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CHEMICAL NEWS

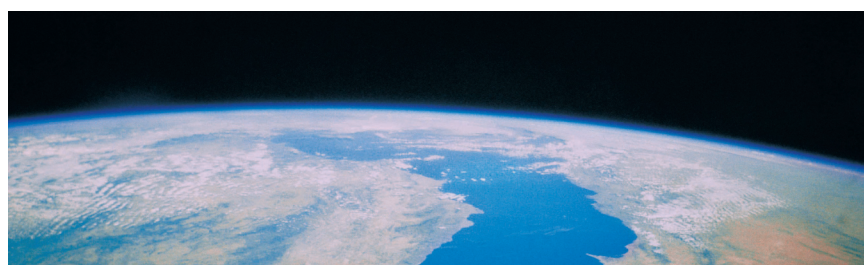
EXPOQUIMIA EUROSURFAS EQUIPLAST

03

YEAR II
SEPTEMBER,
2011

XII Mediterranean Congress of Chemical Engineering

Biochemistry, advances in food sector and sustainable development will be the principal subjects of debate.



The fair "EXPOQUIMIA" will host the 12th Mediterranean Congress of Chemical Engineering, from the 15th to 18th of November. Organized by the Spanish Society of Industrial Chemistry and Chemical Engineering (SEQUI), it will go over the important topics of the current issues related to Chemical Engineering, which will be divided into three main areas: Food and Biochemical Engineering, Sustainable Development and Environmental Applications Engineering, Process and Product Engineering, apart from the classical areas such as Separation Technologies and Chemical Reactors. The topics are proposed under two structures.

On one hand, a series of outstanding lectures by six international experts will be given, followed by round table discussions. Three important topics will be dealt in this section, which are "New Frontiers in Chemical Engineering"; "Chemical Engineering and Environmental Technology-the European Strategy for waste treatment and its implementation in Spain"; and "Chemical Engineering Education". The discussions will be chaired by expert University research professors. Prestigious international professionals of various fields will take part in these discussions to put forward and debate their theories. Another topic will deal with the current situation and the future of academic careers and professions, in relation to the new economic model the chemical sector of Europe faces.

Seminars on Instrumental Analysis (JAI)

Óscar Bordona

To notice a minute presence would result in a huge satisfaction for those who search to detect that, which is not only invisible but also undetectable. Fortunately, the breakthroughs in new techniques and equipments makes this arduous task more conceivable. The barrier which prevents from the detection and measurement is disappearing steadily. The XIII Seminar on Instrumental Analysis (JAI) which will take place from the 14th to 16th of November in Expoquimia will serve to assess them in various fields. Throughout the three intensive conferences, renowned national and international specialists will offer concrete replies on extensive areas ranging from Mass Spectrometry to Anti-doping Analysis. There will be one or two intensive sessions per day replete with a combination of "flash-presentations" and "keynotes". Some of the speakers who figure among many are, Professor Stephen R. Leone from the University of California, R. Graham Cooks from the University of Purdue (USA), Luis M. Liz-Marzan from the Chemistry-Physics department and affiliated member of CSIC- University of Vigo, Professor Richard M. Cooks from University of Texas and Pier Giorgio Righetti from the Polytechnic institute of Milan.

Ibero-american Congress on Industrial Maintenance

Carmen Alcaraz

The Congress is organized by the Spanish Maintenance Association (AEM) and the Ibero-American Maintenance Federation (FIM), will take place from the 15th to the 17th of November. The aim would be to highlight and improve the benefits and value the meritorious in Maintenance sector contributes to the companies and the society. Various conferences, presentations, experiments and work shops will be arranged.

The topics expounded will be related to the maintenance and security of the installations, the efficiency and strategy of management towards competitiveness among others. More information from : www.aem.es

EXPOQUIMIA

FoodInnovation

Chemistry in gastronomy and food

• PAGE 3

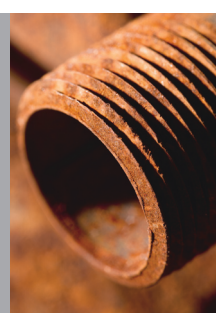


EUROSURFAS

New methodology against corrosion

In structures made of Iron, Cement, Wood and Elastomers.

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EQUIPLAST

Plastic packaging

The sector's inclination to discard the bags of single use

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Biofuels industry toward the future



Article/Asebio

The Spanish companies specialized in biotechnology is going through an unstoppable process of growth which is reinforced with the celebration of the International year of Chemistry. The intention of its compromise with the society by improving the quality of life and respect for the environment is made apparent in these acts. Bio-Fuels are dependent on the methods developed through Biotechnology. As, Esther Campos, International Coordinator of ASEBIO (Spanish Association of Biotechnology Companies) points out, "the Spanish sector of bio-fuel is characterized by the rapid growth in its capacity of production under optimum standards with a low cost. More entities increasingly produce bio-diesel and work with bio-fuels of second generation". A good example of it can be found in the Directory of the Companies in the Energy Sector 2011/2012 in the magazine Energética XXI, where more than 600 companies related to the Spanish sector of Biomass and Bio-diesel figure under producers, distributors, suppliers etc. Moreover, among the members of ASEBIO many leading companies and investigation centers in the production of bio-fuel and bio-mass such as the following are figured: Abengoa Bio-energy, Inversiones Financiera Perseo, del grupo Iberdrola, Instituto Biomar, Bioserentia, Era 7, Instituto Andaluz de Biotecnología, Iden Biotechnology, IUCT, Centro Tecnológico Leitat, Monsanto, Neiker Tecnalia, Neuron Bioindustrial, Grupo Biot, Dominion-Bionor, Sindergia Bio, Pioneer Hi-bred, Biópolis, Gaikaer IK-4, Inbio-tec, Canvax Biotech, Centro Tecnológico de la Rioja, Bionet Ingeniería, Alagenergy etc.

