

# Programme of the II International Conference on Construction Chemicals Industry

26<sup>th</sup> November 2013, Warsaw, Poland (Golden Floor Plaza)

8:15-9:00	Registration			WORKSHOPS	
9:00-9:10	Conference opening			Acrylic rheology modifiers (thickeners) used in the emulsion paints for the construction industry. Characteristics, differences, application, operations related to the use and impact for the changes of the rheological properties. Leader: Artur Palasz, Ośrodek Badawczo-Rozwojowy Farb, Klejów i Polimerów „SPEKTROCHEM”	
<b>I PANEL / PRODUCTS that change the market - trendsetters</b>					
9:10-9:30	Breakthrough Building Technology Using Tytan Professional Thin Bed Mortar. Recent Trends in Bricklaying of Wall Materials with High Dimensional Accuracy	<b>Robert Rodzik</b> Training Manager	Selena SA		
9:30-9:50	Caparol System CARBON - a New Definition of Thermal Insulation. New Standards for Durability and Aesthetic Facades	<b>Włodzimierz Krupa</b> Director of the Technical Department	Caparol Polska Sp. z o.o.		
9:50-10:10	Dulux Let's Colour - the Innovative Tool of Communication with Consumers in the Construction Chemicals Industry	<b>Piotr Cywiński</b> Interactive Communication Manager	Akzo Nobel Decorative Paints Sp. z o.o.		
10:10-10:25	<b>MAIN SPONSOR PRESENTATION:</b> PEKAES SA				
10:25-10:50	Coffee Break				
<b>II PANEL / RAW MATERIALS</b>					
10:50-11:05	<b>STRATEGIC SPONSOR PRESENTATION:</b> Enviro-Chemia Polska Sp. z o.o.				
11:05-11:30	New Dispersing Agent for tinted Facade Paints and Exterior Topcoats	<b>Hendrik Ahrens</b> Technical Application Manager EMEA	Clariant International Ltd.		
11:30-11:55	Silane and siloxane based integral water repellent for Autoclaved Aerated Light Concrete	<b>Jean-Paul Lecomte</b> Construction Chemicals Technical Service Leader	Dow Corning Corporation		
11:55-12:20	Construction Materials and Color - an Ideal Combination	<b>Michael Averdick</b> Competence Center Construction	Lanxess Deutschland GmbH		
12:20-12:35	<b>SPONSOR PRESENTATION:</b> GEFCO Polska Sp. z o.o.				
12:35-13:25	Lunch break				
<b>III PANEL / DEBATE</b>					
13:25-14:15	<p><b>Is it really an economic crisis? How much the several years of prosperity changed the Polish construction chemicals market?</b></p> <ul style="list-style-type: none"> <li>Investments in the XXI century: EU funds for the construction activity, the housing boom, Euro 2012. Is the slowdown surprise after years of boom?</li> <li>How to Polish industry has used the past period of growth and prepared itself to the current difficult situation?</li> <li>What are the main causes of the current situation on the market?</li> <li>What is the biggest advantage of Polish construction chemicals industry in comparison with the other European countries? What are the major limits?</li> <li>Is the construction chemicals industry able to generate factors for its further growth (pricing, product innovation) or is it necessary to have an external impulse supporting the whole economy?</li> <li>How strong will be the Polish construction chemicals market at the time of the next phase of the economic recovery?</li> </ul> <p><b>Panelists:</b>  <b>Wojciech Gorzeń</b> (director, Simon – Kucher &amp; Partners), <b>Jacek Michalak</b> (vice-president ATLAS Group), <b>Janusz Naglik</b> (chairman of the board &amp; CEO Akzo Nobel Decorative Paints Sp. z o.o.), <b>Bartłomiej Sosna</b> (analyst PMR Ltd. Sp. z o.o.), <b>Andrzej Ulfig</b> (president Selena SA)</p>				
14:15-14:40	Coffee Break				
<b>IV PANEL / MARKET</b>					
14:40-15:00	Market for the Construction Chemicals Products Within the European Union and Eastern Europe	<b>Janusz Brzozowski</b> Expert	Pracownia Badań Rynków Zagranicznych		
15:00-15:20	Power Pricing - the Key to the Defense and the Source of Extra Income in Tough Times, Also in the Construction Chemicals Industry	<b>Wojciech Gorzeń</b> Director	Simon – Kucher & Partners		
15:20-15:40	From the Producer to the Customer - Competition in the Construction Chemicals Market	<b>Joanna Florczak-Czujwid</b> Deputy Director of the Department of the Construction Market, Senior Project Manager  <b>Małgorzata Skonieczna</b> Project Manager	ASM – Centrum Badań i Analiz Rynku Sp. z o.o.		
15:40-16:00	Innovations in the Construction Industry – How to combine “Fire and Water”?	<b>Marcelin Matusiak</b> Chairman of Industrial Team CEE	GFK Polonia Sp. z o.o.		
16:00	Conference closing				