

13th Asia Coatings Markets

7-8 November 2013 / Singapore
Novotel Singapore Clarke Quay



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Day One – 7 November, Thursday

08:00 Registration & Coffee

09:00 Chairman's Welcome & Introductions
*Li Xilin, Managing Director
Shanghai Partners Co Ltd*

09:10 **High Growth Sectors Driving Asia's Paints and Coatings Market**

- Macroeconomic and demand growth analysis of key Asian markets
- Trends in the decorative, protective, industrial and marine sectors
- Optimising distribution channels
- Pricing models for effective market segmentation

*Chris de Lavigne
Global VP, Industrial Practices
Frost & Sullivan*

09:45 **The Decorative & Protective Market: Regional Residential, Commercial & Infrastructure Trends**

- Growth of the regional construction sector; the opportunities it offers to the decorative and protective coatings segments
- Key Asian regions leading the growth of the decorative and protective markets
- Technological advances in the decorative and protective sectors
- Strategies to stay competitive in the Asian region

*Feungladda Chirawiboon
Vice President - Overseas Business
TOA Paint Co. Ltd*

10:20 Networking Refreshment

10:50 **Latest Building Designs Provide Boost to Asia's Coatings Industry**

- Updates in regional regulations governing the facade design of buildings
- Emerging building trends and their impact on Asia's coatings demand
- Asian regions driving the green building movement
- Challenges in incorporating "green" facade designs

*Russell Cole
Singapore Office Leader/ Director
Arup (Singapore)*
*Tiyok Prosetyoadi, Director
PDW Architects*

11:35 **Strategies to Manage Raw Material Price Increases, Focus on: India**

- India, incredible India
- The coatings industry in India: present and future
- Structure and strategies of the resin industry in the world
- The resin industry in India
- Cost drivers and pricing
- Raw materials in an Indian context
- Purchasing strategy in an Indian environment
- Coating resins in India: an outlook of the competitive landscape

*Roland Glotzer, President
Arkema Chemicals India Pvt. Ltd.*

12:05 **Advancements in the Automotive OEM Segment**

- Demand and production forecast of the automotive industry
- Forecast of aesthetic trends in 2014/15
- Technological advancements in waterbased automotive OEM coatings
- Research and development initiatives

*PB Deshmukh, Technical Consultant
Nippon Paint (India) Pvt Ltd*

12:40 Networking Lunch

13:55 Afternoon Chairman's Introduction
*Chris de Lavigne
Global VP, Industrial Practices
Frost & Sullivan*

14:00 **Robust Automotive Market Drives Coating Growth**

- Automotive Market growth in ASEAN (2014)
- Customer color spectrum trend 2014
- Image of Auto Coating process
- QCDD requirements for linking with Auto Industry process
- Example Implementation of current & future Coating process

 *Eko Rudianto
Advisor to Board of Directors
Toyota Motor Manufacturing
Indonesia (TMMIN)*

14:30 **Drivers for Growth of Waterbased Coil Coatings in the Beverage Sector**

- A review of the Asian beverage and canned foods sectors
- Rising HSE awareness and its impact on the coil coatings market
- The development of waterbased coatings for the canned beverage sector
- Implications for solvent based coatings: Is there any further room for growth?
- A practical example: Valspar Paint's projects with coil coaters in China

*Dr. Paul Cooke, Technical Director,
Packaging Coatings, Asia
The Valspar (Singapore) Corporation
Pte Ltd*

15:00 **Outlook for TiO₂: Further Consolidation in the Works?**

- Global demand and supply analysis: Existing capacities, new capacities, pricing and margins overview
- TiO₂ feedstock review: A view of the rutile and anatase segments, capacity investment, future investments needed, government incentives to boost production
- Focus on: New TiO₂ capacities in China and their impact on the global supply balance

*Laurence Wang, Senior Consultant
China Titanium International*

15:30 Networking Refreshment

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16:00 Auto Refinish, Auto Parts Market Review for Thailand and Taiwan

- Review of the automotive refinish segment
- Review of the automotive parts (aluminum rims) market
- Market growth, segment development prospects

Chung-Yang Kuo, Sales Manager
Thai Jaras

16:30 Nanotechnology in High Performance Functional & Protective Coatings

- Opportunities for nano-technology in the thin film coatings sector
- Morphology of thin film coatings
- Challenges developing nano-technology
- A case study: The InnovCera Solution

Gulsen Celiker, Chief Technical Officer
Innov-Coat Ltd.

17:00 Discussion followed by
End of Day One

Day Two – 8 November, Thursday

09:00 Chairman's Introduction
Gulsen Celiker, Chief Technical Officer
Innov-Coat Ltd.

09:10 Forging Ahead with China's Construction & Industrial Sector amid Slowing Growth

- Factors impacting the growth of the domestic coatings market
- Demand drivers and sector growth projections

- Shifting automotive trends and their impact on demand for protective/marine coatings
- Moving towards environmentally friendly coatings

Li Xilin, Managing Director
Shanghai Partners Co Ltd

09:40 Drivers of Thailand's Coating Market Including Trends in Emerging Myanmar

- Market drivers, trends and growth sectors
- Outlook and strategies for growth
- Creating an effective domestic distribution channel
- Update on environmental regulations and how they are affecting the coatings industry
- New business opportunities as the coatings industry seek to "go green"
- Perspective about paint market trend in Myanmar

Petcharat Eksangkul, Managing Director
Eason Paint Public Co

10:10 Trends and Challenges Governing the Marine Coatings Landscape

- A review of Asia's marine coating sector
- Health and environmental awareness: How changing HSE regulations and heightened environmental awareness are impacting the demand for anti-fouling coatings
- Crude and bunker fuel review: Price and market review
- The future of the marine sector: A temporary blip due? Or an indication of long-term pain ahead?

- Upcoming regulations that will impact the future landscape for marine coatings

Krishan Lal Batra, Managing Director
Chugoku Paints (India) Private Limited

10:40 Networking Refreshment

11:10 Powder Coatings Trend and Growth Opportunities

- Growth developments for powder coatings in metal, wood, plastic applications
- Government incentives supporting demand growth
- Growth Sector Focus: Powder coatings for engineered wood application
- Industries currently using the wood powder coatings system
- Innovations which will expand wood powder coatings market reach

Dr .Liu Jiping, R&D Director
TIGER Coatings

11:40 Going Green: Eco-Friendly or Cost? An End-user's Approach to Managing the Consumer's Expectations

- Trends in the furniture sector: How the consumer's needs and tastes are evolving, and the corresponding impact on coatings demand
- Dealing with raw material cost increases
- Greening the production line: A buyer's view

QX Lee, VP Brand & Marketing
Okeo Furniture



12:10 Final Discussion followed by
Closing Lunch

14:15 End of Conference

You Will Network With:

CEOs, MDs, Regional Directors, Business Development Managers/Directors, Marketing Managers, Product Managers, Project Managers, Sales Managers, Technical/R&D Managers from Paint & Coating Manufacturers, Traders, Raw Material Producers/Traders, Consultants, Chemicals & Additives Suppliers/Technology Providers/End-users, etc.

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Regular Fee for 1	1595.00
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