INTRODUCTION


In May 2017, the fifth edition of the Global Paint and Coatings Industry Market Analysis (2015–2020) was released by the International Paint and Printing Ink Council (IPPC). Prepared by its international consultant, the ChemQuest Group, Inc., the report features extensive research findings and insights into current global and regional coatings consumption in 11 end-use segments, as well as trends and drivers influencing the market. The report also provides a five-year forecast of the coatings market segments investigated, as well as two-year forecasts for each geographic area reported. Insights contained in the report are based on a wide array of resources, including government economic data from numerous countries, major trade association statistics and reports, and in-depth interviews with coatings professionals including key customers and end-users. The in-depth interviews enabled the authors to provide rich and unparalleled insights into trends, market drivers, unmet customer needs, technological challenges, key buying factors, market forecasts, and other critical issues.

This article examines the coatings industry in the Middle East and Africa (MEA)—just one of the many market segments presented in the report. The Middle East and Africa (MEA) coatings market is divided into four groups: Middle East, North Africa, South Africa, and Other Africa. The Middle East subregion of MEA is further broken out as follows: Bahrain, Egypt, Iran, Iraq, Saudi Arabia, Jordan, United Arab Emirates, Kuwait, and Yemen. The breakdown of North Africa and Other Africa by country (totaling 53 countries) is contained in the report. The country of South Africa is the fourth subregion.

MEAs estimated 2015 coatings market value was approximately $8.8 billion USD on a volume of roughly 24.8 billion liters. This is a 5% annual increase in value and a 3% increase per year in volume compared to 2010. MEAs growth rate, which has outpaced North America and Europe, is projected to remain roughly the same over the next five years, resulting in a forecasted 2020 value of $11 billion USD. Volume for 2020 is projected to be roughly 28.4 billion liters, as shown in Table 1 and graphically presented in Figure 2.

MARKET TRENDS AND DRIVERS

Trends in industrial production, construction and infrastructure spending, energy prices, and consumer spending drive the overall demand for paints and coatings. MEA makes up approximately 6.6% of the world population, but only 0.2% of global GDP. This percentage is fairly consistent with the 2% of global coatings volume (and the 6% of global coatings market value) MEA represents. The top 10 MEA economies are: Iran, Saudi Arabia, South Africa, Egypt, Nigeria, Algeria, Israel, UAE, and Qatar. They are responsible for about 70% of regional GDP and represent a large percentage of the regional coatings market. Figure 2 illustrates the distribution of the coatings market within MEA by subregion.

The region trails western economies by a wide margin in relation to coatings consumption per capita. This reflects its lower GDP per capita coupled with its lower industrial output levels.
DEVELOPMENTS IN THE
Middle East Coatings Market

INTRODUCTION

In May 2017, the fifth edition of the Global Paint and Coatings Industry Market Analysis (2015–2020) was released by the International Paint and Printing Ink Council (IPPIC). Prepared by its international consultants, the ChemQuest Group, Inc., the report features extensive research findings and insights into current global and regional coating consumption in 11 end-use segments, as well as trends and drivers influencing the market.

The report also provides a five-year forecast of the coatings market segments investigated, as well as two-year forecasts for each geographic area reported. Insights contained in the report are based on a wide array of resources, including government economic data from numerous countries, major trade association statistics and reports, and in-depth interviews with coatings professionals including key coatings customers and end-users. The in-depth interviews enabled the authors to provide rich and unparalleled insights into trends, market drivers, unmet customer needs, technology challenges, key buying factors, market forecasts, and other critical issues.

This article examines the coatings industry in the Middle East and Africa (MEA)—just one of the many market segments presented in the report.

The Middle East and Africa (MEA) coatings market sector is divided into four geographic regions: Middle East, North Africa, South Africa, and Other Africa. The Middle East subregion of MEA’s further broken out as follows:

- Bahrain
- Lebanon
- Cyprus
- Oman
- Iran
- Qatar
- Iraq
- Saudi Arabia
- Israel
- Syria
- Jordan
- United Arab Emirates
- Kuwait
- Yemen

The breakdown of North African countries in Other Africa by country (totaling 53 countries) is contained in the report. The country of South Africa is the fourth subregion.

