

11th Coatings ASIA MARKETS

13-14 Oct 2010
Ho Chi Minh City, Vietnam

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Program topics, speakers and schedule are confirmed as at printing time. Please refer to event page at www.cmtevents.com for updated program agenda.

DAY 1 - 13 Oct 2010, Wednesday

08:00 Registration & Coffee

09:00 Chairman's Welcome & Introduction

09:10 **Strategic Approach to Managing Cost & Innovation to Meet Changing Market Demand**

*Manuelito Jose De Dios, General Director
Akzo Nobel Paints/ICI Vietnam*

09:40 **APAC Coatings & Paint Outlook – Post Crisis Year**

- Market size, split by key categories, countries, comparison of APAC to the global market
 - Drivers, restraints & challenges to the paint industry
 - Special focus on some key markets - Indonesia, Vietnam, China
 - Technology trends & relevant regulations
 - Key players and success factors
- Krithika Tyagarajan, Research Director
(Chemicals, Materials & Food) - Asia Pacific
Frost & Sullivan*

10:10 **Vietnam Coatings Market Overview**

- Market trends & growth moving forward
- Investment scenario for the coatings industry
- Challenges for the Vietnamese producers

*Nguyen Thi Lac Huyen, Vice Chairperson
Vietnam Paint & Printing Ink Association (VPIA)*

10:40 Discussion followed by Refreshment Break

11:10 **Growth in China's Coatings Sector & Market Trends**

*Xilin Li, Vice President - CAS Greater China
Bayer MaterialScience (China) Company Ltd*

11:40 **India's Coatings Market Outlook**

*Dr. Amarjit Singh, Director
National Institute of Coating Technology*

12:10 **Green Chemistry: Shift towards Renewable Materials in Asia**

- Conventional to renewable sources - challenges & trends
 - Approach to innovation and sustainability
 - Advances in products and processes
- Chia Puay Koon, Regional Marketing Manager - Asia Pacific, Dow Chemical Company*

12:40 Discussion followed by Networking Lunch

14:00 Chairman's Remarks

14:10 **Marine Coatings Outlook – Trends & Challenges**

Krishnan Lal Batra, Country Head, India, Bangladesh, Sri Lanka, Chugoku Marine Paints (S) Pte Ltd, India Liaison Office

14:40 **Outlook of the Shipbuilding Industry in Vietnam/Asia**

- Newbuild activity and market size for the next 2-5 years
 - Inland marine maintenance market and challenges
 - Impact on Marine & Protective Coatings
- Nguyen Quoc Anh, Chief Business Officer
Vinashin Company*

15:10 **Greenability for the Coatings Industry**

- Green additives: Approach
 - Requirement: Low VOC, renewable materials, eco-labelling, etc.
 - Outlook for the sector
- Sang Van Pham, Chief Representative - Vietnam
BYK-Chemie*

15:40 Discussion followed by Refreshment Break

16:10 **Commercial Potential of Fluorescent Material: "Self-Glow Paint"**

*Anthony Ho, CEO
NanoBright Technologies Pte. Ltd.*

16:40 **Advancements in Powder Coating Resins - Applications, Market Trends & Technology Innovation**

Eric Blokhuisen, New Business Development Manager, DSM Powder Coating Resins

17:10 Discussion followed by End of Day 1

DAY 2 - 14 Oct 2010, Thursday

09:00 Chairman's Remark

09:10 **Coating Resins: How to Balance Costs & Supply Security**

- Overview of the coating industry as perceived by the resin industry
- Structure, strategies and financial performance of the resin industry
- Cost drivers of resin producers and pricing outlook

*Roland Glotzer, President
Cray Valley Resins (M) Sdn Bhd*

09:40 **New Challenges & Opportunities for Coatings Business in Thailand**

*Petcharat Eksangkul, Managing Director
Eason Paint Products Co Ltd*

10:10 **Middle East Coatings Outlook**

10:40 Discussion followed by Refreshment Break

11:10 **Trends in Environmentally Friendly Biocides for Coatings**

*Dr. Michael Gerle, Vice President APAC, Material Protection Products
LANXESS Singapore*

11:40 **Market Challenges & Developments for Radcure Coatings**

12:10 Final Discussion followed by Closing Lunch

13:30 End of Conference