



SURFACTANT DEVELOPMENTS NEWSLETTER

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In the diverse field of surfactants, seemingly distant events often come to challenge us. Global producers, unique economics, hard currency needs and new technology all drive developments today. Since completion of Colin A. Houston & Associates' (CAHA's) well-received multiclient report, *Surfactant Developments - Forecast to 2010* in 2002, CAHA has offered an on-going examination of issues and trends that affect surfactants.

CAHA is uniquely positioned to track and interpret these developments. CAHA gathers surfactant market news from scores of published sources on a regular basis, and maintains an ongoing dialogue with market participants. And CAHA has over thirty years of experience in analyzing and forecasting the impact of surfactant market developments.

Surfactant Developments Quarterly Report informs surfactant producers informed of key news and developments occurring in their market in a form that is both concise and thorough. It is designed to help subscribers make efficient use of their time while gaining useful knowledge of specific developments and enlarging their understanding of the major issues shaping the market.

Caha's New Publication Will Provide

- * **News about companies and their activities**, including M&A, alliances, restructuring, new products and technologies, new markets targeted, capacity changes, etc. Analysis of major news items will provide insights and perspective.
- * **Surfactant market news** involving end use developments and growth areas, new technology, new market segments, customers, etc. It will report on all end uses, with less emphasis on household detergents, since this market is already covered in depth in CAHA's *Agglomerations* newsletter.
- * **Analysis of trends and developments** involving materials, technology, feedstock and product pricing, environmental issues, new strategic approaches, etc. It will discuss the current and likely future impact of these developments on the market and on specific companies.

- * **Feature articles** that examine companies, markets and topics in depth, focusing specifically on surfactants.
- * **Prices** - A regular round-up of the latest surfactant price developments.

The calendars for 2005 and 2006 were as follows:

SURFACTANT DEVELOPMENTS BIMONTHLY REPORT CALENDAR, 2005-2006				
Issue Date	Issues and Developments	Indepth Features		
		End Use	Profile	Region
2005				
Jan./Feb	Performance Surfactants		Rhodia	
Mar./April	Alcohol Ethoxylates	Household		
May/June	Symposium on Endocrine Disruptors		Oxiteno	North America
July/August	Surfactant Producer Strategies			
Sept./Oct.	Feedstock Review			Latin America
Nov./Dec.	Year End Review			
2006				
Jan./Feb	Acquisition Opportunities?		Ineos	
Mar./April	Alkylphenol Ethoxylates		Alpha-Olefin Sulfonates	
May/June			BASF	West Europe
July/August	Raw Material Market	Personal Care		
Sept./Oct.	Feedstock Review			Southeast Asia
Nov./Dec.	Year End Review			

Subscription Details:

Surfactant Developments Quarterly Report began with the May/June 2003 issue. CAHA now offers the annual subscription at the price of \$7,260 for four issues during 2007. The issues are available electronically via the Internet. If you would like to subscribe to this report, kindly fill out the subscription form (see previous web page) and return it to our office. We will then issue an invoice for full payment. Upon receipt of the payment, we will send, via the internet, your company's username and password.