



# Surfaces Asia set in Kuala Lumpur in September

Grand Hyatt Kuala Lumpur

The first Asia Surfaces conference will be held at the Grand Hyatt Hotel in Kuala Lumpur, Malaysia, from 23 to 24 September 2013. The event is organised by TCM Asia, a cooperation between Bridge's for Concepts and Technical Conference Management KG (TCM).

The topic of this conference is about 'Decorative Surfaces' for both interior and exterior applications. It will cover the entire production process from the raw materials to the final product. The conference will be a new platform for the exchange of ideas and information.

"Our purpose is to create an effective scientific conference, so the programme includes experts from around the world to place a strong focus on the Asia-Pacific region," said Dr Kurt Fischer, Founder and Managing Director of TCM.

### Hot topics in the décor industry

There will be a 60-minute presentation dedicated to the recent developments in the market, given by Mr George Goroyias of Pöyry Management Consulting, one of the international consulting companies based in Melbourne, Australia.

On the technical aspect, one of the latest developments is the new technology of multilayer modular floor coverings, where invited speakers such as the Managing Director of the new European

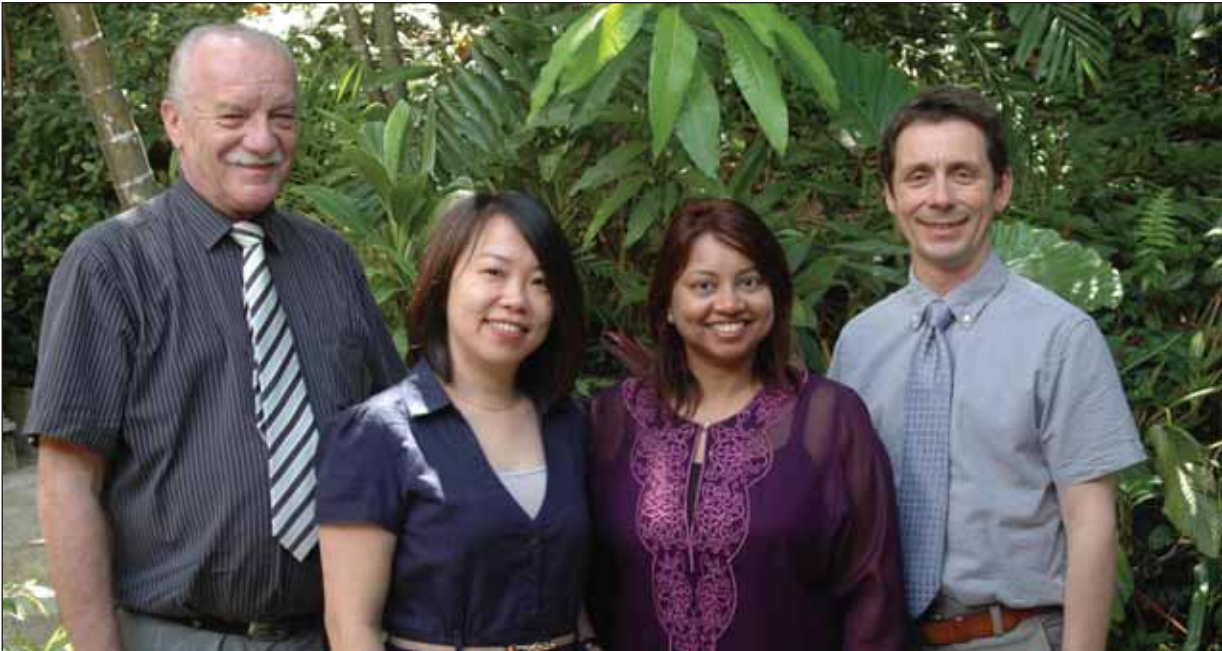
Industry Association will give a talk on this line of products. Also speaking is Mr Peter Meyer of PH Meyer Wirtschaftsberatung, who will discuss the new multilayer modular floor coverings.

Another 'hot' topic is digital printing. Despite the number of presentations on digital printing over the last few years, the development is still in its infancy.

"We plan to welcome between 100 and 150 delegates to the conference," said Dr Fischer. "Most of them will be coming from all over the Asia-Pacific region, but we also expect delegates from Europe and North America."

Conference attendees will consist of suppliers, users and manufacturers of raw material, additives, coatings and machineries, treaters, decor printers, manufacturers of thermoplastic foils and board producers.

The organisers chose to hold the conference in Kuala Lumpur due to the close proximity to the many décor companies in the region, especially the ones in Singapore, Thailand and Malaysia. Moreover, Kuala Lumpur is very well connected to the rest of Asia and to Australia. It offers state-of-the-art conference facilities such as the newly opened Grand Hyatt Hotel, and it is also an attractive place to visit. TCM's Asian Partner, Bridge's for Concepts, is also located in Kuala Lumpur.



From left to right: Bernd Rademacher, Willow Ng, Kavitha Rajendran, Kurt Fischer

### More than a decade of proven track record

TCM has a proven record of successful conferences held in Europe and North America for more than 10 years.

"Our conferences are unique opportunities to meet up with key experts from the industries, exchanging ideas and learning about the latest developments. The technical conference is the most effective way for people to gather and communicate in spite of its short duration," explained Dr Fischer.

Asked if there are similar conferences in Asia, Dr Fischer replied: "We are not aware of any comparable conferences in the region with the exception of our Laminates Conference held in Shanghai in 2003. Since then, we have been asked many times about our plans for Asia. We are certainly glad to be back after such a long time. There are no doubts that Asia is a booming market and there are a lot of interests in the region, so it deserves to have its own dedicated conference."

TCM Asia is a joint-venture between Bridge's for Concepts and Technical Conference Management. "We have been organising similar events in Europe and North America since 2002, which gives us a vast experience in establishing our company as one of the leading conference organisers in the field," said Dr Fischer. "However, we were missing of a local expert in Asia and we were very fortunate to have found an ideal partner in Bridge's for Concepts."

Dr Fischer's business partner, Mr. Bernd Rademacher, from TCM Asia, not only represents



Dr Kurt Fischer

several leading European companies in Asia, he also co-organises local trade fairs and sets up a local production site for a major player in our industry. This partnership seems like a perfect match.

Surface & Panel International is the collaborative media partner for all of TCM's conferences worldwide. It is published by Bedford Falls Communications, who is a partner of their North American conference. Now, TCM is also glad to have Panels and Furniture Asia Magazine as their new media partner for Asia. **PFA**

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