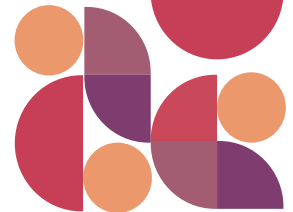




20 - 22 May 2024

AMMAN - JORDAN



The logo consists of an orange square with a white stylized flower icon inside. To its right is the word 'Dete' in a purple, lowercase, sans-serif font. A green leaf icon is positioned between 'Dete' and the number '20'. The number '20' is in orange, and the number '24' is in purple, positioned below the '20'.



Introduction



Amman chamber of industry in collaboration with Jordan chamber of industry, chemical sector, is proud to invite you to take part of Detex in it's fourth edition "**Detex 2024**" from 20 – 22 may, at Zara expo Amman.

Detex 2024 is the largest and most awaited event in the field of detergents in the middle east, the attendance of more than 500 key industry stakeholders is expected.

An elite of experts, technicians, researchers, developers, and marketers in the detergents industry, as well as suppliers from Europe, China and Middle East, will gather in Amman to discuss the latest trends, the drivers for innovation, and the road ahead for the industry.



Purpose

Detex 2024 will play an important role by becoming the platform to launch key studies and new research data in different fields with the objective to contribute to the development of the detergent industry. Products, Consumers & Market trends together with key technologies and their evolution reflect the ever-increasing interest for convenience, performance & sustainable development. These are becoming the driving forces leading to the design of new detergent formulas and the subsequent launch of innovative new products.

Detex 2024 is a valuable opportunity to provide all delegates, suppliers and producers, with a 360 degrees view to identify the path that leads to new developments next to an opportunity to start or enhance a successful long-term cooperation.

We hope this event will be a decisive turning point in the detergent industry in Jordan to achieve the goal of becoming a distinctive and pioneer industry



Venue Information, Address & Location

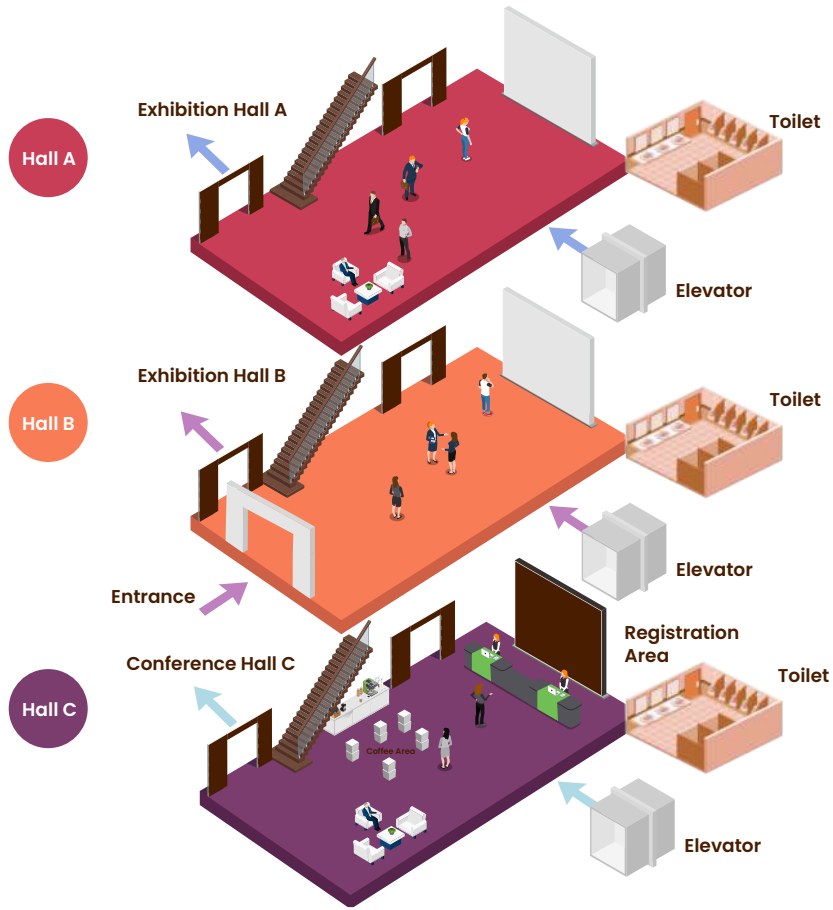
DETEX 2024 will be held at ZARA Expo in Amman.

