



EXPOQUIMIA
The International Chemistry Event

EQUIPLAST
The International Plastics and Rubber Event

EUROSURFAS
The International Surface Treatment Event

CHEMICAL NEWS

Fira Barcelona

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COMMITMENT TO INTERNATIONALISATION CONTINUES

The Mediterranean Applied Chemistry Event is promoted in 8 more countries

The international roadshow has spread the event to India, Turkey, Chile, Peru, Brazil, Colombia, South Africa and Israel. Algeria, Tunisia, Morocco, Nigeria and Ghana have already been visited.



INDIA

India is a regional powerhouse with significant petrochemical and pharmaceutical industries. The strength of pharmaceuticals lies in the natural resource base of the country and the availability of technology. A dozen companies and organizations were visited, including: All India Rubber Industries, Gharda Chemicals and Biomax.

TURKEY

Thanks to the dynamism of its economy, Turkey has come to be considered an emerging country. Textiles, automotive and steel are the most outstanding industries. Agribusiness

and the chemical industry are also relevant. Among the 11 companies and organizations visited were: Netplasmak, Istanbul Plastics and Brokerturk.

CHILE

Chile has a far superior stability than other countries in the area, with a reliable legal framework. This is why it has become a major investment destination and a regional economic powerhouse, despite the small size of its market. Five companies and organizations were visited there, including the Chilean Society of Clinical Chemistry.

PERU

The last ten years have probably been the most successful period in the country's economic history. Mining is very important in Peru. It is the first country in the world in silver mining; second in copper and zinc; and sixth in gold. Currently Peru is still leading the expectations of economic progress in Latin America. Four visits were made, one to the Chemical Society of Peru (see interview).

BRAZIL

Brazil is one of the most considerable emerging countries. The celebration of the World Cup in 2014 and the Olympic Games in 2016, among other factors, have driven an economy that accounts for about 40% of GDP in Latin America. A dozen companies and organisations have been visited, including the Associação Brasileira da Indústria do Plastic and Petrobras.

COLOMBIA

Colombia's economy is undergoing a growth process based especially in the building sector, agriculture and mining. In 2013 Colombia has become the third largest market in Latin America. A total of 13 companies and organisations have been visited including the Colombian Association of Plastic Industries and Nubiola.

SOUTH AFRICA

South Africa is Africa's largest economy and has won prominent place among the emerging countries. Today it is considered one of the top 25 chemical producers in the world and is a global leader in the synthesis of carbon. Four companies were visited, among which Sasol and Rheinmetall Denel Munition.

ISRAEL

Israel is a very competitive market with a high degree of technological development, and the country is a pioneer in scientific advances in fields such as biomedicine, chemistry, defence or security. Israel invests in R&D over 4% of its GDP and its development prospects are very positive. Nine companies and organizations

were visited there including: Teva, Itec and the Faculty of Chemistry at the Hebrew University of Jerusalem.

Has Peruvian chemistry changed a lot since the founding of the Society in 1933?

Chemistry has been organised around the work of academics. Previously they were isolated and their jobs were not disseminated. After the creation of the SQP researchers were grouped into categories of interest and they were able to make their work public.

What are the issues that most concern chemicals in your country?

For decades, researchers financed their work with their own money or meagre sums coming from universities, especially domestic ones. Now there are more universities that grant money to research, though still small amounts: \$1,000 to \$10,000. The state also contributes, but there is no funding for projects around one million dollars. There is not much support to research from Peruvian companies either.

Do you think the Mediterranean Applied Chemistry Event could be interesting for Peruvians chemists?

Yes, because not many Peruvian chemistry researchers keep in touch with representatives of the chemical industry.

The Mediterranean Applied Chemistry Event aims to become the future World Chemical Summit. How do you see this initiative?

It is of utmost importance because chemistry is a science with a major impact on people's quality of life. The benefits that people can get depend heavily on the meeting of science and industry.

MARIO CERONI,
PRESIDENT OF CHEMICAL
SOCIETY OF PERU (SQP)



REGISTRATION, EVALUATION, AUTHORISATION AND RESTRICTION OF CHEMICALS

REACH: Time to take stock

In June 2007, the REACH European regulation, adopted in order to improve the protection of human health and the environment from the risks that chemicals may have, came into force. Seven years provide sufficient perspective to assess its application.

"This is the most advanced regulation in the world in terms of its regulatory scope and it has influenced countries like China, Turkey and Korea, among others, to adopt similar laws", said María Eugenia Anta, director of Product Stewardship and Innovation at FEIQUE and counselor of REACH Integra, a venture between FEIQUE and Inerco with the mission of supporting companies in its implementation. María Eugenia Anta states that, at a general level, "it's a marathon regulation that has only run half of the way".

Business effort

The complexity of REACH has influenced the establishment of a broad term for companies to adapt to the norm. The effort in the case of Spanish companies has been significant. In 6 years, the industry has invested the amount provided by the European Commission for the first 12 years of implementation.

However, the REACH Integra counselor states some controversial aspects of the adaptation, such as the fact that the tools needed to carry it out -forums, software, guides, etc.- are in English and have a very high scientific and technical level, or the large number of animal tests needed for developing dossiers for chemicals. On this last case she indicates that "requirements should be revised or updated with the latest advances in alternative methods."

