

22 - 23 April

Jing An Hilton Hotel, SHANGHAI

第三届中国涂料市场国际研讨会

# 3rd China COATINGS MARKETS 2003

*“Latest Strategies to Penetrate China’s Rapidly Evolving Markets in an Increasingly Competitive Environment”*

- Opportunities and threats for the coatings industry with China’s entry into WTO
- Growth potential for architectural coatings with China’s win for Olympics 2008
- Impact of increasing Environmental regulations
- Decipher changing consumers taste and preferences for China’s D.I.Y Market
- How can you translate your services into SAVINGS for your customers

*Focus on*

- Automotive
- Architectural
- Powder
- Coil
- Marine
- Industrial Coatings

Separately bookable post conference workshops.  
Interactive learning opportunities.

*Workshop A*  
Gain Advantage from  
**Competitive Intelligence**  
Strategies in the **China Market**

*Workshop B*  
Increasing Cost Efficiency  
with **Industrial Color**  
**Management**

*Supporting Publications*

**Chemical Weekly**

**JPCL**  
*Journal of Protective Coatings & Linings*



中国版  
Coatings and Ink China  
**涂料与油墨**



Anti-Corrosion  
Methods and  
Materials

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Industry Information Center**

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Into our 20th year

Featuring:

**ICI Swire Paint (Shanghai)**  
Murali Sivaraman  
Managing Director

**Tiger Drylac Taicang Co**  
Karl Rijkse  
General Manager

**Dupont (China) Holding  
Company Limited**  
George Chen  
Business Manager  
Hong Kong & China

**Standard Chartered Bank  
(Hong Kong)**  
KC Kwok  
Regional Chief Economist

**China Paint Manufacturing  
(Hong Kong)**  
Paul Lam  
Managing Director

**BASF Coil Coatings**  
Tony Jones  
Regional Manager-Asia Pacific

**First Automotive  
(Changchun)**  
Wu Tao  
Director & Professor

**Jotun China**  
Dong Zhao Ming  
Deputy General Manager

**Rohm and Haas China Inc.**  
Atul Thakrar  
Area Business Manager

**Etonwood Pty Ltd /  
The Kline Group Asia Pacific**  
Phillip Logan  
Managing Director

**Zhong Lao New Chemical  
Materials Co**  
Miao Guoxiang  
Manager

**Changzhou Paint & Coatings  
Chemical Industry Research  
Institute**  
Zhang Junzhi  
President of CNCCC

**Beijing Construction  
Committee, Building  
Materials Management Office**  
Wei Jixiang  
Engineer

**Haihong Hempel Paints  
(Shenzhen) Co**  
Xu Guoqiang  
Manager

**Nippon Paint (China) Co**  
Duan Zhimei  
Senior Engineer

**PPG Industries Inc**  
Gary Long  
Manager (ElectRocoat), Asia Pacific

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DAY 1, 22nd April 2003, Tuesday

- 8.30 Registration and Coffee
- 9.00 Chairman's Welcome and Opening Remarks
- 9.05 MACRO-ECONOMIC OUTLOOK FOR CHINA
- Identifying and Evaluating the Growth Sectors
  - Growth prospect for the next 5 years
- KC Kwok, *Chief Economist*  
**Standard Chartered Bank**
- 9.35 EVOLUTION OF CHINA'S COATINGS MARKETS
- Scenarios for China's short/long term market developments
  - Likely characteristics of successful longterm players
- Phillip Logan, *Managing Director*  
**Etonwood Pty Ltd**  
**The Kline Group Asia Pacific**
- 10.30 Coffee and Networking
- 11.00 CHANNEL MANAGEMENT AND ITS IMPORTANCE IN CHINA COATINGS MARKET
- Understanding the operational challenges in China
  - Challenges to efficient operations
  - Key attributes of channel management
- Murali Sivaraman, *Managing Director*  
**ICI Swire Paint (Shanghai)**
- 11.45 CHALLENGES FOR THE COATINGS INDUSTRY POST WTO
- How will local paint producer cope with the incoming competition from global suppliers?
  - Opportunities and threats brought about by China post-WTO
  - An in-depth discussion on China's Coatings Industry Situation and prospect in new century
- Zhang Junzhi, *President of CNCCC*  
**Changzhou Paint & Coatings Chemical Industry Research Institute**
- 12.30 Networking Luncheon

