



Annual Conference & General Assembly Madrid

28 – 30 September 2022

CEPE

Adapting to Change:

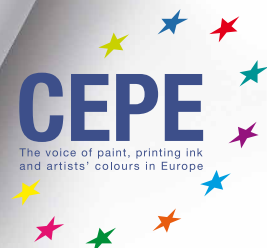
The role of the coatings industry
in a challenging environment

Parallel sessions on:

- Decorative Coatings
- Industrial Coatings

Registration:

www.european-coatings.com/cepe



ADAPTING TO CHANGE: THE ROLE OF THE COATINGS INDUSTRY IN A CHALLENGING ENVIRONMENT

**REGISTER
NOW!**

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.

sponsored by:



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
 Address: 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

	Early-Bird Fee	Standard Fee
 Y Conference, Welcome get-together & CEPE Night <i>Member</i>	880 €	1.000 €
 Y Conference, Welcome get-together & CEPE Night <i>Non-members</i>	1.120 €	1.220 €
 Y Conference & Welcome get-together <i>Member</i>	700 €	880 €
 Y Conference & Welcome get-together <i>Non-members</i>	1.000 €	1.130 €

EARLY BIRD RATES AVAILABLE UNTIL 30 JUNE 2022

PLEASE NOTE: The organiser reserves the right to change the programme content or to cancel the event due to important reasons. Photographs and videos of delegates might be taken during the conference and may be used for promotional purposes. The address data are processed for customer service and information purposes in compliance with German Data Protection Law. Company's name, city, country, email address might be published on the Internet as reference for upcoming events and placed on the list of participants. Objection to publication is possible up to three weeks prior to the event and needs to be made in writing. Please refer to our website for full terms and conditions including our cancellation policy and deadlines.