The implementation of the REACH regulations is coinciding with the difficult economic

situation. With this in mind, María Eugenia Anta notes that "it is difficult to differentiate whether the decrease in the number of chemical companies in recent years has been a result of the crisis or of the economic difficulties in the implementation of REACH".

European rating

A Eurostat study -one of the 14 commissioned by the European Commission in the REACH review- concludes that the first positive results of the impact of the standard on

REACH IS A MARATHON REGULATION THAT HAS ONLY RUN HALF OF THE WAY



the protection of health and the environment can already be seen, particularly in the field of information on substances.

In 2013 the European Commission published the review report on REACH. The most significant finding of this paper is that the Commission saw no need for a review of the legal text at the time and felt that the practical problems could be addressed through the existing legislation. María Eugenia Anta agrees with this assessment and notes, in this regard, that “sector companies are not yet prepared for a possible change in the rules of operation of REACH, as it is now when they are beginning to technically master it.”

High level security

REACH provides, among other obligations, that all chemical substances manufactured in or imported to the European Union (EU) in quantities equal or above to 1 metric ton per year must be registered before 2018, that any unsafe use of them is restricted, and that dangerous substances in products should be controlled. To enhance security, REACH also provides for the exchange of information between industry and users.

Records of substances with significant risks should be presented in the register at the European Agency for Products located in Helsinki. REACH is a process and the

SUSCHEM: COMPETITIVENESS AND SUSTAINABILITY

Aside from her responsibilities in REACH Integra, María Eugenia Anta also is a contact point at the chemical sector with SusChem, the European Technology Platform for Sustainable Chemistry. This platform combines chemistry and biotechnology innovation with the principles of sustainable development. At a national level, SusChem Spain has over 300 members and offers services ranging from support in generating projects and strategies, to seeking funding for them, both nationally and internationally. To do so, it promotes activities such as the 3SCICC Sustainable Chemistry Forum, where the presentation of new developments and new policies is encouraged. It is sponsored by FEIQUE and Expoquimia.

Registration “R” is only a part. There is also Evaluation, which has already started, accompanied by Authorization and Restriction. The latter, perhaps because it is not found in the acronym, is the least known, but carries one of the best security systems globally.



MARÍA EUGENIA ANTA, DIRECTOR OF PRODUCT STEWARDSHIP AND INNOVATION AT FEIQUE AND COUNSELOR OF REACH INTEGRA

SUPPORTING ENTREPRENEURS IN THE CHEMICAL SECTOR

ChemUp, the formula to speed up innovative projects

The goal of the ChemUp programme is to facilitate a meeting point between researchers and companies in the chemical industry willing to support the best ideas in technological innovation. It is organised by Esade, Sequi and Expoquimia and it will boost projects with a great potential transfer to the marketplace. The selected ideas will count on professional support to shape a business plan.

The ChemUp programme allows researchers to make known new projects in the chemical sector, and business owners to offer the means to help turn those projects

into reality. A total of 20 projects, previously selected among all the submitted ones, will make it to the speeding up phase, which will take place within Expoquimia. Since then and for the next four months, the chosen ideas will be offered a mentoring business system by the sponsoring companies, in order to assess their potential and identify prospective investors. The selected projects not only will get technical and scientific support, but also specific help to develop a complete business plan.

ChemUp is especially addressed to young researchers showing excellence and innovation capabilities, and who are either in the initial stages of a start-up project or finishing their PhD thesis in a public or private university or research centre. The jury will also consider those projects escaping from the main streams in research that can lead to new business ideas. And, above all, priority will be given to products and services that could meet the real demand expectations of the marketplace.

The content of the projects must be part of the thematic priorities in Horizon 2020,

A MENTORING BUSINESS SYSTEM WILL HELP TO IDENTIFY POTENTIAL INVESTORS

the EU Research and Innovation programme, such as health, food security, clean and efficient energy, green transport, climate action, resource efficiency and raw materials, among others.

The ChemUp programme is organised by ESADE business school, Sequi (the Spanish Society of Industrial Chemistry and Chemical Engineering), and Expoquimia. It is open to researchers from all the European Union countries and the deadline for submitting projects ends on July 31st.

RESEARCHERS FROM ALL THE EUROPEAN UNION CAN APPLY

 Programa
ChemUp

WITH THE PARTICIPATION OF THE MAIN COMPANIES IN THE SECTOR

Technical seminar on the pharmaceutical industry

The next edition of Expoquimia will include a technical seminar on the pharmaceutical industry, addressed to the professionals in this sector. Recognised companies will show the latest technological progress with the common goal of adding value to human health.

The presence of the pharmaceutical sector in Expoquimia was already usual, but it became even more established in the last edition through its own showing space. The success was so big that the main companies and organisations of the sector, together with Fira de Barcelona, decided to organise PharmaProcess, an independent event with biennial periodicity which held its first edition in 2013.

This year, the prominence of the pharmaceutical sector will show in the form of a specific technical seminar, under the heading title 'Pharma in Expoquimia: answering the new challenges of the market'. According to Santiago Alsina, the coordinator of this technical seminar and scientific director in PharmaProcess, "several companies which have been widely recognised for contributing solutions to the pharmaceutical industry will participate showing the latest technological progress and the most up-to-date knowledge". The speakers list will include representative from companies such as IMCO, Food Pharma Systems, Kern Pharma, Bosch Packaging Technology and Fedegari. This seminar is especially designed for technical professionals in the sector.

