

13th Asia Coatings Markets

7-8 November 2013 / Singapore
Novotel Singapore Clarke Quay



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Day One – 7 November, Thursday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introductions
*Li Xilin, Managing Director
Shanghai Partners Co Ltd*
- 09:10 **High Growth Sectors Driving Asia's Paints and Coatings Market**
 - Macroeconomic and demand growth analysis of key Asian markets
 - Trends in the decorative, protective, industrial and marine sectors
 - Optimising distribution channels
 - Pricing models for effective market segmentation*Chris de Lavigne
Global VP, Industrial Practices
Frost & Sullivan*
- 09:45 **The Decorative & Protective Market: Regional Residential, Commercial & Infrastructure Trends**
 - Growth of the regional construction sector; the opportunities it offers to the decorative and protective coatings segments
 - Key Asian regions leading the growth of the decorative and protective markets
 - Technological advances in the decorative and protective sectors
 - Strategies to stay competitive in the Asian region*Feungladda Chirawiboon
Vice President - Overseas Business
TOA Paint Co. Ltd*
- 10:20 Networking Refreshment

- 10:50 **Latest Building Designs Provide Boost to Asia's Coatings Industry**
 - Updates in regional regulations governing the facade design of buildings
 - Emerging building trends and their impact on Asia's coatings demand
 - Asian regions driving the green building movement
 - Challenges in incorporating "green" facade designs*Russell Cole, Principal
Arup (Singapore)
Tiyok Prosetyoadi, Director
PDW Architects*

- 11:35 **Strategies to Manage Raw Material Price Increases, Focus on: India**
 - India, incredible India
 - The coatings industry in India: present and future
 - Structure and strategies of the resin industry in the world
 - The resin industry in India
 - Cost drivers and pricing
 - Raw materials in an Indian context
 - Purchasing strategy in an Indian environment
 - Coating resins in India: an outlook of the competitive landscape*Roland Glotzer, President
Arkema Chemicals India Pvt. Ltd.*

- 12:05 **Advancements in the Automotive OEM Segment**
 - Demand and production forecast of the automotive industry
 - Forecast of aesthetic trends in 2014/15
 - Technological advancements in waterbased automotive OEM coatings

- Research and development initiatives
*PB Deshmukh, Technical Consultant
Nippon Paint (India) Pvt Ltd*

- 12:40 Networking Lunch

- 13:55 Afternoon Chairman's Introduction
*Chris de Lavigne
Gloval VP, Industrial Practices
Frost & Sullivan*

- 14:00 **Robust Automotive Market Drives Coating Growth**
 - Automotive Market growth in ASEAN (2014)
 - Customer color spectrum trend 2014
 - Image of Auto Coating process
 - QCDM requirements for linking with Auto Industry process
 - Example Implementation of current & future Coating process*Eko Rudianto
Advisor to Board of Directors
PT. Toyota Motor Manufacturing Indonesia (TMMIN)*

- 14:30 **Drivers for Growth of Waterbased Coil Coatings in the Beverage Sector**
 - A review of the Asian beverage and canned foods sectors
 - Rising HSE awareness and its impact on the coil coatings market
 - The development of waterbased coatings for the canned beverage sector
 - Implications for solvent based coatings: Is there any further room for growth?
 - A practical example: Valspar Paint's projects with coil coaters in China*Paul Cooke, Technical Director,
Packaging Coatings, Asia
The Valspar (Singapore) Corporation Pte Ltd*

- 15:00 **Outlook for TiO2: Further Consolidation in the Works?**
 - Global demand and supply analysis: Existing capacities, new capacities, pricing and margins overview
 - TiO2 feedstock review: A view of the rutile and anatase segments, capacity investment, future investments needed, government incentives to boost production
 - Focus on: New TiO2 capacities in China and their impact on the global supply balance*Laurence Wang, Senior Consultant
China Titanium International*

- 15:30 Networking Refreshment

- 16:00 **Forging Ahead with China's Construction & Industrial Sector amid Slowing Growth**
 - Factors impacting the growth of the domestic coatings market
 - Demand drivers and sector growth projections
 - The impact of affordable housing on domestic coatings demand
 - Shifting automotive trends and their impact on the coatings sector
 - O&G/chemical/shipping trends and their impact on demand for protective/marine coatings
 - Moving towards environmentally friendly coatings*Li Xilin, Managing Director
Shanghai Partners Co Ltd*

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16:30 New Functionalities Shape Smart Coatings Landscape

- Advances in materials science beyond protective and decorative attributes
- Developments in the self-healing, hydrophobic and self-healing segments
- Time, cost and durability challenges

17:00 Nanotechnology in High Performance Functional & Protective Coatings

- Opportunities for nano-technology in the thin film coatings sector
- Morphology of thin film coatings
- Challenges developing nano-technology
- A case study: The InnovCera Solution
Gulsen Celiker, Chief Technical Officer Innov-Coat Ltd

17:30 Discussion followed by End of Day One

09:40 Drivers of Thailand's Coating Market Including Trends in Emerging Myanmar

- Market drivers, trends and growth sectors
- Outlook and strategies for growth
- Creating an effective domestic distribution channel
- Update on environmental regulations and how they are affecting the coatings industry
- New business opportunities as the coatings industry seek to "go green"
- Perspective about paint market trend in Myanmar

*Petcharat Eksangkul
Managing Director
Eason Paint Public Co*

10:10 Trends and Challenges Governing the Marine Coatings Landscape

- A review of Asia's marine coating sector
- Health and environmental awareness: How changing HSE regulations and heightened environmental awareness are impacting the demand for anti-fouling coatings
- Crude and bunker fuel review: Price and market review
- The future of the marine sector: A temporary blip due? Or an indication of long-term pain ahead?
- Upcoming regulations that will impact the future landscape for marine coatings

*Krishan Lal Batra, Managing Director
Chugoku Paints (India) Private Limited*

10:40 Networking Refreshment

11:10 Powder Coatings Trend and Growth Opportunities

- Growth developments for powder coatings in metal, wood, plastic applications
- Government incentives supporting demand growth
- Growth Sector Focus: Powder coatings for engineered wood application
- Industries currently using the wood powder coatings system
- Innovations which will expand wood powder coatings market reach

*Dr . Liu Jiping, R&D Director
TIGER Coatings*

11:40 Sustainability in the Coatings Industry

- Changing regulations in the industry
- Best practices for sustainability
- Carbon footprint awareness

12:10 Going Green: Eco-Friendly or Cost? - An End-user's Approach to Managing the Consumer's Expectations

- Trends in the furniture sector: How the consumer's needs and tastes are evolving, and the corresponding impact on coatings demand
- Dealing with raw material cost increases



- Greening the production line: A buyer's view
*QX Lee, VP Brand & Marketing
Okeo Furniture*

12:50 Final Discussion followed by Closing Lunch

14:15 End of Conference

You Will Network With:

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

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Online Payment Discount (per person)	(SGD)
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Day Two – 8 November, Thursday

09:00 Chairman's Introduction

09:10 Demand & Emerging Trends in the Indonesian Coatings Market

- Demand and supply balance
- Regulatory compliance
- Green Products
- Economic master plan and the opportunities for the coatings industry