

# Programme of the III International Conference on Construction Chemicals Industry

8<sup>th</sup> December 2015, Warsaw, Poland (Golden Floor Plaza)

8:30-9:20	Registration		
9:20-9:30	Conference opening		
<b>I PANEL / MARKET &amp; TRENDS</b>			
9:30-9:50	Polish Construction Industry in 2015 - Stagnant Development or Catching Breath Before Coming Boom?	Mariusz Sochacki President	PAB-PCR&F Institute
9:50-10:10	Trends in the Construction Chemicals Market on the Example of Admixtures Concrete in the Light of Changes in the Cement and Concrete Industries	Tadeusz Wasąg President	Construction Chemicals Manufacturers Association
10:10-10:30	Environmental Trends in Materials of Construction Chemicals: a Comparison of the Strength Between Water-based Paints and Solvent-based Paints	Dariusz Turski Manager	Pallmann I Uzin Utz AG, UZIN Polska Sp. z o.o.
10:30-10:40	SPONSOR PRESENTATION: Dow Polska Sp. z o.o.		
10:40-11:10	Coffee Break		
<b>II PANEL / PRODUCTION &amp; PRODUCTS</b>			
11:10-11:20	SPONSOR PRESENTATION: Konica Minolta Sensing Europe B.V. Sp. z o.o. Oddział w Polsce		
11:20-11:40	Open Your Mind to Pseudoplastic Thickeners	Catherine Corfias Zuccalli Technical Assistance Additives Coatings	Coatex R&D - EMEA
11:40-12:00	The Effects of Fluidifying Additives on the Subfloor Properties	Katarzyna Walusiak President	Laboratorium Chemii Budowlanej EFEKT
12:00-12:20	Reliability of Polyurethane Systems Used in Efficient Insulation of Building Constructions	Anna Jarosik Project Manager	PCC Prodex Sp. z o.o.
12:20-12:40	Microbiological Test as a Tool in Quality Control of Products and Production Process	Marcin Kadłubowski Laboratory Test Coordinator	AM Solutions
12:40-13:20	Lunch Break		
<b>III PANEL / DEBATE</b>			
13:20-13:30	SPONSOR PRESENTATION: Asseco Poland S.A.		
13:30-14:20	<p><b>Polish Producers on Foreign Markets. How to Build a Competitive Advantages?</b></p> <ul style="list-style-type: none"> <li>• Does being a leader on the Polish construction chemicals market means being a leader in the European market?</li> <li>• Eastern Europe and Western Europe: where more profitable to invest?</li> <li>• Do Polish construction chemicals companies have sufficient resources and expertise to effectively operate in Europe?</li> <li>• How the potential of research and development can raise the level of export opportunities?</li> <li>• Innovation as a way to build advantage in foreign markets</li> <li>• Industry and general promotion programs to support Polish enterprises on new markets</li> </ul> <p><b>Panelists:</b>  <b>Jacek Michalak</b> (Vice President for Development, Atlas Group), <b>Maciej Pasternak</b> (Manager in Innovation team, R+D, PwC Polska Sp. z o.o.), <b>Małgorzata Walczak-Gomuła</b> (President of the Board, ASM - Market Research and Analysis Centre Sp. z o.o.)</p>		
14:20-14:40	Coffee Break		
<b>IV PANEL / LEGISLATION &amp; DEVELOPMENT</b>			
14:40-15:00	2015 Were You Ready?	Robert Chrobak Technical & Sales Representative	Dow Microbial Control
15:00-15:20	Treated Articles – Obligations of Manufacturers and Importers	Anna Frączkowska Expert	Theta Doradztwo Techniczne
15:20-15:40	Anticompetitive Practices on the Construction Chemicals Market – Overview of Competition and Consumer Protection Office Case Law and Practices	Marta Balcerowska Associate in Life Sciences Practice  Tomasz Kaczyński Senior Associate in Life Sciences Practice	Domański Zakrzewski Palinka sp. k.
15:40-16:00	Financing Innovative Solutions in the Construction Chemicals Sector with European Funds	Agnieszka Kowalska Director, Department of International Cooperation  Marek Skrzyński Director, Department of Structural Funds	ASM – Market Research and Analysis Centre Sp. z o.o.
16:00	Conference closing		