The final programme is still in progress, but it is sure that the seminar will address four main thematic areas: inspection systems for the pharmaceutical industry, anti-counterfeit of cases, aseptic filling and solid process. There will also be some sessions on tamper-evident strips and

sterilisation, among others.

"The world of chemistry is, has been and will continue being a great contributor of products (active ingredients, excipients, etc.) and solutions for the world of medicines and healthcare and the complements that these industries need", says Santiago Alsina. "Chemistry adds value to health". There is no doubt that this will be the main approach of this seminar.

MAIN TOPICS: INSPECTION SYSTEMS FOR THE PHARMA INDUSTRY, ANTI-COUNTERFEIT OF CASES, ASEPTIC FILLING AND STERILISATION



FERNANDO MORENO, FOUNDER AND EXECUTIVE DIRECTOR OF SOLUTEX

«The ability of achieving differentiation is the key to expanding»

Solutex extracts, concentrates, purifies and splits natural products of the highest quality, purity and power, using sustainable technologies. These products are intended for pharmacy, nutrition and cosmetics markets.

What prompted you to create Solutex in 2004?

The market opportunity that gives worth to specialties coming from natural raw materials produced with green chemical technologies.

What are the advantages in the use of advanced technologies in this business model?

These technologies enabled disruption innovation and therefore the change of the variables of competition. We move in an economy with global competitors and innovation is a key pillar for survival.

In spite of the crisis, Solutex remains steady and it even grows. What are the keys to competitiveness?

A permanent investment in science and technology platforms. Moreover, the ability of differentiation, with products such as "stock of knowledge" at a reasonable price, is a key to expanding. We export 85 % of our output. Our natural specialties for fragrances go mainly to France and the United States. We also have specialties in biolipids with clients in the USA, Canada, Germany and Japan. In Spain the demand for our products is still low. Our

Mediterranean diet greatly affects the possibility of changing consumption styles.

Do you think that Horizon 2020 programmes are well targeted to SMEs?

Unlike previous equivalent programmes, we have now concrete programmes for SMEs with specific objectives and budgets. In principle they seem to be encouraging, we will see later on its operation and availability.

In this sense, could you define the SPIRE programme and who participates in it?

Spire is an association of chemical, steel and cement companies seeking to improve their energy performance and their processes, and they are an active part of H2020 .

What are the main challenges for Solutex in the coming years?

Grow with market expectations and run our 5 year plan.

How will Solutex participate in Expoquimia?

We are actively working to make the next call for Expoquimia a success. Expoquimia is a meeting point for chemical companies in southern Europe and it is always interesting to meet customers and suppliers, and to share the latest developments in the world of chemistry.

ADVANTAGES OF "SUPERCRITICAL TECHNOLOGY"

Solutex is one of the world leaders in Technology Supercritical CO₂ Green Extraction. This technology is based on leading CO₂ to conditions in which its behaviour enables it to become a very safe and clean solvent. This facilitates the separation of substances, allowing a selective process that does not generate waste.



NEW PROGRESS IN DIAGNOSIS TECHNIQUES AND DRUG DEVELOPMENT

Medical Nanotechnology: a revolution in diagnostics and treatment

Expoquimia will held a seminar on “New uses of chemistry on medical diagnostic and therapies” (working title), which will focus on the relationship between this science and the development of medical progress, both in the area of genetic techniques for diagnostics and the creation of more effective drugs.

According to doctor Joan Xavier Comella, organiser of the seminar and director of the Vall d’Hebron Institut de Recerca (VHIR), “we want to approach the frontiers of knowledge, both scientific and technical, on the application of chemistry on an specific area of today’s and tomorrow’s medicine: nanomedicine. We want to show the most relevant novelties about the contribution of chemistry on human diseases. And all this converges in what we call medical nanotechnologies”.

Following the great success of the seminar on this topic at the last edition of Expoquimia, this year there is a wider approach: from the disease and the new diagnosis techniques to the development of drugs. The seminar will count on three worldwide recognised Catalan speakers, with three complementary areas of specialisation that offer a perfect overview on the topic: disease, diagnostics and nanotechnology that allows to target directly the affected cells.

Doctor Josep Tabernero, chief of the oncology unit at Hospital Vall d’Hebron in Barcelona, will explain the new personalised anti-tumoral therapies. “We can’t talk about cancer just like that anymore. The most important thing now is to identify it in every case so that we can fight against it in the best effective way, with specific tailor-made treatments for every person”, says doctor Comella.

For that purpose, it is basic to get the most advanced diagnosis methods, and that is what

doctor Artur Palet, chief of innovation and development at Roche Diagnostics will talk about. “He will address the molecular and genetic analysis tools that allow to define the features of the altered DNA in tumours; that is, what makes possible to identify the disease in every different person”, clarifies doctor Comella.

Finally, doctor Víctor Puntès, researcher at iCREA (Catalan Institution for Research and Advanced Studies) and CSIC, will explain the role of chemistry to direct drugs exactly towards the affected cells. “He has been able to cover a drug that kills tumoral cells with certain molecules so that it will only attack the cells that are really affected. It is as he would have designed a missile that can be aimed only to the altered cells”, says Joan Xavier Comella.



ALBERTO MAESTRE HOFFMAN, MANAGER AT TÉCNICA DE FLUIDOS

«The Spanish market is our main priority»

Técnica de Fluidos (TDF) is a sales company focused on industrial pumps for transporting and handling all kind of substances. It was founded in 1976 and since then it has become a leader in the sector, and it is present in several international markets: France, Portugal, Switzerland, Poland and Argentina.

