



100+  
Coating&Paints  
Producers



7  
Contribution  
Awards



300+  
Attendees



THE 6TH ANNUAL  
**Green Industrial Coating Asia**  
2013 International Symposium  
24-25 September 2013 | Shanghai China

6th  
episode

1  
Roundtable  
Panel



5+  
Hours  
Networking



# GICA BULLETIN

**FREE REGISTRATION**  
FOR COATING & PAINTS  
MANUFACTURERS



To find more

THE 6TH ANNUAL

## GICA CONGRESS 2013

I have been a part of the GICA Congress for the last couple of years and I must admit that it is one of the best shows around. The quality of topics, speakers chosen and the overall flow of the program are impressive. If there is one coating event I need to attend every year that would be the GICA Congress.

He dongfeng, Technical Manager  
Nippon Industrial Paint

24-25 September 2013 | Venue to be announced soon

Global TiO<sub>2</sub> Pigment Industry Has Strongest Year in Two Decades

>> more on page 2

Global Coatings Market to Reach USD107 Bn by 2017, Expects Companies & Markets.  
>> more on page 2

BASF Inaugurates its Dispersions Plant to Strengthen its Paints & Coatings Segment in China  
>> more on page 2

**OXITENO IS THE BEST SOLVENT SUPPLIER, ACCORDING TO SHERWIN-WILLIAMS**

In November 9th, Oxiteno was chosen by Sherwin-Williams, one of the leaders on the paint market in Brazil, as the "Best Solvent Supplier", during the 16th edition of the awards "System of Supplier's Performance Evaluation". In order to identify the best practices amongst suppliers, Sherwin-Williams evaluates five items: process quality, product quality, product delivery, invoice and buyer's assistance. "With quarterly reports, both the supplier and Sherwin-Williams gather information on the performance and on which actions should be taken so that the level of excellence of the processes is reached", explains the Technical sales representative for Paints & Coatings, Danielle Pina Fittipaldi. "The suppliers are awarded in the categories resin, solvent, load, pigment, additive, package and biggest growth", she completes.

"Oxiteno was recognized for its excellence standards in the delivery of products and services and in the quality of customer service. This award is a result of the effort of a team integrated and prepared to present innovative solutions to the market", celebrates the manager of Paints & Coatings Business, Hugo Gardelli.



**PRESENTS**

**PPG and Henan Billions announce worldwide TiO<sub>2</sub> technology license agreement**

PPG Industries today announced that it has entered into a technology license agreement with China-based Henan Billions Chemicals Joint Stock Co., Ltd., that will provide Henan Billions the right to use PPG's technology for the manufacture of chloride-grade titanium dioxide on a worldwide basis. >> more on page 3

Jiping Liu  
Technical Director  
Tiger Coating

Russell Deane, Global Segment,  
Manager - Architectural,  
AkzoNobel Powder Coatings

Aldin Turudic,  
Sales Director,  
FEIDAL Coatings Group



Dr. Christian Kober,  
President Greater China,  
Becker Industrial Coatings

Dr. Konstantin Sergeevich  
Zuyev, Global Innovation  
Director, Valspar Corporation

## THE WORLD'S LARGEST MEETING PLACE DEDICATED TO THE COATING COMMUNITY

- 1 The world's foremost event for the coating industry featuring green coating R&D including AKZONOBEL, PPG, SHERWIN WILLIAMS, VALSPAR, NIPPON PAINT, SHANGHAI COATING, ect
- 2 Luring over 250 attendees last year, the 6th Annual GICA Congress takes is already up and running with over 100 coating & paints companies and raw material suppliers this year
- 3 Additional panel discussion composed of paint producer, raw material suppliers, end users to share views on value chain

**COATEX to introduce a New Rheology Modifier at Chinacoat 2012**

A world-leading designer and producer of waterborne rheology additives, Coatex will showcase its innovative and robust range of dispersing agents and thickeners at Chinacoat 2012. Visitors attending Chinacoat 2012 will be introduced to the new innovative grade of non ionic thickener, CoapurTM 3020.

