



CHEMICAL NEWS


Fira Barcelona

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EUROPE PROMOTES RESEARCH, INNOVATION AND COMPETITIVENESS
IN A PROGRAMME WITH UNPRECEDENTED ECONOMIC SUPPORT

Horizon 2020: the most ambitious programme

The programme is based on a strong public investment for the period 2014-2020 in order to achieve, in the words of the Commission, "sustainable, smart and inclusive growth for the future." Horizon 2020 wants to support the best lines of work and, for the first time, puts together in one package all European research funding. This unification, and the fact that the rules are the same for all participants, is intended to reduce bureaucracy and get more efficiency.

The Horizon 2020 programme has three main strategic objectives:

SCIENCE OF EXCELLENCE

Europe should strengthen its position in the global scientific context. For this purpose the budgetary allocation to the European Research

THE GOAL IS TO REDUCE BUREAUCRACY AND WIN EFFICIENCY

Council (ERC), which subsidizes European researchers at the highest level, is increased by 77%, and the field of work of the so called Future Emerging Technologies (FET) expands, including projects related to disruptive technology and with a high interdisciplinary approach. Two examples of that are currently being developed: research on [graphene](#) and the [Human Brain Project](#).

The Marie Curie programme, which has been running since 1996, increases its budget by 21% to keep working on the training, mobility and skills of more than 50,000 researchers. Another priority is to improve the research infrastruc-



ture network throughout Europe, enabling the transfer of knowledge and a best access to databases for researchers.

TECHNOLOGIES AND APPLICATIONS

In this goal, the industry has a central role, with significant investments in key areas for development as ICT (Information and Communications Technology) advanced manufacturing, biotechnology, nanotechnology and space. According to the Commission, the industrial leadership in the future will be related to the ability of the technology and its applications to provide answers to the real needs of society.

The commitment to competitiveness is linked to facilitate access to venture capital. The purpose is to overcome shortfalls in the availability of debt financing and financial resources for innovation in all phases of development for companies and R + D + I projects. This includes especially small and medium enterprises (SME) through the [COSME programme](#). SME with potential for innovation and internationalization may receive additional support.

And within the industry, the Commission wants to bet on SME for their enormous growth potential throughout the European Union.

80,000 MILLION EUROS

Horizon 2020 is endowed with this amount and will provide funding at all stages of the process: from basic research until the product reaches the market. This huge investment is based on economic analysis. The Commission has a recent survey, according to which, if it can invest in R & D a 3% of European Union GDP by 2020, 3.7 million jobs will have been created in 2025.

SOCIAL CHALLENGES

Horizon 2020 wants to focus on six key areas that affect people's life: health, food security and sustainable agriculture, energy, transport, climate action, and achieving inclusive and safe societies. All these lines of research will have an implicit gender policy. The results should provide a direct benefit to citizens: from paying attention to the challenges of an aging society and protection against cybercrime to the transition toward an efficient low-carbon economy.

INDUSTRY HAS A CENTRAL ROLE IN THE PROGRAMME



SALVADOR ESCUTÉ, ALGIERS SIDI REZINE REFINERY PROJECT ENGINEER,
WILL MAKE A PRESENTATION IN WICAP PROJECT FORUM

«Algeria wants to sell more oil and gas to Europe»

With over 15 years of experience in large scale projects, Salvador Escuté is responsible for the modernization of a big refinery in the Algerian capital, managed by the state-owned company Sonatrach. Escuté will be present in Expoquimia to account for the project and explain the business opportunities in this country.

Can you briefly describe the purpose of this project?

This refinery was built in the early 60s and is dedicated to the production of gasoline and diesel. Because of its age it does not meet current standards as required by the Kyoto Protocol and its product cannot be sold in Europe. The goal is to expand production by 35% and adapt it to European standards, although in principle is expected to produce for the national market as a priority. The work should be finished in the summer of 2016, with a delay of schedule.

What difficulties does the project present?

The administration tends to be a bit slow and that is a challenge. Algeria is a level 4 seismic zone and this means that every 10 years there

«THE GOAL IS TO EXPAND PRODUCTION BY 35% AND ADAPT IT TO EUROPEAN STANDARDS»

may be a major earthquake. All civil works must take this aspect, which is especially checked, into account. In Europe the intervention of a professional association for this type of review is enough, but in Algeria the state administration is involved, and this implies an important delay of time. Another type of difficulty is the management of visas for foreigners which occasionally has affected the incorporation of some workers to the project on time.

Has bureaucracy influenced some other issue?

Yes, there is a very demanding control over materials at customs, for example in the case of radioactive material that at some point we've had to import.

Can a project like this raise the participation of innovative companies?

In the field of refineries there are few companies in the world specializing in achieving greater efficiency in the refining process. From this point of view we could say that everything is invented. The project was designed in France but could have been done elsewhere and the necessary construction know how would not have varied. But I'm sure the companies that will come to Expoquimia may bring some elements or new



methods that can fit during the operational phase once construction is completed, such as instrumentation for leak checking, analysis of residuals, wastewater treatment or others that will be of interest in the near future.