How has TDF evolved since its establishment?

Aurelio Maestre Losada founded Técnica de Fluidos based on the experience that he got in Germany in the 60s. Just at the beginning, he gained the confidence of some of the main world leading manufacturers of industrial pumps to sell them in Spain. Brands like Jabsco, Lutz, Watson Marlow o PCM, among others, trusted a company that back then had limited resources. These commercial relationships still last and have strengthened over the years.

In 2000, TDF started its internationalisation process with a first subsidiary company abroad, in Portugal. Today it is present in six European and four South American countries. It has three warehouses in Spain, and one in Lisbon, Paris, Basel, Warsaw and Buenos Aires. In 2009 we created TDF Systems, focused on designing, assembling and providing global solutions on industrial pumps, and we reinforced our technical service in Spain. Since 2010 we also have new divisions on supplementary services. In 2013 we enhanced our structure in Spain: expansion

of offices and technical services in Barcelona, new warehouse in Madrid –trebling the available space– and new premises in Bilbao.

Which is the current situation of the market?

The industrial market is increasingly valuing the quality of products and the best service. Therefore the experience of the technical team is crucial, and in this regard, we at TDF are lucky to count on an excellent team of technicians and a unique range of products in Spain. Unlike single-product companies, TDF can recommend the kind of pump more suitable for every application, which is exactly what clients demand nowadays.

What distinguishes your company?

We constantly invest the resources that we generate on improving the customer service. There are very few small companies in the Spanish industrial sector investing as much as we do this way.

Which are your challenges for the future?

The main one is to continue improving the customer service and the growing of the company, plus the internationalisation process and strengthen the subsidiary companies abroad: we are already market leaders in several countries. At the same time, we will also get the company to new countries. We are about to inaugurate our headquarters in Romania. However, Spain is our home country and our decision-making centre, and the Spanish market is our main priority. This is evidenced by the investments in 2013 in Bilbao, Madrid and Barcelona. Although we already are leaders in Spain, we still can improve our market position.



INTERVIEW WITH JUAN DAVID FALCON, CEO OF INSTRUMENTOS WIKA S.A.U.

«In Wika we embrace a culture of continuous innovation»

Founded in 1946, the German company Wika has become the global leader in instrumentation for pressure and temperature, with an annual turnover of approximately 750 million euros. The Spanish branch has 73 employees and is based in Sabadell (Barcelona).

How does innovation contribute to success?

Innovation is essential to keep our market position. Success, however, is mainly due to our detailed knowledge of the applications and the adaptation of our products and services. Our 300 engineers and technicians embrace a culture of continuous innovation, focused on getting particular solutions. This is not only limited to improving the products but we also take advantage of the new technologies, for example, through new specific apps for tablets to manage process data.

You offer many services to your customers. Is this the differential element of your firm?

Our competitive advantage lies in the wide range of instrumentation solutions and related services. We offer, for example, pressure measuring instruments ranging from 20 mbar to 15,000 bar, and pressure transmitters in about 20 million variants for any industry application. Another difference is our strong position in the field of calibration. At our facilities in Sabadell

we have a pressure and temperature calibration laboratory accredited by ENAC. Our customers value these elements, along with a production structure and modern logistics.

What is the situation of WIKA in Spain?

Although the economic environment has not been easy, we closed last year with a new record. We have worked with virtually all solar thermal plants in Spain and we have significantly increased sales in the range of level instrumentation. The incorporation of Ovredal, specialist in pressure, temperature and humidity calibration, allows us to go in depth into our instrumentation range and cover high-level calibration applications. The balance is positive and we have big plans for the future.

Which are your plans for the future?

This year we launch our portfolio of primary flow elements after incorporating Euromisure Italia. We have received many inquiries about these products, and now we are able to complement our offer. In addition, we will enhance our laboratory in Sabadell to offer recalibration services.

What new products will you present in Expoquimia?

A completely new range of primary flow elements including orifice plates, calibration sections, Venturi tubes and Pitot tubes, as well as products for specific applications in the measurement of level. In the field of pressure we will release the S-20 pressure transmitter with an accuracy of up to 0.125%. We'll also present new SF6 gas analysers, among other innovations.



GERARD MORALES, IBERFLUID GENERAL DIRECTOR

«The instrumentation sector is overcoming the crisis better than others»

With over 40 years of experience, Iberfluid supplies measurement and control systems and instruments for all kind of industrial processes, including the chemical, pharmaceutical, food and R+D labs sectors. Their offer includes value-added services all along the project cycles. Iberfluid is a Global Partner in Expoquimia 2014.

You have a broad portfolio of represented brands in several industrial sectors. Based on your experience, how do you think the chemical sector is dealing with the crisis?

We focus on the instrumentation sector, and it has been affected by the crisis as all the Spanish economy. However, the fact of being a sector oriented to R+D+i (research, development and innovation), and the great export capacity of our clients, have made possible for the chemical industry to overcome the crisis better than other industrial sectors.

What distinguishes Iberfluid?

Iberfluid has been in the market for 40 years, and our values have been well defined from the beginning. Technological leadership: being at the forefront of the latest technologies in control and measurement instrumentation; customer orientation: we can offer the best solutions for every need; and business excellence: we offer our clients added value in counselling and advising.

