

# Emerging paints and coatings trends and innovative technologies for green building solutions

*Paints have been an essential part of life for just about as long as humans have been around, and are created with purpose & leading technology. Innovation starts with understanding what customers need. That means understanding and anticipating their changing needs and expectations. Brighter appearances, cooler interiors, distinct finishes are just several of the creative, yet practical innovations that paints and coatings can deliver.*

*In this Seminar, we will share insights and knowledge on:*

- *Changing world and the emerging trends*
- *How coating technology can make a difference in the functionality and durability of paints:*
  - *Resource conservation technology in form of combined primer and topcoat functions into 1*
  - *Stay clean elastomeric technology*
  - *Indoor Air Quality Management (Air purification technology & VOC/Odour control technology)*
  - *Light reflective technology*
  - *Water-based alternatives for solvent-based specifications*
- *Green Buildings and Paints*
- *Innovation pipelines*

## EVENT DETAILS

Date : 18 May 2017, Thursday  
Time : 3.00pm - 5.00pm  
(Registration will start from 2.30pm onwards with light refreshment)  
Venue : Singapore Institute of Architects  
SIA Theatre - Level 3  
79B Neil Road (S) 088904  
BOA-SIA CPD : 2 CPD points  
Seminar fees : SIA Members\* (Complimentary),  
Non Members (\$70.00)  
(fees inclusive of GST)  
Closing date : 11 May 2017

\* For SIA Members whose registrations have been confirmed, attendance is compulsory. Absentee/Cancellations 3 days or less before the event will be charged at \$20.00. Verbal notification of cancellation is not acceptable.

## PROGRAMME SCHEDULE

2.30pm Registration with Light Refreshment  
3.00pm Presentation by **Ms Pamela Phua**  
**AkzoNobel Decorative Paints**  
Director, RD&I, South East & South Asia,  
Middle East  
Director, Exterior, Wallpaint Expertise Group,  
RD&I, Global  
4.30pm Q & A and Lucky Draw  
5.00pm End of event

For more information, please contact SIA (**Ms Jacey Tay**):

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: [cpd@sia.org.sg](mailto:cpd@sia.org.sg)

Jointly Organized by:



# Emerging paints and coatings trends and innovative technologies for green building solutions



**Ms. Pamela Phua**

**Director, RD&I, South East & South Asia, Middle East  
Director, Exterior, Wallpaint Expertise Group, RD&I, Global  
AkzoNobel Decorative Paints**

Pamela Phua has more than 20 years' experience in Research, Development and Innovation (RD&I) in the coatings industry. In her current role as Director of RD&I for AkzoNobel, she drives new technology development and product implementation across the South East, South Asia and Middle East regions.

Pamela was instrumental in setting up the global research and laboratory operations for AkzoNobel Decorative Paints (Global Exterior Wallpaint Expertise Group) in 2011. In her global capacity, Pamela implements the functional and production innovation strategy for Exterior Wallpaint. She spearheads the RD&I functional excellence, standards and capability, and the efficient delivery of processes as the approved Standards & Processes across the globe.

To achieve the goal of bringing product innovations to high-growth Asian markets with speed, Pamela centralized the RD&I organization and drove harmonization in product, raw materials and processes. Her efforts enabled AkzoNobel's businesses to roll out new products and services across the region in a fast and coordinated manner, supported by an agile supply chain, efficient sourcing and robust quality control.

Some leading innovations launched by Pamela and her team included interior and exterior emulsion paints such as Dulux Weathershield Powerflexx, Dulux Pentalite, Dulux Wash & Wear / Easyclean, and Dulux Catylac / Inspire.

Her expertise and experience has been instrumental in the setting of industry standards in Singapore. Pamela is the Technical Chairperson for the Singapore Paint Industry Association and a committee member in the Chemical Standards Council of Singapore. She has helped to set up several Singapore Standards, including SS345, SS150, SS500 and SS494.

Pamela is an industry consultant to regulatory bodies such as Spring Singapore, Singapore Green Label, the Housing and Development Board, Singapore Green Building Council, National Environment Agency and the Singapore Institute of Architects. She is also an A\*Star certified auditor for accredited testing laboratories in Singapore.

# Application Form

## EVENT DETAIL

GST REG. NO.: M9-0001281-J  
G.N. No. 565 in Gazette No. 27

Seminar : [SIA Professional Knowledge Series] Emerging paints and coatings trends and innovative technologies for green building solutions  
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Please fax / email the completed registration form to Ms Jacey Tay:

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: [cpd@sia.org.sg](mailto:cpd@sia.org.sg)

[EDU]

And follow up with cheque / cash / online payment to Singapore Institute of Architects.

Please tick your mode of payment:

### [ ] Cheque

Bank/Chq # : \_\_\_\_\_ Amt S\$: \_\_\_\_\_

Local Cheque (must be drawn in Singapore) should be crossed and made payable to "Singapore Institute of Architects".

Mail to SIA address:

Singapore Institute of Architects

79B Neil Road, Singapore 088904

Please indicate your name, company/institution and course date/title on the back of the cheque.

### [ ] Cash

You can drop by SIA office to make cash payment between 9.30am – 5.30pm on weekdays.

### [ ] Online Payment

<http://members.sia.org.sg/payment/sia-20170518.html>

(It is mandatory to provide us with your Receipt ID # after your credit card payment transaction)

Receipt ID #:     -     -     -

## Participant's Detail

Organization: \_\_\_\_\_ Contact Person (if any): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Receipt Mailing Address: \_\_\_\_\_

S ( )

	Full Name of Participant (as per NRIC/FIN, pls underline surname)	NRIC / FIN #	Email	Amt
1				
	HP #: <input type="checkbox"/> SIA Member, SIA #: [ ]		<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
2				
	HP #: <input type="checkbox"/> SIA Member, SIA #: [ ]		<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
3				
	HP #: <input type="checkbox"/> SIA Member, SIA #: [ ]		<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
4				
	HP #: <input type="checkbox"/> SIA Member, SIA #: [ ]		<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
5				
	HP #: <input type="checkbox"/> SIA Member, SIA #: [ ]		<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
				<b>Total:</b>

\*\*Please take note that all the above fields are mandatory. Incomplete form will not be process.

Cheque payment for this activity should not be combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if written notification is made at least 3 days before the event.

Where a Non-Member replaces a Member (must be from the same Org.) the fee difference will have to be made good to SIA prior to the event.

Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

Registration Confirmation No.:-