Jordan's finest and leading MICE venue is situated in the heart of Amman. Adjacent to the Grand Hyatt Amman Hotel, Zara Expo offers state-of-the-art facilities and professional services.

The exhibition will take place in halls B & C counting with around 2,400 m2 of high-quality,
The conference will be held in hall A , stunning an 800 seat Conference Auditorium.

Each hall has its own lobby next to being equipped with all elements and services needed for a successful venue
All 3 halls are easily accessible via stairs or elevators,
and it is also possible to move between the three halls.









Conferences

In light of significant advancement in the detergent industry and notable shifts in consumer behavior, coupled with diverse marketing approaches and management strategies, **Detex 2024** aims to facilitate knowledge transfer and experience sharing.

Detex 2024 serves as a valuable platform for experts, scientists, marketers, and managers to collaborate and connect.

Detex 2024 will feature a distinguished roster of experts and speakers renowned for their high-level knowledge.

Detex 2024 will encompass a variety of topics tailored to enhance experience for all participants.

Detex 2024 conferences stand as a pivotal event in propelling the industry forward.



Topics

The topics of interest for submission include, but are not limited to:

- » Global trends in detergent industry and the forecasts for 2035.
- » Consumer habits, behaviors and aspirations.
- » The impact of digital marketing on marketing operations
- » New and improved raw materials and the trends in this field.
- » Home care keynote address: where is the industry heading?
- » Digital revolution, consumer expectations & innovation design.
- » Eco friendly products.
- » Optimum formulas.
- » Enzymatic products.
- » Polymers in home and personal care products.
- » Liquid laundry detergents: solutions smart.
- » New trends in quality and consumer services.
- » Surfactants – high performance solutions for a better world.
- » Innovation in household, personal care and I&I.
- » Methods for evaluating performance, efficiency and stability tests in the detergent industry.

- » Good practices and common mistakes in detergent manufacturing.
- » Manufacturing process technologies in the detergent industry
- » Modern technologies in packaging operations
- » Product development: evolution of consumer predictive test methods.
- » How is the digital revolution transforming the formulations world?
- » Artificial intelligence and its role in the near future
- » Legislations and regulations related to detergents industry.
- » The directions and trends in brand building in detergent products.
- » Future vision for small and medium enterprises
- » Leading business





Agenda

Monday	20.05.2024	Tuesday	21.05.2024	Wednesday	22.05.2024
09:30 - 10:00	1	09:30 - 10:00	9	09:30 - 10:00	17
10:00 - 10:30	2	10:00 - 10:30	10	10:00 - 10:30	18
10:30 - 11:00	3	10:30 - 11:00	11	10:30 - 11:00	19
11:00 - 11:30	4	11:00 - 11:30	12	11:00 - 11:30	20
11:30 - 12:00	COFFEE BREAK	11:30 - 12:00	COFFEE BREAK	11:30 - 12:00	COFFEE BREAK
12:00 - 12:30	5	12:00 - 12:30	13	12:00 - 12:30	21
12:30 - 13:00	6	12:30 - 13:00	14	12:30 - 13:00	22
13:00 - 13:30	7	13:00 - 13:30	15	13:00 - 13:30	23
13:30 - 14:00	8	13:30 - 14:00	16	13:30 - 14:00	23



Be a speaker

We are delighted to extend an invitation to you to be a distinguished speaker at the upcoming Detex 2024 conference, an event that promises to be a pivotal milestone in the realm of detergents and cosmetics.

