

# Asian Release Liner Industry Seminar 2013

## August 22, 2013 - Bangkok, Thailand

On behalf of the seminar sponsors, AWA Alexander Watson Associates would like to invite you to attend the 4th edition of the Asian Release Liner Industry Seminar which will be held on August 22, Bangkok, Thailand. This event is a special sponsored event by key suppliers including Dow Corning, Kroenert and UPM to their customers.

### In-depth Industry Updates

This seminar will give you and your colleagues the chance to update your knowledge on the release liner and application markets, both globally as well as locally. Seminar supporters will share developments, innovations and trends in their respective area of expertise: paper and filmic release liner, silicones and release liner production. In addition they will give an insight in the service they deliver in the industry.

### Unique Peer-to-Peer Networking

In addition to the program the seminar gives the opportunity for participants to network with other executive and management level decision makers from departments like sales, marketing, engineering, R&D, sustainability and business development from organizations throughout the value chain; from supplier to users other partners and customers on the subject matter of release liners and it's application areas.

### Who Participates

The participants are from the release liner and associated industries: Tape, Labelstock, Hygiene, PSA Label and others. The participants range from material producers of paper, film, silicones, resin, chemicals and adhesive, release liner producers, commercial and in-house siliconizers, label converters /printers, machine manufactures, associations, users and others.

### PROGRAM

|                |   |
|----------------|---|
| 8.00 - 9.00 am | Registration & Welcome Coffee   |
| 9.00 - 9.15    | Seminar Opening & Welcome   |
| 9.15 - 9.45    | Global and Asian Release Liner Market Overview<br>Corey Reardon, President & CEO - Alexander Watson Associates  |
| 9.45 - 10.30   | Silicones & Release Coating Market Trends in Asia<br>Praveen Malhotra, Marketing Manager – South Asia, Dow Corning<br>Markets / applications of silicone based release coatings in Asia. Discussion on how silicone technologies have evolved to keep in line with the innovations happening in release liners market in Asia.  |
| 10.30 - 11.15  | Coffee & Networking Break   |
| 11.15 - 12 pm  | Structural changes in the Asia Pacific release liner industry<br>Ali Malassu, Director Marketing & Business Development, UPM<br>Emerging new competition, changes in trade flows and demand structure.  |
| 12.00 - 1.00   | Lunch   |
| 1.00 - 1.45    | Trends & Developments in Coating Machines for the production of Label Stock and Tape Materials<br>Pablo Bagiella, Sales Director, Kroenert /Bachofen + Meier (BMB)<br>Current state of the art coating equipment for siliconizing and adhesive coating with pros & cons of different coating methods. Includes an introduction to Kroenert's available Technology Center: TC III and its potential for the different processes. |
| 1.45 - 2.30    | Technology advances in Silicone Release Coatings<br>Stephen Cray, Technology Leader silicone release coatings and adhesives, Dow Corning<br>Self-adhesive labeling keeps developing. Stephen discusses driving costs out and improving process efficiencies, and the need to change silicone release systems, platinum group metal catalyst prices and challenges concerning cure, release and anchorage.                       |
| 2.30 - 2.45    | Products & Capabilities at UPM<br>Juhani Ylikoski, Sales Director, Converter Segment, Asia Pacific, UPM   |
| 2.45 - 3.15    | Global Labeling & Product Decoration Market Update 2013<br>Corey Reardon, President & CEO - Alexander Watson Associates   |
| 3.15 - 4.00    | Coffee & Networking Break   |
| 4.00 - 5.00    | Asian Industry & Market Panel Discussion<br>Moderator: AWA Alexander Watson Associates<br>Panelists: Dow Corning, Kroenert, UPM   |
| 5.00           | Seminar close   |
| 5.00 - 7.00    | Cocktail Reception  |