Does the plant in which you are working have a strategic significance for Europe?

Yes it does. This is the first refinery that retrofits but others will follow in the coming years. In fact all the refineries of the country will catch up. Algeria will focus on selling to Europe more oil and oil derivatives, plus natural gas (via pipeline or liquefied), especially considering the tense situation between the European Union and Russia. They want to appear as reliable partners and although, as I said, right now the priority is the local market, exporting to Europe is the next goal. There is only one hour flight from Barcelona to Algiers and distance shipping is very short compared to the major international routes. And that makes everything easier.

What do you expect from your participation in Expoquimia?

I was told by the organization that the event wants to be a meeting place of different companies with different needs in order that companies may find the solutions they seek, according to the law of supply and demand. I identify with this purpose and my speech will first explain the project and then the business opportunities that exist in Algeria and who should be addressed in case a company wants to enter this market. And, last but not least, on what terms they need to talk with the authorities taking into account local specificities. I guess some companies will be more interested in the refinery project and others in the context of the country for other businesses.

And what is your vision of this event in general?

My previous reference was based on a visit I made a few years ago where the idea of trade show prevailed, but now I perceive a change aimed at creating a large and attractive stage



where exchanges between enterprises of all sizes and this can be a unique opportunity for small businesses. Nothing less than the difference between dying or surviving.

«COMPANIES THAT WILL ATTEND EXPOQUIMIA MAY BRING SOME NEW METHODS THAT CAN FIT DURING THE OPERATIONAL PHASE OF THE REFINERY»

TRANSFORMATION OF SIDI REZINE

This refinery has an atmospheric distillation unit, a naphtha processing unit, a gas plant and a storage area for both crude oil and finished product (gasoline, diesel, butane and propane), with a utilities plant (steam and electricity, compressed air and nitrogen) but it doesn't have a desulfurization unit (compulsory after the Kyoto protocol).

Enlargement will increase the production of gasoline and diesel (this time under the European standard) and the atmospheric distillation unit, the RFCC unit (catalytic cracking unit), the gasoline treatment unit and storage areas, as well as the steam and electricity production plant will be expanded. Besides, the desulfurization unit will be created.

FIRST SEMINAR ON THE TOPIC AT EXPOQUIMIA

'Science and Cooking': chemistry, Harvard and Michelin stars

The 'academisation' of cooking is already a reality, and it is developing very fast. All those willing to know what is happening in the relationship between the scientific world and the cooking and food areas have a date in the new 'Science and Cooking' seminar. It is open to all audiences, and will be held within Expoquimia on the afternoon of October 1st.

It goes without saying that this is one of the hot topics: science has got into the kitchen and has revolutionised the culinary scene at its highest level. And the scientific world is working hard on this relationship, which can also be bidirectional: "The goal is to see how science helps cooking, but also how cooking helps science", explains Pere Castells, organizer of this seminar 'Science and Cooking', head of the Chemistry and Cooking Research Unit at Universitat Barcelona. He also collaborates with Bullipedia and with the famous Harvard course that has transformed the scientific understanding of cooking.

This very same course is the base for the contents of the seminar in Barcelona, which will also include the presence of some Michelin-starred restaurant chefs and an exhibition of historical books on the topic. The key is what can science do for cooking and viceversa: "In the Harvard course there has been an unexpected phenomenon. The goal is getting cooking in the academia, but at the same time we have seen some culinary processes being adopted by researchers in other scientific areas. For example, foam techniques in cooking have led to research the development of foams for fire extinction. We actually work on the border of two different fields, and that opens chances for symbiosis and developing projects on both areas", says Castells.

THE SEMINAR WILL BE HELD ON THE AFTERNOON OF OCTOBER 1st

And scientific application is not limited to haute cuisine. "We can even think about home-style cooking. Actually, the way to avoid the disappearance of a lot of traditional dishes is to apply new techniques that make elaboration possible in a much shorter time", says Castells.



THE HARVARD COURSE

The Harvard School of Engineering and Applied Sciences has played a pioneering role in studying new cooking from a scientific perspective within academia. Its campus 'Science and Cooking' course, developed by two university professors and chef Ferran Adrià, is held annually since 2010, with the participation of the best chefs from the international scene and a high level of interest from students.

In addition, a MOOC (online free open course available to all publics) version has been offered. In its first edition, over 94,000 people from all over the world registered for the course.

PROGRAMME OF THE SEMINAR

The seminar 'Science and Cooking' will start at 4pm with a presentation by Pere Castells on the relationship between science and cooking, from stating that it is not a new concept at all to the impact of different scientific techniques in the cooking world, with selected examples from chemistry, such as applying lyophilisation to food and several preserving methods.

It will continue with a presentation by *Master Chocolatier* Enric Rovira on science and chocolate. This is one of the topics normally included in the Harvard course, and actually it will be Rovira, one of the world's leading figures in the chocolate sector, who will teach it this year in Massachusetts just one week after his presence in Expoquimia.

