

MACDERMID'S DYNAMIC CHEMISTRIES FOR THE JAPANESE AUTOMOTIVE INDUSTRY

LATEST TRENDS IN SURFACE TREATMENT

Date,Time	April 21 (Tue.), 2015 9:30~17:15
Location	WINC AICHI (4-4-38 Meieki, Nakamura-ku, Nagoya, Aichi 450-0002 Japan) Conference Room 902, 9th Floor

Program

9:30~ 9:35



Opening Remarks:

Julian Bashore, Managing Director - Japan

9:35~ 9:45



Introduction to MacDermid Tsunamichi Kito

Anti-Corrosion

9:45~10:10



ZinKlad System - from Zinc/Zinc Alloy Plating to Friction Control of Automotive Bolts

Presenter: Max DiMarco, Market Manager, Greater China
Interpreter: Akihiko Hasebe

10:10~10:45



Zinc Nickel Applications for Brake Callipers and other Automotive Parts

Presenter: Dr. Andreas Smie,
Global Product Director, Anti-Corrosion Products
Interpreter: Tetsuo Takatori

10:45~11:05

Coffee/Tea Break (Room 903)

11:05~11:30



High Alloy Zinc Nickel Deposit - Enviralloy NiFlex12's Ductility and Other Features

Presenter: Dr. Andreas Smie, Global Product Director, Anti-Corrosion Products
Interpreter: Tetsuo Takatori

11:30~12:00



Anti-Corrosion Materials in the Automotive Industry amidst Changes in the Environment: Corrosion Sensitivity Variation and Other Emerging Issues

Guest Presenter: Hideaki Yaegashi, Manager
Vehicle Materials AE Group, Nissan Motor Co., Ltd.

12:00~13:30

Lunch (Room 901)

Film Insert Molding (FIM)

13:30~14:15



A Hardcoated Film for Plastic Parts

Presenter: Bernie Banks, Technical Sales Manager, FIM - Asia
Interpreter: Hidetoshi Yokota

MID (Molded Interconnect Device)

14:15 ~ 14:45



Optimized Plating Solutions for MID (Molded Interconnect Devices)

Presenter: Seiji Suzuki

Decorative / POP

14:45 ~ 15:15



Satin Nickel: Meeting the Design Requirements of the OEMs

Presenter: Lammert DeBoer, Global Director - Decorative Coatings
Interpreter: Tatsuya Nishiyama

15:15~15:35

Coffee/Tea Break (Room 903)

15:35~16:05



The Latest Color Trends of the Global Plating Industry

Presenter: Michiko Taoka, Color Stylist

Environmentally-Friendly Plating

16:05~16:45



"evolve"Chrome-free Etching Process of Plastic Materials

Presenter: Lammert DeBoer, Global Director-Decorative Coatings
Interpreter: Tatsuya Nishiyama

16:45~17:15



Environmentally-Friendly Plating on Plastic and Other Automotive Surface Treatment Technologies

Guest presenter Dr. Takeshi Bessho, Project General Manager
Advanced material Engineering Div., Toyota Motor Corporation

17:15~18:00

Q & A / Individual Meetings (Room 903)

18:30~

Banquet (Towers Ballroom, Nagoya Marriott Associa Hotel, 16th Floor)

Nippon MacDermid Co., Ltd.

TEL +81-44-820-1181 FAX +81-44-812-4485 E-mail Japan.sales@macdermid.com