

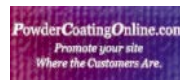
# 2<sup>nd</sup> coatings MENA MARKETS

22-23 JAN 08, DUBAI  
Renaissance Dubai Hotel

“Expanding into MENA’s thriving markets - a colourful future!”

Akzo Nobel Middle East Coil Coatings  
Al Gurg Leigh’s Paints LLC  
Solvochem Emirates  
Standard Chartered Bank  
Frost & Sullivan - South Asia & Middle East  
UNIVEST (Sipco & Dyrup Paints)  
RishiChem Mideast Ltd  
Merck KGaA  
Hoffmann Mineral GmbH & Co. KG  
Jubail Chemical Industries Company (JANA)  
Jotun Yemen Paints Co., Ltd  
Hempel Paints (Middle East West)  
Duco Specialty Coatings

promotion partners



## Booming Middle East economy drives coatings demand

“Jotun Paints achieves 12% increase in sales for 1st half 2007 in Saudi Arabia...The company has also recently announced plans to increase the capacity of its manufacturing plants from the current production of 50 mil litres/yr in Jeddah & Yanbu to satisfy the demand for paint in Saudi Arabia, which is growing at a rate of 6 % per annum”  
27/10/07, AME Info

The construction boom in the Middle East has driven the demand for coatings to an unprecedented level. The demand for superior coatings able to withstand the harsh Middle Eastern climate as well as meeting international specification has increased. This is due to the number of new projects in the region introducing innovative building structure by renowned architect & also increased quantity of industrial projects.

Will we see more coatings producers setting up plants in the Middle East? Currently most of the coatings raw materials are imported, how soon will the raw materials suppliers follow the footsteps of their customers to start investment in the region? What are the plans of local raw materials producers?

The Middle East paint market is mainly dominated by UAE & Saudi Arabia in terms of size, with Qatar emerging as the fastest growing market in the region. How soon will the other region catch up in terms of demand? Will Middle East be the gateway to penetrate the growing market of Africa? How big is the demand & what are the types of coatings in demand there?

CMT's 2nd MENA Coatings Markets Conference will bring together leading industry experts to share the latest development and market potentials. Some of the issues include :

- How is the industry developing?
- Market entry strategy & challenges
- Challenges of setting up production facilities in the Middle East
- Country focus session & project update : **Saudi Arabia, UAE, Yemen, Egypt, S.Africa**
- Growth prospect for **Automotive, Coil, Decorative, Marine, Protective** coatings
- Raw materials supply & availability in the region
- Distribution & logistical consideration

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### YOU WILL NETWORK WITH:

- CEOs • MDs • Directors and Managers in Marketing & Sales • Business Development
- Production • Distribution • Technical • Product Development • R&D **from Paint & Coatings Manufacturers/Traders, Raw Materials Producers/Traders, Chemicals & Additives Suppliers, Machinery Providers, Logistics & Supply Chain Management Companies, Application Equipment, Fabricators, End-users.**

## Day 1

Tuesday, 22<sup>nd</sup> January 2008

- 8:00 Morning Registration & Coffee
- 9:00 Chairman's Welcome & Introduction
- 9:10 **MACRO ECONOMIC OUTLOOK IN THE MIDDLE EAST**  
Mary Nicola, Economist  
for Middle East & North Africa  
**Standard Chartered Bank**
- 9:45 **PAINT & COATINGS MARKET TRENDS IN THE MIDDLE EAST**
  - Demand & supply outlook
  - How is the industry developing?
  - Expansion and investment plan
  - Market entry strategy in the MEAnand Rangachary, Managing Director  
**Frost & Sullivan - South Asia & Middle East**
- 10:20 Discussion followed by Refreshment
- 10:50 **UPDATE ON BUILDING & CONSTRUCTION PROJECT IN THE MIDDLE EAST**
  - New infrastructure project blueprint
  - Preferred building materials & demand for coatings
  - Trends towards environmentally friendly paint
- 11:20 **FUTURE OF PAINT & COATINGS MARKET IN SAUDI ARABIA**  
Dr Ahmad Ismail Jomha, General Manager  
**UNIVEST (Sipco & Dyrup Paints)**
- 11:50 **MEETING CONSUMER PREFERENCE THROUGH DULUX DECORATOR CENTER**
  - Color & design trends in the Middle East/ Africa region