MICHELIN STARS

'Science and Cooking' will also include a session by Pere Planagumà and Fina Puigdevall, chefs at Restaurant Les Cols in Olot, which has two Michelin stars. They will explain emulsifiers, traditional flours, new thickener agents and



PERE CASTELLS

their role in modern kitchen.

The organisation is working to include also some other chefs that have previously participated in the Harvard course, as Carles Tejedor, former chef of the Via Veneto restaurant for many years and currently working on new gastronomic projects in Barcelona.

VIDEOCONFERENCE FROM HARVARD

The seminar includes also a videoconference with Michael Brenner, Professor of Applied Mathematics and Applied Physics and one of the founders of the 'Science and Cooking: From Haute Cuisine to Soft Matter Science' course at Harvard University.



ENRIC ROVIRA

BOOKS TO SEE AND DOWNLOAD

The seminar will also have a small exhibition of books on the relationship between science and cooking, some from the beginning of the 19th century. Among other, there will be one original copy of the book *Scientific Principles of Cookery*, published in 1821.

And besides seeing the books, visitors will have the chance to download ebook versions –recently digitalized with the latest technology at Universitat de Barcelona. They are expected to be available too from the Expoquimia website.

JAIME MIRA, TECHNICAL DIRECTOR AT FUNDACIÓN ICIL

«Without logistics, it is very difficult to compete in the market»

For the very first time Expoquimia will hold a forum of experts in logistics. It is organised by Fundación ICIL, the leading national organisation on research, training, dissemination and business applications on logistics since 1980. The 'Logistics Seminar: storage and distribution of chemical products' will be held on September 30th.

What is meant by logistics and which is its practical application on the chemical industry?

From a broad and crosscutting perspective, logistics is the inclusive process from raw materials, procurement and supplier certification to the final client. This includes establishing sales channels, from basic electronic commerce to any other sales ways, and also all the manufacturing processes, storage, transportation, physical distribution, plus the development of demand planning and forecasting. Besides this direct logistics there is also reverse logistics, regarding returns and the management system for the 3 R (recycling, reusing and revaluing).

In the chemical sector, logistics is integrated in all processes, considering also the management of the logistical costs and its strategic importance in the cost evaluation of the final product.

Which topics will be discussed in this forum?

The programme of the 'Logistics Seminar: storage and distribution of chemical products' is very ambitious. We will cover from security on transportation and storage of chemical products to the most important regulations in the transportation of ADR by road, and also SQAS, SEVESO II, APQ or installation rules.

On the other hand, we will address transport intermodality and dangerous goods, process



«INVERSE LOGISTICS ALSO INCLUDES RETURNS AND MANAGING THE 3 R»

safety at the chemical plants, loading and unloading of ships and prevention.

Considering the topics and speakers in the forum, how can logistics benefit the chemical sector?

The content of the presentations will allow to evaluate the strategic importance of logistics and the relevance of integrating it with the logistical costs, which are crucial to generate the added value that products and services need.



Do you think that chemical companies consider logistics as an important factor in their development?

Without logistics, there is not much to be developed. All is logistics from the origin to the end of the supply chain. Without it, the product can not reach the final client and the market.

Which is the situation of chemical logistics in our country? Which challenges should it face?

There is a broad experience in Spain. In this sense, the new Logistics cluster that has just been founded in Tarragona establishes the needs and the possible requirements to get the best possible logistics for companies, products and services.

There are many challenges. Managing the supply chain, from the basic principle of value generation, will be an important requirement to improve the competitiveness of the sector. It will also affect the strategic advantage of positioning any product in an increasingly globalised market. It will make the difference for well-positioned products in the market.

What do you expect from this seminar?

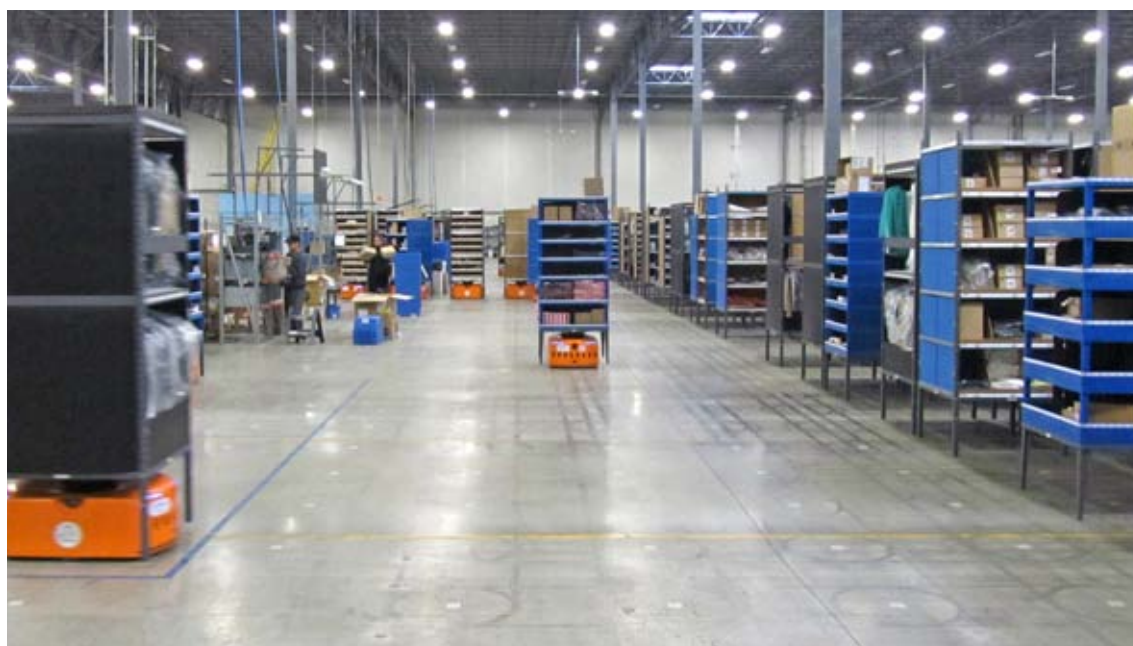
We want to include logistics in Expoquimia for the first time. It is a remarkable challenge,

