



PU TECH India 2008 Review

For few days in March, Greater Noida, just outside New Delhi, became the focus of attention for the global PU industry. The PU Association of India should be warmly congratulated upon the hugely successful organisation of the PU TECH 2008, exhibition and technical conference. 2,200 visitors from around the world visited the 105 exhibitors, who occupied more than double the space taken at the previous event. More than 115 delegates listened to 30 technical papers. Despite concerns about the use of the new India Expo Centre in Greater Noida, some 45 km from the centre of New Delhi, the location provided world class facilities and merely ensured that only visitors with a real interest in the PU business attended. Although visitor numbers were lower than for the previous exhibition, the quality and depth of enquiries was very high, and a great deal of business was done. For three days India did indeed appear to be the epicentre of the PU world with visitors from across Asia, Australia, Europe, the US and Africa.

The event started the previous day with the inaugural PU TECH golf competition, held at Jaypee Greens, in which more than 40 players participated to compete for various trophies. The highly successful and professionally organised event augured well for the following day, although exhibitors at the Expo

Centre involved in the build-up were less than certain.

The opening ceremony was attended by many eminent players and innovators from the polyurethane industry including **Dr. Gunt-er Oertel**, **Mr. M. Sarangapani**, **Mr. K. C. Jain**, **Mrs. Sheela Gautam** and **Mr. Eng Soo Chew** who, assisted by **Mr. Rahul Gautam**, Chairman of the India PU Association, all lit the ceremonial candle. **Mr. G. Ramachandran**, Vice Chairman delivered the welcome address outlining the event's programme and how it was hoped that this second PU TECH would carry the hopes and aspirations for the PU industry in India. "India is experiencing new and sophisticated products hitherto outside the average Indian purchasing power, many of which contain polyurethane", he stated and that "despite growing recessionary clouds elsewhere in the world, the Indian PU industry was continuing to grow at around 12 % per year".

Continuing Mr. G. Ramachandran's address, **Mr. Rahul Gautam** as Chairman of the Indian PU Association outlined the growth opportunities for the PU Industry in India, explaining that although India faces significant challenges including lack of infrastructure, and the need for better health and education it will be the second largest consumer market in the world by 2020. Based upon its 400 M pool of young



Rahul Gautam addressing the audience

workers, Mr. Gautam suggested that by 2020, "India will become the epicentre of globalisation with a growing number of global enterprises being of Indian origin and have sufficient geopolitical influence to become a member of the G 8, alongside China". As far as challenges faced by the polyurethane industry are concerned, quality must and will improve, led by better informed customers and the industry will have to meet greater legal compliances. However, Mr Gautam was confident that the industry had the momentum to succeed and that from a per capita consumption of 200 g demand would grow to 1000 g by 2020 to create a demand for 1.2 million tonnes of material.

The next speaker was the eminent Dr. Gunt-er Oertel who provided a review of the poly-



PUTECH 2008 – Exhibition & Conference

[12th – 14th March 2008] INDIA EXPO CENTRE - Greater Noida – INDIA.

A REPORT BY THE EDITOR – PU TODAY:

PUA's assiduously planned event: PUTECH 2008, turned out to be an impressive success, in keeping with extrapolations from the earlier event – PUTECH 2005.

The 105 stalls spread across 3,200 sq.mtrs of floor space at the India



India Expo Centre

Expo Centre in Greater Noida near New Delhi, witnessed a total number of 1802 visitors, excluding the delegates. The numbers, though lesser than in 2005, were qualitatively superior, as it consisted of a more committed & captive 'target audience.' In addition, as reported by the Secretary – Mr. Ramamurthy, there were some unregistered visitors who walked in during the peak times without registering. The Conference segment of the event, witnessed the attendance



Noteworthy International Representation

of 134 delegates, and the presentation of 38 papers. By & large, it was voted as an "excellent show, with all segments of the global PU Industry, being represented here." A highpoint of this event was, the introduction of: "A Lifetime Achievement Award" – which was conferred on Mr. Sarangpani at a spectacular Gala Dinner and entertainment function.

The event literally 'teed' off with a Golf Tournament at the Jaypee Greens Golf Course, sponsored by DOW Chemicals and Bharat Seats. An event exhibiting camaraderie and true sportsmanship – with hopes of having this ambience spill over into the highly competitive business arena as well, to inspire good business ethics.

Dr. Gunter Oertel's Inaugural Speech at the Conference, highlighted India's trajectory across the PU horizon – it's PU Market, he said, "has doubled in just the last 5 yrs, (180,000 metric tons), with flexible slab stock, flexible molded and rigid foam as the leading growth areas." He expressed "a good hope, that this conference



PU Tech 2008 Venue

with many fruitful discussions and the exhibitions would stimulate new ideas..."- to sustain this momentum in India's growth and development. Mr. Soo Eng Chew's keynote address about 'Environment Challenges and Opportunities', was also well received by the delegates.

Mr. Rahul Gautam illustrated the



PU Tech 2008: Thrown Open



Mr. Gunter Oertel's Inaugural Speech

unshackled and is hungry to grow. It is the MNC's, who have to now show the far sightedness and step forward to invest. At the end of this conclave if we can excite enough people to consider investing in India, we would have accomplished the basic purpose of this PU-Tech 2008."

IPUA had sponsored an independent market research by IAL consultants UK. Ms Angela Austin presented the first cut of their detailed and accurate



Lifetime Achievement Award - Mr. Sarangani

runaway success of the event, by mentioning the fact, that in spite of increasing the contracted Exhibitors' space, twice, IPuA had to disappoint some late entrants who were not able to exhibit due to lack of available space at the venue! He saw this overwhelming response of PUTECH 2008, as "another opportunity for all of us to redeem the past" – a fitting reply to those skeptics who doubted the wisdom of hosting such an event in India (during PUTECH 2005) – whose success was a pleasant surprise! He spoke at length on his analysis of the Indian situation and market conditions – concluding with the observation that "The Indian industry has been completely



Huntsman Stall



BASF Stall 3 - PU Tech 2008

assessment of the Indian PU Industry in 2007 and forecasts for 2012. She gave a conservative estimate of 10.9% growth per annum in the PU End- Users' market, from 2007 – 2012.

Right after the short vote of thanks by the Vice-Chairman Mr. Mukesh Bhuta, there arose a moment of astounding veneration: when the delegates were asked to stand for the Indian National Anthem, the audio equipment gave way, resulting in just a video coming on. An almost oppressive silence was obviated by a single voice which immediately gathered auditory volume, as all Indians present, joined in, in singing the National Anthem! No other prouder and



Expanded Stands



Momentive Stall - PU Tech 2008



Cannon Venue - Stalls