MEAs estimated 2015 coatings market value was approximately $6.8 billion USD on a volume of roughly 2.4 billion liters. This is a 5% annual increase in value and a 3.8% increase in volume compared to 2010. MEA’s growth rate, which has surpassed North America and Europe, is projected to remain roughly the same over the next five years, resulting in a forecasted 2020 value of $8.1 billion USD. Volume for 2020 is projected to be roughly 4.1 billion liters, as shown in Table 1 and graphically presented in Figure 2.

Market Trends and Drivers

Trends in industrial production, construction and infrastructure spending, energy prices, and consumer spending drive the overall demand for paints and coatings.

MEA makes up approximately 6% of the world population, but only 0.9% of global GDP. This percentage is fairly consistent with the 7% of global coatings volume and the 6% of global coatings market value MEA represents. The top 10 MEA economies are: Iran, Saudi Arabia, South Africa, Egypt, Nigeria, Algeria, Israel, UAE, and Qatar. They are responsible for about 70% of regional GDP and represent a large percentage of the regional coatings market. Figure 2 illustrates the distribution of the coatings market within MEA by subregion.

The region trails Western economies by a wide margin in relation to coatings consumption per capita. This reflects its lower GDP per capita coupled with its lower industrial output levels. Table 2
SAUDI ARABIA’S VISION FOR PAINTS & COATINGS

Prior to delivering the fifth edition of the Global Market Atlas: Paints & Coatings, the ChemQuest Group, Inc. delivered the results of a separate deep-dive study of paint and coatings in Saudi Arabia to the Saudi Arabian General Investment Authority (SAGIA). ChemQuest’s SAGIA study uncovered the region’s seven major challenges such as establishing an open and free market in Saudi Arabia, missing key molecules for paints and coatings, as well as infrastructure and logistics, coatings standards and regulations, and a need for easier trade across borders. Saudi Arabian Paint and Coatings Industry has outlined a strategic plan for overcoming these challenges to position Saudi Arabia as the epicenter of industrial growth aligned with Saudi Arabia’s Vision 2030.

SPCC Milestones toward Vision 2030
Subcommittee members have been tasked with reaching specific milestones to benefit the paint and coatings industry. Conceivably, the selection of a site location for building the ‘first Center of Excellence hub’ (modeled after Germany and China’s chemical parks) can be determined in the next 12 months. Members have already pinned down two potential locations:

1. Western Saudi Arabia (Riyadh) includes a major port, King Abdulaziz Economic City and Port, mapped in Figure 5. The King Abdulaziz Economic City and Port is a large land parcel on the coast dedicated as a chemical industrial zone with a city to house administration buildings, employees, and service businesses.
2. Jeddah, a city in the Eastern province on the Persian Gulf coast of Saudi Arabia, has a population of roughly 300,000 including families and workers, has a large, deep-sea port (Figure 4). Certain areas of this site have already been dedicated to house downstream industries like paints and coatings with new infrastructure planned.

As a Center of Excellence site, Jeddah is slightly preferable because (unlike the King Abdulaziz location) it possesses the vast majority of feedstocks required for paint and coatings production. Likewise, Jeddah’s promise of excursions flying to and from other Emirate states such as Damman, Dhah, Dib, or Kuwait followed by a short drive to Jeddah appeal to families and foreign investors who value easy access to airports. The size of Jeddah as a port and chemical development zone is 1,000 square kilometers of inclusive waters (access through the sea to the port then returning to the sea), of which 75% is land. In summary, designating Jeddah as the site for the first Center of Excellence cluster or hub is an excellent milestone to deliver in the near-term.

Subcommittees are tasked with removing other challenges (starting from easy to intermediate milestones) that are facing Saudi Arabia’s paints and coatings industry as identified by ChemQuest, including:

1. Adopting anti-trust laws for open and fair market access (obligatory in the near-term).
2. The timely adoption of surface preparation and coatings standards equivalent to ISO standards (SPCC).
3. Establishing an open and free market.
4. Enabling a strategy of infrastructure and logistics.
5. Establishing a strategy of education and training.
6. Establishing a strategy of infrastructure and logistics.
7. Establishing a strategy of education and training.
8. Establishing a strategy of education and training.
9. Establishing a strategy of education and training.
10. Establishing a strategy of education and training.

