



# Annual Conference & General Assembly Madrid

28 – 30 September 2022

# CEPE

**Thank you for being with us!**

Your contribution has made the conference a great success!



sponsored by:





**„WE CAN ONLY TOGETHER MASTER  
UPCOMING CHALLENGES.“**  
INTERVIEW WITH MR. GERALD ALBRECHT, EVONIK.



### What were the highlights of this year's CEPE Annual Conference for you?

As a first-time participant to the conference the networking opportunities were the highlight in order to find the key contacts within CEPE for the common future topics in regulatory and sustainability. Only together can we master the upcoming challenges of the coating industry; CEPE and the annual conference provides the perfect platform for discussing strategies in these difficult times.

### A strong focus of the conference programme was on the topic of sustainability and environmental issues. What role can or must our industry play in this regard?

The value chain of coating formulations can be split into two parts. If we want to improve the sustainability of coatings, both parts need to be taken into consideration. In the manufacturing and application phase of a coating, the paints and coatings industry and its suppliers have to minimize their environmental footprint, e.g. by decarbonizing the upstream value chains. In the downstream phase, the industry has to maximize the positive effects of coatings and inks, e.g. by improving the durability of a coating to increase the longevity of the coated product.





**„WE CAN ONLY TOGETHER MASTER  
UPCOMING CHALLENGES.“**  
INTERVIEW WITH MR. GERALD ALBRECHT, EVONIK.



**The keynote speech and panel discussion also addressed the personnel shortage and supply chain issues. How can these challenges be addressed and tackled?**

The cadence of Supply Chain disruptions requires continuous optimization in all Supply Chain processes. Building resilience and leveraging risk mitigation posture can eventually be turned into competitive advantages. This includes the reduction of complexity in cross regional organizations, the increase of end-to-end visibility, or agility and flexibility in daily business. Investments in digitalization and people are also key to reach our Supply Chain goals.

**The image of the paints and coatings industry perceived in the public was also part of the programme. From your point of view, what measures need to be taken to stronger highlight the benefits of the industry in society?**

The larger part of the society has no or little insights into the chemical industry in general and the paints and coatings industry in particular. Therefore, the public opinion and impression is often based on assumptions. It requires education to increase the transparency about the industry's contributions towards a more sustainability world – e.g. through public campaigns. The CEPE conference rightly points out that our industry must play a pioneering role by tackling climate change, environmental and health issues.



# ATTENDEES' VOICES

What brings you to the CEPE annual conference?

**Cornelia Tietz,**  
**Managing Director at ESIG:**

"It's a great opportunity to get a firsthand experience with our main downstream user industry and to learn about their challenges and expectations. It is good to reestablish the contacts and strengthen the network."



What do you think are options for the industrial coatings sector to deliver on sustainable solutions?

**Malcom Morris, Sherwin-Williams,**  
**Chair of the Industrial coatings sector:**

"It is key to keep the resources in the loop. One needs to look at the raw materials and they must become re-reusable."

We have heard about the "war for talents", does your company have problems to attract people?

**Toon Bossuyt, Boss paints, CEPE Board member:**

"Yes and no. We notice that the number of applicants is going down. This is partly due to demography. For Belgium it is forecasted that the working population will decrease by a percentage point each year from 2015 to 2035. Having said that, we still manage to attract people. The key is to show yourself."



Following the keynote speeches and hearing about the challenging economic situation, what makes you optimistic about 2023?

**David Beckford, Proton Industrial Paints,**  
**CEPE Board member:**

"The last two years have shown how resilient we can be. We are still here and we continue to be innovative in 2023 and beyond."