>> more on page 3

**Sachtleben awarded the Green Raw Material Supplier Award at Green Industrial Coatings Asia 2012**

The fifth annual "Green Industrial Coatings Asia" combined fair and symposium was held in Shanghai on October 23-24. The focus was set on environmentally friendly coatings systems including the latest developments of binder systems, pigments and additives, which fulfill the criteria to be "green."

>> more on page 3

Log on to [www.greenwisdomindustry.org/GICA2013](http://www.greenwisdomindustry.org/GICA2013) for updates

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**BRAND NEW VENUE WITH A DEDICATED  
"COATING TECHNOLOGY AREA".**

## IMPORTANT NEWS&UPDATES

### Lubrizol Launches Turboset 2027 PUD to Enhance the Performance of Wood Coatings >> more on page 3

The Lubrizol Corporation has introduced Turboset™ 2027, an NMP-free, self-crosslinking polyurethane composite dispersion formulated to enhance the performance of interior wood coatings used on floors and furniture, as well as select sealers, without requiring additional crosslinkers.

### Dow Coating Materials expands dispersant production >> more on page 3

Dow Coating Materials, a global business unit of The Dow Chemical Company, has announced plans to expand production of its Dispersants product line in response to rapidly increasing demand from customers across the globe. Additional production of Tamol and Orotan high-performance hydrophobically modified copolymer dispersants from Dow is slated to begin in Q1 2013. The additional Tamol dispersant will be produced for architectural and Industrial coatings manufacturers; hygiene and medical applications and personal and home care products

### Ashland receives 2012 Best Service Award from AkzoNobel for its coating additives

Ashland Specialty Ingredients recently received the 2012 Best Service Award from AkzoNobel. The award recognized Ashland's outstanding achievements as a top global supplier in delivering high-quality coating additives solutions while fulfilling application requirements. The Best Service honor is awarded annually to suppliers in recognition of "world class" performance in the areas of product quality, technical service and supply reliability. Ashland is among the top seven winners this year. "We're proud to receive AkzoNobel's highest award for suppliers, as it drives us to continue contributing toward their growth and success," said William Zhao sales director, Ashland Specialty Ingredients China. "Our effective collaboration makes it possible to bring innovative products and solutions more rapidly to the global market."

## GLOBAL TiO2 PIGMENT INDUSTRY HAS STRONGEST YEAR IN TWO DECADES

The \$17 billion global titanium dioxide (TiO<sub>2</sub>) pigment industry improved profitability in 2011, with figures that TZ Minerals International Pty. Ltd. (TZMI) believes are the strongest in two decades.

In the eighth edition of the Global TiO<sub>2</sub> Pigment Producers Comparative Cost and Profitability Study 2012, TZMI reported that manufacturing cost is expected to increase dramatically in the next two to three years as legacy ore contracts roll off and are replaced by contracts that strongly favor feedstock producers.

In 2008, the TiO<sub>2</sub> pigment industry operated in an environment of depressed profitability, with record-high raw material and energy costs resulting in an oversupply of TiO<sub>2</sub> in western markets. With the onset of the global financial crisis, inventories were drawn down, and capacity idled, making it difficult to restart the supply chain when the market recovered. The tight supply situation started in 2010 and continued through 2011, with price increases announced regularly during the two-year period. As a result, global pricing increased by

8 percent in 2010 and almost 40 percent in 2011. The EBITDA margin for the industry increased from a level of 11 percent entering 2010 to 32 percent exiting 2011.

In 2011, production (pro forma basis) increased 3.5 percent after demand increased with the improved economy, consumers re-stocked their supply chains, and some producers due to lack of available product bought ahead of needs to de-risk availability in future months. Chinese producers led the production growth with a very bullish 14.5 percent year-on-year increase in output.

