

12th Coatings

ASIA MARKETS

2-3 Nov 2011 / Jakarta, Indonesia
Sari Pan Pacific

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DAY 1 – 2 Nov 2011, Wednesday

08:00 Registration and Coffee

09:00 Chairman's Welcome & Opening Remarks

09:10 Analysis of Asia Pacific Paint and Coatings Market

- Asia Pacific's paint and coatings market
- Macroeconomic trends influencing the paint industry in Indonesia
- Market drivers and restraints
- Trends analysis
- Competitive Analysis

*Eugene Van Der Weerd, Country Director, Indonesia
Frost & Sullivan Indonesia*

09:40 Opportunities and Challenges of the Increasing Demand of Environmentally Friendly Paints

- How the coatings industry has to evolve with changing environmental regulations
- Carbon footprint awareness
- Innovations in coatings

*Jerry Goei, President Director
PT. ICI Paints Indonesia*

10:10 Building a Sustainable Future Together

- With global trends in a state of uncertainty how can the titanium dioxide industry change their strategic approach to bring in speed, flexibility and resilience?
- What are the key drivers of growth and sustainability?
- What will it take to deliver the winning edge?

*Gautam Nivarthy, Marketing Manager
DuPont Titanium Technologies Asia Pacific*

10:40 Discussion followed by Refreshments

11:15 Panel Discussion: How are Companies Managing Rising Raw Material Costs?

- Challenges and strategies
- Perspectives from paint producers and suppliers

11:45 Dominance of the Decorative Market in Indonesia

*Kris Adidarma, Director
PT Propan Raya ICC*

12:15 Latest Building Design & Trends: An Architect's Perspective

- "Green" buildings trends & the impact on the coatings industry
- Incentives by governments
- Emerging trends & expectation from coatings suppliers

*Tiyok Prasetyoadi, Director
PDW Architects*

12:45 Discussion followed by Networking Lunch

14:00 Chairman's Introduction

14:05 Global Economic Outlook

*Destry Damayanti, Chief Economist
PT. Bank Mandiri (Persero) Tbk*

14:35 Vietnam Coatings Market

- Market drivers, trends and growth sectors
- Outlook and strategies for growth
- Challenges in the Vietnam market
- Update on environmental legislation

*Feungladda Chirawiboon
Vice President – Overseas Business
TOA Paint Co. Ltd*

15:00 India's Decorative Coatings Market

*Ramakanth Akula, President, Decoratives
Nippon Paint India*

15:30 Discussion followed by Refreshment Break

16:00 Development in Powder Coatings

*Indra Suryaputra, General Manager
PT Jotun Powder Coatings Indonesia*

16:30 Automotive Coatings Market in Asia

- Key growth regions and drivers
- Latest technology, developments and trends

17:00 Discussion followed by End of Day 1

Day 2 – 3 Nov 2011, Thursday

09:00 Chairman's Introduction

09:10 Recovery of the Asian Marine Markets

09:40 How Big is the China Coatings Market?

- Government measures to control inflation & impact on building & construction sector
- Opportunities for growth
- Key growth sectors & prospects of environmental friendly coatings
- Raw materials issues
- Distribution challenges

10:10 Present and Future of Smart Coatings in Asia

*Jeremy Rowe
Managing Director, South East Asia & Pacific
Akzo Nobel Paint South East Asia & Pacifics*

10:40 Discussion followed by Refreshment Break

11:10 Wood Coatings in Asia

- Innovations in wood coatings
 - Drivers for growth & key growth regions
- Andrew G. Maguire
V.P. & General Manager, Asia-Pacific
Sherwin-Williams (Shanghai) Ltd.*

11:40 Green Eco-Friendly or Cost – A n Equilibrium to Meet Consumer Demand and Expectation

- Green - a mission and vision rather than a challenge
 - Consumer demand and expectation
- QX Lee, VP Brand & Marketing
OEKO Furniture*

12:10 Development of Bio-Based Raw Materials for Coatings Industry

12:40 Final Discussion followed by Closing Lunch

14:00 End of Conference