

# 3<sup>rd</sup> MEA Coatings

## MidEast & Africa Coatings Market

15-16 Feb 2016 / Dubai, UAE  
Radisson Blu Hotel, Dubai Deira Creek

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### Day One - Monday, February 15<sup>th</sup>

08:00 Registration & Coffee

09:00 Chairman's Welcome & Remarks

09:10 **Middle East Coatings Market Outlook**

09:45 **Architectural Coatings Market Outlook & Demand Trends in the Middle East**

- Including cool coatings
- Rene Mayer, Global Concept Director - Building Components*  
**Jotun Powder Coatings UAE LLC**

10:15 Discussion followed by Networking Coffee

10:45 **Middle East Construction Market Outlook**

- Christopher Seymour, Partner, Middle East Head of Markets and Development*  
**Arcadis**

11:15 **Iran's Protective Coating Market Opportunities**

- Marine, oil & gas and petrochemical market update
  - Geopolitical situation update
- Hossein Parhizgar, Managing Director*  
**Khalagh Tadbir Pars Co**

11:45 **South Africa Coatings Market Outlook & Industry Development Updates**

- Hempel's expansion plans into sub-Saharan Africa
- Andrea Negri, GM Sales*  
**Hempel Paints (South Africa) (Pty) Ltd**

12:15 Discussion followed by Networking Lunch

13:45 Chairman's Introduction

13:50 **Macro-economic Outlook of Middle East & North Africa**

- New oil price environment on the Middle East and North Africa
- Razan Nasser, Senior Economist*  
**Global Banking and Markets**  
**HSBC Bank Middle East Limited**

14:20 **Saudi Arabia/Qatar Coatings Market Outlook**

14:50 **West Africa Coatings Market Outlook**

- Demand trends, drivers & Investment Landscape
  - Coatings solutions for low-cost housing
  - Establishment of distribution networks
  - Expansion plans in the region
  - Import tariffs
- Adesanya Denola, DGM Sales & Marketing*  
**President Paints Nigeria Limited**

15:20 Discussion followed by Networking Tea

15:50 **Growth of Powder Coatings in the Middle East**

- Demand/supply projections and key applications
- Expansion plans & update
- Powder coatings innovations & emerging trends

16:20 **Coil and Can Coatings Market Outlook**

- Sumeet Kachhawa, Director*  
**Spectrum Industries LLC**

16:50 **Cost-Performance Evaluation of Bio-based Raw Materials in Coatings Applications**

17:20 Discussion followed by End of Day 1

### Day Two - Tuesday, February 16<sup>th</sup>

09:00 Chairman's Remarks

09:10 **Potential of Africa as a Production Hub to Meet Paint & Coatings Demand**

- Where are the growth markets?
- Which sector has the highest growth potential?
- Raw materials Inputs & technology challenges
- Production opportunities & challenges

09:40 **Egypt and North Africa Coatings Market Outlook**

- Demand/supply projections
  - Construction outlook & growth segments
  - Production challenges & product differentiation
- Hany El Belony, Marketing Manager*  
**SCIB Paints**

10:10 **Protective & Pipeline Coatings Market Outlook in Middle East/Africa**

- Pipeline project construction plans and deals
- Driving demand across energy, water, mining, petrochemical and metal processing industries (wind turbines, containers and infrastructure)
- Oil & gas market update

**Jotun**

10:40 Discussion followed by Networking Coffee

11:10 **East Africa Coatings Market Growth Outlook: Tanzania, Kenya, Ethiopia**

- Demand trends, drivers & Investment landscape
- Establishment of distribution networks
- Expansion plans in the region

11:40 **Wood Coatings Market Outlook in Turkey**

- Demand/supply projections & growth outlook
  - Prospects for water-borne wood coatings & innovations
- Jose Puentes, Commercial Director*  
**Kayalar Kimya**

12:10 **Emerging Trends & Innovations in Coatings Raw Materials**

12:40 Final Discussion followed by Closing Lunch

13:30 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, Consultants, Chemical & Additives Suppliers/Technology Providers/End-users, etc.

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