



powered by European Coatings Show

## 18-20 OCTOBER 2023 JAKARTA INTERNATIONAL EXPO, INDONESIA

Premiere of the future's leading B2B Event for the Coatings Industry in South East Asia, being part of the global exhibition network of the European Coatings Show.

### CONFERENCE PROGRAMME

#### Key reasons to attend:

- Get an update on the latest research results from the paints and coatings industry.
- Attend the short courses and learn from experts about key topics.
- Meet and network with industry peers, not only from the Asia Pacific region, but from around the world.
- Discover the latest novelties in the paints and coatings sector showcased at the exhibition

### BRIGHT MINDS TO MEET IN JAKARTA!

The paints and coatings industry is facing great changes at the moment: from the move to more sustainable solutions to raw material prices to legislation. The Pacific Coatings Show offers you the opportunity to meet your peers and learn more about the latest technical innovations in the coatings sector. In addition to the show, the Pacific Coatings Show 2023 also offers a conference that all visitors are welcome to attend. At the conference, you can expect two full days of technical presentations from coatings experts from Asia and Europe. Another highlight is the Short Courses, which will take place on all three days of the event and will give you an overview of the state of the art in seven key areas.

Sustainability is one of the biggest topics in the coatings industry and on the first day there will be a focus on this key area, with

many presentations on bio-based solutions. The second day will cover new developments in architectural and protective coatings, titanium dioxide, production technology and much more.

On the final day, we will look at the challenges facing the coatings industry now and in the future. Experts will lead short courses on digitalization and AI in the coatings industry, as well as on regulatory challenges in Asia-Pacific and China. Moreover, colour technology will also be covered in a short course.