MAIN TOPICS: TRANSPORTATION AND STORAGE OF CHEMICAL PRODUCTS, ROAD TRANSPORTATION REGULATIONS AND LOADING AND UNLOADING SAFETY

as we think that logistics is very important in the daily operational issues of the companies. Without logistics it is very difficult to compete in the markets, with the basic features of product customisation, and market segmentation linked to added value services in the continuous improvement of processes.

We expect the forum to be a success in attendance, contents and participation of all those involved in the logistical chain in the chemical sector.

'LOGISTICS SEMINAR: STORAGE AND DISTRIBUTION OF CHEMICAL PRODUCTS' WILL BE HELD ON SEPTEMBER 30TH



VÍCTOR GARCÍA PIDAL, COUNTRY MANAGER OF BRUKER ESPAÑOLA

«Our financial strength has allowed us a placid journey without worries during the crisis»

You have a very wide range of products ranging from chemical industry in general to food industry and life sciences. But which sector does Bruker identify the most with?

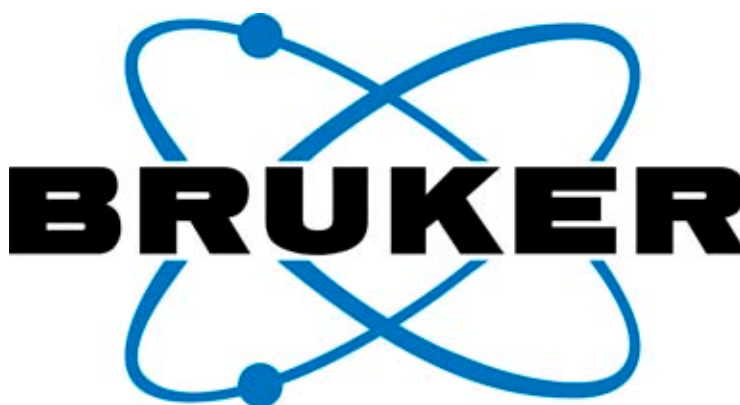
Structural molecular elucidation is in our origins and remains one of our brand marks in the world of basic research and characterization of new materials and drugs. However, for over a decade, we set as a strategic goal going into applied markets with a high impact on improving the quality of life of citizens, for example, environmental control, food safety, nanomaterials and the development of new paradigms in clinical analysis.

With 50 years of business history, you have presence worldwide. What are the most attractive markets for your company?

We have to differentiate between established markets, which have allowed us to grow steadily during the past 50 years; developing markets, where our presence is very important as a result of investments made most recently; and high potential future markets, in which we are already implementing new business plans.

Bruker came to Spain in 1973. Which attractions offered the country at that time? And now?

Our founder, Professor Günter Laukien, decided to open the Spanish subsidiary because of the proximity of a change of government model, the social, economic



«OUR GOAL IS TO ENTER STRATEGIC MARKETS WITH A HIGH IMPACT IN IMPROVING THE QUALITY OF LIFE»

and infrastructure delay, accumulated over many years, and the strong potential of a young and so laborious country. Over the years the wisdom of investing in that time has been confirmed because the company has since had a steady growth with a good balance between profitability and liquidity.

Leader company in analytical instrumentation and structural molecular elucidation, Bruker was founded in 1960 in Germany. In 1963, it released his first commercial pulsed NMR spectrometer. At present, the company has headquarters in Germany and in the United States and factories in Switzerland and France. Bruker was established in Spain in 1973.

The financial strength of the Spanish subsidiary has allowed a placid journey without worries during these years of economic crisis, though in a stormy environment where we had to adapt to changes prioritizing efficiency. Our estimates are that there is still a year, maybe two at the most, of transition to a new cycle of economic growth, moment for which we are preparing.

Right now, what are the main challenges for Bruker? More innovation? More internationalization?

Our motto is 'Innovation with Integrity', and this culture permeates the atmosphere of our company, which is spending more than 10% of its turnover in R & D and is adopting the highest international standards of good business practices.

