

3rd MEA Coatings

MidEast & Africa Coatings Market

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**Centre for
Management
Technology®**
into our 33rd year

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Day One

08:00 Registration & Coffee

09:00 Chairman's Welcome & Remarks

09:10 **Middle East Coatings Market Outlook**

09:45 **Architectural Coatings Market Outlook & Demand Trends in the Middle East**

- Including cool coatings
- Rene Mayer, Global Concept Director - Building Components*
Jotun Powder Coatings UAE LLC

10:15 Discussion followed by Networking Coffee

10:45 **Middle East Construction Market Outlook**

- Christopher Seymour, Partner, Middle East Head of Markets and Development*
Arcadis

11:15 **Iran's Protective Coating Market Opportunities**

- Marine, oil & gas and petrochemical market update
 - Geopolitical situation update
- Hossein Parhizgar, Managing Director*
Khalagh Tadbir Pars Co

11:45 **South Africa Coatings Market Outlook & Industry Development Updates**

- Hempel's expansion plans into sub-Saharan Africa
- Andrea Negri, GM Sales*
Hempel Paints (South Africa) (Pty) Ltd

12:15 Discussion followed by Networking Lunch

13:45 Chairman's Introduction

13:50 **Macro-economic Outlook of Middle East & North Africa**

- New oil price environment on the Middle East and North Africa
- Razan Nasser, Senior Economist*
Global Banking and Markets
HSBC Bank Middle East Limited

14:20 **Saudi Arabia/Qatar Coatings Market Outlook**

14:50 **West Africa Coatings Market Outlook**

- Demand trends, drivers & Investment Landscape
 - Coatings solutions for low-cost housing
 - Establishment of distribution networks
 - Expansion plans in the region
 - Import tariffs
- Adesanya Denola, DGM Sales & Marketing*
President Paints Nigeria Limited

15:20 Discussion followed by Networking Tea

15:50 **Growth of Powder Coatings in the Middle East**

- Demand/supply projections and key applications
- Expansion plans & update
- Powder coatings innovations & emerging trends

16:20 **Coil and Can Coatings Market Outlook**

- Sumeet Kachhawa, Director*
Spectrum Industries LLC

16:50 **Cost-Performance Evaluation of Bio-based Raw Materials in Coatings Applications**

17:20 Discussion followed by End of Day 1

Day Two

09:00 Chairman's Remarks

09:10 **Potential of Africa as a Production Hub to Meet Paint & Coatings Demand**

- Where are the growth markets?
- Which sector has the highest growth potential?
- Raw materials Inputs & technology challenges
- Production opportunities & challenges

09:40 **Egypt and North Africa Coatings Market Outlook**

- Demand/supply projections
 - Construction outlook & growth segments
 - Production challenges & product differentiation
- Hany El Belony, Marketing Manager*
SCIB Paints

10:10 **Protective & Pipeline Coatings Market Outlook in Middle East/Africa**

- Pipeline project construction plans and deals
 - Driving demand across energy, water, mining, petrochemical and metal processing industries (wind turbines, containers and infrastructure)
 - Oil & gas market update
- Jotun*

10:40 Discussion followed by Networking Coffee

11:10 **East Africa Coatings Market Growth Outlook: Tanzania, Kenya, Ethiopia**

- Demand trends, drivers & Investment landscape
- Establishment of distribution networks
- Expansion plans in the region

11:40 **Wood Coatings Market Outlook in Turkey**

- Demand/supply projections & growth outlook
 - Prospects for water-borne wood coatings & innovations
- Jose Puentes, Commercial Director*
Kayalar Kimya

12:10 **Emerging Trends & Innovations in Coatings Raw Materials**

12:40 Final Discussion followed by Closing Lunch

13:30 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, Consultants, Chemical & Additives Suppliers/Technology Providers/End-users, etc.

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