With these examples, one can become aware of the rapid expansion the Spanish bio-fuel industry is undergoing. Its launch into sales in 2000 has rapidly incremented till it reached in 2008 the figure of 0,3 MM of TOE (Tonnes of Oil Equivalent) of bio-ethanol and 1,5 MM of TOE of bio-diesel. These figures situate Spain in a leading position within EU according to the documents that initiate the evaluation of environmental strategies of Renewable Energy Plans (2011-2020).

Bio-gas

The energy produced by bio-gas in Spain is 165 MW, the brunt of which (about 85%) proceeds from waste gasification. The bio-gas derived from anaerobic digestion is insignificant, but studies carried out on the existent power generating methods predict a substantial increase in its usage by 2020.

At present, according to the statistics provided by Eurostat 2009, out of the 250 Tn of waste generated by this country annually, 12% is recycled and 10% is converted into alternate fuels by heating.



Steps in favor

At least for the moment, the government seems to be in favor of encouraging and strengthening the renewable energy plans and the usage of bio-fuel. In the regulations proposed to the National Commission of Energy (CNE), the objectives to be reached obligatorily in the usage of bio-fuel in 2011, 2012 and 2013 are 5,90%, 6,00% and 6,10% respectively, whereas the figures for bio-fuel in diesel and petrol are fixed at 3,9% in 2011 and 4,1% in 2012 and 2013. The regulations also includes a norm of protection to this industry against illegal imports. In addition, these measures would also suggest the EU directives 2009/29/CE to designate mandatory usage of 20% of renewable energy, of which 10% be used in Transport by the Ministry of Industry, Tourism and Commerce. Without doubt it would be an important backing for this sector. However, within the EU regulations, doubts prevail on the stance taken by different member States, for it seems the renewable energy is still in its early stages of application; though Germany is found in a pioneer position.

Obstacles

In spite of the sharp rise in the price of petrol, the production of bio-fuel is much more expensive than fossil fuel, due to the unstable market for raw materials as well as the expensive method for its production (gasification, transesterification, pyrolysis etc.) which requires biotechnology of utmost accuracy. However, in countries such as the USA, Brazil, Germany there is an important production of bio-fuel thanks to a combination of tax measures (tax deductions, subsidies etc.) and steps towards the sustainability of price as well as plans for its obligatory usage. The obstacles or the difficulty to save the situation lay in the availability of raw materials as it would be cheaper to produce energy. This is

resulting in importations of raw materials from other countries which receive more help than the national raw materials.

The Spanish Association of Renewable Energy producers (APPA) is looking into solving the problem through allocations of quotas, which will consist in purchasing a certain percentage of national raw materials following the example of Portugal. Paradoxically, many industrial plants of bio-diesel constructed in the recent years in the Iberian Peninsula lie in disuse due to this situation.

At present, Spain has at its disposal the latest technologies and sufficient channels to achieve a high level of bio-fuel production. We rank as the second European country with capacity to do so, as well as being the fourth in the production of bio-ethanol and count with our agro-climatic conditions for potentially exceptional bio-mass source.

SPAIN HAS AT ITS DISPOSAL THE TECHNOLOGY AND MEANS TO ACHIEVE HIGH LEVELS OF BIO-FUEL PRODUCTION.

ASEBIO has been soliciting help (in form of bonds for the producers, tax exemptions etc.) for enabling the widespread usage of bio-fuel as well for further research into the field for some time now from the Ministry of Environment, rural-development and fishing and from the Ministry of Science and Innovation. The organization is quite optimistic, as it considers the regulations approved by the Council of Ministers towards public purchasing of new technologies on the 8th of July as an important step which will bring bio-fuel into line of focus with the cooperation of the Autonomous Communities.

In 2010, the bio-fuel group of ASEBIO, modified and modernized its workforce. The highlights of these changes are in a new value added division where the increment in performance and profitability is given utmost importance, along with efficient production, process optimization, reduction in spending and valorization of sub-products. There is an increase in the number of entities which produce bio-diesel and work with second generation bio-fuels. The second generation bio-fuels are produced from a great variety of raw materials which don't compete directly with the food market. It also reduces the green house effects, contributing to the sustainability of the process as well as achieving the targets established by the EU and the Plans for Renewable Energy.

COSMETIC DATE



Interview with Val Diez Rodríguez, General Director of Stanpa.

Stanpa is the National Association of Toiletries and Cosmetics and incorporates all the companies which manufacture and distribute perfumes, cosmetics and hygiene products of our country.

“We are facing a challenge of adaptation, made harder since this complex economic situation has prolonged too long in time”.

Óscar Bordona

¿Do you think that the sector doesn't have its deserved projection and visibility?

