and managed Cleaning Wiper Products in the Research and Development division from 1997 to 2000. He developed and successfully launched many cleaning wiper products, such as flushable toilet wipes and a floor cleaning device. These products have led to the creation of the new market category throughout the world. He graduated with a master's degree in Biochemistry from Kyushuu University.



Richard Seymour is Co-Founder and Director of Seymourpowell, and is one of Europe's best known product designers. Trained as a graphic designer and illustrator initially, his career has taken him from book and record-sleeve design, through advertising and film production design, to a commanding position on the international stage with Seymourpowell. Regarded as one of the world's leading Product Design consultancies, Seymourpowell has won numerous design awards for its work over the past 20 years. In addition to his work at Seymourpowell, Richard is a trustee of the Design Museum in London, Past President of the British Design and Art Direction, and Consultant Design Director to Lever Faberge in London and New York. He learned his skills at the Central School of Art and Design and the Royal College of Art, where he recently served as Visiting Professor.

Freek Schepers information not available at press time.



Keith Sugden is the Category Group Director of Surface Care and Germ Protection Research and Development at Reckitt Benckiser in New Jersey. His work experience includes scientific research for the Scientific Civil Service in London and a succession of Research and Development management roles for Reckitt & Colman and Reckitt Benckiser, including Head of Over-The-Counter Product Development, Head of Technology Licensing, Director of the New Technology Group, as well as his current title. He has a degree in Applied Chemistry from the University of Salford.



Mary de Wysocki is the consulting lead for the Cisco IBSC's Network Accelerated Innovations (NAI) practice. With over 20 years of information and communications experience, Mary has a significant background in application and solutions development. From 2000 through 2005, Mary led IBSC's Workforce domain, developing advanced technologies solutions for Finance, HR, Legal, Communications, and Learning organizations. She was critical to the development of the Workforce Optimization, e-HR, e-Learning, and Internet culture solutions, and delivered 300+ executive briefings. Before joining Cisco's IBSC, Mary managed the Industry Marketing and Solutions Group at Siemens Information and Technology. Siemens Information and Technology also named Mary the first female Systems Engineering Master. She holds a B.A. from Wheaton College and a J.D. from Pace University School of Law.

Poster Presentations

Volunteer poster abstracts are now being accepted for display during the *6th World Conference on Detergents*. Persons wishing to present a poster should submit an abstract for review before 1 July 2006 for inclusion in the 2006 printed conference program. Abstracts will continue to be accepted after that date, but will appear in the program addendum.

Abstracts will be reviewed by the Poster Chair and authors will be notified of acceptance. Abstracts should be prepared in English and be no more than 250 words. No tables, figures, or commercial abstracts will be accepted. Abstracts may also be submitted via e-mail attachment to meetings@aoacs.org. *Faxed abstracts will not be accepted*. If you have questions about submitting a poster abstract, please contact AOCs Meetings Department, P.O. Box 3489, Champaign, IL 61826-3489, USA; Phone: +1-217-359-5401, ext. 132, Fax: +1-217-351-8091, or E-mail: meetings@aoacs.org.

Approved Poster Presentations (As of 15 March 2006)

Biodegradation of Nonylphenol Ethoxylate, Accumulation and Ecotoxicity of Stable Metabolites and Byproducts. M. Renkin¹, A. Verhoeven², and D. Develter¹, ¹ECOVER Belgium NV, Belgium; ²Hogeschool Antwerpen, Dept. Industriële Wetenschappen & Technologie, Belgium.

The Changing Marketplace in the Middle East—Opportunities and Challenges. F.B. Malih, Fargol Research Group, Iran.

Palm Oil Methyl Esters: Feedstock for Environmentally Friendly Surfactants. S. Ahmad, P. Siwayanan, Z. Abd Murad, H. Abdul Aziz, N. Zamiah Kassim Shaari, R. Ghazali and Z. Ismail, Advanced Oleochemical Technology Division (AOTD Malaysian Palm Oil Board, Malaysia).

Delivery of Hydrophobic Biocides and Disinfectants in Water-Based Formulations. K.S. Narayanan, D. Jon, J. Patel and S.A. Papoulias, International Specialty Products, USA.