Coatings Market Segments Investigated
1. Decorative Coatings
2. Architectural Coatings
3. Industrial Coatings
4. Marine Coatings
5. Protective Coatings
6. Aerospace Coatings
7. Automotive Coatings
8. Oilfield Coatings
9. Printing Inks
10. Railway Coatings
11. Industrial Coatings
12. Aerospace Coatings
13. Automotive Coatings
14. Marine Coatings
15. Printing Inks
16. Railway Coatings
17. Industrial Coatings
18. Aerospace Coatings
19. Automotive Coatings
20. Marine Coatings

GEOGRAPHIC REGIONS
- North America
- South America
- Europe
- Asia
- Africa

SPCC: Society of Protective Coatings
EPA: Environmental Protection Agency
OSHA: Occupational Safety and Health Administration
REACH: Registration, Evaluation, and Authorization of Chemicals

SAUDI’S U.S. CEO FORUM
In May 2017, SAGIA held an inaugural meeting in Riyadh of its newly launched committee known as the Saudi Paint & Coatings Committee (SPCC), which ran concurrently with the Saudi-U.S. CEO Forum and coincided with President Trump’s first visit to Saudi Arabia. Cloely modeled after the American Coatings Association (ACA) from the standpoint of committees and governance, SPCC’s objective is to form an industry committee framework on par with ACA’s in terms of governance and structure. If successful, SPCC’s goal is to be welcomed as a full-fledged member of IPPC.

To date, SPCC has convened over three separate occasions-first to elect an SPCC chairperson (Mr. Abdullah Al-Rabie), then to identify and form over five subcommittees whose members subsequently nominated their respective subcommittee chairs. The charter of each SPCC subcommittee is to develop and implement a resolution for overexting at least one of the major challenges ChemQuest identified in its deep-dive study for SAGIA.

ChemQuest believes the most important aspect is garnering worldwide attention from the public and private sectors when the paints and coatings platform emerges as the first example of a process for establishing a downstream industry toward Vision 2030. This process will define a cookie-cutter approach to establishing other downstream industries expanding SAGIA’s end-market scope to include adhesives, sealants, inks, textiles, nonwovens, electronics, and personal care- and homecare products, which use similar value chains as the coatings industry.

Coatings Industry Market Analysis (2015-2020)
- Decorative Coatings
- Architectural Coatings
- Industrial Coatings
- Marine Coatings
- Printing Inks
- Railway Coatings
- Automotive Coatings
- Aerospace Coatings
- Marine Coatings

<table>
<thead>
<tr>
<th>Country</th>
<th>Population (Million)</th>
<th>GDP (US$ Billion)</th>
<th>GDP per Capita (US$)</th>
<th>CO2Emissions (Mton)</th>
<th>CO2Emissions (US$ Million)</th>
<th>Per Capita CO2Emissions (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>52.7</td>
<td>1.961</td>
<td>3.57</td>
<td>1,534</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>North Africa</td>
<td>23.9</td>
<td>0.39</td>
<td>3.72</td>
<td>530</td>
<td>1,261</td>
<td>2.2</td>
</tr>
<tr>
<td>Other Africa</td>
<td>23.0</td>
<td>0.93</td>
<td>1.56</td>
<td>1,633</td>
<td>9.1</td>
<td>0.8</td>
</tr>
<tr>
<td>Middle East</td>
<td>350.8</td>
<td>3.23</td>
<td>10,146</td>
<td>1,733</td>
<td>3,602</td>
<td>4.5</td>
</tr>
<tr>
<td>Total</td>
<td>1,420.8</td>
<td>5.47</td>
<td>3,818</td>
<td>2,043</td>
<td>8,825</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Sources: IF, World Economic Outlook, 2018.

**TABLE 3** - MEA Industrial Output and GDP Growth by Country (2018)

<table>
<thead>
<tr>
<th>Country</th>
<th>Industrial Production Growth Rate</th>
<th>GDP Real Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>0.7%</td>
<td>0.5%</td>
</tr>
<tr>
<td>North Africa</td>
<td>-0.4%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Other Africa</td>
<td>2.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Middle East</td>
<td>2.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Global Total</td>
<td>1.6%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

Notes: Foreign trade data, June 2018.. Source: Interbrand Brand Finance, IMF, and World Economic Outlook 2018.


