

第七届中国涂料市场国际研讨会 7th China Coatings

20 - 21 September 2007 ■ Hilton Shanghai



“Carving New Market Share with China’s Continued Boom”

“Advances in Environmentally Friendly Paints”

- China State Bureau of Quality and Technical Supervision /National Paint & Pigments Society
- Fluror-Coatings Branch Committee, SCF of CIESC
- Hudong Zhonghua Shipbuilding Group Co. Ltd
- Photocatalysts Arc-Flash Co. Ltd
- Shanghai Coatings Co. Ltd
- Bayer MaterialScience
- DuPont China Holding Co., Ltd
- Lenovo Mobile
- Chery Automobile
- PPG Industries
- Asia Paint China
- Sanmu Group
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China National Paint & Coatings
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China's booming economy continues to throw up more and more coatings applications. It leads to expanding and competitive business opportunities for both international and Chinese coatings manufacturers and dealers. With the changing consumers behavior and preferences, paint manufacturers have to constantly upgrade the coatings products to suit more sophisticated requirements. At CMT's **7th China Coatings conference**, speaker panel comprises key producers as well as end-user industries representing Shipyard, Automobile and Mobile Phones.

Influenced by trends in the developed countries, there is a slow, but perceptible shift from solvent-based to water-based and high-solid coatings in China. Huge potential demand exists for green and energy-saving coatings. With the Chinese becoming more health-conscious, environmentally safe paints with low VOC emissions are expected to be increasingly popular.

Recently the Chinese Government revised and updated building regulations pertaining to VOC levels in coatings for furniture and indoor decoration, which hastened the shift towards environmental friendly coatings. As manufacturers, are you complying with the regulations?

Top ten global coating manufacturers have entered the Chinese market with their classic formulations and high-grade and high-performance coatings. The competitions are expected to be intense. To what extent will the coatings market being controlled by the international coatings players? How are the Chinese players coping with the challenges?

Assess the new dynamics and clarify your concerns - meet with key coatings producers & end-users at **CMT's 7th China Coatings conference**.

Other key highlights of the conference include market prospects and industry outlook for:

- Titanium Dioxide
- Fluorocarbon coatings
- Architecture and Decorative coatings
- Coatings resin
- Plastic coatings & Nano coatings

Don't miss out! Register for **CMT's 7th China Coatings conference**. Your attendance and investment at the conference will definitely have positive impact on your operations.

Please log onto www.cmtevents.com to register now. For enquires, please contact Vynn at **+65 6345 7322** or **vyenn@cmtsp.com.sg**.

Day 1

Thursday, 20th September 2007

- 8:00 Registration & Coffee
- 9:00 Chairman's Welcome & Introductions
- 9:10 **GAINING Foothold in China's Market - Challenges Ahead**
- 9:45 **MODIFICATION OF GB 18582 – INDOOR DECORATING AND REFURBISHING MATERIALS**
- New standard of technical requirement for VOC limitation
 - Opportunities & Challenges for coating producers
- Zhao Ling, Secretary-General
[China State Bureau of Quality and Technical Supervision](#)
[National Paint & Pigments Society](#)
- 10:20 Discussion followed by coffee
- 10:50 **RECENT ADVANCES IN ENVIRONMENTALLY FRIENDLY COATINGS**
- Alan E Wang, Director of Technology, Asia Pacific
[PPG Industries](#)
- 11:25 **EXCEL IN DOMESTIC MARKET AMID FOREIGN COMPETITION**
- Strategies needed to compete/ survive etc.
- Situ Guoji, CEO
[Shanghai Coatings Co. Ltd](#)
- 12:00 **DEVELOPMENT OF WATER-BASED COATINGS MARKET**
- Dr Raul Pires, Asia Pacific Business Development Director
[Bayer MaterialSciences](#)

Day 2

Friday, 21st September 2007

- 12:35 Discussion followed by Lunch
- 2:05 **TITANIUM DIOXIDE MARKET DYNAMICS AND INDUSTRY OUTLOOK**
Phillip Chen, Asia Pacific Market Manager for Coatings
DuPont China Holding Co., Ltd
- 2:40 **PROSPECTS OF FLUOROCARBON COATINGS MARKET**
 - Market overview
 - Market share analysis
 - Applications on established architectural projectsChen Hong, Secretary-General
Society of Coatings & Finishing of CIESC, Fluor-Coatings Branch
- 3:15 Discussion followed by tea
- 3:45 **CHINESE AND INTERNATIONAL APPLICATION STANDARDS OF MARINE COATING**
Wang Guoping, Senior Researcher
Hudong-Zhonghua Shipbuilding (Group) Co., Ltd.
- 4:20 **VIEWS OF AN AUTO INDUSTRY PLAYER'S REQUIREMENTS AND PRODUCT TRENDS**
Li Zhongbing, Manager of Material Dept
Chery Automobile
- 4:55 **PROSPECTS & TRENDS OF AUTOMOTIVE OEM COATINGS**
- 5:30 Discussion followed by End of Day One