Environmental Concentration and Risk Assessment of Surfactants in Japan. N. Nishiyama¹, A. Yamamoto², and K. Miura³, Environmental and Human Safety Task Force, Japanese Soap and Detergent Association (JSDA); ¹Kao Corporation, Japan; ²Procter & Gamble Far East, Inc., Japan; ³Lion Corporation, Japan.

The EU REACH Regulatory System: Assessing OECD SIDS—Approved Chemicals—LAB and LAS as Case Studies. D.J. Kent and J.E. Heinze, CLER, the Council for LAB/LAS Environmental Research, USA; and ECOSOL, a sector group of Cefic, Belgium.

Microemulsion Formation of Palm Oil Relating to Detergency. P. Korphol¹, S. Chavadej¹, J.F. Scamehorn³, and C. Tongcumpou², ¹The Petroleum and Petrochemical College, Chulalongkorn University, Thailand; ²National Research Center for Environmental and Hazardous Waste Management, Chulalongkorn University; Thailand; ³School of Biological, Chemical and Materials Engineering, University of Oklahoma, USA.

How Do Surfactants Delay Detergent Tablets' Dissolution? N. Brielles^{1,2}, F. Chantraine^{1,3}, O. Mondain-Monval², M. Viana³, D. Chulia³, D. Roux², P. Branlard¹, and G. Rubinstenn¹, ¹EUROTAB, France; ²CRPP, France; ³GEFSOD, Faculté de Pharmacie, France.

Activated Sodium Percarbonate Co-Granules Provide Improved Bleach at Low Temperature Washing Conditions. G. Nunes¹, B. Scarella², G. Borchers³, ¹Clariant, Brazil, ²OCI, USA, ³Clariant, Germany.

New Trend For Development Visbreakin Heavy Gas Oil By Cationic Surfactants (Phase Transfere Catalysts). E. Morsi A.K., Omar A.M.A., Egyptian Petroleum Research Institute, Egypt.

The Exhibition

The three-day exhibition of supplies and services to the detergent industry is an integral part of the conference and features over 30 exhibitors from the industry. The exhibition will host the daily morning and afternoon refreshment breaks, two informal evening cocktail receptions, and will be open during the lunch breaks with food and beverages available for purchase.

Interested in exhibiting? Please contact Connie Hilson, Exhibit Specialist, AOCS, P.O. Box 3489, Champaign, IL 61826-3489, USA; Phone: +1-217-359-5401 ext. 137; Fax: +1-217-351-8091; or E-mail: connieh@aoacs.org.

Exhibition Hours

Tuesday, 10 October 2006

10.00–18.30 Exhibition
17.30–18.30 Reception

Wednesday, 11 October 2006

10.00–18.15 Exhibition
17.15–18.15 Reception

Thursday, 12 October 2006

10.00–15.00 Exhibition

Sponsors

(As of 31 March 2006)

Quest International
Exhibit Reception

Dow Corning
Conference CD-ROMS

Ecogreen Oleochemicals GmbH
Conference Portfolios

IIT/Chemithon Corporation
Conference Notepads

Sponsorships are still available!
What better way to get your name in front of over 500 key industry professionals? Please contact Connie Hilson for details.

Registered Exhibitors

(As of 15 March 2006)

Alco Chemical
Binacchi & Company
Center for Testmaterials BV/Testfabrics Inc.
Chemithon Corporation
Chimica Oggi
CLER/ECOSOL
CP Kelco
DeSmet Ballestra
Dow Europe GmbH
EMPA Testmaterials Ltd.
Firmenich
Genencor International/Danisco
IIT srl
International Specialty Products
Kemira Chemie GmbH
Laviosa Chimica Mineraria SpA
Meccaniche Moderne S.r.L. C.P.D.
Novozymes A/S
Quest International
Rohm and Haas
SELA Maschinen GmbH
Shangyu Jiehua Chemical Co., Ltd.
Sued-Chemie AG
Temix International S.r.L.
Uniqema B.V.
Warwick International Group Limited
Zhejiang Jinke Chemicals Co., Ltd.