<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>2.5%</td>
<td>1.8%</td>
</tr>
<tr>
<td>North Africa</td>
<td>1.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Other Africa</td>
<td>5.6%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>


**SAUDI ARABIA’S VISION FOR PAINTS & COATINGS**

Prior to delivering the fifth edition of the Global Market Report on paint and coatings in Saudi Arabia, the ChemQuest Group, Inc. delivered the results of a separate deep-dive study of paint and coatings market in Saudi Arabia to the Saudi Arabian General Investment Authority (SAGIA). ChemQuest's SAGIA study uncovered the region’s seven major challenges such as establishing an open and free market in Saudi Arabia, missing key molecules for paints and coatings, as well as infrastructure and logistics, coatings standards and regulations, and a need for easier trade across borders. The report outlines a strategic plan for overcoming these challenges to position Saudi Arabia as the center of global growth aligned with Saudi Arabia’s Vision 2030.

**SAUDI U.S. CEO FORUM**

In May 2017, SAGIA, held an inaugural meeting in Riyadh of its newly launched committee known as the Saudi Paint & Coatings Committee (SPCC), which ran concurrently with the Saudi-U.S. CEO Forum and coincided with President Trump’s first visit to Saudi Arabia. The Forum was modeled after the American Coatings Association (ACA) from the standpoint of committees and workshops, and governance, SPCC’s objective is to form an industry committee framework on par with ACA’s in terms of governance and structure. If successful, SPCC’s goal is to be welcomed as a full-fledged member of IPCIC.

To date, SPCC has convened on three separate occasions-first to elect an SPCC chairperson (Mr. Abdullah Al-Rabei), then to identify and form over five subcommittees which ultimately charters subsequently nominated their respective subcommittee chairs. The charter of each SPCC subcommittee is to develop and implement a resolution for overcoming at least one of the major challenges ChemQuest identified in its deep-dive study for SAGIA.

ChemQuest believes the most important aspect is garnering worldwide attention from the public and private sectors when the paints and coatings platform emerges as the first example of a process for establishing a downstream industry toward Vision 2030. This process will define a cookie-cutter approach to establishing other downstream industries expanding SAGIA’s end-market scope to include adhesives, sealants, inks, textiles, nonferrous metals, and personal care- and homecare products, which use similar value chains as the coatings industry.

**SPCC Milestones toward Vision 2030**

Subcommittee members have been tasked with reaching specific milestones to benefit the paint and coatings industry. Conceivably, the selection of a site location for building clusters (the first Center of Excellence hub modeled after Germany and China’s chemical parks) can be determined in 2018.

Members have already pinned down two potential locations:

1. Western Saudi Arabia (Riyadh) includes a major petrochemical hub and the King Abdullah Economic City and Port, mapped in Figure 7. The King Abdullah Economic City and Port is a large land parcel on the coast dedicated as a chemical industrial zone with a city to house administration buildings, employees, and service businesses.
2. Jubail, a city in the Eastern province on the Persian Gulf coast of Saudi Arabia, has a large population of roughly 30,000, including families and workers, has a large, deep-sea port (Figure 8). Certain areas of this site have already been dedicated to house downstream industries like paints and coatings with new infrastructure planned.

As a Center of Excellence site, Jubail is slightly preferable because (unlike the King Abdullah location) it possesses the vast majority of feedstocks required for paint and coatings production. Likewise, Jubail’s promise of expeditions flying to and from other Emirate states such as Damaman, Doha, Dubai, or Kuwait followed by a short drive to Jubail appeal to families and foreign investors who value easy access to airports. The size of Jubail as a port and chemical development zone is 1,000 square kilometers inclusive of waterways (access through the sea and the air) that return to the sea), of which 75% is land.

In summary, designating Jubail as the site for the first Center of Excellence cluster or hub is a giant milestone to deliver in the near-term.

Subcommittees are tasked with removing other challenges (starting from easy to intermediate milestones) that are facing Saudi Arabia’s paints and coatings industry as indicated by ChemQuest, including:

1. Adopting anti-trust laws for open fair market access (visible in the near-term).
2. The timely adoption of surface preparation and coatings standards from ISPE. The Society for Protective Coatings, for example, and environmental regulations from the EPA/OSHA/REACH is feasible. So is adopting standards from other regions; however, the former, more time will be required by users to adapt those standards to Saudi Arabia’s raw materials and harsher environmental conditions.
3. Ease trade across borders.