The true dimensions of the perfume and cosmetic industry of Spain and its value and ability to create employment is not widely known. We are characterized by the diversity in the size of the companies; small, family-run, medium-sized and multinationals and the great dynamism of our products. We are also distinguished for long flung distribution which makes different sub-markets to coexist and have grown to reach the figures of 4.000 millions of euros/year in turnover and more than 7,000 millions of euros/year in consumption. Our market value ranks as the fifth in Europe and more than 33,000 people work in the sector.

¿Can you evaluate the present situation in the sector within the framework of the turbulent economy?

Evaluating our figures and comparing them with other sectors, we can observe that our sector is quite resistant to the economic crisis. This is understandable when one considers our products as essential and used on daily basis by people. I would include to say it is emotionally related and needed. The companies have made huge efforts to help the people, even in this time of crisis, to be able to continue using between 8 to 10 products of the sector a day, to cover their basic necessities of cleanliness, hygiene and personal care. It is also very true that we are facing a challenge of adaptation made harder since this complex economic situation has prolonging too long in time, thus resulting in the consumer modifying their shopping habits. We have noticed that there is little or no difference in the quantity of the products sold, however, there is a marked and clear tendency on part of the consumers to select the products on offer or those with a lower price tag.

¿What should the sector do to confront the new scenario?

There is a strong impact on the market by any new products and it results in positive increase of the sales. Now, let us talk about what innovation really is and not in terms of just the remodeling and re-touching in the presentations of the products. It is to say, the true difference that marks the products from that of their competitors.

From a consumer's point of view, its important to analyze the habits and the tendency of purchase,

the direction of the price or for example, to take into account the nuclear families with few members which leads us to reconsider the sizes of the containers.

Considering the development of new products and its adaptation to the consumers' demand ¿what are the main challenges that faces the industry?

The current situation, with its prolonged economic difficulties and the seriousness of this crisis has affected all our companies in various ways: we are analyzing and improving the efficiency and profitability of our businesses and its operations. Its indispensable to obtain similar results, if not better, with lower cost. On the other hand, it is necessary to put in more creativity, searching new niche markets, moving on to foreign markets and reaching the consumers with different profiles from what we have dealt with so far. All this has contributed to the increment in the resources invested in I+D+i.

¿What are your propositions in the cosmetic sector for the next edition of Expoquimia?

Every edition of Expoquimia offers an opportunity for the manufacturers to know the innovations in ingredients, techniques, equipments etc, and at the same time to interact with the suppliers and establish new contacts. This year, being special, due to it being International Year of Chemistry, we are expecting intense activity and hoping it would respond to the expectations we place on its growth and desired changes.

¿Is a high participation expected in the Cosmetic Date sector in the fair?

We are aware of the broad diversity of the fair in which we are one of the specialized sector. There are many companies present and many regular visiting companies who would like to get to know the innovations presented, mainly by the suppliers of machinery and raw materials.

Aside from your presence in this fair ¿what role does the Stanpa fulfills for the national industry?

We obviously take the responsibility for institutional representation of the sector, most importantly before the Public Administration. Moreover, we offer information and technical services, legal advices, work opportunities, training and support for internationalization to our associate companies. They are very useful, especially for PYMES, as they are free for the members and are affordable and flexible.

FOODINNOVATION

New food products in sight

Yolanda Fajardo

Science and Food innovation. Under the pretense of combining these two propositions, Expoquimia, with the collaboration of the Spanish Society of Sensory Sciences, celebrates its first edition of FoodInnovation. On the 14th till the 18th of November, Barcelona will host this meeting, which pretends to promote the initiatives which will bring forth benefits and innovation within the food and gastronomic sector, especially in food preparation techniques. It would be a space where the entrepreneurs, professionals, scientists and technicians from the food industry will have the opportunity to share, debate and commercialize novelties, patents, services and more importantly demonstrate the presence of innovative opportunities in this field at present, and the promise of a bright future in the Industrial, Gastronomical and Culinary sectors. With the object to promote debates and participation, two zones of work has been created:

.Seminar Theater, a space allocated for the participants to exhibit the novelties exhibited in the fair through the latest multimedia technology.

.Symposium, Includes the 2nd Sensory Chemistry Symposium(2SQS):'sensory perception in food innovation'; the IV Congress of Food Engineering and Biology (EBA2011), and a technical conference centered on food additives and nutritional supplements.

The different sectors involved in the process of transforming the food, from the raw material till the final act of presentation (food and non-food included), entrepreneurs and professionals, buyers and mediators will have an ideal space in FoodInnovation to meet and exchange working ideas, which without any doubt will help the sector to advance further.




Interview with Josep M. Font, Manager, Imesapi Industrial

Josep M. Font, Manager of Imesapi Industrial is external consultant of Barcelona Fair and in charge of directing the conferences over “Maintenance of Urbane structures and elements” which is to take place during the event Eurosurf, in Barcelona from the 15th to the 18th of November. His vast experience in the area of reparation and maintenance of these type of structures makes him the most knowledgeable speaker to help develop this topic which worries the sector that treats the surfaces.

“The European law will oblige the tunnels to complete a series of conditions by 2014”

Yolanda Fajardo

¿What are the main objectives of these conferences?

