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10th Coatings ASIA MARKETS

29-30 September 2009 | SINGAPORE
Swissotel Merchant Court Singapore

“Will the stimulus packages help to beat the downturn?”

Berger Paints Ltd.
Kova Paint Group
BASF Coatings Asia Pacific
HSBC
Akzo Nobel Aerospace Coatings
Jotun COSCO Marine Coatings
Vietnam Paint & Ink Association
Dow Coatings Solutions
Cray Valley Resins
Huntsman
DuPont Titanium Technologies
Innov – Coat Ltd.
Frost & Sullivan

promotion partners



Day 1 - Tuesday, 29 September

8:00 Registration & Coffee

9:00 Chairman's Welcome & Introduction

9:10 Shaping Up Asia's Paint & Coatings Industry & Market Overview

- Market size for 2003-2007 & forecast
- Key segments & key countries driving growth
- Globalisation trends, market drivers & restraints
- Technology & quality trends

Krithika Thyagarajan

– Research Director (Asia Pacific)

Frost & Sullivan

9:45 Strategic Challenges in Managing Changing Landscape of Paint Retailing

- Changing landscape in paint retailing
- Understanding new expectations of consumers & retailers
- Rethinking mindsets & offering creative solutions
- Developing win-win strategies

V. B. Singh – Managing Director

Berger Paints (Thailand) Ltd.

10:20 Discussion followed by Refreshment Break

10:55 Resilience of Growing Economies & Impact on Automotive Coatings Producers

- Role of China, India & ASEAN in the resurgence of automotive industry

- Market/customer strategy & product innovations
- Talent retention, cost and quality management as key success factors

Ramkumar Dhruva

– Director Regional Business Management

(Automotive OEM & Industrial Coatings Solution)

BASF Coatings Asia Pacific

11:30 China Coatings Market Drivers & Outlook

- Impact of stimulus package on construction sector & demand for coating
- Challenges facing China's coating sector amid global slowdown

Wang Jian

– Technical Director & Marketing Manager

Jotun COSCO Marine Coatings (Guangzhou) Co. Ltd.

12:05 Asian Coatings Industry: Perspective of A Resin and Additive Supplier

- Additives market in Asia-Pacific
- A case study : rheological additives

Roland Glotzer – President

Cray Valley Resins (M) Sdn. Bhd.

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Remarks

14:10 Asia Economic Outlook for 2010

Prakriti Sofat – Economist (Global Banking & Markets)

HSBC

14:45 Innovations, Markets & Trends in Aerospace Coatings

Robert Waddell

– Technical Sales Director (Asia Pacific)

Akzo Nobel Aerospace Coatings

15:20 Vietnam Coatings Market Overview

- Market trends & growth in decorative, marine & protective sector
- Driving factors and expected growth in 2010

Nguyen Thi Lac Huyen – Vice Chairperson

Vietnam Paint & Ink Association

15:55 Discussion followed by Refreshment Break

16:20 New Sustainable Technologies in Industrial Coatings

Raymond Wee – Marketing Manager (SEA)

Dow Coatings Solutions

16:55 Latest in Nano-technological Coatings – From Functional to Protective

Gulsen Celiker – Chief Technical Officer

Innov – Coat Ltd.

17:30 Discussion followed by End of Day 1

Day 2 - Wednesday, 30 September

9:00 Chairman's Remark

9:05 Latest Development of Water-Based Architectural Coatings

- Low dirt pick up paint
- Self cleaning paint
- Rust resistance paint
- Modified Acrylic with epoxy/polyurethane paint
- Heat resistance paint
- Fully tropicalized paint

Nguyen Thi Hoe – Chairperson

Kova Paint Group

- 9:40 **Profile of Indian Paint & Coatings Industry**
- Recovery of the auto and marine sector?
 - Consolidations of the industry
 - Market segmentation outlook & demand
- 10:15 Discussion followed by Refreshment Break
- 10:45 **TiO₂ Industry Perspective and Sustainable Innovation for Tomorrow's Challenges**
- Continued demand for sustainability & quality in coatings
 - Role of TiO₂ in energy reduction
 - Delivering solutions for tomorrow's challenges
- Carlos Verdejo – Global Coatings Offering Manager
DuPont Titanium Technologies
- 11:20 **Bio-Based Products & Cyclic Carbonates: Environmentally Friendly Solutions for the Coatings Industry**
- Feng Shaohua
– Market Development Mgr (Asia Pacific)
Huntsman (S) Pte. Ltd.
- 11:55 **End User's Perspective: Quality Trends & Requirements**
- 12:30 Final Discussion followed by Closing Lunch
- 14:00 End of Conference