Growth during the last five years has been led by major emerging economies (most notably China), the emerging economies of Asia-Pacific (Indonesia, Thailand, Vietnam, Philippines, etc.), Brazil, Turkey, Russia and India. The mature economies of Western Europe and North America have remained flat or declined slightly in consumption.

### Global Coatings Market to Reach USD107 Bn by 2017, Expects Companies & Markets.

The global coatings market has been forecast to increase at a compound annual growth rate (CAGR) of 5.46% through to 2015, with the industry set to hit 8.7 billion gallons and US\$107 billion by the year 2017.

Key factors contributing to growth within the painting market include the recovery of global economies from the recent economic turmoil, rapid industrialization, increasing demand from end-use sectors, such as automotive and construction, the increasing stringency in regulations, rising competition, growth in unique formulations, and technological and product developments.

The recent downturn in the global economic market has mauled the coatings industry, as was the case with several other sectors. The global coatings market, as a whole, along with all major segments witnessed a substantial decline in volume and value sales during the downturn. However, the impact of the recession varied among each segments. Production within the global coatings market is witnessing a major shift away from the developed regions of Europe and the US, to the developing economies, such as Asia, comprising Korea, India, and China.

### BASF Inaugurates its Dispersions Plant to Strengthen its Paints & Coatings Segment in China



BASF, the world's leading chemical company, inaugurated its new dispersions plant in Daya Bay Petrochemical Industrial Park in Huizhou, China. The new plant will produce styrene butadiene (XSB) dispersions and styrene acrylic (SA) dispersions. XSB dispersions are mainly used as coating binders for paper, while SA dispersions are used in paint and coatings printing and packaging, construction materials and adhesives. The new plant in Huizhou, together with BASF's existing eight dispersions plants located in China, Indonesia, India, Japan and Australia will expand BASF's regional manufacturing footprint and dispersions capacity. It will meet the growing demands of key customers who serve Asia's fast growing consumer markets. "Our new operations in Huizhou bring us closer to the market, especially in South China. We are well positioned to support our customers' strong growth in particular the packaging segment. It marks another significant milestone for BASF's commitment to the paper industry, producing innovative paper chemistry solutions in Asia for Asia. We will grow our business further with the potential to expand when the market demands for it," said Heng Lin, Senior Vice President Paper Chemicals Asia Pacific. "This new dispersions plant strengthens our commitment to the fast growing paint and coatings market in China, and the increased capacity helps to expand the local production network. BASF will continue to strengthen the Research and Development footprint in China that equips us with more resources to develop innovative products to tap into additional market opportunities said Gops Pillay, Senior Vice President Dispersions & Pigments, Asia Pacific.



## OPINION MATTERS!

"This was my first time at the GICA congress and it was extremely useful to update myself on the subject of green coatings."

Michael Hofmann, Technical Marketing Manager, DuPont Titanium Technologies

## IMPORTANT NEWS&UPDATES

### COATEX to introduce a New Rheology Modifier at Chinacoat 2012

A world-leading designer and producer of waterborne rheology additives, Coatex will showcase its innovative and robust range of dispersing agents and thickeners at Chinacoat 2012. Visitors attending Chinacoat 2012 will be introduced to the new innovative grade of non ionic thickener, Coapur™ 3020. "Our coatings customers are looking for highly performing thickener for their premium grades, said Francois Court, Marketing Director for Coatex Group. "Ideal to achieve exceptional leveling with good sag, Coapur™ 3020 provides unmatched water resistance combined with high and ease of handling thanks to its high fluidity". Paint manufacturers in quest of alternatives to HEC thickeners will also find solutions with the Rheotech™ x800 a full range of HASE type rheology modifiers with key advantages at formulation. With over 40 years of expertise in rheological additives for aqueous formulations,

Coatex is a leading technology / solution partner to the global coatings market. Recent innovations focus on key current issues that today's Paint Formulators are challenged with, such as reduction of emissions (VOC), sustainable formulating and HEC replacement.