Conference Social Events

Welcome Reception

Monday, 9 October 2006

Le Petit Palais, Lemman AB Ballroom and Courtyard, Le Montreux Palace
17.30–19.00

This event is the ideal opportunity to socialize and network with your colleagues. Enjoy hors d'oeuvres and beverages while listening to the sounds of a live jazz band. Each attendee will receive a souvenir wine glass to commemorate the conference. This event is included in the registration fee for full technical delegates. Guests, single-day delegates, and exhibit personnel may purchase tickets to attend.

Exhibition Receptions

Tuesday, 10 October 2006

Exhibition Hall
17.30–18.30

Wednesday, 11 October 2006

Exhibition Hall
17.15–18.15

Directly following the sessions, these receptions offer the perfect setting for socializing with your fellow colleagues. Light snacks and beverages will be served. This event is included in the fee for registered delegates.

Conference Reception/Banquet

Wednesday, 11 October 2006

The Montreux Casino
19.00–23.00

Registered delegates will enjoy a night of hors d'oeuvres, beverages, and a remarkable five-course banquet while relaxing to the sounds of an orchestra and a singer to entertain throughout the evening. This event is included in the registration fee for full technical delegates. Guests, single-day delegates, and exhibit personnel may purchase tickets to attend.

Optional Guest Tour

Tuesday, 10 October 2006

Tour to Switzerland, Italy, and France
8.30–18.00

Leaving Montreux with your English speaking guide, the coach will travel through part of the Rhône Valley to Martigny, the first town north of the Alps. From here, Italy's border will be crossed under the Great St. Bernard Tunnel. Enjoy typical old Italian villages with views of the Alps on the way to the town of Aosta, famous for its Roman ruins. Spend time looking at Aosta's quaint shops, as well as their market. After a delectable Italian lunch at Restaurant Le Glacier, continue the journey through the Mt. Blanc Tunnel. From there, the coach will travel to the foot of the highest peak in Europe, Mont-Blanc (15,771 ft), home to the French ski resort of Chamonix, where the first winter Olympics took place in 1924. Return full-circle to Montreux to relax after your three country tour. **Please note: passport is required.**

Conference Hotels

A variety of five, four, and three-star conference hotels are available in Montreux. All guestroom rates include breakfast, service charges, and VAT. Please note that city taxes are not included and that this tax will vary in price depending on the hotel selected.

By making your reservation at one of the conference hotels, you are eligible to receive the reduced group rates as shown below. Please note that hotels will not accept direct reservations. Contact information is included for your reference only.

To make reservations, please use the housing form in this brochure. Forms should be completed and sent to Montreux-Vevey Tourism directly at:

Montreux-Vevey Tourism
Sonia Francescato
Grand'Place 29
PO Box 747
CH – 1800 Vevey

Telephone: +41 21 962 8473
Fax: +41 21 962 8477
E-mail:
sonia.francescato@mvtourism.ch

For **online housing**, please visit the meeting housing website:
www.aocs.org/meetings/montreux/housing.asp.

The hotel reservation deadline is **4 July 2006**. Please be sure to make your reservation prior to this date to ensure space and rate availability! Confirmations will be sent within two weeks of receiving the reservation via the email or fax number provided with the reservation.

Reservation Guarantee, Cancellation, and No-Show Policy

- ◆ All reservations must be guaranteed with a credit card.
- ◆ Reservation information must include the name of the cardholder as it appears on the credit card.
- ◆ Credit cards will not be charged at the time of reservation, but with your signature, you authorize Montreux-Vevey Tourism to charge your credit card in accordance with the policies outlined on this page.
- ◆ Reservations received after the reservation deadline date of 4 July 2006 will be charged a CHF 25 late reservation fee.
- ◆ All modifications and cancellations to the original reservation must be received in writing only. A fee of CHF 25 will be charged by Montreux-Vevey Tourism for **each** modification and cancellation.
- ◆ If you cancel your reservation in writing to Montreux-Vevey Tourism more than 72 hours prior to first date of reservation, you will only be charged a CHF 25 cancellation penalty.
- ◆ If you cancel your reservation in writing less than 72 hours prior, you will be charged **75% of the entire cost of your stay**.
- ◆ If you do not cancel your reservation and are a no-show, you will be charged **100% of the entire cost of your stay**.

