

# STRATEGIES IN CAR BODY PAINTING

# 2018

28-29 JUNE 2018, BERLIN, GERMANY



**THE GLOBAL  
PAINT SHOP**

HARMONY BETWEEN  
SUSTAINABILITY, EFFICIENCY  
AND DIGITISATION

# THE GLOBAL PAINT SHOP – HARMONY BETWEEN SUSTAINABILITY, EFFICIENCY AND DIGITISATION



Rising demand, especially for electric vehicles, increasing networking between individual plants as well as between OEMs and suppliers and the steady concentration on environment-friendly painting technologies – these and other factors are at the focus of delegates coming to the “Strategies in Car Body Painting” conference in 2018 again.

Meet representatives from the world’s leading OEM network in Berlin and join international experts talk about the latest developments. Discuss forthcoming challenges in automotive surface treatment and in forward-looking paint shops. Use this opportunity to exchange ideas on genuine technical innovations and to push ahead the global network (Europe, Asia and NAFTA).

## FOCUS TOPICS:

- Digitisation and Big Data in the paint shop
- Influence of e-mobility to the painting processes
- Innovative technologies and environmentalism
- International projects



Come along and discuss with us – the international OEM Advisory Board and I look forward to seeing you there.

A handwritten signature in black ink that reads "Andrea Huber".

**Andrea Huber**  
Presidium  
Automotive Circle

# GET STRATEGIC INSIGHTS INTO GLOBAL OEM PAINT SHOPS



**Volvo**

Application of waterborne SSD in roof:  
Introduction in paint shop



**Audi**

Overspray-free painting – First use of  
process-integrated contrast painting

Sustainability aspects of cavity preserva-  
tion – The development of flooding wax  
technology



**Porsche**

Digitisation – Porsche Production 4.0  
in the paint shop



**Hyundai-Kia**

Quantifying the consumer  
experience: Advances in scratch  
measurement help design the  
next generation of automotive  
OEM clear coats



**Toyota**

Development of omni-  
directional, structural blue  
colour for Lexus



**FCA**

Weathering aging test method  
evolution in FCA



**Groupe PSA**

Towards the paint shop  
of the future



**Renault**

Renault Digital Manufac-  
turing: Transformation and its  
application to paint shop



**Volkswagen**

Think Blue. Factory – Environmental  
and sustainable painting processes  
at Volkswagen



Meet the speakers and international OEM for individual discussions.  
Boost your networking and get new choices and multiple ideas!

# PROGRAMME

## THURSDAY, 28 JUNE 2018

- 8.00 h** Registration and handover of conference documents
- 9.00 h** Welcome and conference introduction  
*Andrea Huber, Automotive Circle, DE*

### IMPULSE

- 9.15 h** Complexity challenges for Information Security in the digital factory – Strategies to prevent a downfall  
*Dr. Heiko Roßnagel, Fraunhofer Institute for Industrial Engineering IAO, DE*

### DIGITISATION AND BIG DATA IN THE PAINT SHOP

- 9.45 h** Eco+Paintshop 4.0 – Sustainability in a modern paint shop  
*Johannes T. Grobe, Dürr Systems AG, DE*
- 10.15 h** Renault Digital Manufacturing: Transformation and its application to paint shop  
*Christophe Mineur, Renault S.A.S., FR*
- 10.45 h** ☕ Coffee & contacts
- 11.15 h** Digitisation – Porsche production 4.0 in the paint shop  
*Kay Rupp, Ralf-Jürgen Keller, Dr. Ing. h. c. F. Porsche AG, DE*

### INFLUENCE OF E-MOBILITY TO THE PAINTING PROCESSES

- 11.45 h** How e-mobility drives new coating solutions  
*Dr. Peter Kuhm, Henkel AG & Co. KGaA, DE*
- 12.15 h** E-mobility – New solutions for complex problems utilizing advanced coating technology  
*Andy Pope, PPG Business Support Srl, FR*
- 12.45 h** 🍴 Lunch