**AUTOMOTIVE COATING TRENDS AND ITS DEVELOPMENTS IN CHINA**

- 1.45 CLEANING PROCESS FOR AUTOMOTIVE FINISHING AND ITS INFLUENCE ON THE DEVELOPMENT OF AUTOMOTIVE COATINGS
- Wu Tao, *Director & Professor*  
**First Automotive (Changchun)**

- 2.30 ANALYZING THE AUTOMOTIVE REFINISH MARKET IN CHINA
- Understanding the market potential for Automotives
  - Growth forecast for automotive refinish market
  - Innovation and marketing strategy to satisfy end user need
- George Chen, *Business Manager*  
*Hong Kong & China*  
**Dupont (China) Holding Company Limited**
- 3.15 Coffee and Networking
- 3.45 QUALITY ISSUES FOR **PERFORMANCE** COATINGS IN CHINA'S COATING INDUSTRY
- Trends in the market place for performance coatings
  - Changes in various states of legislation such as the WTO and impact on raw materials suppliers
- Atul Thakrar, *Area Business Manager*  
**Rohm and Haas China Inc.**

- 4.30 MARKET OUTLOOK FOR **ARCHITECTURAL** COATINGS MARKET
- Development trends for the architectural coatings market
  - Consumer preference and D.I.Y Trends in China
- Duan Zhimei, *Senior Engineer*  
**Nippon Paint (China) Co**
- 5.15 Discussion followed by Chairman's Summary & Close of Day 1

DAY 2, 23rd April 2003, Wednesday

- 9.00 Chairman's Remarks
- 9.10 IMPACT OF BEIJING OLYMPICS AND NEW DEMANDS ON **ARCHITECTURAL** COATINGS
- Wei Jixiang, *Engineer*  
**Beijing Construction Committee Building Materials Management Office**
- 9.45 ENVIRONMENTAL ISSUES AND ITS EFFECTS ON CHINA COATINGS INDUSTRY
- How is China moving towards environmentally friendly paint and manufacturing practices
  - Latest regulations on VOC emission and its impact on imported paints
  - Impact of such regulations on China's Coatings Industry
- Paul Lam, *Managing Director*  
**China Paint Manufacturing**
- 10.30 Coffee and Networking

11.00 MARKET OUTLOOK AND LATEST DEVELOPMENT ON **POWDER** COATINGS

- Current developments for powder coatings
- Analyzing the growth areas for powder coatings
- Critical factors contributing to industry need for powder coatings

Karl Rijkse, *General Manager*  
**Tiger Drylac Taicang Co**

11.45 **COIL** COATINGS & MAJOR APPLICATIONS IN CHINA

- Growth forecast for coil coatings in China
- Latest technological advancement and applications
- Analyzing the future development of coil coatings for the OEM sector
- Opportunities of coil coatings in the OEM sector

Tony Jones, *Regional Manager—Asia Pacific*  
**BASF Coil Coating**

12.30 Networking Luncheon

1.45 DEVELOPMENT OF CHINA'S SHIPPING INDUSTRY AND ITS IMPACT ON **MARINE** COATINGS

Dong Zhao Ming, *Deputy General Manager*  
**Jotun China**

2.25 ANALYZING **INDUSTRIAL** COATING TRENDS

- Heavy-duty coatings industry situations and trend in China
- Long-life paint for bridges, pipe coatings are needed for cosmopolitan development
- West-East Electricity Transmission

Xu Guoqiang, *Manager*  
**Haihong Hempel Paints (Shenzhen) Co**

3.10 Coffee & Networking

3.30 NEW INNOVATION IN **ELECTROCOAT** TECHNOLOGY

Gary Long, *Manager (ElectRocoat)*  
*Asia Pacific*  
**PPG Industries Inc**

4.10 DEVELOPMENT OF **FLUOROCARBON** COATING IN CHINA

- Outlook for the air-drying paint PEVE in China

Miao Guoxiang, *Manager*  
**Zhonghao New Chemical Materials Co.**

4.50 Final Discussion & Closing Remarks by Chairman

5.00 End of Conference

## TAP INTO THE ENORMOUS GROWTH POTENTIAL IN CHINA'S COATINGS MARKET!

*"Akzo Nobel announces non-stick coatings investments in China".* 31/10/02, Akzo Nobel press release