- 9:00 Chairman's Remarks
- 9:05 **CHINA'S ARCHITECTURE & DECORATIVE COATINGS MARKET OUTLOOK**
Li Jinzhong, President & General Manager
Asia Paint China
- 9:40 **HIGH SOLID COATINGS MARKET - CUSTOMER NEEDS & FUTURE TREND**
Dr. Stefan Koser, Senior Manager, Regional Sales & Technical Service, Performance Chemicals for Coatings, Plastics & Specialities Asia Pacific
BASF East Asia Regional Headquarters Ltd
- 10:15 Discussion followed by coffee
- 10:45 **POTENTIAL GROWTH OF PLASTICS COATINGS INDUSTRY**
Eddy Lee, Director of Product Planning, Global HQ
SSCP
- 11:20 **COATINGS APPLICATIONS FOR MOBILE PHONES**
Zhang Xinyu, Color & Material Designer
Lenovo Mobile
- 11:50 **LATEST UPDATES OF PHOTOCATALYST NANO COATINGS**
 - Economic analysis & feasibility
 - Potential environmental benefits
 - Project updateLin Nanzhou, Vice President
Photocatalysts Arc-Flash Co. Ltd

- 12:20 **COATINGS RESIN MARKET ANALYSIS**
 - New product development trends
 - Cost drivers & pricing outlook
 - Latest technologies/systems supporting environmental & health awarenessXue Zhongqun, Vice President
Sanmu Group
- 12:50 Final Discussion followed by Closing Lunch
- 2:15 End of Conference

You Will Network With

- Chief Executive Officers
- Managing Directors • General Managers
- Business Development Directors/Managers
 - Marketing Directors/Managers
 - Sales Directors/Managers
- Country/Regional Directors/Managers
- Technical Directors • Product Managers
 - Business/Industry Analysts
- Consultants of Coatings Producers
 - Raw Material Suppliers
 - Chemical Consulting Firms
- Equipment and Technology Providers
 - Logistics and Supply-chain Management Companies

Customised Sponsorship Packages Available

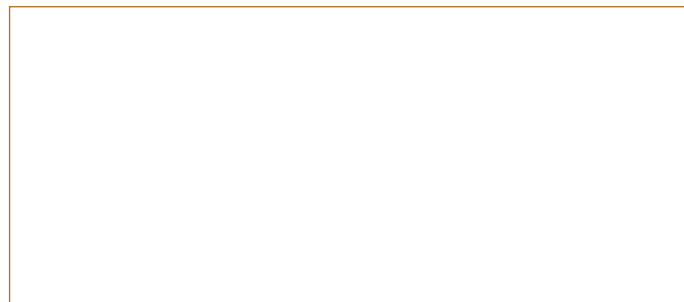
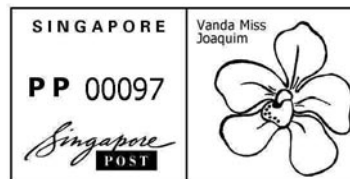
This event is an excellent platform to promote your organisation to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon, Cocktail & Documentation sponsor. Exhibition / catalogue display can be arranged upon request. Contact cynthia@cmtsp.com.sg or (65) 6346 9132.

1745 – 1845 hrs.
Cocktail Reception
for Speakers & Delegates

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

7th China Coatings

20 - 21 September 2007 • Shanghai



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CONFERENCE VENUE

CMT has arranged special discounted room rate at RMB 1,800 / RMB 2,060 nett (Standard/Deluxe) per room per night inclusive of 1 daily breakfast (subject to room and rate availability) for delegates at **Hilton Shanghai Hotel**. Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

Jane Fang, Reservation Dept, **Hilton Shanghai Hotel**
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Cut off Date for Room Booking: 30 August 2007

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Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	USD1,395	USD1,195 (MIN SAVINGS OF USD600)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Photocopy Registration Form to Preserve Brochure Copy. September 2007

15th APS* 2007

* Asia Petchem Summit

4 - 5 September • Phuket

“Extended peak or bubble trouble?”

Gathering of Global Producers & Traders

14th PET Markets

10 - 11 September • Shanghai

“Is Asia approaching balance?”

“Increased role of supply chain for PET trade”

7th Asia Surfactants Personal & HomeCare Markets

13 - 14 September • Guangzhou

“Continuous innovation and value creation to overcome reduced margins”

Global Silicone Business Outlook

25 - 26 September • Shanghai

“Uncovering new business opportunities with new applications”