### INNOVATIVE TECHNOLOGIES AND ENVIRONMENTALISM

- 14.00 h** Characteristic features of sustainable coating models – A comprehensive outlook of future developments  
*Dr. Matthias Harsch, LCS Life Cycle Simulation GmbH, DE*
- 14.30 h** The Energy Independence Day: Achieved the lowest consumption target on the market three years in advance  
*Dr. Davide Menci, Geico Spa, IT*
- 15.00 h** Overspray-free painting – First use of process-integrated contrast painting  
*Thomas Heußner, Audi AG, DE; Dr. Hans Schumacher, Dürr Systems AG, DE*
- 15.30 h** ☕ Coffee & contacts  
🚗 incl. Audi car body presentation
- 16.00 h** Think Blue. Factory – Environmental and sustainable painting processes at Volkswagen  
*Jan-Hendrik Schneider, Volkswagen AG, DE*
- 16.30 h** Development of paints robust for a wider application window  
*Hironori Tonomura, Kansai Paint Co., Ltd., JP*
- 17.00 h** Sustainability aspects of cavity preservation – The development of flooding wax technology  
*N. N., Audi AG, DE; Dr. Karsten Lessmann, Pfinder KG, DE*
- 17.30 h** 🗣️ LIVE POLL SESSION
- 17.45 h** End of conference day 1
- 18.30 h** Bus shuttle to the Networking Night
- 19.00 h** 🍷 Networking Night at the Spreespeicher, Stralauer Allee 2, 10245 Berlin  
📺 with live broadcast of the FIFA World Cup

IN  
FOCUS

## FRIDAY, 29 JUNE 2018

### INTERNATIONAL PROJECTS

**9.00 h**      **Towards the paint shop of the future**  
*Christophe Guesdon, Danuta Ulfig,  
Groupe PSA, FR*

**9.30 h**      **WORKSHOPS**  
*Choose your topics via the live poll session*

**10.45 h**      **Coffee & contacts**

**11.15 h**      **Presentation of workshop results**

**11.30 h**      **Development of omnidirectional,  
structural blue colour for Lexus**  
*Hidetaka Asano, Toyota Motor Company, JP*

**12.00 h**      **Quantifying the consumer experience:  
Advances in scratch measurement  
help design the next generation of  
automotive OEM clear coats**  
*Dr. Deep Bhattacharya, Eastman Chemical  
Company, US; Nadia Benhamida, Hyundai-  
Kia America Technical Center Inc., US*

**12.30 h**      **Lunch**

**13.45 h**      **Wheathering aging test method evolu-  
tion in FCA**  
*Mauro Antico, FCA Italy S.p.A, IT; Paolo  
Quaglia, PPG Italia Business Support Srl, IT*

**14.15 h**      **Application of waterborne SSD in roof:  
Introduction in paint shop**  
*Per-Ola Ryding, Volvo Car Corporation, SE;  
Harald Becker, Eftec AG, CH*

**14.45 h**      **Farewell and end of conference**  
*Andrea Huber, Automotive Circle, DE*

*Subject to change (status as of 25 April 2018)*



**PROGRAMME UPDATES AT**  
[www.automotive-circle.com](http://www.automotive-circle.com)

**REGISTER  
NOW**



### THE CONFERENCE IS AIMED AT:

Paint shop engineers responsible for developing and establishing new strategies, concepts, structures, processes and systems; Paint shop managers, related division and department managers at OEM, as well as at tier 1 and tier 2 suppliers or service providers.

#### CONFERENCE FEES

**Early-Bird: 1.895,- €\* (For registrations received by 27 May 2018)**  
**Standard: 1.995,- €\* (For registrations received after 27 May 2018)**

\*plus 19% German VAT

#### CONFERENCE VENUE & HOTEL

Pullman Berlin Schweizerhof  
Budapester Straße 25  
10787 Berlin, Germany  
T +49 30 2696-0  
h5347@accor.com

Online hotel reservation via our website.

#### TERMS & CONDITIONS

Information and registration at  
[www.automotive-circle.com](http://www.automotive-circle.com)



#### YOUR CONTACT

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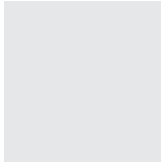
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