### Sachtleben awarded the Green Raw Material Supplier Award at Green Industrial Coatings Asia 2012

The fifth annual "Green Industrial Coatings Asia" combined fair and symposium was held in Shanghai on October 23-24. The focus was set on environmentally friendly coatings systems including the latest developments of binder systems, pigments and additives, which fulfill the criteria to be "green." Experts from companies, including AkzoNobelDuPont and Sachtleben, presented papers on the latest developments in "Green Coatings;" a jury had award prizes for the best papers and the most notable innovations. Sachtleben received the "Green Raw Material Supplier Award," for its new functionalized barium sulfate product. "A new technology of particle functionalization and its contribution to green coatings and sustainability," presented by Milan Krumbé, sales director coatings at Sachtleben, addressed concepts and ideas focusing the three leading cornerstones within the coatings industry: performance, efficiency and sustainability.

(November 1, 2012) by coatingsworld



Milan Krumbé,  
Director Segment Coatings  
Sachtleben Chemie GmbH

## PPG and Henan Billions announce worldwide TiO2 technology license agreement

**PPG** Industries (NYSE:PPG) today announced that it has entered into a technology license agreement with China-based Henan Billions Chemicals Joint Stock Co., Ltd., that will provide Henan Billions the right to use PPG's technology for the manufacture of chloride-grade titanium dioxide (TiO<sub>2</sub>) on a worldwide basis. This agreement completes the license of PPG technology previously announced by both companies. Terms of the license agreement were not disclosed.

"We are pleased to reach this worldwide technology license agreement with Henan Billions as it should expand the global supply of chloride-grade titanium dioxide, as well as provide a commercial opportunity for PPG technology," said Charles F. Kahle II, PPG chief technology officer and vice president, coatings research and development.

Henan Billions is currently a supplier of sulfate-grade TiO<sub>2</sub> to PPG. In June 2012, both companies announced a memorandum of understanding regarding PPG's licensing of certain chloride-based technologies to Henan Billions for use at Henan Billions' titanium dioxide refinement facilities in China. PPG previously manufactured TiO<sub>2</sub> using the chloride process at its chemicals facility in Natrium, W. Va., and sold titanium dioxide pigment for coatings and other end-use applications. Titanium dioxide is a raw material widely used in the paint and coatings industry as a pigment to provide hiding, durability and whiteness characteristics.

### Dow Coating Materials expands dispersant production



**Dow** Coating Materials, a global business unit of The Dow Chemical Company, has announced plans to expand production of its Dispersants product line in response to rapidly increasing demand from customers across the globe. Additional production of Tamol and Orotan high-performance hydrophobically modified copolymer dispersants from Dow is slated to begin in Q1 2013. The additional Tamol dispersant will be produced for architectural and Industrial coatings manufacturers; hygiene and medical applications and personal and home care products. "Tamol and Orotan high-performance dispersants from Dow have filled a significant market need for the coatings industry, as well as other Dow businesses in North America and worldwide," said Jose Maria Bermudez, NA business director, Dow Coating Materials North America. "We're very pleased to be investing in expanded production capabilities in order to meet growing demand and broaden our manufacturing footprint."

Tamol dispersants from Dow offer formulators a diverse selection of polyacid, hydrophilic copolymer and hydrophobic copolymer dispersants to meet a variety of formulation demands. Tamol dispersants offer a broad range of performance benefits to coatings such as excellent efficiency, gloss enhancement, pigment wetting, stability and color acceptance, according to the company. "Investing in expanded dispersant production continues Dow's ongoing objective to bring new products and technology innovations to market faster than ever before," said Bermudez. "Customers rely on our 30-plus years of extensive performance data and deep coatings expertise in order to meet their rigorous production and innovation goals. We are the recognized leader in our industry, backed by the largest investment in R&D and distribution capabilities of Dow. At the same time, we are structured to provide our partners with unique flexibility and turn-key response across every area of our business."



**This is my first experience with the Coating Congress. I am sure it will be an exciting experience.**

Benedict Fong, Chief Chemist  
The China Paint Mfg. Co., (Shenzhen) Ltd.