It intends to deal with the important topics concerning the professionals of this sector such as those who dedicate to preventions and maintenance of structures made of cement, iron or wood in urbane and inter-urbane areas. The official organizations, the town halls and also private institutions split and assign budgets of important quantity for this concept and their daily fight is how to reduce it.

Part of this problem is found in the origins, that is in the prevention and posterior maintenance at fixed intervals, which are rarely carried out due to lack of funds. It is a problem with a difficult solution as the technicians who deal with these projects know the consequences. They don't tackle the projects connected to the treatments for preventions as would be desirable, due to many reasons. They might be for aesthetic reasons or the limitations imposed by the administrations who don't increase the budget for executing the work with their motto of "when the problem arises, I won't be around". In the maintenance sector, the treatment of a structure at fixed intervals is postponed for lack of resources. If the structure in question doesn't have parts falling off it, posing a danger to the people and vehicles, no problems will arise. On the contrary I would suggest for them to be immediately repaired. But, the activity of a technician is stalled by economic funds at disposition and not lack of knowledge. A clear example is found in the cement structures we can see everyday in our cities. One can observe loosening of small parts of materials and "the structures are x-rayed" etc. Except

on countable occasions (the prefabricated cement beams for viaducts tend to come treated from the factories), nobody considers it suitable to protect the cement with a treatment of anti-carbonation coating as nobody can conceive in their mind the idea of "painted cement". In a way this position is understandable from an aesthetic point of view. But, cement doesn't last eternally and with the passage of years, sometimes, depending on the quality of the work carried out, in-

PART OF THIS PROBLEM IS FOUND IN THE ORIGINS, THAT IS IN THE PREVENTION AND POSTERIOR MAINTENANCE AT FIXED INTERVALS, WHICH ARE RARELY CARRIED OUT DUE TO LACK OF FUNDS.

evitably certain problems start to appear. These may be caused by chemical attacks produced by acid rain, the humidity in the atmosphere, dissolved salt poured in certain areas for visibility in winter, water filtering through the deficient water-proofed roofs or the expansion joints, pollution caused by the vehicles affecting the ornaments on the facades etc., penetrating the cement. This in turn produces corrosion in the structures, resulting in an expansion in its volume and inevitably ending with a fracture of the external layer. Whatever the case might be, little can be done except repairing the damages as soon as possible, which can signify a high cost of maintenance depending on the structures. Presently, many such structures suffer from this type of cancer and are awaiting their turn to be treated.

The situation is very different in case of steel and wooden structures as their durability don't depend directly on the quality of the work done. In wooden structures, the quality of the wood selected for each case and the treatment it was given in the factory and later 'in situ' is important. In case of steel, the preparation of the surface and the painting system is important. The durability of both these materials depend directly on the system of protection they were treated with in the factory, as well as, the maintenance realized at periodic intervals. Here arises the problem, especially in case of wood on which the damages can't be repaired. ¿Who hasn't seen exterior pavements made of pine wooden planks, treated with pressure, copper but still with a short duration of use and destroyed by termites?

¿Does this mean that prevention is a lost battle?

No, it just means that the administrations should permit designs with the future in mind and the problems that might arise. It should specify the correct system of protection, draw up schedules and carry out cycles of maintenance in the right time. But, as I had commented earlier, all this depends on the politic-economic situation to search for prompt results.

And in the case of "graffiti"?

This is an entirely different topic. Manufacturers invest in researches for new materials to protect the surfaces from this attack, but there is a lack of civility and it is difficult to fight against it. Different types of protection exist depending on the type of material used for the graffiti. There are latest products available in the markets.

Based on a watery solution, that is to say, not in any paint-thinner, it is possible

to protect practically all types of surfaces and most importantly; the 'graffiti' can be erased with sponge and water which is advantageous for environmental preservation as well as in protecting the cleaners from noxious vapors.

I think the problem has solutions on small scale (landmark buildings, bank buildings, monuments etc.), with the existence of maintenance department in public administration and also private organizations who constantly "erase" the "graffiti" applied recently and not exactly inviting the "artists" to create them. The problem is unapproachable and I think it is a lost war in spite of the administrations taking deep interest in erasing them. When the attack is on a large scale, it is much more expensive erasing the surface, even if it has a protective layer, than just painting over them. This problem can be seen in the historic center of Barcelona, on the rolled down shutters of shops or on the noise fence placed in the ring roads and highways, which presents a deplorable sight. Unless this kind of vandalism disappear, there is no other solution on hand except, leaving on these type of graffiti in spite of the woeful image it projects, for they will almost always be replaced which will only leave us feeling that we have thrown our money away. I can vouch for that with my own personal experiences.

Speaking of the urbane features, we think about the scattered elements of the public thoroughfare than the structures of the

road itself.