More than internationalize, because we are already in over one hundred countries, we would say that the company is becoming a global operator that transcends local business organizations for the sake of continuous improvement of efficiency, because we cannot live off a glorious past.

Focusing on providing our customers with innovative technology and services

«OUR ESTIMATES ARE THAT THERE IS STILL A YEAR, MAYBE TWO AT THE MOST, OF TRANSITION TO A NEW CYCLE OF ECONOMIC GROWTH»

to accelerate the achievement of their own success tools is an absolute challenge for us.

And finally, Expoquimia along with Eurosurfas and Equiplast starts a new stage to become the future World Summit Chemical. What do you think about this new approach?

The model of large exhibitions must adapt to the evolution of the new lines of communication that businesses have with their markets and, in this sense, becoming a Chemical World Summit seems a good metamorphosis. We would like that the interests of the field of analytical instrumentation for research laboratories and quality control, to which Bruker belongs and that traditionally takes part in Expoquimia are taken into account in this new platform so that we can continue to actively participate in future editions.

«OUR MOTTO IS 'INNOVATION WITH INTEGRITY' THIS IS THE CULTURE WE FEEL IN OUR BUSINESS ENVIRONMENT»



EQUIPLAST WILL INCLUDE A CONFERENCE ORGANIZED BY THE GERMAN ENGINEERING ASSOCIATION (VDMA)

World premiere of innovative processes in injection, extrusion and blow

For the first time in its long history, Equiplast, the International Plastics and Rubber Exhibition at Fira de Barcelona, will include in its schedule a conference by the prestigious German Engineering Association (VDMA, acronym in German). New processes in injection moulding, extrusion and blow moulding will be presented in the conference as world premiere, along with large solutions for the packaging and automotive sectors. Also, the audience will have the opportunity to see outstanding innovations and solutions for multiple components packaging, the application of the concept of electrical movement in blow moulding or packaging technology for barriers and thin walls, among other issues.

The conference will also be attended by representatives of leading companies such as Arburg, Engel Austria or Wittmann Battenfeld, among others. The speakers who have already confirmed their attendance at this event include Dr. Kurt Hell, director of sales of the packaging

THE CONFERENCE WILL BE ATTENDED BY REPRESENTATIVES OF LEADING COMPANIES

unit of Engel Austria; Sven Engelmann, head of applied technology at Ferromatik Milacron; or Christian Renners, security responsible at Shi Sumitomo Demag.

The celebration of this conference brings great value to Equiplast because the presentations will allow participants to see firsthand the latest technologies and applications to meet their needs.

VDMA (Verband Deutscher Maschinen- und Anlagenbau, in English: German Engineering Association) is the largest representative body of capital goods industry throughout Europe with over 3,100 members, covering the entire industry: components manufacturers, equipment, plant builders, providers and system integrators, and other services. VDMA is also devoted to the dissemination of information on new management and future trends in engineering, covering topics such as the costs of raw materials, the structures of lean manufacturing and the latest strategies for innovation or customer service through the main latest developments in software.



MAKING THE MOST OF THE SYNERGIES AND VISITORS INFLUX AT EQUIPLAST

First Plastic Transformers Event

The next Equiplast edition will host the first Plastic Transformers Event, a unique opportunity for the companies in the sector to show their products to all kind of potential suppliers and clients. The event is organised by the Centro Español de Plásticos (CEP), Plásticos Universales - Interempresas magazine and Fira de Barcelona.

The importance of this first Plastic Transformers Event is even bigger considering that there hasn't been any specific trade fair on this industry in Spain before. "We want to create an space exclusively for the plastics community, the feeling of belonging to an industry", explains Ibon Linacisoro, director of the magazine Plásticos Universales - Interempresas. Therefore it will be a unique opportunity for the companies in the sector to take advantage of the high influx of visitors at Equiplast to show their products and services.

The initiative draws upon the know-how of three of the main actors in the plastics industry: the association movement and the experience on organising events of the Centro Español de Plásticos (CEP), the marketing and dissemination within the sector by the magazine



«WE WANT TO CREATE AN SPACE EXCLUSIVELY FOR THE PLASTICS COMMUNITY, THE FEELING OF BELONGING TO AN INDUSTRY»

Plásticos Universales - Interempresas and the institutional support from Equiplast and Fira Barcelona. Together these three organizations are looking to fill a historical deficiency in the sector, mostly focused on production: the lack of marketing activity and searching new business opportunities.

The situation of the event within the trade fair – a differentiated area formed by 9-square meters stands, in the Gran Via 2 venue of Fira Barcelona, and completely integrated in Equiplast- will facilitate the interaction with professionals from different industries with one thing in common: they all require outsourcing the manufacture



ÁNGEL LOZANO, DIRECTOR OF THE CENTRO ESPAÑOL DE PLÁSTICOS

of plastic pieces in their business. "All the big companies that consume plastic products will visit the fair, and they all are potential customers for transformers. Which could be a better place to show them the services they can offer?", asks Ángel Lozano, director of CEP.