### Lubrizon Launches Turboset 2027 PUD to Enhance the Performance of Wood Coatings

**The** Lubrizon Corporation has introduced Turboset™ 2027, an NMP-free, self-crosslinking polyurethane composite dispersion formulated to enhance the performance of interior wood coatings used on floors and furniture, as well as select sealers, without requiring additional crosslinkers.

Turboset 2027 has been designed to elevate wood coating performance in the key areas of durability and wear resistance. While similar to its forerunner, Turboset 2025, Turboset 2027 is distinguished by its unique NMP-, NEP- and APEO-free chemistry making it an ideal solution for coatings intended for the global market and when health or environmental matters are considerations. In addition Turboset 2027 is a high-solids polymer, 40% by weight, and can be paired with a wide variety of cosolvents for greater opportunities to develop formulations for the world's diverse markets.

Turboset 2027 offers impressive performance qualities with exceptional durability and resistance to chemicals and overall wear, according to the company. Test results for black heel mark protection and hardness have also been on a very high level. In addition, gloss retention was comparable to high-VOC dispersions containing NMP. Crosslinking with a polyisocyanate, while not required, can be used to provide further improvement of performance regarding black heel mark, chemical and scratch resistance. The film cure speed of Turboset 2027 is also a significant benefit.



Very useful and interesting. Excellent information on the coating industry

**Jian Sun,**  
General Manager,  
Chongqing ACME

This event is valuable - I got a lot of practical information on the coating and raw material market.

Andy Liu  
Sales Manager East China  
Silberline

Good update on the status of REACH. Networking was a benefit

Elyn Xu,  
Project Manager  
Intertek



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**BREAKING NEWS: THE COATING&PAINTS TECHNOLOGY AREA JUST GOT BIGGER!!!**

**COMPREHENSIVE FACE TO FACE INTERACTION WITH GLOBAL COATING AND PAINTS LEADERS**

The coating Technology area is an exhibition area for coating producers and raw material suppliers to showcase their green solutions. Strategically placed next to the conference hall, the Technology area is destined to achieve maximum exposure to your solutions and products. Unlike a normal exhibition, displaying stand after stand of products, the Technology area empowers you with "targeted interaction" from your customer base.

Opportunities available to brand your company:

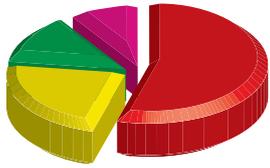
1. **GET ON STAGE:** Be a thought leader and deliver a presentation
2. **FLAUNT:** Book an exhibition space at the Technology Hall
3. **STAND OUT:** Increase your visibility by sponsoring lanyards / goodie bags
4. **ENTERTAIN:** Sponsor the cocktail reception and networking evening
5. **EXCLUSIVITY:** Sponsor the site visit

Email us at [Daniel.sean@greenwisdomindustry.org](mailto:Daniel.sean@greenwisdomindustry.org) or call +86 21 52080361 for sponsorship opportunities we have available for the 2013 Congress.



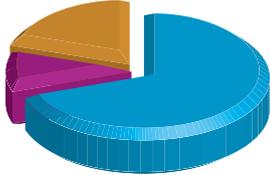
## 2013 Attendee Profile

### By Industry:



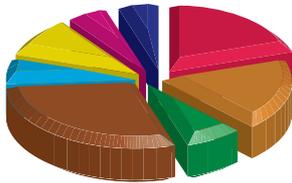
Coating Producers	60%
Raw Materials	25%
Research Bodies	15%
Others	10%

### By Geographic:



China	65%
EU&America	24%
SEA&Japan,Korea	11%

### By Geographic:



GM/MD/CEO	20%
Technical Manager	18%
R&D Manager	7%
Sales Manager	29%
Marketing Manager	6%
Consultant	10%
Researcher	5%
Others	5%

Informative, relevant and inspiring for the Asian coating leader.

