

***A PRE-PUBLICATION OFFER ON
2 BRAND NEW TITLES FROM IRL***

**A PROFILE OF THE
PAINT INDUSTRY OF SPAIN & PORTUGAL**

**A PROFILE OF THE
PAINT INDUSTRY OF ITALY**

Publication: September 2003

Pre-Publication Price: US\$1,500 each

IRL is pleased to announce the continued expansion of its range of national paint industry profiles with two brand new publications: *A Profile of the Paint Industry of Spain & Portugal* and *A Profile of the Paint Industry of Italy*. This is the first time that these important European paint and coatings markets have been the subject of detailed studies by IRL, providing unique insights into the countries' paint industries and markets.

Spain is an important producer and consumer of paint within Europe. With one of the largest car-manufacturing industries in the region and an important chemical industry, the country represents a significant market for a variety of coatings technologies. Neighbouring **Portugal** holds a smaller but significant share of the European paint market. Our report shows the similarities and disparities between these Iberian nations.

The paint market of **Italy** is one of the largest in Europe and is marked by a high number of domestic manufacturers and strength in a number of coatings sectors. Our report highlights the diversity of the Italian market and provides predictions of main growth areas in the future.

The information on the right provides a guide to the proposed contents of the publications. Research for both reports has been carried out at our London office with a team of native speakers.

PROPOSED CONTENTS

- 1. Introduction**
- 2. Executive Summary**
- 3. Background**
 - Economic and demographic data
 - Climatic data
 - The domestic chemical industry
 - Raw material supply
- 4. The National Paint Industry**
 - Structure of the industry
 - Company activities by sector
 - Paint company profiles
 - Alliances and agreements
- 5. Production, Trade & Consumption**
 - Official statistics for paint production
 - Foreign trade in paints and coatings and raw materials, with analysis and comment
 - Consumption data
- 6. Paint Market Data**
 - Market information according to sector, covering building paints, automotive OEM and refinish, industrial wood finishes, marine paints and powder coatings
- 7. End-User Industries**
 - Prospects, applications and information on the various end-use sectors
- 8. Market Forecasts 2002 – 2007**
 - Market projections by coatings sector
- 9. Directory of Raw Material Importers**
- 10. Directory of Paint Manufacturers**

NB - final report may vary slightly between reports and from proposed content outlined above

PRE-PUBLICATION ORDER FORM

Please send me a copy of the following reports:

A Profile of the Paint Industry of Spain & Portugal US\$1,500
A Profile of the Paint Industry of Italy US\$1,500

(Pre-publication offer ends end-September 2003)

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