Iberfluid stands out for its turnkey solutions. At this time, do you think this is a good way to retain costumers?

In many cases, it is. The client can focus in what they do better, and we take charge of the whole process, which can include the design, assembling, start up and maintenance of the facility.

You represent a lot of brands, but which one does the market identify Iberfluid with?

It depends on the sector, there are a lot of brands that identify us. FCI, Bronkhorst High-Tech, MTS Temposonics or Sentry Equipment are strongly linked to Iberfluid. But Honeywell is probably the best known these days.

Which are the future plans for Iberfluid?

In the immediate future we will increase our international presence (we currently have offices in Lisbon and Paris) and we will expand our portfolio of brands in order to offer the best solutions to our clients' needs on measurement and control of processes.

“OUR VALUES ARE TECHNOLOGICAL LEADERSHIP, CUSTOMER ORIENTATION AND BUSINESS EXCELLENCE”



INDUSTRY KEEPS ITS EXPORT STRENGTH

Rubber and Plastics, positive evolution

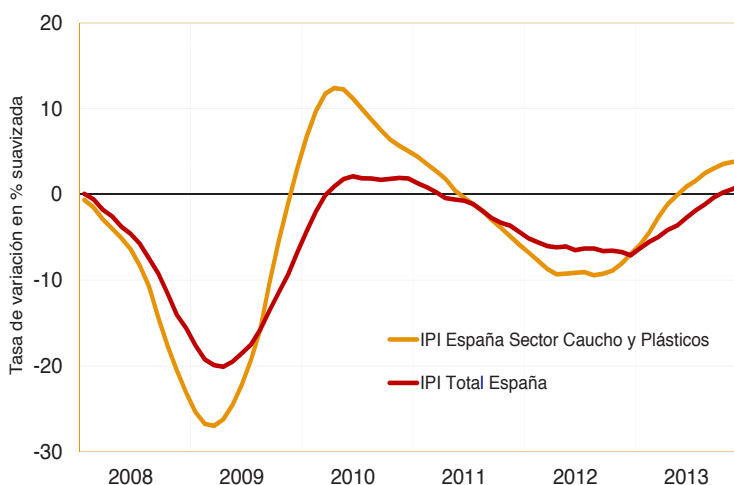
The Industrial Production Index (IPI) of rubber and plastic industry in 2013 showed a clear recovery, more intense than the observed in the whole of the Spanish industry throughout the year, according to the Ministry of Industry, Energy and Tourism (see chart). The IPI evolution is parallel to the evolution of the sector production in the European Union, which is in positive territory by the end of 2013. It is worth remembering that this indicator measures the evolution of productive activity, by month, from different industries.

The same sources indicate that, in recent years, the prices of the sector show greater stability than the whole industry. Moreover, in 2012 the profitability of the sector significantly improved, particularly the financial profitability.

Trade surplus

The trade balance in the rubber and plastics industry is being positive since 2011 and it is currently located at 416 million euros. The European Union is the main trading partner of Spain for this sector. It has to be also noted that its export propensity (percentage of production for export) is above the overall industry export propensity.

The sector shows a high sensitivity to energy prices. It is the fourth most sensitive behind coke ovens, refined petroleum products and nuclear fuel production, distribution of electricity and gas, and chemicals. Another aspect that



Source: INE (IPI, Índice de Producción Industrial); EUROSTAT; MINETUR

could be improved is the R&D, that has not yet managed to regain the levels achieved in 2009. Yet, the percentage of companies with innovative activities in the sector was slightly over 30% in 2012, while in the total industry it was nearly 21%.

3% OF INDUSTRY

The rubber and plastic industry consists of 3,529 companies, mainly SMEs, employing about 88,200 employees and representing about 3% of the Spanish industry. It generates a turnover of more than 17,800 million euros. Its presence extends virtually to all regions, with Catalonia, Valencia, the Basque Country, Castilla-La Mancha and Madrid standing out.

PASCAL ANTOINE, INVOLCA MANAGER

«Our particular challenge is to adapt to the market reality»

How do you see the current market situation in the plastics field?

The industry works hard to reinvent itself with new ideas. We have introduced financial engineering strategies and improvements in staff organisation and purchasing. We have also weathered all the problems related to adaptation to new administrative, fiscal or labour requirements in a market with less visibility and lower volumes. All in a context with banks that often have priorities that are not connected to the needs of the industry.

What are the company's distinguishing features?

We focus on providing innovative solutions in pre-wired and pre-tubed lines, conformal cooling solutions for injection and extrusion or compounds extrusion lines. We also want to bring better solutions adapted to the needs of more mature markets where the commercial aspect is more important. And we also want to highlight our ability to give the customer a better service. We want the model H2H (Human to Human) to prevail over the simple extension of B2B (Business to Business).

Involca, Equiplast 2014 Global Partner, is a company specialised in the sale and distribution of machines and tools for plastics extrusion with presence in international markets like France or Portugal.

One of the offered services is the customer support in the factory. What is it?

It is giving customers the opportunity to assess in an industrial setting some real solutions. As competition issues are increasingly global, we find a way of seeing a production out of this competition frame.

What does internationalisation bring to your company?