**Milan Krumbe**  
Director Segment Coatings  
Sachtleben Chemie GmbH

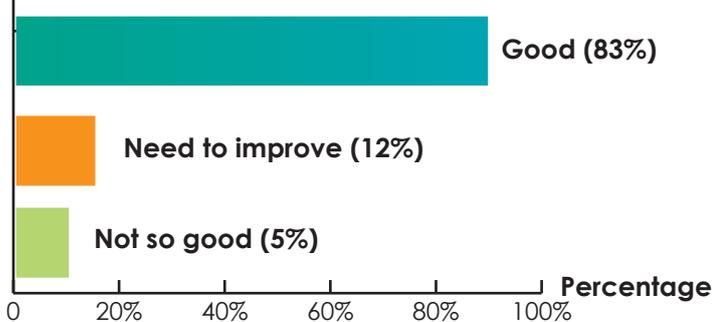


The GICA series Congress was the biggest gathering of top international leaders of the coating industry shaping the green coating future for Asian customers. The GICA Congress Asia Pacific has certainly opened more channels of communication for everybody concerned.



**Carlos Brasil**, General Manager Asia, Oxiteno

### Satisfaction Survey



### 5 Green Raw Material Suppliers Shared Their New Solutions to Coating Sustainability

### About the Annual the Best Green Raw Materials Suppliers Awarding Ceremony

Every year in GICA, Shanghai Coating & Dyestuff Association will evaluate the paper and speech of all raw material suppliers together with their environmentally friendly initiatives, in the previous year. Each year 5-10 leaders will receive the award to encourage their devotion to the coating sustainable development.

We are calling for paper for GICA 2013, anyone who is interested to present, please contact **Daniel Sean** Event Director at +86 21 52080361



**Nadia Andrade Armelin**  
Global R&D Manager  
Coating&Paints  
Oxiteno



**Michael Klinar**  
Sales Manager  
Coatings and Ceramics  
Kärntner  
Montanindustrie  
GmbH



**Michael Hofmann**  
Technical Marketing  
Manager  
DuPont Titanium  
Technologies



**Milan Krumbe**  
Director Segment  
Coatings  
Sachtleben  
Chemie GmbH



**Evan Wu**  
General Manager,  
Purac China



0800 Registration and welcome coffee

0845 Opening remarks from Chairperson

**AUTOMOTIVE COATING VOICES**



0900 Creating Value with Disruptive Innovation

- What trends are most likely to shape the nature of competition in the pigment industry within the next three to five years and how prepared is your organization is dealing with the changes
- Do you use examples from other industries that can serve as an example for the pigment industry on how otherwise competing companies can collaborate in R&D, innovation and other areas?
- What areas of competition in the industry do you think are most beneficial for a collaborative approach instead of a competitive approach

**Bill Eibon**

Director-Global Color Technology Platform  
**PPG Industries Inc**



0930 Effect of Atomization and Rheology Control Additives on Particle Size and Appearance

- Atomization Measurement
- Impact of Process Parameters on Particle Size
- Impact of Particle Size on Appearance

**Olivier Guerret**

Innovation and Development Director  
**Coatex Group**



1000 Networking Coffee Break



1030 AkzoNobel Leads the Way for Sustainability and Diversity

Company leaders are realizing that being more sustainable isn't just the right thing to do; it's good for business. Those who have been operating sustainably for longer periods of time were 50% more likely than the new comers to say their efforts contribute to profitability. In reality, responsibility will create a strategic advantage yielding sustainable prosperity if the correct steps are taken

**Marie Cecile Dekker,**

Global Automotive Manager  
**Akzonobel**



1100 It's Time to Talk about Vacuum-Metalized Pigments (VMPs), Again

- Past, present and future of VMPs
- Position of Schlenk Metallic Pigments in this respect
- Challenges of VMPs in the market place: marketing and technical considerations
- Fashionable effects and cost-efficiency benefits for coating manufacturers
- High-value properties of VMPs

**Dr. Frank Maile**

Director Coatings & Colorants  
**Schlenk Metallic Pigments GmbH, Germany**



1130 Addressing Green and Sustainability through Advanced Polymers and Chemistry

- The great threats to the environment : organic solvents
- The need for alternative solvents
- Bio based solutions
- Is it Time for Deployment?