*Vanessa Bauersachs*

Vanessa Bauersachs  
Editor at Vincentz Network



# CONFERENCE DAY 1

Wednesday, 18 October 2023

11:00 - 11:05

## WELCOME ADDRESS

*Vanessa Bauersachs, Vincentz Network, Germany*

11:05 - 11:35

## KEYNOTE PRESENTATION

*Oscar Weezenbeck, AkzoNobel, Singapore*

11:45 - 12:15

## FULLY BIO-BASED VERSATILE BINDER FOR ARCHITECTURAL COATINGS

*Mei Ling Liew, Synthomer, Malaysia*

12:15 - 12:45

## THE EFFECT OF NOVEL BIO-BASED ADDITIVES ON COMMON WATER-BORNE COATING ISSUES

*Dr. Otto Soidinsalo, Borregaard, Norway*

12:45 - 14:00

## LUNCH BREAK

14:00 - 14:30

## BIO-BASED OPEN TIME PROLONGER

*Dr. Nurudin Budiman, Caldic, Indonesia*

14:30 - 15:00

## RICE HUSK SILICA IN THE COATINGS INDUSTRY

*Christopher Nghia Do, BSB Nanotechnology, Vietnam*

15:00 - 15:30

## COFFEE BREAK

15:30 - 16:00

## HOW BIO-BASED EPICHLOROHYDRIN (ECH) REDUCES THE CARBON IMPACT OF COATINGS

*Teerawat Inpota, AGC Vinythai, Thailand*

16:00 - 16:30

## FORMULATING A SUSTAINABLE WATER-BORNE TINT BASE

*Krishnamoorthy Ramakrishnan, Birla Carbon, China*

16:30 - 17:00

## ENVIRONMENTAL REGULATIONS AND PRODUCT INNOVATION IN COATING INDUSTRY

*Galith Subaseela, Liberty Chemicals, Sri Lanka*

17:00 - 17:05

## FAREWELL

*Vanessa Bauersachs, Vincentz Network, Germany*



# CONFERENCE DAY 2

Thursday, 19 October 2023

11:00 - 11:05

## WELCOME ADDRESS

*Vanessa Bauersachs, Vincentz Network, Germany*

11:05 - 11:35

## KEYNOTE PRESENTATION

*tba*

11:45 - 12:15

## SAVING TITANIUM DIOXIDE BY VACUUM INLINE DISPERSION

*Richard Potter, ystral, Singapore*

12:15 - 12:45

## TiO<sub>2</sub> OPTIMISATION VIA THE INCORPORATION OF AIR VOIDS IN COMPOSITE PIGMENTS

*Andrew White, FP-Pigments, Finland*

12:45 - 14:00

## LUNCH BREAK

14:00 - 14:30

## BIO-BASED DISPERSING AGENT FOR LATEX PAINT

*Dr. Nurudin Budiman, ConnellCaldic, Indonesia*

14:30 - 15:00

## DEVELOPING A SUSTAINABLE POWDER COATING FORMULATION

*Palad Sopanakijkosol, Birla Carbon, China*

15:00 - 15:30

## COFFEE BREAK

15:30 - 16:00

## NEW ULTRA-DURABLE ANTI-CORROSION COATINGS SYSTEM FOR STEEL INFRASTRUCTURE

*Dr. Wenda Chen, Arkema, Singapore*

16:00 - 16:30

## SUSTAINABLE PRODUCTION ORCHESTRATED FROM A MOBILE CONTROL ROOM

*Ramki Sethuraman, Schneider Electric, India*

16:30 - 17:00

## LIQUID COLOUR MEASUREMENT IN STANDARDISED AUTOMATION

*Oliver Korten, Orontec, Germany*

17:00 - 17:05

## FAREWELL

*Vanessa Bauersachs, Vincentz Network, Germany*



# SHORT COURSES

Up to speed by knowledge exchange

Part of the Pacific Coatings Show Conference are seven short courses on several key topics in the coatings industry. Experts teach bring the participants up to speed on the state of the art and to refresh what they already know. The short courses are each 90 minutes long and seven key topics are offered: Architectural coatings, environmentally-friendly protective coatings, fire protection, titanium dioxide, colour technology well as legislation and digitalization. Participation is free of charge and all visitors are welcome to attend.

## WEDNESDAY, 18 OCTOBER 2023

### Short Course 1

11:45 - 13:15

#### **CORROSION PROTECTION FROM PAST TO PRESENT**

*Georg Toennissen, Eckart, Germany*

A journey thru the protection of constructions under the continuous threat of oxidization and corrosive destruction. From the beginnings of first active corrosion protective coatings up to the latest development in sustainable, environmentally and health inoffensive top protections against the continuous ravages of time.

### Short Course 2

14:00 - 15:30

#### **TITANIUM DIOXIDE – BACKGROUND AND ROUTES TO UNDERSTANDING PERFORMANCE AND OPTIMISATION IN COATINGS SYSTEMS**

*Andrew White, FP Pigments, Finland*

This 90-minute short course will look to inform on all aspects of the production and effective optimal use of the very important material Titanium Dioxide (TiO<sub>2</sub>). The course will be split into four 15–20-minute sections with time for questions in between.

Initially a brief history and definition of the importance of the product will be followed by detailed explanations of the common production processes culminating in an explanation of the routes to different surface treatments which define the various grades. There will also be a focus on the development of the global TiO<sub>2</sub> market and likely future developments in the coming years.

The second section will focus on how TiO<sub>2</sub> is used in practice, focussing on how it produces opacity in coatings films and more specifically explaining how it functions, firstly in solvent based and latterly water-based systems, with detailed explanations of how to optimise its dispersion, stability and performance in each case.

There will then follow a look at the effect of TiO<sub>2</sub> on coatings colour especially in tinted systems, and then in a separate sub-section we will discuss the effect TiO<sub>2</sub> has on coatings durability in exterior systems.

Finally, the 4th section will focus on optimising Titanium Dioxide performance. Much work has been done in the past years on developing routes to “minimize” TiO<sub>2</sub> use. This section will explore the various routes, and help the attendee to understand the formulating options available to them when developing the efficiency of the opacity of their formulation.

# SHORT COURSES

Up to speed by knowledge exchange

## THURSDAY, 19 OCTOBER 2023

### Short Course 3

11:45 - 13:15

#### **CRUCIAL ASPECTS OF FIRE PROTECTION COATINGS**

*Markus Wöhr, Fire protection coatings expert, Europe/ APac*

Are you interested in the fascinating world of fire protection coatings? As a seasoned technical professional with over 20 years of experience in the industry, I am thrilled to share my insights at this event. In my presentation, we will delve into the crucial aspects of fire protection coatings, including their types and functions. Discover how these coatings safeguard structures and save lives in the event of a fire. We will explore the diverse range of substrates that can benefit, from steel and concrete to wood and beyond. Gain a comprehensive understanding of the specific requirements and techniques for each substrate. Stay ahead of the game by exploring the latest trends in the fire protection coatings industry. I will discuss advancements in technology, innovative solutions, and emerging practices that are shaping the future of fire safety. Finally, we will touch the important topic of testing requirements. Learn about the standards, certifications, and rigorous testing protocols that ensure the effectiveness and reliability of these coatings. Don't miss this opportunity to enhance your knowledge and network with industry professionals. Join me at the conference and be part of the conversation on fire protection coatings.