“Banking on eco-friendliness to gain competitive advantage”

The coatings industry is experiencing longer lead time to recover as inventory builds up and consumption falls. But could there be a silver lining amid the economy tsunami? With stimulus packages being announced from China to India, the construction sector may simply resuscitate coatings demand in Asia. Furthermore, as the industry consolidates and opportunities shrink, companies are differentiating their strategy by going green!

“The idea of natural, renewable & sustainable raw materials for the coatings industry has become a new mainstream objective, allowing paint producers to take another step up in terms of their formulation practices”

March 2009, ICIS Chemical Business

CMT's **10th Coatings Asia Markets** is a pivotal event to identify opportunities in difficult times. From latest offerings in eco-friendliness to focus on key markets, this conference will highlight the trends enveloping the coatings industry in a nutshell.

You will network with

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

Key Focus

- Snapshot of Asia's paint & coatings industry from globalization trend to market drivers & restraints.
- Berger Paints win-win approach in managing challenges in the changing landscape of paint retailing.
- From bio-based products to cyclic carbonates, how is the coatings industry evolving to meet environmental-friendly solutions?
- Impact of the stimulus package on China's construction sector and subsequently, on the demand for coatings.
- Recent developments on water-based, low VOC and solvent free paints for architectural coatings.
- Hurdles to the Vietnamese coatings market and how is it expected to recover in 2010?
- Latest in nano-technology to improve coatings performance and quality.
- Technology innovations and markets for aerospace coatings as Akzo Nobel identify crucial trends and drivers.
- Profile of the Indian paint & coatings market as the prevailing climate of infrastructure investment holds the key to boost growth.
- Advancements in renewable and sustainable raw materials to achieve environmental benefits & compliance.

10th Coatings

ASIA MARKETS

29-30 September 2009 | SINGAPORE



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FEES

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

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
USD1,295	USD1,195 (MIN SAVINGS OF USD300)

* 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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CONFERENCE VENUE

CMT has arranged special discounted room rate at S\$ 245++ / S\$ 265++ (Single / Twin) per room per night including daily American Buffet Breakfast (subject to room and rate availability) for delegates at **Swissotel Merchant Court Singapore**. Please reserve your room with the hotel directly, providing full credit card number and expiry date to:

Faye Ines, Group Coordinator
Swissotel Merchant Court Singapore
 20 Merchant Road
 Singapore 058281, Singapore
 Tel: 65 62391866
 Fax: 65 63369993
 Email: reservations.merchantcourt@swissotel.com
 Cut-off date: 28 August 2009

CMT'S UPCOMING EVENTS

3rd Global Silicone Biz Outlook

SHANGHAI, CHINA | 23-24 September 2009

Surviving the global slowdown while balancing energy efficiency & Green Concerns

Confirmed Speakers:

- Momentive Performance Materials • Hubei BlueSky New Material Inc
- Zhejiang Hesheng Chemical • Dow Corning • BRB
- Bluestar Silicones • BioMax Si&F Fine Chemical Co. Ltd • Unilever
- Petronas Methanol • Wacker Chemicals (China) Co. Ltd.
- KCC Corporation • Suzhou Nanodispersions • BNP Paribas
- Hong Ye Jie Technology Co Ltd • SemiLEDs Corporation

9th ASIA SURFACTANTS Personal & Homecare Markets

SHANGHAI, CHINA | 24-25 September 2009

Creating value and capitalizing on today's volatile markets

- How will Asia/China's surfactants industry ride out the economic storm?
- Feedstocks overview & price trends: MES/LAB/EO/AE/APG
- Personal care and homecare market outlook
- Devising new formulations for sustainability in personal care & homecare sector
- Growth potential for natural based surfactant
- Regulatory changes and impact on the industry

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@cmtp.com.sg or (65) 6346 9132.