Pilar Navarro, director of Expoquimia, Equiplast y Eurosurf, says that this Plastic Transformers Event "is an added value to our exhibiting offer, and we are very pleased of launching this initiative, both for what it means for Equiplast and for the sector as a whole".

The goal is not only to facilitate networking but to create a good opportunity to expand market niches, sell the whole range of available products and services and show the degree of specialisation and the adapting capacity to every client's requirement, both for national and foreign companies. It is clearly impossible to compete with very low cost countries. Therefore, the potential of the sector in Spain is offering a high knowledge level and the technology that allows to provide quality on complex processes for industries such as

THE EVENT WILL BE IN A DIFFERENTIATED AREA WITHIN EQUIPLAST

medicine, packaging or automotive, which require smart materials, expensive moulds or adding products to get smaller production series with no competitiveness loss.

The Plastic Transformers Event will be held jointly with Equiplast, from September 30th to October 3rd, in a differentiated area in the Gran Via 2 venue in Fira de Barcelona. Reservations are already available at the website.

RESERVATIONS ARE AVAILABLE ON THE WEBSITE

SNAPSHOT OF THE INDUSTRY

The industry of plastic transformation does not manufacture its own products but supplies pieces or subsets to other sectors. There is no doubt that the most important one in Spain is the automotive sector, but some others are important too: the electric and electronic industries, packaging, food, cosmetics, medicine and pharmaceutical, toys, kitchen equipment and construction.

Outsourcing is mainly focussed on injection processes, followed by extrusion, thermoforming and blow-moulding of hollow products. Some might also be complemented with assembly of subsets, painting, chroming and serigraph, among others.

According to the CEP data, in Spain there are about 4,000 small and medium-sized companies in the plastic transformation industry, employing 60,000 people and with a turnover of approximately 13,500 millions of euros.

IBON LINACISORO, DIRECTOR OF INTEREMPRESAS



JOSEP F. SÁNCHEZ, COMMERCIAL DIRECTOR OF THE EXTRUSION AREA AT COSCOLLOLA

«We want to grow with and for our clients»

What distinguishes Coscollola as a machinery distributor in the plastics industry from other companies?

One of the main differences is that we are not just “sales representatives”, we offer a global and direct service to our costumers, including advice, engineering, set-up, maintenance and repair.

You are present in Spain and Portugal. According to your experience, which are the main features of these two markets?

Both markets have equally suffered the crisis in the last years. In Spain there is a widespread tendency to buy new state-of-the-art machinery, whereas in the Portuguese market there is a combination of acquiring new equipment and valuing more the used machinery.

After over six decades on the business, how do you think that the plastic sector has evolved in our country?

You just have to think about writing machines, that practically don't exist anymore and have been replaced by software products. In the same way, computers have made us evolve from lever machines to the totally electric ones,

Coscollola Comercial is a Spanish company with over 60 years of history and a strong presence in the Spanish and Portuguese markets, especially in the automotive, packaging, electric and electronic components sectors, as well as in compounding and extrusion processing, both of plastic and rubber. Coscollola is a Global Sponsor at Equiplast 2014.

with control systems suggesting the optimal parameters for the best cycle time and the higher energy savings. This has also happened in all the areas in this sector, which has been professionalised to the top and has included traceability in every single process.

In addition to a broad portfolio of represented companies, you are known for your after-sales service. Could you explain what it is exactly?

Our after-sales service is one of the main values in our company. That is why we try to reach all factors, especially maintenance –both preventive and predictive– and tailored technical training, depending on the needs of the different users at our clients.

Which are the current and future challenges at Coscollola?

Coscollola's desire is to grow with and for our clients. We have incorporated collaborative companies in the sector, all of them leading ones, which allow us to offer a real global service to the client. We will continue this way without forgetting to support and internationalise our brand new engineering division, Coscollola Engineering S.L., specialised in developing solutions on solids handling.



«THE AFTER-SALES SERVICE IS ONE OF THE MAIN VALUES IN OUR COMPANY»

CRISTIAN ALCÁNTARA, CEO OF ITOPLAS

«Companies that want to stay in the market should seek solutions to be more efficient»

You design systems where energy saving is critical. Is this the key to your success?

Our company specializes in the field of plastic injection engineering. We keep constantly in touch with our customers in Europe, Algeria and Latin America to be aware of their needs and jointly develop tools that make them more competitive. The iSAVE system was born from the request of our customers to reduce energy consumption at its injection plants. Using servomotor technology and an investment that is paying off in less than a year, our customers can rule out buying a new machine. In Itoplas we developed the iSAVE system to be installed in injectors that are in use. We replace pumps

«ITOPLAS WILL SHOW THE iSAVE SYSTEM FOR MACHINES IN USE»

and motors of the machine with our iSAVE kits reaching savings of up to 80% and we obtain, unlike other systems, a stable, repetitive and closed loop working machine. Our systems are not converters and they employ the servo motor technology. This working method has given us very good results in Latin America and Europe.

Is innovation one of your signs of identity?

Investing in our own technology is what



makes us different from the rest of machinery suppliers. In Itoplas apart from iSAVE systems, we have designed and manufactured our own electronic control based on a high performance industrial PC. This commitment has led us to be a renowned technology partner company like a Inovance.

