

# INDIA RadTech 2014

India's only event dedicated to radiation-cured technologies

20-21 November 2014

Hotel Westin, Pune, India

## **RadTech India 2014: A boost for the Indian radiation-cured coatings industry**

The Indian Coatings Industry is one of the fastest-growing coatings economies the world over and has been registering a consistent double-digit growth over the last decade. Most of the global majors operate in India, and spur its growth, alongwith a robust domestic industry. It now stands at a respectable USD 5 billion industry, and continues to register impressive growth rates. While the decorative coatings segment is well-established here, industrial coatings are now fast-gaining prominence, spurred by growth in infrastructure. Printing Inks too have a very respectable status in India with most multinationals operating and dominating the landscape.

The radiation-cured coatings and inks segment is at a very nascent stage in India, but offers immense potential, as explained above. Further, with key parent user segments like automotive, plastics, films, optics, etc also witnessing an explosive growth in India, this technology is beginning to find greater acceptance and can be expected to become a force to reckon with in the next few years. The technology and knowledge-intensive nature of both UV and EB cured coatings makes it imperative for a common platform for the industry to come and share knowledge, requirements and expectations to catalyse the growth of this sector.

In this background, Colour Publications (the publishers of Paintindia, one the world's leading publications for the coatings/inks segment and co-organisers of the Paintindia Exhibition, the number three exhibition the world over for the coatings segment) have embarked on executing **RadTech India at Pune on 20-21 November 2014**. The event is being endorsed by Radtech North America, the world's leading platform for this sector, and is co-driven by SIMCO Materials International, New Delhi, a leading technology firm in the business of Radiation Curable Products for the last three decades. The event will be primarily a 2-day conference with leading speakers from across the globe as well as India speaking on technologies and applications, as relevant to the Indian context. A table-space display section will also help better showcase a cross-section of the technologies and solutions available therein.

The choice of Pune as a venue is due to its proximity to Mumbai, the financial and coatings capital of India. Further, Pune is also a strong industrial and manufacturing hub catering to the automotive, engineering, packaging and appliance segments which are key drivers for radiation-cured coatings (since the end-user involvement will also be a key component of this event).

Stakeholders are urged to ensure their participation at the event as deemed appropriate by way of presentations, delegate participation or table-spaces.

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