Five-Star Hotels ★★★★★

**Raffles Le Montreux Palace,
Conference Headquarters Hotel**
Grand-Rue 100, CH-1820 Montreux,
Phone +41 (0)21 962 12 12;
Fax +41 (0)21 962 17 17
Single CHF 390; Double CHF 390

Located across the street from the convention centre, this resplendent Belle Epoque-style hotel offers four restaurants, two bars, a lakeside swimming pool, mini-golf, a complete full-service spa, and several hotel shops. Large, elegant guest rooms feature king-size or double beds, lounge seating, in-room amenities, and balconies overlooking Lake Geneva or the mountains.

Royal Plaza

Grand-Rue 97, CH-1820 Montreux,
Phone +41 (0)21 962 50 50;
Fax +41 (0)21 962 51 51
Single CHF 320; Double CHF 320

Directly on the lakeshore, this contemporary hotel is located adjacent to the convention centre and offers a modern ambiance. This newly renovated hotel features two restaurants and a bar with a terrace, a heated indoor swimming pool, sauna, and fitness center. Guest rooms feature large private balconies, in-room amenities, and desk/sitting area.

Four-Star Hotels ★★★★

Best Western Eurotel Riviera
Grand-Rue 81, CH-1820 Montreux,
Phone +41 (0)21 966 22 22;
Fax +41 (0)21 966 22 20
Single CHF 240; Double CHF 240

A short walk from the convention centre, this modern European hotel is located on the lakeshore. The hotel has two restaurants with a terrace, and all guest rooms have a view of both Lake Geneva and the Alps. Rooms have recently been refurbished and redecorated.

Eden Palace au Lac

Rue du Théâtre 11, CH-1820 Montreux,
Phone +41 (0)21 966 08 00;
Fax +41 (0)21 966 09 00
Single CHF 240; Double CHF 240

This Victorian-style hotel is on the lakeshore, and is a short walk from the convention centre. The Old-World hotel features a gourmet restaurant with a garden terrace and bar.

Golf-Hôtel René Capt

Rue Bon Port 33-35, CH-1820
Montreux, Phone +41 (0)21 966 25 25;

Fax +41 (0)21 963 03 52
Single CHF 240; Double CHF 240
Directly on the lakeshore, in its own garden, the Golf-Hôtel offers you a wonderful view of the French Alps and the world-famous Castle of Chillon. This hotel has one of the most beautiful terraces of the Swiss Riviera. All rooms have recently been renovated, many of which have a direct view of Lake Geneva.

Grand Hôtel Suisse Majestic

Av. des Alpes 45, CH-1820 Montreux,
Phone +41 (0)21 966 33 33;
Fax +41 (0)21 966 33 00
Single CHF 240; Double CHF 240

This Belle Epoque-style hotel is centrally located and close to the main train station, shops, lakeside promenade, and convention centre. All rooms have a balcony with a view. This quaint Old-World hotel features a bar, a panoramic terrace, coffee shop, and a French, open-air restaurant.

Villa Toscane

Rue du Lac 2-8, CH-1820 Montreux,
Phone +41 (0)21 966 88 88;
Fax +41 (0)21 966 88 00
Single CHF 240; Double CHF 240

This art nouveau villa was built at the turn of the century and completely restored in 1989. This bed-and-breakfast is located across the street from the convention centre, and features a garden terrace, bar, and sauna/solarium. The Villa Toscane serves a breakfast buffet daily in the common room but does not offer services for other meals.

Three-Star Hotels ★★★

These hotels offer the charm of an Old-World bed-and-breakfast, complete with antiques and comfortable furniture. Guests will find that these hotels have hospitable hosts offering more modest accommodations and facilities. These hotels are all within a short (10-15 minutes) walking distance to the Montreux Convention & Exhibition Centre.

Bon Accueil

Grand-Rue 80, CH-1820 Montreux,
Phone +41 (0)21 963 05 51; Fax +41
(0)21 963 04 25
Single CHF 180; Double CHF 180

Helvétie

Av. du Casino 32, CH-1820 Montreux,
Phone +41 (0)21 966 77 77; Fax +41
(0)21 966 77 00
Single CHF 180; Double CHF 180

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