As a respected authority in the field, your expertise and insights will be invaluable, they will enrich the discussions and contribute to take our industry to generation next.

The conference is a unique platform for thought leaders, researchers, innovators, and experts to share their solid know-how while contributing to shape the future of our dynamic industry.







Agenda

To participate as a speaker in Detex 2024 please follow the procedures:

Submission and deadlines

The submitted abstracts will be reviewed by Detex's scientific committee. Speakers will be notified about acceptance/rejection of their submissions.

key dates:

- » **15 November 2023** call for papers
- » **15 January 2024** deadline to submit abstracts to the scientific committee
- » **25 January 2024** each speaker will be informed by email whether their abstract has been accepted or not.
- » **30 March 2024** deadline for reception of lectures to the scientific committee.

Applications received after the deadlines cannot be taken into consideration!

Each speaker will have **30 minutes**:

20 minutes presentation + **10 minutes** discussions and questions from the audience

The speaker should arrive at his/her lecture hall early to allow technicians to brief/equip you with all you need

Should you need more information or have any inquiries on this regard please feel free to contact the scientific committee secretary p2020@detex.jo





BE AN EXHIBITOR



Be an Exhibitor In Detex 2024

Want to extend your brand recognition and grow your company profile?

Detex 2024 presents you with the opportunity to showcase your products with industry peers and clients by reserving a booth.

Detex 2024 welcomes all companies in the areas of Surfactants, Builders, Bleach Systems, Optical Brightener, Enzymes, Silicone Oil, Polymers, Preservatives, Extracts Preservatives, Silicones Phosphonate and Fragrances plus Machines and technologies.





BE A SPONSOR



Sponsorship & Advertising Opportunities

If you want to promote your activities, portfolio; local, regional or international presence, we offer you various sponsorship deals at DETEX 2024.

With 700 of expected attendees DETEX 2024 presents a unique advertising and promotion platform for you to expand your customer base and increase brand loyalty.

A selection of sponsorship opportunities are available for companies to promote their activities at DETEX 2024.





Why Sponsor DETEX 2024?

Becoming a Sponsor will enhance your company profile far and beyond resulting in greater market and consumer awareness on your company, brands and products.

- » Enhance your brand image and achieve a positive image transfer
- » Boost your company's profile
- » Reach your target audience directly
- » Support your marketing and communication objectives
- » Improve customer loyalty and increase employee motivation





Benefits for DETEX 2024 Sponsors

With your sponsorship you receive the following benefits, incentives, and exemptions:



Sponsor's logo to increase your visibility

Your logo will be seen

- » across different areas, publications and channels.
- » In all promotional flyers and digital marketing channels.
- » In all halls and corridors where DETEX 2024 will be held.
- » In all publications and the contents of the conference bag to be shared among the participants.
- » On the DETEX 2024 website.
- » Exhibition brochure.



The exhibition

Sponsors will be given priority to select their desired exhibition booths /space.



AWARDS



DETEX AWARDS

DETEX 2024 fourth edition is proud to continue the strive towards improving the current outlook by organizing an event where innovators and creators will shine with their unique talents and expertise within our most relevant and dazzling industries.
with this challenge we foster the ideal platform to connect key manufacturers and distributors to technical leaders.

PURPOSE

- 1- To inspire and stimulate creativity, to shed light on scent design, to enhance the advancement of the detergent and cosmetic industries.
- 2- Outstanding platform for an increased interaction of producers with the elite of innovation leaders.

DETEX AWARDS CONSIST OF TWO CATEGORIES:

- » Innovation award
- » Fragrance creativity award

Innovation award

As the main drivers of growth and competitiveness, innovations are a strong pillar of the detergent industry that strengthens the chance of survival in today's global competition.

Detex innovation award is a communication platform for industry experts, producers or suppliers, and scientific researchers.