- Plans & direction for more DCC in the Middle East/Africa
  - Applicator vs DIY trends
- Sunil Gudur, Chief Sales & Marketing Manager  
**Al Gurg Leigh's Paints LLC**
- 12:20 Discussion followed by Lunch
- 1:45 Panel Discussion:  
**RAW MATERIALS DISTRIBUTION CHALLENGES IN THE MIDDLE EAST**  
*Panelists:*
- Tony Hanna Jouzy, Managing Director  
**Solvochem Emirates**
  - Sharad Mirji, General Manager  
**RishiChem Mideast Ltd**
- 2:15 **THE DEVELOPMENT OF POLYSILOXANE TOPCOATS FOR THE MARINE & PROTECTIVE COATINGS MARKET IN THE MIDDLE EAST**  
Ian Robert McCahill, PCMC Sales Director  
**Hempel Saudi Arabia & Bahrain**  
TSD Director  
**Hempel Paints (Middle East West)**
- 2:45 **EPOXY RESINS, MARKET & FUTURE OUTLOOK**
- Market overview and trends
  - Future growth drivers
- Sanjay Choudhary  
Sales & Marketing Manager  
**Jubail Chemical Industries Company (JANA)**
- 3:15 Discussion followed by Refreshment

- 3:45 **MARKET OUTLOOK OF TITANIUM DIOXIDE IN MENA REGION**
- Demand/supply outlook & production capacities
  - Cost drivers & pricing outlook
  - Future prospect & trends
- 4:15 **COLOR SPACE CONCEPT WITH INTERFERENCE PIGMENTS FOR COATING APPLICATIONS**  
Dr. Ing. Habil. Matthias Kuntz  
Senior Manager – PLS/PIGM/CO/  
Technical Service Coatings  
**Merck KGaA**
- 4:45 Discussion followed by End of Day One

1700 – 1800hrs.  
*Drinks Reception*  
for all speakers & delegates

## Day 2

### Wednesday, 23<sup>rd</sup> January 2008

- 9:00 Chairman's Introduction
- 9:05 **PROSPECT OF PAINT & COATINGS MARKET IN EGYPT**
- Demand/supply outlook & production capacities
  - Drivers for growth
  - Regulatory issues & challenges
  - Raw materials sourcing & quality issues
  - Future prospect & trends

- 9:40 **DEVELOPMENT OF COIL COATINGS MARKET IN THE MIDDLE EAST**
- Key trends, drivers & demand growth
  - Production capacities & key players in the Middle East
  - Latest application & technology innovation
- Satya Nand, General Manager,  
Coil Coatings – Middle East  
**Akzo Nobel Middle East Coil Coatings**
- 10:15 Discussion followed by Refreshment
- 10:45 **MARKET OUTLOOK OF TRANSPORTATION COATINGS IN SOUTH AFRICA**
- Demand/Supply outlook
  - How big is the OEM/refinish market?
  - Development trends & challenges
- Llewelyn Mulder, Managing Director  
**Duco Specialty Coatings**
- 11:20 **PROSPECT OF PAINT & COATINGS MARKET IN YEMEN**
- Demand/supply overview
  - Drivers for growth & technological advancement
  - Regulatory issues & challenges
  - Raw materials scenario
- Anil Kulkarni, General Manager  
**Jotun Yemen Paints Co., Ltd**
- 11:50 **STRUCTURE & EFFECTS OF FUNCTIONAL FILLERS**  
Christian Plein, Area Sales Manager  
**Hoffmann Mineral GmbH & Co. KG**
- 12:30 Discussion followed by Closing Lunch
- 2:00 End of Conference



DUBAI | 22 - 23 January 2008

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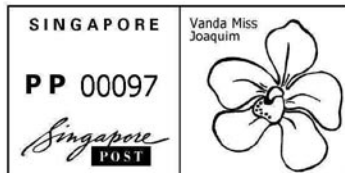
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### CONFERENCE VENUE

CMT has arranged special discounted room rate at AED 1100 / AED 1200 (Deluxe Single/Double) per room per night inclusive of 1 daily breakfast (subject to room and rate availability) for delegates at **Renaissance Dubai Hotel**. Please request Hotel Reservation Form, which will be emailed together with the invoice, providing full credit card number and expiry date and fax completed forms to:

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 Tel: **971 4 2625555 ext 8905** Fax: **971 4 2686511**  
 Email: [marilou.domalaon@renaissancehotels.com](mailto:marilou.domalaon@renaissancehotels.com)  
 Cut off Date for Room Booking: 21 December 2007



**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)
<b>USD1,395</b>	<b>USD1,195</b> (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.

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22 - 23 Jan, Bahrain

*"Methanol Opportunities in a High Oil Price Future"*

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