*"...Toa of Thailand established 2 Chinese paint plants in China".* 09/02, Coatings Comet

China's coatings industry has experienced a period of phenomenal growth in the last decade. The consumption of coatings will increase to 200 million tons in year 2005 from 2.7 million tons in year 2000.

With China's long awaited entry into the WTO and Beijing's successful bid for Olympics 2008, spotlight has been on China, which has achieved consistent and rapid growth. This is a highly lucrative market that no major player can ignore. Many global major coatings players are moving into China, with an irresistible combination of inexpensive labor and a huge market. How and what will the local players do to hold/expand their market share with foreign competition? Are they looking outside of China like some foreign players who use China as a manufacturing ground to supply regional markets?

Increased competition and the rise of globalization have created a real and growing need for quality raw materials and production machinery for those who want to stay in the race. Innovation is the key to survival, but in an emerging and complex market like China, maintaining your competitive edge is definitely a tougher call.

Centre for Management Technology 's **3<sup>rd</sup> China Coatings Market** will bring you relevant market information that will enable your organization to understand the coatings industry in China. Key issues include :

- WTO & its implication on domestic players
- Top case studies by global coatings major on their key surviving strategies
- Market outlook in China – Automotive, coil, powder, architectural, industrial coatings
- Evaluating current trends and consumer behavior of China's market, from a end-user perspective
- Opportunities existing for the coatings market for Beijing Olympics 2008
- Impact of environmental regulations on the coatings industry

Attend this conference to enable you to gain an in-depth understanding of this complex market. **REGISTER TODAY** - simply fax the registration form to **65 6345 5928** to reserve your seats! We look forward to seeing you in Shanghai on 22-23 April 2003.

*please see link below for the most updated program*  
**[www.cmtevents.com/chicoat.htm](http://www.cmtevents.com/chicoat.htm)**

Flip here for more detail of post conference INTERACTIVE workshops

SEPARATELY BOOKABLE

## Post Conference Workshops

24 April 2003, Thursday

### Workshop A

(9.00am to 12.00pm)

#### **Gain Advantage from Competitive Intelligence Strategies in the China Market**

Competitive intelligence is vital for all business development activities as you must be equipped with the right information on the market before making sound business decisions. This practical and interactive workshop gives you a working knowledge of analyzing your competitors in China, first by gathering accurate and important insight and then putting it into a useable framework. Be equipped with key aspects of competitive intelligence and the tools required for effective analysis. Our workshop leader Steven Ganster will show you how to perform each step, with "live" demonstrations of selected tools for competitive intelligence gathering. This workshop will focus on the following:

1. CHARACTERIZING COMPETITIVE INTELLIGENCE
  - a) Competitive Intelligence in China
  - b) Establishing a framework for Competitive Intelligence
  - c) How Competitive Intelligence "travels"
  - d) Analysis techniques
  - e) Processing Competitive Intelligence effectively
  - f) The "source pyramid"
  - g) The "relationship map"
2. AN ESSENTIAL TOOL OF COMPETITIVE INTELLIGENCE – EFFECTIVE PERSONAL INTERVIEWING
  - a) Survey versus probing approaches
  - b) Interview Guides
  - c) Getting the interview
  - d) Friendly and unfriendly interviews
  - e) When to use a neutral 3rd party
  - f) Effective Interview techniques

#### ABOUT YOUR WORKSHOP LEADER

**Steven Ganster**, Managing Director  
**Technomic Asia**



**Mr. Ganster** has extensive experience across multiple industries and geographies through over 20 years of Asian market strategy consulting experience. He has completed over 500 assignments for many of the world's leading companies, assisting clients in international market entry and strategy development throughout China and

Asia since the early 1980s. This work comprised multiple types of assignments including extensive work in competitive analysis, benchmarking and SWOT assessments, as well as work shops on business and competitive strategy development.