They are not exactly scattered elements. The tunnels of large cities represent a huge singular structure which needs constant maintenance of utmost importance. According to the royal decree 635/ 2006, in 2014 all the tunnels in the country should comply with a series of conditions which

IN 2014, ALL THE TUNNELS IN THE SHOULD COMPLY WITH A SERIES OF CONDITIONS WHICH ARE MAINLY, THE NEEDS FOR THE EMERGENCY EXITS TO BE WELL SIGNALLED AT STIPULATED DISTANCES, MARK THE ROAD CLEARLY TO INDICATE THE RIGHT DIRECTION AND TO ACHIEVE A HIGH LIGHT REFLECTANCE IN THE INTERIOR FOR THE CAMERAS WHICH GUARD THE TUNNELS TO FUNCTION CORRECTLY.

are mainly, the needs for the emergency exits to be well signaled at stipulated distances, mark the road clearly to indicate the right direction and to achieve a high light reflectance in the interior so that the TV cameras in charge of registering any incidents inside the tunnels can capture images without any flickering effect. Entering a tunnel is a visual abuse for the

drivers. Treating the surfaces with approved paintings we can obtain various results; firstly to protect the cement which is subjected to chemical attack due to the carbonation and pollution from the vehicles, which are extremely aggressive due to its sulfur content, improve the lighting system with the target to save energy and periodic cleaning of the tunnel, would result in a visually pleasant space. An example where these actions were carried out can be found in Barcelona. At the end of 2010, our company IMESAPI, with the products from the company VALENTINE carried out maintenance function in the tunnels of Ronda Litoral in the stretch of frente marítimo (Poble Nou, Vila Olímpica, Pla de Palau and Colom), in the lower tunnel of Carlos III in its junction with Avda. Diagonal and the tunnel of C/. Camélies in the Guinardó.

¿Whom would you advice to attend these conferences?

These days will be interesting and intense, with topics, which will deal with problems faced in everyday life. As such, I would recommend all the professionals who work in the maintenance field and also those who plan and execute urbane structures to attend it. This includes the town hall technicians as well as architects and builders to further their knowledge and learn how to prevent certain situations if they tackle it at the start itself. There is a common target for all: find the best solutions to the problems.

New methods to combat corrosion

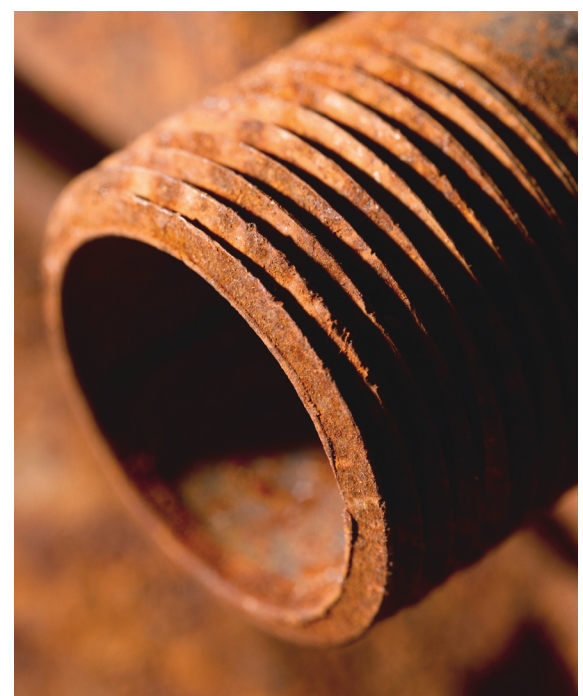
manufacturers are under constant pressure from the market, which expect improvements and best guarantee in the durability of steel, cement, wood and elastomer structures thus making the most of its investment in the infrastructures and lessening the maintenance.

The advancement in new methods to combat the degradation provoked by weathering and thus reducing the long term utility of these structures and obliging the maintenance department to face costly operations to clean, conserve and repair them, has led to the creation of Preparation Technical Institute and Surface Treatment (ITPTS) within its industry, in Spain. The ITPTS works towards bringing about great technological advancements. It mainly deals with the marine, industrial and building sector. It also offers training to the maintenance person-

nel in control of the corrosion as well as the preparation and treatment of surfaces.

In its enthusiasm to spread the information available over the best techniques for the application of paint and coatings, the ITPTS has convened the "Seminar on Anti-corrosion protection"(STPA) on the 17th of November within the framework of Eurosurf, in the Fair of Barcelona.

¿How much is spent per year on corrosion treatment in the world? ¿What are the latest techniques to delay its appearance? ¿Are they environment friendly?. These three questions are among many which will be answered for the participants of this series of technical conferences which are jointly organized by AETEP (Spanish Association of Paints and Related products Technicians).