Internationalisation gives us more critical mass. Exporters are less dependent on the domestic market and therefore more successful. And, generally, they are better financed. This is a very positive and effective way to assess the internal situation thanks to a wider market visibility. Besides, it prevents external issues from being overvalued and internal issues from being undervalued. Internationalization also allows repeating successful solutions overseas when possible.

What challenges are you facing?

Our particular challenge is to adapt to the market reality, as we have always done. This is to respond to the needs of customers, trying to offer them the tools adapted to their needs under acceptable conditions. And also we have to introduce new features in the market. This is a very valuable part, but often very expensive, because it involves communication. We also go for an orderly staff turnover to introduce younger workers.



MARTIN CAYRE VERFUSS, ARBURG MANAGER

«We expect to see the recovery of the sector in this edition»

Arburg is a German company and one of the most important firms in the plastic sector in the world. This family-owned company was founded in 1923 in Lossburg as a factory of precision medical instruments. After World War II, they specialised in manufacturing photographic flashes. In 1954 they developed their first injection moulding machine for plug contacts for flashguns. Two years later they decided to start making it on a large scale. That was the beginning of Arburg's specialisation in high quality injection moulding machines for plastic transformation.

What distinguishes Arburg as a major manufacturer of injection moulding machines?

There is no other manufacturer developing their know-how in such an intensive way as Arburg does. Since 1956 we manufacture out injection moulding machines in our parent factory in Lossburg. The percentage of in-house production of basic components is huge, up to 60%. That also includes the Selogica machine control system. Our Allrounder are distinguished by their high quality, modularity and energy efficiency, and they allow, if needed, to connect robot and peripheral systems with the specific applications of the client, as well as their use in a wide range of process. In our turnkey solutions, Arburg takes whole responsibility as a main partner.



ARBURG WILL SHOW HOW THEIR INJECTION MACHINES CAN ADAPT TO EVERY CLIENT

How did you become a global leader?

Arburg is one of the main manufacturers of injection moulding machines in the world thanks to the decades of successful collaboration between Karl and Eugen Hehl, sons of the company founder Arthur Helh. Karl focused on technical innovations while Eugen took care of commercialising all over the world. Currently the third generation takes care of maintaining the business success and the philosophy of the company.

We heavily invest on the best staff training, we respond to the requirements of our clients and we provide a lot of time and space to innovative and creative ideas. Our thoughts and behaviour are not focused on short-term profits but rather on long-term periods, thinking about the next generation. And all that makes Arburg a trusting partner that, up till now, has overcome every crisis.

Your company has more than 2000 workers all over the world and exports 60% of its production. Which is the key for your success?

One of Arburg's keys for success is the excellence of the staff, most of them trained in the same company. This applies to development,

construction and manufacturing in the parent factory in Lossburg, and also to the international commercial area, our subsidiary companies and a first class customer service. Our know-how in the manufacturing of complex injection techniques for the last 60 years enables us to produce a profitable and extremely modular product line, as well as offering worldwide the high quality "made in Germany" Allrounder machines.

Which are your priority markets?

The United States still is our main foreign market. The situation in Europe is also very positive: the Western markets are stable, and Central and Eastern European countries have increased considerably. Naturally, the strong economic growth of the Chinese market also plays an important role in our exports.

Arburg has been in Spain for 25 years. What is your evaluation of your presence in the Spanish market?

Arburg S.A. has evolved nonstop for the last 25 years. Currently we have 14 service technicians to attend all our clients in the Iberian Peninsula. We have grown together with a lot of family-owned companies that started their activity with us and most of them still have confidence on Arburg. The range of products evolves and we can now offer high-level solutions on packaging or medical techniques. One in every three Allrounders in the market has an electric drive, and one in every three is equipped with your integrated Multilift robot system. We can respond to our clients' requirements on precision, productivity and automation. This is how we have increased our market share and we are now leaders in Spain and Portugal.

Your commitment to innovation is one of your trademarks. Is it another key to success?

Sure. But our main concern is always about our clients' desires. The plastic transformation market is changing, and so are the requirements. We continuously develop our modu-

lar Allrounder programme and we always set trends. In energy efficiency, for example, we are already one step ahead: the "production efficiency" is one of our main goals since 2012. We are also ahead in developing new technologies and processes, as in the combination of long fibres and carbon-fibre sheets for lightweight construction.

According with the clients' desires to increase the variety and individual products, we have developed an industrial manufacturing technology that increases the offer for plastic transformation: the additive manufacturing technique Arburg Freeformer. This way we can manufacture, without a mould and based on a 3D CAD file, individual or short series of high-quality parts.

Which novelties will you bring to Equiplast 2014?

We will show how our injection moulding machines can be adapted to the applications and circumstances of each sector. Our electric machine Allrounder 370 A, following the GMP standard with clean air mode and ionisation, is ready for production in a class 7 clean room. In a cycle time of about 9 seconds it can produce two syringe bodies weighting 2,35 grams each, in Cyclic Olefin Polymer. This transparent material has some barrier properties similar to crystal, but it is break-resistant and cheaper to make. In a subsequent manufacture step, the syringe can already include the liquid, and be packed and ready to use.

What do you expect from Equiplast 2014?

We expect to see the recovering of the sector in this edition, with a much more optimistic atmosphere than the two last editions. We also expect more visitors from emerging markets such as South American countries and the Magreb area, following the last edition trend. There will be a higher impact of automation and specialisation in sectors, in order to offer more added-value solutions. Finally, we also expect this event to be once again an example for the plastic sector at the national level and a meeting point for injectors, moulders, materials manufacturers, peripherals and integrators.

