

16th Asia Coatings Markets

4 - 5 August 2016
Bangkok, Thailand
Sofitel Bangkok Sukhumvit

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Day One - Thursday, August 4th

08:00 Registration and Coffee

09:00 Chairman's Welcome Introduction
Ben Biddle, Key Accounts Manager (Protective Coatings), South East Asia, Australasia International Paint, AkzoNobel

09:10 **Changing Landscape in Global and Asia's Coating Market**

- Impact of global economic situation on Asia's coatings market
- Major coating trends in Europe/US influencing Asia?
- Improving market share and seeking new sector growth
- Key growth drivers in the short-term to long term

Li Xilin, Managing Director, Asia Pacific Orr & Boss Inc

09:45 **Cities Alive: Designing Green and Sustainable Facades and the Impact on Coatings Industry**

- Why do we need sustainable cities?
- Challenges incorporating "green" facades and how they can influence the environment
- Examples of sustainable facades design in tropics and other parts of the world
- Demand on Paint system

Michael Chin Tze Kiang, Associate Principal / Facade Engineering Leader, Arup (Singapore)

10:15 **New Trends in Design and Construction of Coil Coatings**

- The many uses of Coil Coatings in construction business
- Evolution of Coil Coatings from Asia to Middle East
- Increasing trends towards design and sustainability
- Which countries are ahead?
- The conflict between price and quality

Paul Menezes, President Coil Asia & Middle East Beckers Group

10:45 Discussion followed by Networking Coffee

11:15 **China Coatings Outlook Amid Economic Slowdown**
Zhu Qifeng, Vice President, CFO SKSHU Paint Co. Ltd.

11:45 **Automotive OEM Coatings: A Closer Outlook on China & Asia Pacific**

- Latest market trends and demand
- Key drivers of growth and market size
- Overcoming regulatory issues: Impact of VOC tax
- Enhanced applications to meet VOC compliance and improved performance

Sundararajan, Senior Scientist Nipsea Group (Nippon Paint)

12:20 Discussion followed by Networking Lunch

13:45 Chairman's Introduction
Paul Menezes, President, Coil Asia & Middle East Beckers Group

13:50 **Regional Economic Outlook**

- Impacts of China's softer economic recovery on Asian exports
- Currency wars are not over!
- Where are the bright spots in ASEAN?

Dr. Amonthep Chawla Head of Research Office & SVP CIMB Thailand Public Company Limited

14:20 **Protective Coatings: Robust Passive Fire Protection Solutions**

- Overcoming impact of sustained low oil prices on coatings demands through improved performance
- Developments in coatings solutions to meet regulations and end user demands; oil & gas and petrochemical industry

Ben Biddle, Key Accounts Manager (Protective Coatings), South East Asia, Australasia International Paint, AkzoNobel

14:50 **ASEAN Powder Coatings Market Outlook**

- Market trends and key drivers of growth
- Opportunities and challenges facing the industry

- Sustainability in supply chain and impact of renewable energy

Alan K. Alex, Regional Business Manager, South Asia AkzoNobel Powder Coatings (Vietnam) Co. Ltd

15:20 Discussion followed by Networking Tea

15:50 **Vietnam/Laos/Cambodia's Coatings Market Potential**
Feungladda Chirawiboon, Vice President - Overseas Business, TOA Paint Co. Ltd

16:20 **Developments in Polymer Emulsion Technology in Enhancing Architectural Coatings Performance**

- Solutions to address gaps in the exterior coatings market
- Meeting rising consumer needs on cleaner indoor air quality
- Sustainable Polymer Dispersions – Mass Balance approach

Vivek Gupta, Regional Marketing Manager BASF East Asia Regional Headquarters Ltd.

16:50 Discussion followed by End of Day One

17:00 - 18:00 **Networking Cocktail Reception** for all Speakers & Participants

Day Two - Tuesday, August 5th

09:00 Chairman Remarks
Li Xilin, Managing Director, Asia Pacific Orr & Boss Inc

09:10 **Key Drivers of Wood Coatings in Asia**

- Market trends and growth projections in the next 3-5 years
- China's regulatory shift from solvent-borne to water-borne and its impact on the rest of Asia
- New technological developments and applications in a move towards sustainability
- Outlook on furniture industry demand in driving the market

Flemming Heide, Strategic Director, Asia Sherwin-Williams Co Ltd

09:40 **Myanmar Coatings Market Potential**

- What are the local demands and trends?
- Growth sector and market drivers
- Raw material supply chain and distribution network
- Impact on new condominium law on construction and demand

Dr. Nwe Ni Wai, Executive Director United Paint Group (UPG)

10:10 **India Coatings Trends & Outlook**
Santosh Shridharan, Chief Operating Officer Sheenlac Paints Ltd

10:40 Discussion followed by Networking Coffee

11:10 **Polyester Technology Innovation for Automotive and Industry Coatings**
Cicely Pan, Marketing Manager, AP Eastman Chemical Company Ltd.

Milind Ansurkar, Associate Application Development Rep Eastman Chemical Company Ltd.

11:40 **Exciting Potential of Graphene for Coatings**
J. Patrick Frantz, Asia Representative Haydale Limited

12:10 Final Discussion followed by Closing Lunch

13:30 End of Conference

| Per Person Fee for Conference: | (USD) |
|--------------------------------|---------|
| Regular Fee for 1 | 1395.00 |
| Group Fee for 3 or more | 1095.00 |

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