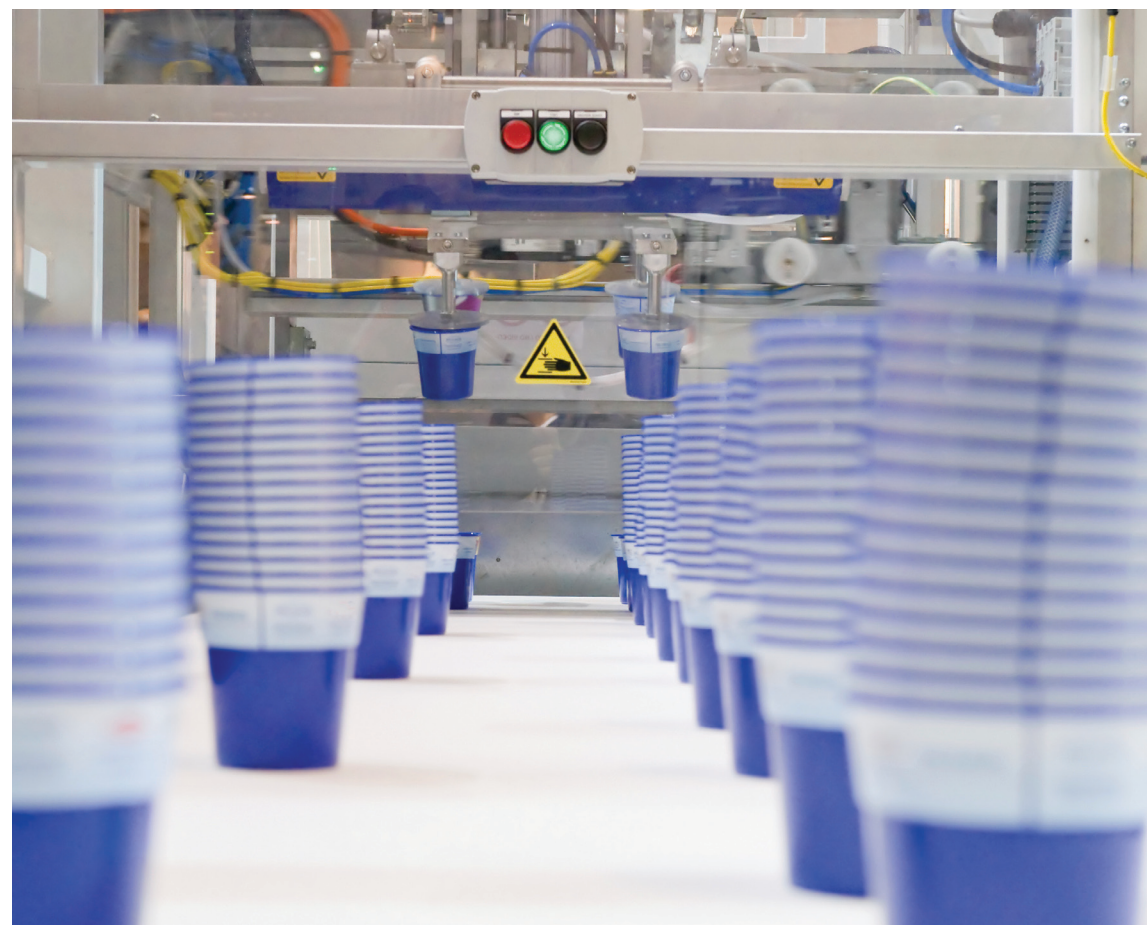
New markets and materials: targets of the sector

Óscar Bordona

Plastics has been the center of many debates this year. It has been so, as in the first place the European Union plans to restructure the plastic bags of single use and not the biodegradable packaging the shops give the customers, which don't always end in the dumpster. Spain had advanced and had authorized in July for a progressive elimination of them starting now till 2018. Perishable products are exempt from this rule.

Questions over the existing recycling system

In the second place, within our boundaries, questions have been raised over the existing recycling system of metal and plastic packaging with dumpsters placed for them in the streets. ¿Is it possible to retrieve more containers if a deposit has to be paid till their return in the selling point? According to Sergio Giménez Bueno, manager of Business and Market Development (Aimplas), the solution to the first doubt is by making the consumers aware of the answer to the question "what to do with the plastic wastes". Then, the importance of recycling can be explained illustrating with the points of "the products made from the waste thrown in the dumpster and to make them



aware that their efforts have contributed to an improved environment". An example of this deficiency: in the last report presented by Aimplas over plastic bags, 40% of the people questioned didn't know what to throw in the yellow dumpster.

Good 'press'

In 2009, 43% of new containers were made up of this material; with a large margin of difference from the second material, the paper, which amounted to 27%. According to the data provided by Aimplas, the forecast for the increment of the flexible and also for rigid containers is at 3% annually.

The manufacturers are faced with their own battle, mainly in the search for containers which would "prolong the usefulness of the things it contains within" or "to make the best use of the quantity of materials em-

ployed in their manufacture", says Giménez. The environmental aspect is centered in some of the lines of recent research, like the use of biodegradable and renewable materials (starch and poly-lactic acid -PLA- found in potato, peas, corn, soya or in wastes) and others derived from petrol (polyester or polyvinyl alcohol, for example).

Multilayer structures and intelligent containers

Apart from these, the new multilayer structures and the 'intelligent' and active containers are the other latest innovations. The last mentioned item expects the container to monitor and notify the the state of perishable food, even informing the breakage in the cold chain, if it occurs, which will result in the date of expiry figured on the fresh products obsolete.

According to the manager of Business and Market Development of Aimplas, another important novelty which will "make a huge impact in the market", is the approval to use recycled plastic to pack food, a technique which is being improved to employ more of the recovered raw materials.

Eco-design

Lastly, we could talk about the global change of strategy thanks to Ecodesign. "It is a technique which considers the environmental aspects in all the stages of a product's life cycle (origins, extractions of the materials, processing, transportation, usage and its end), to obtain products with minimum environmental impact", explains Giménez. Aimplas has compiled a "Guide to Eco-design in packaging", to help the companies in this dynamic sector to incorporate the new methodology.