Timewise, two charters stand out:

- **Missing key molecules within the supply chain**
  - KSA produces many basic chemicals but some key

**IPCC’s GLOBAL PAINT AND COATINGS INDUSTRY MARKET ANALYSIS 2015-2025**

**IPCC Member Associations**

The International Paint and Printing Ink Council (IPPC) comprises 15 member trade associations across five geographic regions: a valuable for the global coatings industry. Members include:

- APIC - Australian Paint Manufacturers Association
- ACA - America’s Coatings Association
- ANZPAC - New Zealand Paint and Printing Ink Manufacturers’ Association
- APPIW - APIC Project Workshops
- BICA - British Coatings Federation
- BSIQ - British Starch Industry Qualifiers
- CPA - Canadian Paint and Coatings Association
- CPD - Capital Paints of the Carolinas
- DINR - Dutch Industries Network Roermond
- CICA - China National Coatings Industry Association
- CPCA - Canadian Coatings and Painters Association
- FGood - French Paints, Printing Inks, Adhesives and Manufacturers’ Association
- IPMA - Japan Paint Manufacturers Association
- JPNPA - New Zealand Paint Manufacturers Association
- SAAPC - South African Paint Manufacturers Association
- SIPI - Supplying Paint and Printing Ink Industry Association

**Coatings Market Segments Investigated**

- Decorative Coatings
  - Professional Paints
  - Do-It-Yourself (DIY)
- Automotive OEM Coatings
- Automotive Refinish Coatings
- Passenger Cars
- Light Trucks
- Vans
- Heavy Trucks and Bus
- Aerospace
- Electrical Insulating Coatings
- Coatings on Metal and Equipment
- Electrical Insulators
- Non-Residential Coatings
- Residential Coatings
- Franchise Paints
- Architectural Paints
- Federal and Military
- Wood Finishes, Cabinet, and Furniture Finishes
- Marine Coatings
- Industrial Paints
- Industrial Packaging
- Power Coatings
- Boiler Finishes
- Powder Coatings
- Wood Finishes
- Traffic Coatings
- Specialist Coatings
- Marine Coatings
- Metal Finishes
- Wood Finishes
- Furniture Finishes
- Architectural Coatings
- Industrial Paints
- Industrial Packaging
- Power Coatings
- Boiler Finishes
- Powder Coatings
- Wood Finishes
- Traffic Coatings
- Specialist Coatings
- Marine Coatings

**Geographic Regions**

North America
- United States
- Canada

Asia
- Australia
- Asia Pacific
- China
- India
- Japan
- Korea
- Malaysia
- India
- Indonesia
- Malaysia
- Vietnam
- New Zealand
- South Africa
- Other Africa
- Other Asia

Europe
- Germany
- France
- United Kingdom
- Italy
- Spain
- Russia
- Portugal
- Turkey
- Other Europe
- Eastern Europe
- Other Europe

Latin America
- Brazil
- Mexico
- Argentina
- Other Latin America

Oceania
- Australia
- New Zealand
- Other Australia

Arabian Peninsula
- Saudi Arabia
- United Arab Emirates
- Oman
- Qatar
- Bahrain
- Kuwait
- Other Arab States

Africa
- South Africa
- Northwest Africa
- South Africa
- Other Africa

PAINS OR COATINGS (T) 35
molecules specific to paints and coatings are missing:
- MEK
- Aromatic 100 & 150
- Phthalic Anhydride
- o-Xylene
- Adipic Acid
- Aliphatic Isocyanates
- Intermediates produced in KSA lack sufficient scale

- Building infrastructure in terms of rail along with the capability to move small shipments (i.e., containers, drums, pallets) Logistically speaking, small shipments of materials are difficult to move through mega deep-sea ports that are designed for ships and pipelines (not totes, drums, or pallets).
- Longer-term resolution would require building crackers dedicated to extracting raw materials from indigenous feedstocks.

Establishing a national network of distribution is another long-term subcommittee charter. While a hierarchy of

The “Verbund” system (Figure 6) for Saudi Arabia would require:
- A refinery that produce feedstocks
- Specialized industry zones for downstream PAC supply chain (polymers, pigments, additives & intermediates) and coatings producers
- Proximity and access to feedstocks, world-scale state-of-the-art chemical assets, blue chip suppliers, and an efficient supply chain
- Modern “rail” network
- World-class suppliers
- Integrated supply chain and logistics
- Coatings academy for specifications standards, workforce education, and training.

