

# SURFACES ASIA 2014

(With interview courtesy of Dr Kurt Fischer)

TCM Surfaces Asia 2014 is proud to recognise sponsors such as Kleiberit, Venjakob, Sappi/Warren and Pöyry, in cooperation with Bridge's for Concepts and The Thailand Convention & Exhibition Bureau (TCEB).

Looking back at the past year's show, which has raised a lot of interest from international exhibitors, manufacturers, suppliers and show attendees, TCM Surfaces Asia has decided to make it a yearly global conference. From now leading up to TCM Surfaces Asia 2014, Dr Fischer concluded: "Already at this early stage, we have received registrations from Asia, Europe, America and Australia. Looks like we are on a good track."

"The 'Matchmaker' offered by Surfaces Asia was originated at a conference in Europe, back in 2012. At 2013's Surfaces Asia's conference in Kuala Lumpur, we have introduced it successfully to the local market."

- Dr Kurt Fischer,  
Founder and Managing Director  
of TCM



Following a successful concept in 2013, TCM Surfaces Asia will convene a meeting in Bangkok, Thailand at Millennium Hilton Hotel between October 7 to 8, 2014. The meeting will introduce some new and exciting components in addition to the exclusive executive session by Pöyry's Management Consulting and the interactive Panel Discussion by expert Panelists and Moderators.



The 2014 TCM Surfaces Asia conference will gather together international industry experts, professional delegates and investors in this annual meeting to share knowledge and objectives of the current issues pertaining to the industry, as well as the latest market trends. The conference will cover a broad spectrum of topics on design and material trends, commercial and strategic overviews, digital print, coating and adhesive technologies and new product developments. These topics are "all the important ingredients of our industry," said Dr Kurt Fischer, Founder and Managing Director of TCM. Furthermore, TCM Asia will organise a three hour "TCM Asia Matchmaker" session for registered delegates to have the opportunity to meet, discuss and exchange ideas in a one-on-one meeting.

Day One will present a keynote presentation by Kenn Busch from Material Intelligence, who will take us on a trip to discover design and material trends around the world. His presentation will follow by Qian Kun of Sois Mendinni Group on High Printing Laminate (HPL) in China. Dr Kurt Fischer says: "It is not every day that you have industry leaders like Mr Busch and Mr Piyasombatkul sitting together on one panel, ready to answer questions related to the Asia-Pacific market." Dr Fischer sees this as an opportunity that nobody can afford to miss.

After the first coffee break, a number of technical presentations will be addressed in detail by esteemed speakers on: Digital Print in the Furniture and Laminate Industry, Cruse Scanner and Tools for Visualisation, Design and Production of Surfaces, and Registered Embossing.

In the morning session of Day Two, professional show delegates will gain fresh insights during the conferences: An individual conference block, organised by Pöyry Management Consulting and featuring two high-ranking speakers: Mr Robert Busch, Managing Director for Arauco Australia and Mr Chatchai Piyasombatkul of Metroply. Both gentlemen will also participate in the following panel discussion with subjects related to "Is the Asian growth an opportunity for many or few to capture?" The morning session will conclude with issues exploring a set of challenges and achievements faced by business leaders' and overcoming the odds in the Asian market.