Interview with Agustin Duran, Marketing Manager of C.T.Servivio, S.A-Centrotécnica

Agustin Duran is in the forefront of the marketing department in one of the most innovative companies in the plastic sector which has existed in the market for the past 30 years. His position in the company and his through knowledge gained through experience enables him to observe first-hand the trends and developments the sector undergoes. They will be present in Equiplast with their latest cost reducing machinery and Recycling line.

Specialization and Energy Saving , the keys to the plastic industry

Yolanda Fajardo

¿How will the Centrotécnica present itself in Equiplast?

This year we will have a stand, not as big as in the other years, but with intense and varied content.

We will empower the demonstrations of production in digital form through video screens and connections to the web. There will also be showcases with finished products from our manufacturers of blowing machinery, for cosmetic packages or for medical and pharmaceutical uses. Of course, we will continue to have our machinery so that the production process can be seen. One of the highlights of them will be the peripheral equipments used to recover and regenerate the left-over plastic during the process of production. This is known as recycling line and in this way the factory doesn't generate plastic wastes and minimizes the losses and reduces the cost of the product. Moreover, this is an automated process carried out by either a robot or a belt.

WE HAVE TO OPTIMIZE THE RESOURCES AND SEARCH FOR WAYS TO LOWER THE EXPENDITURE AND THIS IS ACHIEVED THROUGH RELIABLE MACHINES AND BY REDUCING THE COST OF ENERGY.

¿What innovations does Centrotecnica offer in Equiplast?

Apart from what I had just said, we will have a new Japanese brand which makes containers for cosmetic and medico-pharmaceutical purposes and will also have a working machine from the firm Dr.Boy, through which we will demonstrate important energy-saving method.

From your position of responsibility in the marketing department of an innovative company such as Centrotécnica ¿What is your view on the necessity for professionals meeting in Equiplast?

Meetings such as these are always interesting and necessary. It gives us a chance to meet a lot of our clients within few days. We have been in the market for more than 30 years and we have many important clients. Equiplast makes it easier to get in touch with them. On the other hand, it also offers us the possibilities to make new professional contacts and exhibit our machines. Our experience has always been good. Perhaps, the last edition gave us a negative balance sheet, but the Fair wasn't the cause of it , it had been the economic crisis . Generally it is very positive for us.

¿Do you think innovation plays a key role in the future of the sector?

Yes, in a fair like this, which is dedicated to production machines, the attraction would be to see the innovations which permits saving energy. Considering that our process of production is always the same, we have to optimize the resources and search ways to lower the expenditure. This is first accomplished by having reliable machines and secondly with the reduction in energy costs which has a direct effect on the cost of the product.

¿Do you think that Europe, and concretely Spain, is well placed in the international market?

Well, it had been so in the past years but not at present, though the tendency is moving towards improvement. One of the causes is the type of business scene we had had in Spain. Traditionally, we have had many small companies with obsolete machinery. The crisis had been caused

when many of these companies had shut down. The companies which held out and the new ones which had come into exis-

SPECIALIZATION AND PRODUCTIVITY MARKS THE LINES OF WORK IN WHICH THE SECTOR FUNCTIONS AND THE RENOVATION OF THE BUSINESS SCENE HAS BEEN POSITIVE FOR THE SECTOR.

tence had to adapt to the situation, use the latest technology, new and efficient machines and this has contributed to the regeneration of the industry and has made the prospects for the future better.

You are positioned at the top of the market ¿What are the trends that will shape the sector in the coming years?

Mainly, the specialization in manufacturing of the products. We have seen till now companies which produce a bit of everything, from cosmetic products to pots or materials for cars. Now, the trend is towards a specialization, using the most advanced machinery which are more productive. The evolution of the plastic sector will be in the specialization and the improvements of the products. It has occurred in places like Japan. Europe is a bit ahead and Spain has started to specialize. We also have to highlight the fact that in the plastic sector, there has been a change in the star product. Until now the automobile and building industries had been our strength, but now the packaging sector is opening up. Containers to be used for food and medicine are the fields in which work is being carried out with outstanding quality and efficiency. For example, the machines in the recycling line are used in the food sector.

