



*Grand Opening of Exhibition and Conference at the Same Period*

# **The 13<sup>th</sup> International Exhibition on Surfactant & Detergent**

**Date: Apr. 14-16, 2012**

**Venue: Shanghai Everbright Convention and Exhibition Center, China**

**Organizers:** China Research Institute of Daily Chemical Industry

China National Surfactant and Detergent Industry Productivity Promotion Center

China National Committee Of Surfactant Committee

China National Industrial Surfactant Council

China National Industrial Surfactant Center

**Contractor:** China Information Center of Daily Chemical Industry

Shanghai Yihan Exhibition Service Co., Ltd.

**Co-organizers:** China National Engineering Research Center of Surfactant

China National Quality Supervision and Inspection Center of Detergents

China National Technical Committee for Standardization of Surfactants and Detergents

- ◆ ICSD 2012 “Twelfth International Conference of Surfactants and Detergents” held simultaneously
- ◆ Sole professional fair of surfactants and detergents
- ◆ Latest achievements of surfactants and detergents

## **Exhibition Introduction**

After twelve years' accumulation and practice, in the strong commitment of protecting the fundamental interests of exhibitors, the organizer adheres to the idea of scientific exhibition and provides comprehensive and high quality service for exhibitors to establish the brand, extend the market and promote sales. Currently, it has become an important exhibition for surfactant and detergent manufacturers to expand markets, grasp the industrial information, understand current trend of the international market, grasp latest technologies and sign purchase orders. This exhibition will continue to pursue a high quality and high-grade exhibition, gradually becoming professional and international, and will focus on inviting well-known enterprises at home and abroad to the exhibition and urge companies to show new products in the exhibition. Meanwhile, the biennial ICSD International Conference is also in intense preparation, and as the most influential international academic and technical fair of surfactants and detergents in China, it is attracting more and more institutions and persons for active attendance based on its unique charisma, including domestic and foreign companies and enterprises, universities, government agencies, industry associations and professionals, and becomes the most important exchange and communication channel between China and the world in the field of surfactants and detergent.

According to its features of high-end, profession and striving for perfection, this exhibition will show the latest development trends of the industry based on its grand exhibition scale, and the quantity and quality of attending purchasers and professional visitors will rise by a large margin. In the strong commitment of protecting the fundamental interests of exhibitors, the exhibition adheres to the idea of scientific exhibition and provides comprehensive and top quality service for exhibitors, helping exhibitors establish the brand, expand the market and promote sales.

### **Review on last exhibition**

The “Twelfth International Exhibition of Surfactants and Detergents” was held in Shanghai on April 27 - April 29, 2011, which attracted suppliers and industrial elites around the world to gather in Shanghai to discuss about new development trends and directions of the industry. In the efforts of the organizers, the exhibition made gratifying achievements based on the support of existing customers and positive response of new customers. 300 exhibitors from 12 countries and regions showed their new products, new technologies and new achievements in the three-day exhibition to over 8632 professional visitors from China, India, Japan, the Netherlands, South Korea, the United States, Britain, Germany and other places. The exhibition gathered lots of brands in the world including SABIC, Huntsman, AkzoNobel, Rhodia, Milliken, KLK, Deyuan, Dow, Lonkey, Kaimi, Zhejiang Transfar, Xilong, Zhejiang Jinke, Liaoning Oxiran, Jiangsu Haiqing, Qingshan, Odyssey, etc. The exhibition not only focuses on the investigation of new technologies and environmentally friendly products, but also pays more attention to exchanges with international enterprises in the same industry.

### **ICSD conference - exhibition held at the same period**

Twelfth International Conference of Surfactants and Detergents (ICSD) sponsored by China Association of Surfactant Soap and Detergent Industries and China Research Institute of Daily Chemical Industry was held at the same period with the exhibition. ICSD conference was established in 1990, held biennially, and has been successfully held for eleven times. ICSD 2010 Eleventh International Conference of Surfactants and Detergents with the subject of “Internationalized Integration of Technology and Market” clearly reflected the ICSD founding purpose of “Based in China, facing to the world and develop together”, having totally received more than 100 domestic and foreign academic exchange papers. After the review of the Academic Committee of Conference, 28 high quality papers were selected for the oral communication and more than 40 articles were selected for wall poster. Totally, more than 400 delegates of over 180 businesses from industrial circle, business circle and academic circle in the global surfactant and detergent industry from 17 countries and regions have attended the four-day conference.

### **Win-win cooperation is achieved relying on the strong exhibition resources**

In this year, the organizing committee will further strengthen the investment, and strengthens the campaign for overseas professional purchasers through the promotion on guideboards, websites, television, newspapers and similar overseas exhibitions and media, and enhances the popularity and influence of the exhibition through various forms of publicity. Meanwhile, the organizing committee will also organize targeted domestic and foreign professional purchasers to visit, negotiate and purchase, providing the “one to one” service according to the needs of exhibitors and professional purchasers to create opportunities to promote both parties’ deep cooperation.

### **If you are the supplier of following products, please reserve the exhibition booth**

☆ Silicone surfactants, bio-surfactants, fluorinated surfactants and other special surfactants: large and wide green anionic surfactants, cationic surfactants, nonionic surfactants, zwitterion surfactants: new and green surfactants, such as Fatty Acid Methyl Ester Ethoxylates (FMEE), Fatty Acid Methyl Ester Sulfonate (MES), Alkyl Polyglycosides (APG) and monoethanolamine succinylsuccinic ester;

- ☆ Alkyl benzene (AB), Ethylene Oxide (EO), Propylene Oxide (PO), Nonyl phenol (NP), Octyl phenol (OP), Ethylene Glycol (EG), Ethanolamine, Polyethylene Glycol (PEG), Ethylene Amine (EA), Fatty Acids, Fatty Alcohols, Fatty Amines, Fatty Acid Methyl Ester;
- ☆ Detergents: sodium tripolyphosphate, sodium silicate, sodium carbonate, sodium sulphate, brightener, enzyme-based agents, raw materials of wash & chemistry and its intermediate product;
- ☆ Personal and home care products: (perfumed) soap, washing powder, liquid detergent, shower gel, hand sanitizer, cleanser essence, detergents, industrial, commercial, residential washing equipments;
- ☆ Packaging technology, materials and mechanical equipment of daily chemical products;
- ☆ Other compound surfactants, detergents and research and patented technology of various surfactants and detergents;

## Details for participation

**1. Booth costs and arrangement:** Standard booth and raw space are available for this exhibition, for the participants to choose according to their demand.

★ **Standard booth cost:** Section A: 2800 USD/standard booth (9m<sup>2</sup> each);

Section B: 10800 RMB/ standard booth (9m<sup>2</sup> each);

A standard booth includes carpet, 3-side walls, fascia board with company name, 1 information desk, two chairs, one fluorescent lamp, one power socket (please advise in advance for special power consumption, which will be charged separately).

★ **Raw space cost:** Section A: 280 USD /m<sup>2</sup> (min. 18m<sup>2</sup>) Section B: 1100 RMB /m<sup>2</sup> (min. 36m<sup>2</sup>);

Raw space does not contain any racks and facilities. The participants can arrange special decoration on their own or authorize the construction company recommended by the organizer.

★ **Booth arrangement:** with the principle of “early registration, early payment, early arrangement”, the organizer will ultimately reserve the right to redeploy a few booths.

**2. Conference arrangement:** the organizer will send the Exhibitor Manual (about schedule, exhibit transportation, hotel reception, journal editing and booth construction etc.) to the participants by mail or E-mail 30 days before the show days.

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