### Short Course 4

14:00 - 15:30

#### **FORMULATING LATEX PAINTS FROM SCRATCH WITH AN EXPERT**

*Dr Artur Palasz, Spektrochem, Poland*

Formulating latex paints is a challenge faced by both beginners and advanced employees of R&D departments of paint manufacturers. To determine the formulation, research experience and knowledge resulting from the research of raw materials, their effectiveness, compatibility and ensuring the desired effects after combining in the recipe are needed. During the short course, I will guide you step-by-step through formulation formulations, from familiarizing yourself with the basic ingredients, their role and function in paint and coatings, calculating PVC, CPVC and using these data as a basis for formulating, to selecting each of the raw materials in paints from water, through binder, fillers, pigments, and ending with additives. You will learn many comparisons of raw materials in formulations, learn how to determine formulations by selecting various raw materials, and how to test paints at the R&D and QC stages. You will become familiar with ASTM test methods and paint and coating test equipment necessary to obtain high-quality latex paints.

# SHORT COURSES

Up to speed by knowledge exchange

## FIRDAY, 20 OCTOBER 2023

### Short Course 5

10:35 - 11:05

#### **LIQUID COLOR MEASUREMENT IN STANDARDIZED AUTOMATION**

*Oliver Korten, Orontec, Germany*

Starting with the basics of colorimetry, this short course will also cover the latest recommendations for industrial colour assessment and answer the question of when it is important to have a reliable Euclidean colour space. Participants will be encouraged to start their colour analysis primarily with spectra. The effect of spectral variations on colour will be explored using realistic examples. The relationship between gloss and colour based on measurement results will be discussed, leading to answers to the question: which measurement geometry fits best?

### Short Course 6

11:15 - 12:45

#### **DIGITALISATION**

*Alexander Madl, Innovation Consultant, Germany*

The next wave of digitalisation reached the chemical industry and it will change the business models and therefore the competition field. To allow for better and faster satisfaction of ever-changing customers needs it is essential to gain a deeper understanding of the complex formulations, as used in paints and coatings industry. This creates a need to create a data centred culture on all levels of organisation, using the available tools of the digital technology revolution. Consequent automation of manual tasks, digital capturing of all available data, the creating of data-pools instead of fractionated storage, and the consequent use of models are important tools to step up into the future of chemistry innovation. This 90 min course will help you to navigate through the offers of the digitalisation and digital transformation, make sense of them for your daily business practice, and allow you to choose which tools really help you to make your work more effective, efficient and therefore profitable. The time for action is now. The pace of digital transformation is fast, and accelerating.

### Short Course 7

13:15 - 14:45

#### **CHEMICAL LEGISLATION IN ASIA-PACIFIC & CHINA**

*Christine Chuang, Li Xiang, CIRS, China*

Latest Updates of Chemical Regulatory Managements in China

- Introduction of chemical regulation framework in China
- New chemicals China REACH: updates and compliance challenges
- Hazardous chemicals: registrations and the new QR code system
- Other updates regarding GHS, inventories, regulations, etc.

Speaker: Christine Chuang, European Regional Manager, CIRS Group

Introduction of GHS requirements in Asia-Pacific countries

- Introduction of GHS: Classifications, MSDS and labelling
- GHS requirements overview in different local market: China, South Korea, Japan, India, Indonesia, Australia, etc.
- Practical regulatory compliance measures.

Speaker: Xiang Li, Business Manager, CIRS EU.



# SEE YOU IN JAKARTA

## LOCATION:

Jakarta International Expo (JIE expo)  
Jalan Benyamin Suaeb, Pademangan  
Jakarta 14410, Indonesia

## TIMES OF THE CONFERENCE:

18 – 19 October:

11:00 a.m – 5:00 p.m,

20 October:

10:30 a.m – 3 p.m

Times of the trade show:

18 – 20 October: 10:00 a.m to 6:00 p.m

## CONTACT:

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## IMPRINT

### Organizer



PT. PELITA PROMO INTERNUSA  
EXHIBITION & CONVENTION 2025

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### International support



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### Conference curator



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