Africa Home & Personal Care Markets

26 - 27 Sept 2018 / Johannesburg, South Africa

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ctfa
COSMETIC TOILETRY & FRAGRANCE ASSOCIATION OF SOUTH AFRICA

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Day 1 - 26 Sep 2018, Wednesday

08:00 Morning Registrations and Networking Tea/Coffee

09:00 Chairman's Remarks and Introduction

09:10 **REGIONAL OVERVIEW OF THE SUB-SAHARAN AFRICA BEAUTY AND PERSONAL CARE SECTORS**
Ms. Rubab Abdoolla, Research Analyst
Euromonitor International

09:40 **THE CROWN OF AFRICAN WOMEN: ADDRESSING DIVERSE HAIR NEEDS IN SUB-SAHARAN AFRICA**
- Characterising the needs of African hair objectively and through the consumer lens
- Addressing the various style requirements in established and growth markets

Ms. Julia Gichuri, Head of CMI and Consumer Performance Evaluation – Research & Innovation
L'Oreal South Africa

10:10 Discussion followed by Networking Refreshment

CUSTOMISED SPONSORSHIP OPPORTUNITY
Package available include **Corporate, Exclusive Luncheon & Cocktail sponsor**. Exhibition / catalogue display can be arranged upon request.
Contact **fiona@cmtsp.com.sg**

10:45 **HOME AND PERSONAL CARE MARKETS PROSPECT IN ETHIOPIA**
- Demand and supply projection and key growth sector (Home care : soap / powder & etc, personal care : skin/hair & etc)
- Rise of powder detergent vs laundry soap
- Raw materials supply chain
- Competitiveness of local production vs imported products
- Marketing and distribution challenges
- Export markets of South Sudan and Djibouti

Mr. Eyoel Shewangizaw, Deputy CEO
East African Lion Brands Industries PLC

11:15 **FORMULATING FOR NIGERIA'S CONSUMERS – EXPECTATIONS AND CHANGING TRENDS IN HOME & PERSONAL CARE SECTORS**
Mr. Uchenna Nwakanma
Head of R&D
PZ Cussons Nigeria Plc

11:45 **THE REGULATORY ENVIRONMENT IN THE SOUTH AFRICAN PERSONAL CARE AND COSMETICS SECTOR**
Ms. Dershana Valla
Regulatory Affairs Manager
Cosmetics, Toiletry and Fragrance Association of South Africa (CTFA)

12:15 Discussion followed by Networking Lunch

13:40 Chairman's Introduction

13:45 **ECONOMIC OUTLOOK OF SUB-SAHARA AFRICA**
- How resilient is African economy from external shocks
- Impact of political uncertainties & inflation
- Growth expectations & regional economic analysis – South & Sub-Sahara Africa
- Currency trends

Mr. David Faulkner, Economist, South Africa & Sub-Saharan Africa
HSBC Securities (South Africa) (Pty) Ltd

14:15 **AFRICAN LAUNDRY WASHING HABITS – HOW CAN A BRAND CATER TO THE CHANGING NEEDS & DIFFERENTIATE ITSELF**
Senior Representative
Novozymes

14:45 **EXPANDING THE LAUNDRY & HOUSEHOLD CARE MARKETS IN SOUTHERN AFRICA**
- Products differentiation in Zambia and neighbouring countries
- Emerging trends and growing applications
- Innovations to meet changing consumer preference
- Raw materials trends and supply challenges
- Marketing channels & role of ICT
- Expansion and future plans

15:15 Discussion followed by Networking Refreshment

15:45 **PACKAGING TRENDS IN HOME/ HOUSEHOLD CARE PRODUCTS IN AFRICA**
- Packaging innovations and design trends
- Packaging considerations & materials selections
- Shift towards 100% recyclable plastics packaging & its challenges
- Rise of e-commerce and its impact on packaging requirement

Mr. Waseem Jeenah
R&D Packaging Development Manager - Home Care Africa
Unilever South Africa

16:15 **AFRICA; A GROWING MARKET FOR SURFACTANTS**
- Demand/supply forecast and trade flow
- Emerging surfactants trends
- Challenges and opportunities of supplying into Africa

16:45 Discussion followed by End of Day One

17:00 - 18:00 hrs.
Networking Reception
for all speakers & delegates

Program details published herein are confirmed as at 13/08/2018. Please visit http://www.cmtevents.com/main.aspx?ev=180925 for latest information on speakers & topics.

