PPCJ Show Daily
POLYMERS PAINT COLOUR JOURNAL
Day 1, February 26, 2019 | Middle East Coatings Show 2019 Dubai

The coatings industry returns to Dubai

Welcome to the *Middle East Coatings Show 2019 (MECS).* My team and I are delighted to welcome you once again, to the only dedicated coatings industy event in the prosperous Middle East region, encompassing raw materials suppliers and equipment manufacturers for the coatings industry.

This year, we are also launching the *Middle East Speciality Chemicals Show.* This is co-located within the same hall, so as to provide visitors and exhibitors with easy and convenient access between the two inter-related markets of coatings and speciality chemicals. Recent feedback from many exhibitors and visitors has indicated a growing demand for the speciality chemicals market to be represented at *MECS*. By delivering on this, we hope that we provide you with a useful forum for networking and a profitable opportunity for your business.

BUSINESS PRESENTATIONS

As well as this, we hope that visitors take advantage of the free Business Presentations that are being held in the exhibition hall. These are free to attend and are an opportunity to hear about some of the latest developments in the coatings industry from some of its leading companies. This year, companies that are presenting include Wacker, Nouryon, Imerys, Omya and Lomon Billions, amongst others. A full timetable for all of the presentations taking place over the next two days is available on p2 of this Show Daily.

EXHIBITION OPENING TIMES:

Tuesday, February 26: 10:00 – 18:00
Wednesday, February 27: 10:00 – 18:00
Thursday, February 28: 10:00 – 15:00

THE MIDDLE EAST REGION

As the United Arab Emirates prepares for *Expo 2020* and Qatar readies itself for the World Cup, the Middle East region is expanding with exciting construction projects. A growth in population has also resulted in a strong demand for coatings and raw materials, with a forecasted 6.16% growth until 2022.

More than 200 companies from across the globe will exhibit at this year's *MECS*, including Saudi International Petrochemical (Sipchem), Tasnee, Cristal, Lomon Billions, Buhler, Petrochem Middle East, Nouryon and ystral, amongst others. The international mix of exhibitors will ensure visitors have the widest range of equipment and materials on offer, with many companies displaying new products and innovations on their stands.

The *Middle East Coatings Show* offers suppliers of raw materials and equipment manufacturers the chance to meet with multiple business owners and decision makers, all under one roof and within a three day period. We hope that this combination of an expanding coatings market, international exhibitors and exciting new products and developments on offer will ensure a successful and profitable event for your company, whether you are visiting or exhibiting.

UPCOMING COATINGS GROUP EVENTS

As well as the *Middle East Coatings Show*, the Coatings Group at dmg events looks forward to welcoming you at future coatings events throughout Asia Pacific and Africa. We strive to hold our events in markets that will bring the most benefit to your business and to that end, Asia is well-established as the world's largest coatings market, whereas Africa is an exciting, up-and-coming region that is already demonstrating incredible future potential.

Asia Coatings Congress:
May 14-15, 2019
InterContinental Hotel, Ho Chi Minh City, Vietnam
East African Coatings Congress:
June 11-12, 2019
Safari Park Hotel, Nairobi, Kenya
Asia Pacific Coatings Show:
September 4-6, 2019
BITEC, Bangkok, Thailand
Egyptian Coatings Show:
September 23-24, 2019
EIEC, New Cairo, Egypt
Coatings For Africa:
May 5-7, 2020
Sandton Convention Centre, Johannesburg, South Africa

If your company is interested in developing or furthering its interests in either of these regions, please speak to a member of the Coatings Group sales team by visiting the Sales Lounge on the show floor.

The *Middle East Coatings Show* is organised by the Coatings Group at dmg events, publisher of the leading publications in the coatings industry, *Polymers Paint Colour Journal (PPCJ)* and *Asia Pacific Coatings Journal (APCJ).*

Ian Faux, Vice President, Coatings Group, dmg events Ltd

Middle East Coatings Show 2019

Middle East Speciality Chemicals Show

Nouryon at MECS 2019

Nouryon's unique Bermocoll® EBM 10 000 grade offers outstanding efficiency with excellent enzyme resistance.

Bermocoll® EBM 10 000 is a high viscosity product with enhanced stability. This unique product is especially appreciated in high PVC formulations like joint compounds, putties and textured paints due to good compatibility with fillers. Bermocoll® EBM 10 000 is versatile with respect to compatibility with different kinds of binders and the paints formulated are stable even when stored at elevated temperatures.

Stand D07

Meet the Lomon Billions TiO_2 pigment technical experts at MECS Dubai 2019

"We're excited to be exhibiting at the *MECS* in Dubai again," said Julie Reid, Marketing Director, **Lomon Billions**. "We'll be promoting our range of high-performance LOMON® and BILLIONS® TiO_2 pigments for all major coatings and inks applications, including one of our most popular pigments, LOMON®R-996 pigment, an excellent all-rounder for interior and exterior coatings, trusted by coatings formulators worldwide and our specialist BILLIONS®TR52 pigment for printing inks."

The Lomon Billions TiO_2 pigment experts will also be available at *MECS 2019* to share information about the company's latest innovation in chloride TiO_2 pigments, BILLIONS®BLR-895 pigment, developed through customer consultation at the company's 12,000m^2 technology centre in China and manufactured using the chloride process.

"BLR-895 pigment is our new durable chloride TiO_2 pigment," said Julie. "It has excellent dispersion, opacity, gloss and delivers brilliant whiteness with a clean blue tone, making it suitable for an extensive range of architectural and industrial coatings. Our tests show that BLR-895 pigment can deliver a brighter, bluer white when compared with several competitive chloride TiO_2 pigments, including internationally recognised brands and thanks to its inorganic surface coating it has outstanding dispersion performance. It disperses quickly and easily into coatings formulations, helping to achieve efficient production and high-quality coatings. We're delighted that our new pigment has already been approved and used by leading global coatings producers."

Lomon Billions manufactures high performance sulphate and chloride TiO_2 pigments for all major applications. Its TiO_2 pigment experts will be at *MECS* again this year. Visit them at their stand, located at the entrance to Hall 5. **Stand K03**

Keep on filling with De Vree

Belgium-based manufacturer of filling and packaging equipment for the coatings industry, **De Vree** continues its steady growth – even after 78 years.

De Vree designs and manufactures semi-automatic and fully-automatic filling equipment for industrial fluids like paints, solvents, thinners, hardeners, adhesives, wood stains, wood preservers, etc. De Vree is the preferred supplier to a number of world-renowned manufacturers.

De Vree's machine type V200 is very accessible for those who are looking for more than semi-automatic yet do not have the resources or the need for a very sophisticated and complicated machine. This fully pneumatically operated volumetric filling machine can fill and close cans between 100ml and 5lit at 20pcs/min. Automatic infeed systems for the empty cans and an automatic lid placer are optional.

The company exports worldwide and has important references in more than 80 countries. In the paint and coatings industry De Vree is considered to be one of the leading manufacturers of fully automatic filling machines for containers up to 25lit as its machinery gives the highest priority to flexibility, quick size changes and short cleaning times.

Stand M17

MacroMedia™ and Cenomic™.

Excellent pre-dispersing and efficient fine grinding.

The MacroMedia™ pre-dispersing unit achieves homogeneous mix qualities and excellent particle size distribution - providing the ideal basis for subsequent fine grinding with the Cenomic™ bead mill.

Got a question? Let's talk about it.
grinding.dispersing@buhlergroup.com

Middle East Coatings Show 2019

Visit us at booth H15

Innovations for a **better world.**

BÜHLER