Location Map, Accesses and Agenda of Events


Lunes 14 noviembre Monday 20th November	Martes 15 noviembre Tuesday 15th November	Miércoles 16 noviembre Wednesday 16th November	Jueves 17 octubre Thursday 17th November	Viernes 18 octubre Friday 18th November
V JORNADAS SEGURIDAD INTERNACIONAL: PREVENCIÓN INCENDIOS Y EXPLOSIONES EN LA INDUSTRIA QUIMICA FUNDACIÓN FUEGO / EXPOQUIMIA CC1	V JORNADAS SEGURIDAD INTERNACIONAL: AUTOPROTECCIÓN EN EL ÁMBITO QUÍMICO / SITUACIÓN ACTUAL Y BUENAS PRÁCTICAS FUNDACIÓN FUEGO / EXPOQUIMIA CC1	V JORNADAS SEGURIDAD INTERNACIONAL: LA PREVENCIÓN RIESGOS LABORALES EN EL ÁMBITO QUÍMICO FUNDACIÓN FUEGO / EXPOQUIMIA CC1	CONGRESO MÁS QUE QUÍMICA "EBA 2011: APORTACIONES DEL PACKAGING Y DE LOS SISTEMAS AVANZADOS DE HIGIENIZACIÓN EN LA INNOVACIÓN ALIMENTARIA" CRESCA / EXPOQUIMIA CC3	XII CONGRESO DE INGENIERÍA QUÍMICA DEL MEDITERRANEO EXPOQUIMIA CC3
EUROTEC SPE CC2 CC3	QUÍMICA ALIMENTARIA: CIENCIA VS. CULTURA ACCA / SOCIEDAD CATALANA DE QUÍMICA / EXPOQUIMIA CC1	CONGRESO MÁS QUE QUÍMICA "2º SIMPOSIUM QUÍMICA SENSORIAL: VALOR SENSORIAL EN LA INNOVACIÓN DE ALIMENTOS" SECS / EXPOQUIMIA CC1	JORNADA TÉCNICA DE TRATAMIENTOS Y RECUBRIMIENTOS DE SUPERFICIES AIAS CC4	FORUM BIOTECH EXPOQUIMIA CC4
13as JORNADAS DE ANÁLISIS INSTRUMENTAL (JAI) EXPOQUIMIA CC4	BROCKERAGE ACC10 CC2	PHARMAPROCESS ISPE / EXPOQUIMIA CC1	HUELLA DEL CARBONO CC3	CONGRESO MÁS QUE QUÍMICA "SYMPOSIUM: BIODADITIVOS E INGREDIENTES FUNCIONALES PARA LA INNOVACIÓN ALIMENTARIA" AFCA / EXPOQUIMIA CC5
JORNADA IBERQUIMIA 1 FEIQUE CC4	EUROTEC SPE CC2 CC3	BROCKERAGE ACC10 CC2	XII CONGRESO DE INGENIERÍA QUÍMICA DEL MEDITERRANEO EXPOQUIMIA CC3	EL PAPEL DE LA QUÍMICA EN EL DESARROLLO DE LA ENERGÍA SOLAR TERMOELÉCTRICA EXPOQUIMIA CC5
JORNADA IBERQUIMIA 2 FEIQUE CC4	XII CONGRESO DE INGENIERÍA QUÍMICA DEL MEDITERRANEO EXPOQUIMIA CC3	XII CONGRESO DE INGENIERÍA QUÍMICA DEL MEDITERRANEO EXPOQUIMIA CC3	VII CONGRESO EUROCAR EUROSURFAS CC3	
12ª JORNADA INTERNACIONAL DE PLÁSTICOS EN AUTOMOCIÓN CEP CC5	13as JORNADAS DE ANÁLISIS INSTRUMENTAL (JAI) EXPOQUIMIA CC4	VII CONGRESO EUROCAR EUROSURFAS CC3	VII JORNADAS DE MEDIO AMBIENTE EUROSURFAS CC3	
2ª JORNADA INTERNACIONAL DE PLÁSTICOS BIODEGRADABLES CEP CC5	JUNTA DIRECTIVA + ASAMBLEA FEIQUE CC4	VII JORNADAS DE MEDIO AMBIENTE EUROSURFAS CC3	OBSERVATORIO INDUSTRIAL FEIQUE CC4	
JORNADA INNOVACIÓN CEP CC5	JORNADA SUSCHEM FEIQUE CC4	13as JORNADAS DE ANÁLISIS INSTRUMENTAL (JAI) EXPOQUIMIA CC4	EL MANTENIMIENTO, PIEZA FUNDAMENTAL EN LA INDUSTRIA QUÍMICA Y DE PROCESO SEQUI / EXPOQUIMIA CC4	
	JORNADA IBERQUIMIA III FEIQUE CC5	JORNADA SUSCHEM FEIQUE CC4	20 OPORTUNIDADES DE NEGOCIO PARA LA INDUSTRIA DEL PLÁSTICO (3ª EDICIÓN) AIMPLAS / EQUIPLAST CC4	
	5º CONGRESO ESPAÑOL DE MANTENIMIENTO Y 16º CONGRESO IBEROAMERICANO DE MANTENIMIENTO AEM / FIM CC5	FORUM BIOTECH EXPOQUIMIA CC4	SESION TÉCNICA DE PROTECCIÓN ANTICORROSIVA ITPTS / AETPEA / EUROSURFAS CC4	
		5º CONGRESO ESPAÑOL DE MANTENIMIENTO Y 16º CONGRESO IBEROAMERICANO DE MANTENIMIENTO AEM / FIM CC5	PHARMAPROCESS ISPE / EXPOQUIMIA CC5	
		JORNADA SOBRE LABORATORIOS SOSTENIBLES FUNDACIÓN MAITE / SEQUI / UE CC5	JORNADA SOBRE LABORATORIOS SOSTENIBLES FUNDACIÓN MAITE / SEQUI / UE CC5	
			5º CONGRESO ESPAÑOL DE MANTENIMIENTO Y 16º CONGRESO IBEROAMERICANO DE MANTENIMIENTO AEM / FIM CC5	

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HOTEL




- Centros de Convenciones
Convention Centres
- CC1 SP Hall Europa
 - CC2 Pabellón/Pavilion 2
 - CC3 Pabellón/Pavilion 3
 - CC4 Pabellón/Pavilion 4
 - CC5 Pabellón/Pavilion 5

- Jornadas/Conferences Expoquimia
- Jornadas/Conferences Equiplast
- Jornadas/Conferences Eurosurfas

