

## Panel of International Experts to Discuss Innovation and Sustainability

The Plenary Session on the second day of the event will have a different profile, allowing attendees to learn different views on the same theme.

Three very respected international guests, each representing an important segment, will be the attraction at the Plenary Session opening the program for the 2<sup>nd</sup> day of ABRAFATI 2015 (October 14, 8:30 am). They will participate in a special panel on innovation and sustainability in coatings, allowing attendees to get a wide-ranging insight into the evolution of these themes in the industry.

**Andrew Doyle**, president of the American Coatings Association, is bringing an institutional view on the theme, discussing initiatives carried out in the United States as well as actions that are being planned and implemented globally under the leadership of the IPPIC (International Paint and Printing Ink Council).

**Keith Watson**, global director of Research & Development, Coating Materials and Performance Monomers at The Dow Chemical Company, will be speaking from the point of view of a major player in the coatings supply chain, using his extensive knowledge of sustainability in the industry and the main global challenges facing the market in connection with this theme.

Professor **Jamil Baghdachi**, for his part—who put on a highly commended presentation at ABRAFATI 2013—, will be sharing the views of an academic leadership. As head of the Eastern Michigan University's Coatings Research Institute, where cutting-edge research is conducted, he has all credentials to discuss the technological innovations and trends appearing in the horizon.

"Bringing together experts who have lots to say, the panel will give us a unique opportunity to form a more clear picture of the current state of innovation and sustainability in the industry," says ABRAFATI's executive president Dilson Ferreira.



Andrew Doyle



Keith Watson



Jamil Baghdachi

For further information on the event, [click here](#).