ANTONIO RAMPONE, NEGRI BOSSI SALES MANAGER

«We trust Equiplast new project»

What elements characterize Negri Bossi since its creation?

Since its beginning, Negri Bossi has tried to anticipate the needs of customers. From a small workshop in Milan to the production center in Cologno Monzese, we have grown with the determination and passion that the founders, Walter and Pietro Negri Bossi, encouraged. The team spirit allows us to work together in order to give and receive the utmost confidence. Our goal is to provide customers with cutting-edge technology and in constant evolution to meet the changing needs of plastic industries.

Excellence, high technology, customization, or turnkey production line design are other distinguishing marks of Negri Bossi.

Indeed, along with the development of systems to ensure a significant reduction in energy consumption, without compromising the performance and reliability of the machines.

What has internationalisation meant for the company?

Since 1974, Negri Bossi has been part of international groups. At present we produce in

Negri Bossi is an Italian company founded in 1947 that specialises in the design, development and marketing of injection moulding machines for plastics. It is one of the world leader companies in the plastics sector.

Mexico, Brazil, the Czech Republic, China and India. For many years, our first market was Italy. Today, the most important markets are the UK, in Europe, and the United States, for the rest of the world. Not to mention Western and Eastern Europe. We also have a focus on the Maghreb, Latin America, India, and all Asian countries as well as South Africa and New Zealand. This vision has opened new frontiers and it is a path that will continue

Since 2002, Negri Bossi is part of SACMI. What has this integration brought to the company?

It has been important with the productive synergy in Imola (Italy) for the Bipower line and in India and China for the lines of products for Asia. Business collaboration should also be emphasised, leading to the development of subsidiaries. In terms of products, the collaboration has resulted in the development of lines for the production of caps and preforms.

What are your expectations for this edition of Equiplast?

We all expect to see signals of the end of the crisis in the old continent and we are confident in Equiplast new project, with its formula to promote the event. There we will present the new Evolution line machines, equipped with Smart Flex locking system, which ensures a completely clean moulding area. I cannot anticipate what applications we will present, but I can assure you that a new solution for moulding liquid silicone will not be missing.



INCLUDING ALL SEGMENTS OF THE VALUE CHAIN

Eurosurfás opens up to new sectors

In its 25th edition, Eurosurfás has focused on increasing business opportunities for the participating companies. The show has opened up to new industrial sectors to include all the segments taking part in the value chain of the paint and surface treatment industries.

One of the main goals at Eurosurfás, the International Surface Treatment Event at Fira de Barcelona, is to become a useful tool to help the sector to start the road to recovery. That is why it has expanded the commercial offer to some other related sectors, in order to provide more and better business opportunities for the participating companies. There will also be special presentations within the new WICAP (World, Investment, Cooperation, Application, Project) formula, and for exhibitors only, about several technological projects from emerging markets such as Brazil, Chile or Peru. These projects need a large number of products and materials, and Eurosurfás will therefore become a unique meeting point to know in detail the technical requirements of several infrastructures that might actually offer new business opportunities.

Technical seminars

Eurosurfás has also put a lot of effort in the conferences area. The event includes an interesting programme of technical seminars, organised by the main industry organisations, to address today's most relevant related issues for the sector's professionals. A new conference is being designed by the Paint Professionals Group of the Chemists and Engineers Association, IQS (Institut Químic de Sarrià), with the collaboration of AETEPA (Spanish Association of Paints and Related Technical Engineers). Other important conferences are the 8th Eurosurfás Congress and the

PRESENTATION OF TECHNOLOGICAL PROJECTS FROM EMERGING MARKETS: BRAZIL, CHILE AND PERU

8th Technical Seminar on the Environment.

Eurosurfás will be held, together with Expoquímia and Equiplast from September 30th till October 3rd at the Gran Via venue in Fira de Barcelona. The simultaneous edition of the three events is a first step to become the future World Chemical Summit, a new worldwide reference event in the chemical, plastic and surface treatment sectors.



INTERESTING TOPICS FOR THE WHOLE CHEMICAL SECTOR

First class speakers at the 8th Technical Seminar on Environment

The environmental regulation related to the chemical sector is the main topic of a seminar that is already celebrating its eight edition. Representatives of the public administration, chemical and industrial engineers and law experts will take part in presentations and roundtables to explain the application details and some practical cases.

The Technical Seminar on Environment is already a –must attend– event within Expoquimia, Equiplast and Eurosurf. The first editions used to focus exclusively on the surface treatment, but currently the seminar includes a wider range of topics that make it interesting for the whole chemical sector. According to Xavier Albort, general coordinator of the seminar and president of the environmental commission at the Col·legi de Químics de Catalunya, this eight edition will address «the current regulations and their application, technical explanations both from expert professionals and representatives of the public administration, and we will also show some practical cases».

The seminar will be held on September 30th and October 1st. The first day will count on the

TOPICS WILL INCLUDE INDUSTRIAL STRATEGY, GREEN ECONOMY AND RENEWABLE ENERGY

presence of several senior representatives from the industry and environment departments at the Generalitat de Catalunya. Pere Torres, secretary of Enterprise and Competitiveness will talk about industrial strategy, and Enric Llebot, secretary of Environment and Sustainability, will analyse green economy. The general director of Industry, Antoni Grau, will focus on the relationship between chemistry, surface treatment and plastics. And a roundtable will bring together industrial and chemical engineers from Catalonia.