Awards

- » Two awards, will be presented to honor outstanding innovations in the field of raw materials used in the detergent and cosmetics industries.
- » The award winners will enjoy a greater visibility within the industry.
- » these awards will be a splendid way to effectively promote the winners' innovations while creating
- » a buzz in the commercial and social media.

The innovation award consists of **two categories**:

First category:

New applications including:

- » A new application for a known material.
- » A new formula from known materials.
- » A new or improved final product.

Second category :

New materials including:

- » Innovative materials.
- » Known materials developed by creating a structural change.



Participation

- » All raw material manufacturers are eligible to participate and win the awards.
- » Each participant can submit only two participation in each category.
- » Applications for innovative raw materials, products, technologies, processes or concepts may be submitted under the terms of the award.
- » Participation is free of charge.

Eligibility

- » The award will be granted to the best works, regardless of the authors' nationality, gender or background.
- » The work delivered must be specific to the purpose of the award.
- » To be eligible for the participation and subsequent award, the candidate should deliver new or improved work.



Jury

- » A jury formed by independent experts will select the award winners during highly confidential discussions and meetings.
- » We guarantee impartial and irrefutable verdicts.
- » Jury members are highly qualified in their fields to guarantee the best evaluation and selection criteria.

The jury is formed of:

- » Experts from an international association specialized in detergents.
- » An independent global expert in the field of raw materials.
- » An independent Arab expert in the detergent industry.
- » Specialized researchers from Jordanian universities.



Evaluation criteria

A detailed evaluation criteria will be followed:

» Creativity

An improvement or clear advantage over existing approaches demonstrating enhanced relevance and added value to answer consumers demands.

» Innovation level

Improving or extending an already known approach or a new better approach, first of its kind.

» Applicability of innovation

Field of application

compared to the costs of the current situation:

- » Application cost.
- » The feasibility of the application.
- » Application risks.

General terms

- » Participation does not imply an award, reserved only for the winners.
- » The winners will be chosen strictly & impartially by a jury of experts.
- » The decisions rendered by the jury are final and binding, no right of appeal.
- » Participants are automatically deemed to have agreed to release all papers & documents for jury's assessments.
- » The winners agree to have their names & a summary of their work/research shared in Detex website & journal, media promotion & newsletters.





Process & selection

20.01.2024 – 01.03.2024

Application submission and a summary of the proposal in A4 page, not more than 300 words via www.derex.jo

05.03.2024

Candidates' acceptance will be announced

01.04.2024

Jury members will assess the work received

19.05.2024

Winners will be announced.
awards to be presented during a private dinner at detex conference.



The winners

All Detex awards will be granted for each single category:

- » First place winner of each category will be awarded a gold shield.
- » Second place winner will be awarded a silver shield.
- » Third place winner will be awarded a metal framed certificate, signed by the president of the Jordan chamber of industry.

The winning creations from all categories will be displayed at Detex creativity museum pavilion.

The winners are entitled to:

- » An invitation to attend the award ceremony.
- » Media promotion.
- » Awards and certificates.



Fragrances Creativity Awards

AIR FESHENER

1st seluz

**FRAGRANCE CREATIVITY
AWARD**





Fragrance creativity award

Today's health and financial challenges are shaping a new era in the detergents arena, with consumers looking into scents to provide them with an experiential value that transcends cleanliness.

Fragrance houses are setting a higher level of creativity and innovation by designing perfumes that boost emotions while caring for effects on garments and homes.

Designing the perfect scent to translate a brands' identity is paramount to conquering consumers' hearts.

the detergent industry emerges stronger posing higher demands for the ultimate balance between high.

Performance and dazzling scents to consolidate and enhance consumers loyalty.
our fragrance creativity award will portray top creative talents answering consumers' wishes.

the fragrance creativity awards consists of three categories:

- 1- Fabric softener
- 2- Laundry liquid
- 3- Reed diffuser

***Each category of this award has its own rules.**



Fabric Softener

Participation Parameters:

- » The product base should contain at least 5% of Cationic Active Material.
- » The cost of the perfume final product per ton should not exceed **USD 300**.
- » The perfume and its' components must comply with all health and environmental regulations.
- » Total scent creative freedom, you decide the Olfactive Profile.
- » The participant should send a one-liter sample of finished product to the DETEX team.