Your “turnkey solutions” are highly valued by the market. Is this the best way to respond to the concerns of their customers?

Customers demand that their suppliers become involved in their daily routine to help them to be more competitive. Itoplas staff has spent years doing so. And one of the best solutions that can be offered to a customer who starts a new project is a “turnkey solution” which includes the design and manufacture of the injection machine and the mould, automation systems, customer service and first studies on energy consumption. This method has given us very good results in Latin America. We provide our own technology, we have technicians to serve customers locally and we are the only company that guarantees -under contract- that the customer will have available control spares manufactured by Itoplas forever, and also software updates for this control. Updates are free even when the warranty period is over.

From your position of technology suppliers in the plastic sector, how do you see the market today?

It's nothing new to claim that the national plastic industry is going through very

«WE ARE SEEING A GREAT INTEREST FROM THE INDUSTRY IN SOLUTIONS THAT HELP SAVE ENERGY»

difficult times and we believe this trend will keep for a few years. We see a reduction in investment by companies in new equipment. Therefore, companies like ours must export their technology and open markets in other countries. But while domestic investment has been greatly reduced, we are seeing strong interest from the industry in solutions that help to save energy. Currently, this aspect is a big concern for the injector because of its direct impact on production costs. Companies that want to stay in the market must necessarily seek solutions that help them be more efficient.

«INVESTING IN OUR OWN TECHNOLOGY IS WHAT MAKES US DIFFERENT FROM THE REST OF MACHINERY SUPPLIERS»

What are your future plans?

Keep investing in our own technology. Thus we can announce that we will introduce a new high-end electronic control. The iSAVE system is another project under continuous development to keep improving its performance and the installation process.

In the commercial arena, Itoplas continues its consolidation in Latin America, particularly in Argentina, Chile, Ecuador, Colombia, Venezuela, Mexico and Peru. And this year 2014 we want to open a market in Algeria and hitherto the experience has been very positive.

ITOPLAS ENGINEERING

Headquartered in Badalona, Itoplas is an engineering company focused on plastic injection projects specializing in “turnkey” projects and energy saving systems for plastic injection machines.

FELIPE PÉREZ RUIZ, TRANSPORTATION CHAIRMAN AT HENKEL (SOUTH EUROPE)

«The forecast for the surface treatment sector is highly optimistic»

The automotive sector, including the surface treatment, is going through a very positive moment in Spain. After the crisis of the last years, the optimisation of costs from the vehicle manufacturers and the arrival of several new car models to the Spanish factories are shaping a promising future. In addition, new technologies are simplifying the surface treatment, and making it more sustainable.

What is exactly surface treatment?

Surface treatment is the first stage in the painting process of vehicles. It gets the vehicle bodywork ready for electrophoresis and the final painting colour.

Which stages does it involve?

It is a long and complex process, including several stages, in which the vehicle bodywork goes through immersion baths and spraying methods. In simple terms, it starts with degreasing and activation, and it ends with a layer of phosphate before electrophoresis. These last two layers, phosphate and electrophoresis, are the ones that protect the car against corrosion, and on top of them the next layers of paint can be applied.



THE PRODUCTION OF AUTOMOBILES IN SPAIN HAS GROWN 12% DURING THE FIRST HALF OF THE YEAR 2014

Which are the biggest challenges in this sector?

One of the main challenges is eliminating metals from the process, like nickel, and also simplifying and reducing costs from the whole process. The surface treatment requires a very high consumption of water and energy, and it also produces a lot of mud that has to be removed. The baths work at 40 to 50 Celsius degrees temperatures, and that implies a high consumption of energy. The consumption of water is also high because of the dragging of the bodyworks, the evaporation due to high temperatures and the washing and rinsing stages. Therefore the biggest challenge is to optimise the process: less consumption of water, energy and mud. To get that, we have to lower the working temperatures for the baths and reduce the number of stages. We have to simplify the process and make it more sustainable.

Which changes have you seen in the vehicle bodyworks over the last few years?

The substratum of vehicle bodyworks has undergone changes in the last years. From the steel of some years ago to current galvanized metal, preprotected sheets, aluminium, plastics,

etc. In particular, including aluminium in some pieces has led to changing the process in order to get a correct phosphate application and corrosion protection.

Which solutions have been developed for bodyworks including aluminium in their substratum?

At Henkel we have been successfully working for several years with our Two-Steps system, looking for a safe, stable and economical process that could reduce the extra cost of treating aluminium. This process is recommended for any proportion of aluminium in the bodywork, and we have received some international awards on innovation for it.

Which are the main novelties in the surface treatment sector?

Our second solution, which in Henkel we call TecTalis, is applied to bodyworks with all kind of substrata. Its goal is to eliminate heavy metals and simplify the process so that the bath can be done at room temperature, and that implies seriously reducing energy, water and maintenance costs. It also decreases the formation of muds.

Which has been the sector's answer to these novelties?

Both solutions have already been implemented. The market has started including these technologies in the last five years, and we

foresee an expansion to the majority of the bodywork lines in the next five to ten years.

