



## PRESS RELEASE

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**Conference for the global decorative surfaces industry:**

## Surfaces Asia 2014

**Subtitle: Leading conference was held in Bangkok**

**Kuala Lumpur, November 6, 2014.** Experts from the surfaces industry from Asia, Australia, Europe and America gathered at the Millennium Hilton Bangkok from October 7 to 8, 2014.

The meeting was organized by TCM-Asia, a joint venture between Technical Conference Management in Austria and Bridge's for Concepts in Kuala Lumpur. Technical Conference Management is well known in the industry for similar events held in Europe and America since 2002. Bridge's for Concepts has represented European companies in Asia since 1997. The joint forces of the two partners combine global experience in conference management with local expertise in the Asian market.

Dr. Kurt Fischer, managing Director of Technical Conference Management, welcomed the 80 delegates and thanked the sponsors Venjakob, SAPPI, Kleiberit and Pöyry Management Consulting for their support. The conference was also supported by Surface & Panel Magazine, Panels & Furniture Asia and the Thai Convention Bureau.

In his welcoming address, Dr. Gustav Gressel, Austrian Trade Commissioner to Thailand, pointed out the importance of events like this for the industry in Southeast Asia.

The technical program was started by Mr. Kenn Busch of Material Intelligence in Madison, WI, U. S. A. Mr. Busch took the delegates on a virtual trip around the world, reporting on global and material trends. Also the following presentation given by Mr. Qian Kun of the Sois Mendinni Group on the history and present situation of HPL in China was well received by the audience.

The subsequent sessions focused on production technology, such as digital print, scanner technology, registered embossing, hotcoatings, spraying technology, scratch resistance, adhesives and sustainable resin binders.

The first day ended with a pleasant note when boats brought the delegates to the conference dinner at the Supatra River House on the banks of Chao Phraya river.

The second conference day started with a novelty at TCM conferences, namely the Executive Session by Pöyry Management Consulting. It provided views from different angles on the central

subject "Panels and Surfaces Asia Pacific – Strategic and Market Insights", with presentations from Dr. George Goroyias, Pöyry Management Consulting, Robert Busch, Arauco Australia, and Neil Sookee, Laminex Australia. The three speakers were later joined by Reaz Sheriff of Panel Plus in Thailand for a panel discussion.

In his farewell remarks, Bernd Rademacher, Managing Director of Bridge's for Concepts thanked all participants for their active role in the conference and announced that Surfaces Asia 2015 will be held from September 29-30, 2015 in Kuala Lumpur, Malaysia.

**Further information:**

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About Technical Conference Management:

Technical Conference Management was established by Dr. Kurt Fischer and Claudia Fischer-Ballia in January 2000. TCM organizes global technical and scientific conferences with a focus on the wood-processing industry and the decorative surfaces industry.

About Bridge's for Concepts:

Bridge's for Concepts (BfC) was founded in 1997, with its main targets being an industrial representative and consultants for technology and material supplies within the wood processing industry and surfaced technology, in particular. Besides this, BfC is also specialized in organizing trade fairs, exhibitions and conferences in the same industry.

Images:

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