Laundry Liquid

Participation Parameters:

- » The cost of the perfume final product per ton should not exceed **USD 120**.
- » The perfume and its' components must comply with all health and environmental regulations.
- » Total scent creative freedom, you decide the Olfactive Profile.
- » The final product should be stable, white, milky, homogeneous appearance and no sedimentation nor separation.

The participant should send a one-liter sample of finished product to the DETEX team.



Reed Diffusers

Participation Parameters:

- » The cost of the perfume final product per ton should not exceed **USD 400**.
- » The perfume and its' components must comply with all health and environmental regulations.
- » Total scent creative freedom, you decide the Olfactive Profile.
- » The final product should be stable, no precipitations.
- » The participant should send a one-liter sample of finished product to the DETEX team.



Participation

- » All fragrance houses are eligible to participate in this contest.
- » Each company is entitled to participate in all three award categories.
- » Each company can only present one product per category.
- » Participation is free of charge.

Eligibility

- » The award will be granted to the best works, regardless the author's nationality, genre or background. The work delivered must be specific to the purpose of the award.
- » To be eligible for participation and subsequent award, the candidate should deliver new or improved work.



Jury

- » Award winners will be selected by a jury formed by independent experts during highly confidential meetings. we guarantee impartial & irrefutable verdict.
- » Jury members are highly qualified in their fields to provide best evaluation / selection criteria.

The jury is formed by:

- » Experts from an international association specialized in detergents.
- » Experts from an international association specialized in perfumes.





Evaluation criteria

All entries will be subjected to the evaluation of a group of consumers according to a protocol established by the jury.

Outcome decided by consumers & jury

- » Consumer panel choice = 75% of total result
- » Jury choice = 25% of total result

The evaluation criteria will be based on:

- » Creativity level
- » Aesthetics
- » Strength
- » Long lasting or substantivity

The jury's expertise will be set in place to assess each of the above factors.



General terms & conditions

- » Participation does not imply an award, reserved only for winners.
- » The winners will be chosen strictly and impartially by a jury of experts.
- » The decisions rendered by the jury are final and binding, no right for appeal.
- » Participants are automatically deemed to have agreed to release all papers and documents for the jury's' assessments.
- » The winners agree to have their names and a summary of their work/research shared on the Detex website, journal, media promotion and newsletters.





Process & selection

20.01.2024 – 01.03.2024

Application submission and a summary of the proposal in a4 page, no more than 300 words via www.derex.jo

05.03.2024

Candidates' acceptance will be announced

01.04.2024

Jury members will assess the work received

19.05.2024

Winners will be announced.
awards to be presented during a private dinner at detex conference.

The winners

All Detex awards will be granted for each single category:

- » First place winner of each category will be awarded a gold shield.
- » Second place winner will be awarded a silver shield.
- » Third place winner will be awarded a metal framed certificate, signed by the president of the Jordanian chamber of industry.

The winning creations from all categories will be displayed at Detex creativitymuseum pavilion.
the winners are entitled to:

- » An invitation to attend the award ceremony
- » Media promotion
- » Awards and certificates



VISITOR





Visitors

Detex 2024 presents visitors with the opportunity to expand their knowledge of the detergent industry, key players in the market and gain more understanding about brands.

We are delighted to invite you to register for tickets on our website www.detex.jo

Registration

Registration includes:

- » Attendance to the conferences.
- » Conference handbag
- » Detex 2024 booklet
- » 3 refreshments from 20th to 22nd May 2024
- » 3 lunches from 20th to 22nd May 2024
- » Translation devices free of charge.



for further information, Please contact us
p2020@detex.jo