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Day 2 - 27 Sep 2018, Thursday

09:00 Chairman's Introduction

09:10 **CHANGING FORMULATION TRENDS IN PRIVATE LABELS COSMETICS AND PERSONAL CARE PRODUCTION IN SUB-SAHARA AFRICA**

- Key growth segment within private label sector
- Sustainability initiatives & its impact on raw materials demand
- Quality and price advantage
- Challenges & opportunities

Dr. Zdenek Toman, R&D Consultant
Dabur South Africa

09:40 **SUSTAINABLE RAW MATERIALS SOURCING IN AFRICA - BRAND OWNER'S PERSPECTIVE**

- Raw materials trends in HPC productions
- Working with raw materials suppliers on a win-win partnership & supply chain optimization
- RSPO certified materials & traceability challenges
- Sourcing and risk management issues

10:10 **PRODUCTION AND SUPPLY OF AFRICAN INGREDIENTS TO AFRICAN PERSONAL CARE MARKETS IN SUB-SAHARAN AFRICA**
Comparison of South African, West African and European markets:

- An overview of interesting African ingredients for African and international markets
- Challenges and opportunities in the supply chain of these ingredients
- Regulatory changes affecting the competitiveness of African ingredients
- Quality, sustainability and affordability of African ingredients for personal care markets
- Scaling opportunities throughout the African continent for ingredient suppliers and conscious consumers

Mr. Will Coetsee, Managing Director
Botanica Natural Products

10:40 Discussion followed by Networking Refreshment

11:10 **INNOVATIVE INGREDIENTS FOR HPC APPLICATION**

11:40 **GREEN AND NATURAL INGREDIENTS TRENDS IN AFRICA'S SKIN CARE FORMULATION**

- The changing global consumer and Africa's connection and influence.
- Data on internet searches within Africa over the last 2 years.
- Popular materials used and what to look out for in the growing skin care market.

Ms. Kim MacCallum, Sales Executive
Vantage Specialty Chemicals (Pty) Ltd

12:10 Final Discussion followed by Closing Lunch

13:30 End of Conference.

"Formulating for Africa's new consumers!"

Africa is now one of the most exciting new markets for Home and personal care products, with rapid urbanization and increasing GDP growth. It is estimated that the present 300 million middle class Africans is set to reach one billion by 2060 in Sub Saharan Africa alone! The African region as a whole is forecast to be home to close to three billion people by 2065 from the current one billion – more than the combined populations of China and India. Making the potential of the African consumer market tremendously exciting.

The fastest growth category in the personal care segment is haircare & skincare! In order to effectively deliver the right products to the African consumers, companies have to understand the specificities of African skin and hair. Hence, L'Oreal has set up a research and innovation centre in South Africa 2 years ago. It is the group's seventh research hub globally and aims at studying African hair and skin specifically, as well as the beauty routines and expectations of sub-Saharan consumers. Another strategy, used by the cosmetic industries operating in East Africa, is to create smaller sized packages to counter the price sensitivity of demand in local markets.

Presently the big global brands are dominating market share and expanding their influence in the region. More and more production facilities are being set up to meet the growing demand.

African market stays key to Godrej Consumer growth… In December 2017, GCPL inaugurated its factory in Maputo and is one of the biggest employers in Mozambique… 15/7/18, www.devdiscourse.com

Dabur completes acquisition of 2 personal care products firms in South Africa
6/4/18, www.economictimes.indiatimes.com

Bidco Africa opens new detergent factory in Thika...
30/9/17, www.standardmedia.co.ke

CMT's inaugural **Africa Home and Personal Care Markets Summit**, supported by **CTFA - Cosmetic, Toiletry and Fragrance Association** of South Africa brings together leading industry players in the HPC value chain to share insights in the fast growing markets of Africa!

Find out more via sessions on:

- The Crown Of African Women: Addressing Diverse Hair Needs In Sub-Saharan Africa by **L'Oreal South Africa**
- **Euromonitor International** provide analysis on Regional Overview of Sub-Saharan Africa Beauty and Personal Care Sectors
- **East African Lion Brands Industries** shares insights on the Home and Personal Care markets of Ethiopia
- **PZ Cussons Nigeria** provide input on Formulating For Nigeria's Consumers – Expectations And Changing Trends In Home & Personal Care Sectors
- Cosmetics & Personal Care Regulatory Update by **CTFA**
- **HSBC Securities** shed lights on Economic Outlook Of Sub-Sahara Africa
- **Unilever South Africa** provides update on Packaging Trends In Home/Household Care Products In Africa
- Changing Formulation Trends In Private Labels Cosmetics And Personal Care Production In Sub-Sahara Africa by **Dabur South Africa**
- **Botanica Natural Products** discusses Production And Supply Of African Ingredients To African Personal Care Markets In Sub-Saharan Africa
- Green And Natural Ingredients Trends In Africa's Skin Care Formulation by **Vantage Specialty Chemicals**
- Brand-owners shares their sourcing challenges and working with raw materials suppliers on a win-win partnership & supply chain optimization
- Get the latest on bio innovations for Africa' household care industry
- Insights on North and East Africa

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