**Mosongo Moukwa**

Vice President, Global Technology  
**Asian Paints Ltd**



1200 Networking Luncheon



1300 BASF's Performance Polymers - Delivering sustainable value

**Laurent Tahri**

Technologies Manager Automotive Coating  
**BASF Coatings France**



1330 Development of Lead-Free Electrodeposition Coatings

SPEAKER TO BE ANNOUNCED  
**HLS Coating (Shanghai) CO., LTD**

1400 Sustainability in the Coil Coating Industry: From Raw Material to Usage

**Kong Chin Chew**

Head of Long Term Development, Asia  
**Becker Industrial Coatings**



**BIO-BASED TECHNOLOGIES IN COATING**

1430 Bio-based Coatings Technology: Collaborative Research with Supply Chain Partners

**CT Chong**

Technical Director - Asia Pacific Product Finishes Division  
**The Sherwin Williams Company**



1500 Coatings Market is a Natural for Bio-Based Materials

the most compelling environmental driver behind biopolymer adoption in the coatings business is a reduction in greenhouse gas (GHG) emissions for the lifecycle of the product. Adhesives & Sealants Industry says there has been a "recent demand spike for environmentally friendly coatings," leading formulators to invest in "technological advancement in the area of non-hazardous chemical feedstocks.

Besides the environmental benefits, manufacturers see bio-based materials as a hedge against the volatility of pricing and supply for petroleum, which provides the conventional feedstock for polymer manufacturing.

By this opportunity, you can showcase your key technologies in biobased raw material. If interested in presentation and sponsorship, please send an e-mail to: [Daniel.sean@greenwisdomindustry.org](mailto:Daniel.sean@greenwisdomindustry.org)

1530 Networking Coffee Break



1600 The Use of Biobased Raw Materials

Biobased raw materials form an essential part of our sustainability approach as they can contribute to a reduction of our environmental footprint and our reliance on oil. Like many other positive potential contributors, biobased raw materials have a potential downside, they have been blamed for deforestation (sometimes causing excessive CO2 emission), reducing biodiversity and rising food prices. At the same time we see that biobased raw materials are an essential part of the road towards a lower environmental footprint.

- Technical problems ?
- Cost efficient?
- Development in global coating market ?

**Panelist:**

Evan Wu, General Manager, Purac  
Nicolas Florent, Business Development Manager EU, BioAmber  
Mark Bunger, Research Director, Lux Research  
Kosin Wutticharoenwong, Director of Sales & Marketing, Asia Myriant Corporation

### 1645 Advances in Field Applied UV Curable Floor Coatings for Concrete, Wood, and VCT

Field applied UV curable floor coatings were first introduced around the turn of the century. Since that time, numerous improvements in UV curing equipment have enabled the commercialization of UV curable concrete, wood, and vinyl composition tile (VCT) floor coatings. These UV curable commercial floor coatings provide value to the end user through fast return to service and improved coating properties that are fully developed immediately after cure. These two characteristics of UV curable coatings minimize down times, post coat defects, and maintenance, thereby providing cost savings to the end user.

The performance of the UV curable floor coatings used in these field applications has also been improved since their first introduction. However, there is still a need for even better coating performance. Increased scratch and abrasion resistance, improved chemical resistance, and better appearance are just some of the areas that need enhancement. This paper will discuss recent improvements in resin and formulation design that allow for enhanced coating performance in UV curable concrete, wood, and VCT floor coatings.