The afternoon session will be devoted to the energy sector, with the presence of the general director of Energy, Mines and Industrial Safety, Pere Palacín; the European Commission Representative in Catalonia and the Balearic Islands, Ferran Tarradellas, and Jaime Margarit, general director of APPA (Association of Renewable Energy Producers).

The next day will be about the effects on the environment of plastic manufacturing, inorganic chemistry, organic chemistry and surface treatments (mechanical, chemical, electrochemical, electrophoresis or electrostatic paint), plus some practical cases and with the participation of relevant companies. The afternoon will focus on recent regulation changes about water, air and waste, with the presence of Xavier Nicolau, director of the OGAU (Unified Environmental Management Office in Barcelona). The regional minister for Planning and Sustainability, Santi Vila, is expected to close the session.



Eurosurfás will include a conference to help the industry in its recovery

This is the main novelty of the 25th edition of Eurosurfás, the International Exhibition of Painting and Surface Treatment of Fira de Barcelona.

The event is aimed to provide solutions to issues affecting the sector, so that it can better prepared for the recovery. It is an initiative of the Paint Professionals Group of the Chemists and Engineers Association, IQS (Institut Químic de Sarrià), in collaboration with the Spanish Association of Paints and Related Technical Engineers (AETEP). This industry event is part of the Application Forum area of Eurosurfás, one of the five vectors of the WICAP formula (World, Investment, Cooperation, Application and Project).

Highlights

Among the topics that will be analyzed by leading experts, these should be pointed: the impact of new labeling and environmental regulations, new technologies, and the use of raw materials derived from plants. A roundtable ad-

THE PRESENTATIONS WILL COVER ISSUES SUCH AS REACH OR THE NEW RAW MATERIALS

ressing the present and future of the sector is also planned.

The sector of paints and surface treatment is undergoing a major process of change driven by two reasons: the impact of the economic crisis and the high degree of fragmentation of the sector. In this context, the implementation of an increased environmental regulation has caused the sector to become more willing to implement new techniques and meet challenges to succeed. According to the DBK report, the industry of paints in Spain has a total of 427 companies with a turnover of 1,365 million euros.



REGISTRATION IS OPEN UNTIL JUNE 30TH

WICAP: open innovation in the Cooperation & Innovation Lab

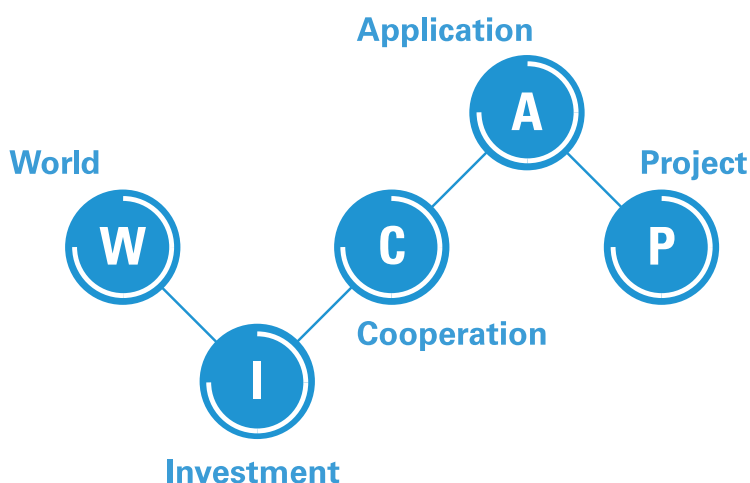
Presentation of projects and a tailor made agenda of meetings are the keys of the Cooperation & Innovation Lab, an initiative within the WICAP formula to facilitate new business ways based on the technological collaboration between companies.

The Cooperation & Innovation Lab is one of the pillars of WICAP, the formula that will transform the Mediterranean Applied Chemistry Event into the future WORLD CHEMICAL SUMMIT. It is an open innovation initiative, a new business concept in which technological collaboration between companies is the key. The goal is to facilitate and speed up the search for partners and providers to develop projects with in an international market place.

Registration is open until June 30th to all kind of companies, both those willing to disseminate innovative projects –including Horizon 2020 projects– and those willing to find partners and/or suppliers for future developments. Every participant can submit a maximum of 5 projects, including a descriptive memory of materials and technical solutions, the international relevance of the idea and a report about the submitting company. Confidentiality is guaranteed during the process. Selection criteria guarantee that all presented projects could be interesting for the best market offers.

Participating in the Cooperation & Innovation Lab includes a 15-minute presentation of the project in the WICAP area to partners and exhibitors of Expoquimia, Equiplast and Eurosurf, and at last three meetings with the best proposals according to the requirements of the participating company.

PROJECTS WILL BE PRESENTED TO PARTNERS AND EXHIBITORS OF EXPOQUIMIA, EQUIPLAST AND EUROSURFAS



PARTICIPATING ASSURES A MINIMUM OF THREE B2B INTERVIEWS

The participation fee also includes a VIP accreditations (and possibility to get additional discount accreditations) and visibility on the websites of the three events.

The Cooperation & Innovation Lab will take place during Expoquimia, Equiplast and Eurosurf, from September 30th to October 3rd, in the Gran Via venue of Fira de Barcelona.