Adapting to Change:
The role of the coatings industry in a challenging environment

Parallel sessions on:
- Decorative Coatings
- Industrial Coatings

Registration:
www.european-coatings.com/cepe
We are living in difficult times!
One challenge follows another and crisis mode holds us in a firm grip. It started with the global Covid-pandemic, through the disrupted supply chains worldwide – creating worry lines in raw material prices and availability – and a war in Europe. To what extent these events will fuel inflation and an energy crisis is not yet foreseeable.

It has always been possible to find a solution to challenging events and to take targeted measures – the European coatings industry has proven this several times. In this concentrated form, however, the number of challenges at the same time are appearing for the first time. It is an age of change.

At this year’s CEPE Annual Conference under the motto „Adapting to Change: The role of the coatings industry in a challenging environment“, current events will be evaluated and broken down to the coatings industry, the current and future impact as well as identifying the role of coatings industry in a constantly changing and challenging world. The presentations will provide impulses and food for thought, as well as initiate discussions to identify today necessary measures for tomorrow.

Join your peers at the CEPE Annual Conference in Madrid, Spain from 28 to 30 September 2022.

Do not miss the premium event of the European coatings industry as it will feature top-notch speakers and offer the platform to reconnect and discuss with your industry colleagues.
WEDNESDAY
28 September 2022

09.00 – 17.00 h  🔄 Pre- Conference Meetings (by invitation only)
19.00 – 22.00 h  🔄 Welcome get-together (reservation required)

THURSDAY
29 September 2022

PLENARY SESSION

09.00 – 09.15 h  🔄 Welcome by CEPE Chairman Roald Johannsen
09.15 – 09.30 h  🔄 Welcome: Short introduction and overview of the Spanish/Iberian paint and coatings market
                                              José L. Díez, ASEFAPI Secretary General, Spain
09.30 – 10.00 h  Keynote speech: Economic perspective on global business
                                  Dr Frank-Jürgen Richter, Horasis, Switzerland
10.00 – 10.15 h  Hot Takes on topics from the keynote speech
                                                                    3 speakers on environmental issues, shortage of staff and energy & raw materials dependency
                                                                                                                  Environmental issues / Sustainability
                                                                                                                  Christophe Sabas, CEO Becker, Sweden/Germany
                                                                                                                  Battle for talents
                                                                                                                  Dietmar Jost, Executive Director Kansai Helios, Slovenia/Austria
                                                                                                                  Raw materials and supply chain issues
                                                                                                                  Jorge Prieto, Founder 3P International Consulting, Germany
10.15 – 11.00 h  Panel Debate “Tackling Challenges”
                                                  Panel attendees:
                                                  Dr Frank-Jürgen Richter, Horasis, Switzerland
                                                  Christophe Sabas, CEO Becker, Sweden/Germany
                                                  Dietmar Jost, Executive Director Kansai Helios, Slovenia/Austria
                                                  Jorge Prieto, Founder 3P International Consulting, Germany
                                                  Moderator: Damir Gagro, European Coatings Journal
11.00 – 11.30 h  ⚅ Coffee break
11.30 – 12.30 h  📷 A look from the outside – How is the paint and coatings industry perceived
                                                   Aaron McLoughlin, Fleishman, Belgium
12.30 – 14.00 h  🍽 Lunch
PARALLEL SESSIONS

SESSION 1

Decorative Coatings
Chair: Jan van Dongen, AkzoNobel, The Netherlands

14.00 – 14.30 h
Regulatory Update
Didier Leroy, CEPE

14.30 – 15.30 h
Cradle to cradle approach with bio-based paint
Gerard Zoller, CEO Peintures Robin, Luxembourg

15.30 – 16.00 h
Coffee Break

16.00 – 16.30 h
Circular economy in the paint industry
Wijnand Bruinsma, AkzoNobel, The Netherlands

SESSION 2

Industrial Coatings
Chair: Malcolm Morris, Sherwin Williams, United Kingdom

14.00 – 14.30 h
Regulatory Update
Trevor Fielding, CEPE

14.30 – 15.30 h
Finding sustainable coating solutions is an ongoing process for the entire coatings industry
Joost Broeders, Baril Coatings, The Netherlands

15.30 – 16.00 h
Coffee Break

16.00 – 16.30 h
Life Bio Paint - Fully automated production of bio-based coatings
Dr Marcello Vitale, IVM, Italy

16.30 – 17.00 h
Outlook, lessons learned – Future trends
Dr Frank Jürgen Richter, Horasis, Switzerland

CEPE NIGHT
Thursday, 29 September 2022
19.00 – 22.00 h
Meeting point: 18.15 h, hotel lobby

FRIDAY
30 September 2022

09.30 – 12.00 h  🎤 General Assembly (members only)
12.00 – 13.00 h  🍽️ Farewell Lunch (registration required)
NETWORKING & SOCIALIZING OPPORTUNITIES

WELCOME GET-TOGETHER
28 September 2022, 19.00 – 22.00 h

Our welcome reception will take place at the Meliá Madrid Princesa Hotel. An emblem of the city of Madrid, the Meliá Madrid Princesa Hotel is a luxury hotel with elegant interior design with a contemporary and cutting edge flair. Spend a relaxing arrival day and enjoy the first get-together with the delicious Mediterranean cuisine and magnificent Spanish wines.

CEPE NIGHT:
29 September 2022, 19.00 – 22.00 h

In an unrivalled setting in the center of Madrid you will find an old farmhouse LA MASIA DE JOSÉ LUIS. This typical Spanish Finca belongs to the most renowned venues amongst locals. The large terrace as well as the indoor ballroom will be transformed into a Spanish fiesta during this year’s CEPE night.

La Masia is famous for its cosy Mediterranean-style restaurant that offers a delicious menu of modernised-traditional cuisine with succulent dishes. Just enjoy this friendly and relaxed Spanish atmosphere and spend a wonderful evening with your peers.
CONFERENCE HOTEL

Meliá Madrid Princesa, 5-Star-Hotel
Adresse: C. de la Princesa, 27, 28008 Madrid, Spain
 Fon: +34 919 10 04 02

Hotel accommodation is not included in the CEPE Annual Conference & General Assembly fee. On behalf of CEPE we have arranged a room block for conference delegates in the Melia Madrid Princesa for a special single room rate of 190 EUR incl. breakfast. You may complete your reservation online at www.european-coatings.com/Cepe. You will receive further information about the hotel booking with your confirmation of participation.

CONFERENCE FEES

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<thead>
<tr>
<th>Event</th>
<th>Early-Bird Fee</th>
<th>Standard Fee</th>
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<tbody>
<tr>
<td>🎉 Conference, Welcome get-together &amp; CEPE Night</td>
<td>880 €</td>
<td>1.000 €</td>
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<tr>
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<tr>
<td>🎉 Conference, Welcome get-together &amp; CEPE Night</td>
<td>1.120 €</td>
<td>1.220 €</td>
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<tr>
<td>🎉 Conference &amp; Welcome get-together</td>
<td>700 €</td>
<td>880 €</td>
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<td>1.000 €</td>
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EARLY BIRD RATES AVAILABLE UNTIL 30 JUNE 2022

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