Saudi Arabia has a unique opportunity to benefit from “lessons learned,” with respect to the sustainable production of paints and coatings. This opportunity is the springboard for Saudi Arabia’s Gulf & Play Vision (depicted in Figure 7), a business model that offers complete integrated infrastructures, general and specialized services, and enabling trade across border—to foster competitiveness, which is important to industry stakeholders.

- “One-stop” shop for all paper work approval and permits
- Synergize your industry presence with other manufacturers
- Access to a trained workforce
The “Verbund” system (Figure 6) for Saudi Arabia would require:
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- Modern “rail” network
- World-class support
- Integrated supply chain and logistics
- Coatings academy for specifications, standards, workforce education, and training

Saudi Arabia has a unique opportunity to benefit from “lessons learned,” with respect to the sustainable production of paints and coatings. This opportunity is the springboard for Saudi Arabia’s Plug & Play Vision (depicted in Figure 7), a business model that offers complete integrated infrastructures, general and specialized services, and enabling trade across border—to foster competitiveness, which is important to industry stakeholders:
- “One-stop shop for all paper work approval and permits
- Synergize your industry presence with other manufacturers
- Access to a trained workforce
WHAT LIES AHEAD?

The global paint and coatings industry can be tricky to navigate without the proper intel. Plot your business course with the International Paint and Coatings Industry’s Global Market Analysis for the Paint & Coatings Industry (2015-2020).

Providing broad market research on the global paint and coatings industry in more than 175 countries, this new report estimates and forecasts the following:

- Global demand for coatings will grow at an annual rate of 4.3% over the next five years;
- The 2020 global coatings industry volume is forecast at 50 billion liters; and
- The 2020 global industry value is forecast at $178 billion (U.S.), representing a 4.7% growth rate between 2015 and 2020.

Figure 3-1: Regional Distribution of Volume and Value of Automotive OEM Coatings
Source: The ChemQuest Group, Inc.

- Rent general services
- Rent specialized industrial services
- Technology and Innovation coordination center or site
- Market information center
- Hub strategic procurement services, synchronize on volume
- Hub EHS service

Small business growth is a key driver for sustained profitability in the industrial E&M, decorative, and architectural coatings’ market segments. With respect to job creation in Saudi Arabia, the SPCG further recognizes the role small and medium-sized enterprises play in favorable employment projections to sustain a rising middle class and boost discretionary consumer spending. Therefore, the Ministry of Commerce and Investment and SAGIA are establishing a new Ministry that will create incentives and remove any barriers for small and medium businesses to flourish in Saudi Arabia (mirrored after the success of western economies). Ultimately, SPCG is an outstanding example for use as a blueprint for future downstream industry adoption of SAGIA has done its part creating attractive investment packages.

ChemQuest president/CEO, Daniel S. Murad, has been elected as the chairman of SPCG’s Technology Institute and Coatings Academy (Training & Education) subcommittee. As the chair, Murad is committed to the subcommittee’s charter to advance paint and coatings’ knowhow and to provide training and education at various levels of the value chain. For SPCG’s Technology Institute, Murad has proposed replicating the ChemQuest Technology Institute’s testing, analytical, synthesis, and application development services over a time in a location selected by the subcommittee. Under ChemQuest’s direction, SPCG’s Institute will begin as a Testing Lab, expand into a Certification Lab, and in the final stages will emerge with full capabilities as an Applications & Development Center—-with the same coatings robotics application equipment as the ChemQuest Technology Institute. SPCG’s Coatings Academy will conduct testing and certification of trades professionals, chemists, and other end users.

Murd has also been elected as chairperson over the Paint & Coatings Center of Excellence Cluster Plug & Play Services Committee, and is participating as a member of the Center of Excellence Location Selection Committee.

As the United States and Saudi Arabia seek bilateral job growth, mutually beneficial trade agreements, and sustainable, scalable economic diversification beyond oil and gas production—through technological and business innovation—the future of the global coatings industry holds far more promise than ever two years ago. Perhaps coatings practitioners are the men and women who possess Henry Ford’s prized “infinite capacity.”

“Aim looking for a lot of men who have an infinite capacity to not know what can’t be done.” —Henry Ford

AGGIELTZ, Vice President, The ChemQuest Group Inc., 423 Corporate Pk., Ste. 220, Cincinnati, OH 45226; details@chemquest.com.

Global Market Analysis [2015 -2020]
FOR THE PAINT & COATINGS INDUSTRY
Prepare for your company’s future and ORDER YOUR COPY TODAY at www.paint.org/gma