Which is the current situation of the automotive sector in Spain?

Spain has a very peculiar situation in the automotive manufacturing sector. There are very few countries in the world with all manufactures as it happens here. Companies work with a very broad diversity of specifications, and that is a very important know-how added value. Between 2008 and 2013 the sector has suffered the crisis in a very deep way, and we went from over three millions of bodyworks to under 2.3 millions. But in this time the sector has optimised its internal costs and factories have been automatized in a way that makes that today, in 2014, we are ready and tremendously competitive to make car manufacturing in Spain even more attractive. That explains why in the first six months in 2013 production has increased 12% compared to last year.

Which is the forecast for the next years?

The forecast is highly optimistic for 2015 and 2016. One of the most relevant factors is the number of new models that manufacturers are bringing to Spain. Practically all of them are manufacturing or are about to manufacture new models in our country. That had never happened before this way. Even though Spain is part of the mature European marketplace, its dynamism is comparable to the emerging countries.

The companies operating in Spain should take advantage of this momentum to make even more investments in the country and regain the inertia that we lost in the last few years. We must strengthen the role of the Spanish companies and try to be more influential in design, innovation and the implementation of new processes. I am very optimistic about the automotive Spanish market, and I think that this production improvement is going to last.



FOTO: HENKEL

JOAN SERRET, BUSINESS RESPONSIBLE AT HENKEL

«We believe it is possible to reconcile growth and sustainability»

How would you define the hallmarks of Henkel?

We are a global leader in brands and technologies in the three business areas in which we operate. We always focus on our values which are: the customers, people, sustainability, and financial and family goals.

What is your assessment after more than 50 years in the Spanish market?

It is a very positive one. Our brands have reached leadership positions in all sectors in which we operate in the Spanish and Portuguese markets.

What are your challenges?

They are the same that society and markets have. On one hand, to reconcile growth and sustainability; believe in the power and potential of changing reconciling growth and resource conservation. On the other hand, uncertainty and rapidly changing markets require adaptation strategies.

You have the adhesive technologies area, which provides solutions to various professional fields such as surface coating. Is it an important asset for Henkel?

IN SPAIN SINCE 1960

Founded in 1876 and headquartered in Dusseldorf, Henkel has about 47,000 employees worldwide and is a leader in three business areas: detergents and home care, cosmetics and adhesive technologies. Henkel came to Spain in 1960 and in 1989 entered the Portuguese market.

The Henkel industrial business area, with adhesives, sealants, and surface treatment, represents 50% of turnover; and specifically we consider the field of surface coatings (Functional Coatings) to be strategic in the industrial markets in which we operate, so it is one of the development platforms in our R & D policy in adhesive technologies.

What is your view of the industry both at the Spanish and the international level?

The surface treatment industry in Spain has adapted and reorganized in the years of economic crisis and we are starting to see the results of this restructuring. Internationally this sector evolves following the development of emerging markets, providing solutions to the treatment needs of new materials and new coatings to reconcile growth and sustainability.

What are your expectations for Eurosurf 2014?

Three years after the previous edition, the industry has evolved and our expectations are about taking this meeting as a sounding board for our new products, developments and technologies; and also we expect to know firsthand with visitors and clients the current state of the industry and future visions.



INNOVATIVE NETWORKING FOR SCIENCE, TECHNOLOGY AND INDUSTRY

WICAP: the formula for success

Barcelona is developing the World Chemical Summit, and international, cross-cutting and innovative platform to foresee industrial needs and offer the chance to be part of the markets of the future. WICAP is the tool to get all that. It is a new networking experience at the highest level with public presentations and scheduled B2B meetings.



WORLD

Leading companies and the most ambitious and cutting-edge projects from all over the world have a date in Barcelona. It is a unique opportunity to get first-hand knowledge of the real needs and establish strategic agreements. Emerging markets and innovative solutions join in one space to facilitate selecting suppliers and procurement processes, and to increase competitiveness in the international arena. Science and industry will be closer than ever.



INVESTMENT

Governments and Ministries from several emerging countries will explain their needs and challenges to companies willing to offer effective solutions through collaborative synergies, industrialisation and business development. It is an exceptional chance to negotiate face to face at the highest level with the representatives who make the real decisions.



COOPERATION AND INNOVATION LAB

It will be an unrivalled platform to transform revolutionary projects into business

opportunities. Scientist and entrepreneurs will meet investors and suppliers in what can be a future-setting alliance for the industry. That is a win-win for developing ideas and positioning companies.



APPLICATION FORUM

This is the place to turn challenges and solutions into effective synergies. Pioneering business with new proposals for products and processes searching for experienced companies that can meet their innovative needs in manufacturing, distributions and logistics. This is the opportunity for entrepreneurs and leading suppliers to become strategic or developing partners.



PROJECT FORUM

Developers of highly defined projects and leading companies looking for new chances to expand their markets will meet face-to-face. A previously scheduled working agenda based on the needs of every participant to access the best offers without wasting time prospecting suppliers. Connecting with the best options is guaranteed.