

José Luis Diloy/ President of EUROSURFAS Fair

**The President of the Organizing Committee of the International Paint and Surface Treatment Exhibition expresses his firm belief that the companies in a possession of products, which will add colour to their image, will visit Eurosurf.**

**'At a moment when the market is experiencing some difficulties, it will be interesting to visit Eurosurf'**



**In what context will the present edition of Eurosurf take place?**

The paint industry is undergoing a crisis, which is mostly due to the lowering of construction rate, on the one hand and the weak positions of the transport sector on the other. To this we can add the competition with countries such as China and India, and the delocalization process.

**Where does this difficult situation lead us?**

The consequences of this slowing down started to become obvious only recently. In 2007 the figure reflecting the production rate as compared to the previous year, was constant at about 1.100.000 tones, 680.000 of it comprise furnishing products, the rest are products for industrial painting. In economic rates, production continues to be around 1.900 billion euro per year.

**How can this situation affect the Eurosurf event?**

Such period of market stagnation is the most suitable time to take part in a fair such as Eurosurf, because this is the place, where all companies in need of painting something will be gathered together. Now is the time to

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**How many participants are expected?**

We estimated that this year the figure will go over 56.000 people, which was the number of the visitors at the last exhibition. Moreover, the problem with the access to the fair venue is completely solved and the exhibition hall is excellently equipped, which

ensures its perfect operation - something we witnessed at the Construmat exhibition, which was held recently. Also we expect a great movement between visitors of Eurosurf, Equiplast and Expoquimia.

**What do I mean?**

I mean that many of the people who visit the other two exhibitions, would like to look at Eurosurf as well, in order to kill two birds with one stone, as the saying goes. This is so, because, on the one hand, those who work in the plastic or chemical products branch are usually interested in finishing works on different surfaces. On the other hand, everything which is manufac-

tured nowadays needs to be painted. Moreover, various congresses and events will be held, which are of interest to the whole industry.

**Like what?**

We foresee a congress on REACH regulation, for which event we have attracted some representatives of the Administration to explain before the branch representatives what exactly the new legislative framework encompasses and what measures need to be taken, so that the manufacturers can adapt to it. Also Eurocar and Days of the Environment Congress will be held.

**What new will be presented at the Exhibition?**

The visitors will be able to see the newest products in the field of water and powdered paints, which do not contain solvents with harmful impact on the environment. The branch agreed to renew its products and carry out research in the new methods for carrying out of finishing works on surfaces.

Statutory acts such as the European regulation REACH and the necessity to take a responsibility for environmental protection prompted us to create new products.

**Finally, what needs to be done by this industry branch in order to overcome the above mentioned situation?**

One of the problems is that this branch is a bit scattered. There are over 500 manufacturers, while in Germany they are not more than the modest 60. Mergers are necessary, so that the companies can better overcome the unfavourable period which has set in. On the other hand, we need to go beyond the borders of this country. In South America, for example a growing demand for Spanish companies has been observed. In this zone, where a considerable economic growth is registered, we even have an advantage, which stems from the use of the same language.