**Henry Lu**

*New Business Development Manager*

*Coating Resin, AP*

**CYTEC**



### 1715 Networking Drinks Reception and Awarding Ceremony



Exclusive Networking Drinks Reception and Awarding Cup Sponsorship is available now  
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**ANUAL AWARDING CEREMONY**  
**Best Green Raw Material Suppliers**

**DAY TWO, WEDNESDAY,**  
**25 September 2013**

### 0900 Innovating to Meet the Demands of an Iconic Project

The prestigious Hong Kong-Zhuhai-Macau Bridge project connects three major cities on the Pearl River Delta. At 50km long, it will be an engineering marvel that will require 70,000 tons of rebar for the steel reinforced concrete. This steel must be coated to protect it from corrosive environments and simultaneously meet elevated performance protocols. Multiple international and local paint companies attempted to meet the requirements, but only one succeeded, Valspar Greenbar Fusion-Bonded-Epoxy-Coatings. Utilizing innovative Design for Lean Six Sigma process tools and leveraging over 200 years of painting expertise, the chemists at Valspar designed a high performance fusion bonded epoxy coating for rebar under the flagship brand, Greenbar. Tried and tested by independent applicators and government laboratories, Greenbar showed a demonstrable performance differentiation.

**Dr. Jeffrey David Rogozinski,**

*Global Technical Director*

**The Valspar Corporation**



### 0930 Going "green" with inorganic pigments for coatings

This session is available for a cutting edge service provider- if you have a case study or technology developments that would be of interest to our delegation, get in touch on

SPONSOR SPEAKING  
 OPPORTUNITY



### 1000 Application of a new type of water-based polymer modified by nanograde materials in severe corrosive environment

**Fan Zhentian,**

*Director*

**Shanghai Society for Corrosion and Protection**



### 1030 Networking Coffee Break



### 1100 Performance Comparison of Waterborne and Solvent Borne Epoxy Coating Systems for Heavy Duty Application

**Gao Yuan**

*Technical Director*

**Champion Paint**



### 1130 Nanotechnology in Corrosion protection

Nowadays few paints and coatings containing nanoparticles have reached the market and found wide application. The result of this need for innovation is a nanostructured anticorrosion protective coating combining the traditional know-how of coating formulation with nanotechnology. Nanto Protective Coating Srl is proprietary of the patented nanoclay formulations designed to improve viscosity and barrier properties of coatings and polymer by increasing the barrier effect to oxygen, humidity and chemical agents. Nanoclays are composed of layered aluminosilicates bound together by Na<sup>+</sup> ions. In nature they form a closed structure that, to be useful, has to be delaminated (exfoliated). Proper exfoliation and orientation of the nanoclay platelets reduce permeability in the paint system. Nanto Protective Coating products, Primers, intermediate and top coat, are unique in that they combine the features of high end anticorrosion coatings with the additional benefits of innovative nanoparticles as barrier elements. These nanostructured anti-corrosion products are developed to create durable and cost effective systems to defeat corrosion even in the most challenging environments.

**Roberto Cafagna**

*CEO*

**NANTO Protective Coating Srl**



### 1200 Networking Luncheon



### 1300 Self-cleaning fluorocarbon coatings for Mega bridge

*SPEAKER TO BE ANNOUNCED*

**COSCO Kansai Paint**

### NEW FINDINGS IN WOOD COATING

### 1330 Selecting the right binder for waterborne industrial wood coatings

**Albert Rössler**

*Head of R&D*

**ADLER**

### 1400 High-Performance Polymers and Additives for Wood Finishes and Coatings

SPONSOR SPEAKING  
 OPPORTUNITY



### 1430 Nanoobjects in wood-protective coatings

**Kong Xia**

*Deputy General manager,*

*Wood Finishes*

**Capoly**



### 1500 High performance water repellent acrylic latices for exterior wood coatings

This study aims to elucidate the influence of select hydrophobic monomers on the physical and chemical properties of binders, and ultimately on the overall performance of exterior wood coatings derived from such combinations.

**Zhu Ming**

*Technical Director*

**Sankeshu Paint**

### 1530 End of Day Two Conference