12.00 - 1.00pm Luncheon for Workshop A & B delegates

SEPARATELY BOOKABLE

## Post Conference Workshops

24 April 2003, Thursday

### Workshop B

(1.00pm to 4.00pm)

#### **Increasing Cost Efficiency with Industrial Color Management**

Colors affects most players in the coatings industry, be it architectural, automotive or industrial paint. With new technologies such as color tinting in the market today, how can technology be leveraged as a vehicle to ensure color accuracy? How can color control result in cost saving for you and your customers? In this interactive and lively session led by William Lam, find out from your industry peers how they have managed their problem with colors. They may have implemented something, which is a solution to your problems...!

1. BASIC COLORIMETRY
  - Importance of Color Communication
  - Description of Color
  - Attributes of Color
  - Scales for Measuring Color
  - Importance of Spectral Data
  - Color Tolerancing
2. COLOR MEASUREMENT
  - Visual vs. Instrumental
  - Color Measuring Instruments
  - Applications in Coatings Industry
  - The International Standards
  - The ROI Analysis
3. COMPUTER COLOR FORMULATION
  - Basic Principle and System Requirement
  - Preparation of Pigment Database
  - Formulation and Correction
  - Paint formulation workflow demonstration
  - Benefit and the ROI Analysis

#### ABOUT YOUR WORKSHOP LEADER

**William Lam**, General Manager  
**X Rite Asia Pacific**



Mr. Lam has over 15 years of experience in color management business. He has extensive experience in color quality control and color formulation systems for applications in coating, plastic, textile and digital imaging. Besides his technical expertise, Mr. Lam has also been actively

involved in market and product development in color business. He has good understanding of customers' needs and industrial applications, and can advise them on the most appropriate solutions. Before joining X-Rite, he has worked with major multinational companies involved in color control

please tick

3RD CHINA COATINGS

Workshop A

Workshop B

REGISTRATION

Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Company \_\_\_\_\_

Approving Manager's Name \_\_\_\_\_  
 Position \_\_\_\_\_  
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3750CH09 Photocopy Registration Form to Preserve Brochure Copy. Apr. 2003

Coatings Conf.	1 person	2 or more
Early Bird Fee <i>* Before 28th Feb 2003</i>	USD1,295	USD1,195
Regular Fee	USD1,395	USD1,295

*\* Register & Pay by 28th February 2003*

	per person
Workshop A	USD395
Workshop B	USD395

**Cancellation, Refunds & Transfers** : A full refund will be promptly made for all written cancellations three weeks before the meeting. Documentation and a 50% refund will be made for written cancellations received 7 days before the meeting. A substitute may be made at any time.

*CHINA COATINGS MARKETS has been researched and developed for:*

- General Managers • Managing Directors • Directors
- Heads • Managers and Leaders of:

Technical Management, Product Development, Sales, Area Management, Technical Development, Market Development, Business Development

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**IMPORTANT NOTE** — International delegates are required to apply for visa to enter China. The application should be done directly at the nearest Embassy of People's Republic of China.

## 2<sup>ND</sup> CHINA PETROCHEMICAL

22 - 23 April 2003 • SHANGHAI

Key issues

- Global Outlook & Impact on China
- Chinese Policies & Trade Developments
- Project Updates for Olefins & Aromatics chain
- Feedstocks Challenges: Naphtha, Gas, PX, MEG etc.
- Project Finance, Technology Transfer & EPC
- Downstream Markets: Polyolefin, PVC, PET/Fibers, Styrene Monomer etc

Please tick for brochure

**Confirmed speakers:** Sinopec, Petrochina, Yizheng Chemical Fibre Co., Nexant, Tecnon Orbichem Ltd, UOP LLP, Inviting other leading players

## 2<sup>nd</sup> Central/Eastern Europe & Russia's Coatings Markets

17 - 18 June 2003 • Budapest HUNGARY

Key highlights

- Trends & issues in global coatings markets
- Outlook & prospect in CEE & Russia
- Raw materials supply & pricing issues
- Investment case study
- Changing technology in the coatings industry
- Environmental issues & impact

Please tick for brochure