

# Oleoline<sup>®</sup> FIRST GLOBAL CONFERENCE FOR THE USE OF LAURIC OILS IN THE MANUFACTURE OF OLEOCHEMICALS

The Independent Oleo Reporter 



8<sup>TH</sup> MARCH 2018



KUALA LUMPUR AT THE WESTIN

FULL DAY INCLUDING LUNCH, COCKTAIL AND DINER

The objective of the conference is to provide attendees with the data and knowledge to better understand the complex mechanisms of the small but highly strategic lauric oils market.

The agenda has been defined in a way that covers the production aspects of lauric oils as well as their various applications. In addition, it aims to give participants a better understanding of some drivers of the market such as the impact of substitution by non-oleochemical products and the influence of sustainability certification.

## CONFERENCE PROGRAMME



08.00 ---- Registration and coffee stand open

09.00 ---- Introduction, Methodology and Context ----- Jonathan Heming, CEO of the HBI Group

09.40 ---- Lauric Oils Market Fundamentals ----- Dr Julian Conway McGill, Head of South East Asia, LMC International Ltd

10.10 ---- Trading PKO and CNO ----- Speaker to be confirmed

11.00 ---- Coffee break

11.15 ---- Production of Lauric Based Oleochemicals ----- Samuel Chevigny, Fatty Acids Desk, Director at HBI SAS

11.45 ---- Applications of Lauric Based Oleochemicals ----- Dr Peter A. Smith, VP Sales & Marketing, Sinarmas Oleochemicals

12.30 ---- Lunch

14.00 ---- Food Applications of Lauric Oils ----- Jass Khaw, Laurics Sourcing and Trading, AAK SA

14.30 ---- Sustainability applied to CNO and PKO ----- Cleber de Moraes, Global Purchasing Category Manager, L'Oreal  
and their Oleochemicals Applications

15.20 ---- Coffee break

15.40 ---- Potential Substitution by non-Oleochemical ----- Matthew C. Jordan, Managing Partner, Colin A. Houston & Associates  
Based Materials

16.10 ---- The Future ----- Jeffery J. Mahaffey, General Manager, HBI USA

17.00 ---- Conclusion

17.30 ---- Cocktail


19.00 ---- Gala Diner

This agenda is subject to change  
Reservation : [celine.heming@hbint.com](mailto:celine.heming@hbint.com) 1/2

## DETAILS OF THE VENUE

The Conference will be held in Kuala Lumpur at the WESTIN hotel






 Address : 199, Bukit Bintang Street, Bukit Bintang, 55100 Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaisie

The price of attending  
the conference is

USD 1,000 per participant

*taxes not included*

The price is for one full day including :

-  Lunch
-  Cocktail
-  Gala diner

- Owing to the limited number of seats available for this Conference, we will only be able to accept a limited number of participants including the Speakers.
- As a result, **we require your confirmation** or otherwise that you will attend this Conference **by end-February 2018**.
- Payment for the Conference is to be made to Oleoline by February 15th.
- Regretfully, if payment is not received by this date, we will not be able to hold your reservation firm.

- We hope you will take up this opportunity to participate in what will certainly be a reunion of players and experts involved in the Lauric Oil and Oleochemicals market worldwide.
- The objective to define how the market will develop over the next year will be the result of the combined experience and know-how of all the participants.
- We look forward to your contribution.

**Please address your questions or your demand for booking to Céline Heming, the conference coordinator at [celine.heming@hbint.com](mailto:celine.heming@hbint.com)**



*All the best – Samuel Chevigny*