

Partnering for Success CPCA Industry Conference 2010



Preliminary Program
Hyatt Regency Montréal, Montréal, Québec
Saturday, October 2, to Monday, October 4, 2010



Executive Summary

Accurate forecasting, business analysis and effective partnerships take centre stage at CPCA Industry Conference 2010.

The Program

The Conference begins with the trends that influence our sector, to reveal the prospects for growth and prosperity.

A study of the economic recovery, in Canada and worldwide, will help put these trends in context—as will a review of the competitive dynamics affecting the global chemistry industry. The Monday morning presentations help sector companies prepare for tomorrow and offer offering insight into the interplay of the economy, regulation and technology.

After lunch, partnerships are on the agenda, beginning with a session on how industry and government can work together to implement effective growth strategies. A close look at supplier–manufacturer relationships will yield insights into supply chain issues. Next, analysis of business–customer relationships will show how to reach and satisfy customers while ensuring a strong bottom line.

After the break, the Conference turns to paint industry and paint product branding, asking the question, “What brings a customer to a store to buy paint and then buy a brand of paint? The Conference concludes with a look at innovation and the roles of customer insights, discontinuities, core competence and paradigms.

After-hours

The After-hours Program begins Saturday night with the Welcoming Reception, an annual favourite that is always well-attended.

On Sunday, you will join your colleagues and partners in a walking tour of the cultural highlights of Old Montréal. A bus tour of the city’s business and cultural sites will follow, highlighted by stops at famous landmarks, such as St. Joseph’s Oratory and Mount Royal Park.

You will return to the hotel to enjoy the Chair’s Dinner—a celebration of our industry and its leaders. Sunday winds down with an invitation to join in at the CPCA Hospitality Suite.

Register Today

For insights to help your company plan for the future with confidence—and prime networking opportunities—register for CPCA Industry Conference 2010 [http://www.cdnpaint.org/uploads/pdf/Registration_Form_Annual_Conference\(8\).pdf](http://www.cdnpaint.org/uploads/pdf/Registration_Form_Annual_Conference(8).pdf)!



Saturday, October 2

6:30 p.m. **Welcome Reception**

Sunday, October 3

9:00 a.m. **CPCA Board of Directors Meeting**

1:00 p.m. **Montréal Cultural Heritage and Cosmopolitan Tour**

Board the chartered CPCA buses in front of the hotel, to begin your tour of the cultural and scenic landmarks of Montréal.

6:30 p.m. **Chair's Reception and Dinner**

A specially catered meal accompanied by The Odd Jazz Group. This trio, directed by Mathieu Desy, plays acoustic. It has an extensive and diverse repertoire.

10:00 p.m. **Hospitality Suite Open**

Monday, October 4

8:00 a.m. **Full Breakfast**

8:45 a.m. **Greeting and Welcome**

9:00 a.m. **Paint and Coatings Sector Outlook**

Knowledge of today's trends can tell you a great deal about tomorrow. This presentation examines the trends driving the paint and coatings sector, to reveal its prospects for growth and prosperity.

TBA

10:00 a.m. **State of the Economy: Present and Future**

Some analysts say the economy will greatly improve in 2010. Others say a full recovery is 15 to 20 years away. Will Canada and the world regain economic strength quickly or slowly? How may the recovery affect long-term growth and prosperity? Is Canada in a better position than most countries? This session aims to provide some answers.

TBA

10:30 a.m. **Networking Break**

10:45 a.m. **Regaining Profitable Growth in the Chemical Industry: The Next Decade**

By 2020 the global chemical industry may face competitive dynamics differing in nature and intensity from those of today. To meet the new challenges, industry will need new approaches. This session examines illuminating data and critical forecasts from an important new report offering insight into the interplay of key macro trends—the

economy, regulation and technology—to help companies prepare for tomorrow.

TBA

12:00 p.m. **Annual General Meeting Luncheon**

2:00 p.m. **Critical Relationships**

This session explores how industry and government can work together to implement effective growth strategies. It looks at supply chain challenges from the viewpoints of suppliers and manufacturers. It will also consider how paint sector companies can meet customer demands and address customer complaints while ensuring a strong bottom line.

Moderator

TBA

Panel

TBA

3:30 p.m. **Networking Break**

3:45 p.m. **Branding Paint**

Companies brand products for maximum customer appeal. Is it time to brand the paint and coatings sector? This session looks at branding considerations for companies—and considers what will bring customers first to the store to buy paint and second to buy a particular brand of paint.

TBA

4:15 p.m. **Everything You Wanted To Know about the Consumer But Were Afraid To Ask**

Surviving in last year's economy has led many companies into short-term thinking about their customers. Customers, meanwhile, want to return to the marketplace but don't want the same-old same-old. This session looks at innovation and customer insights, discontinuities, core competence and paradigms.

TBA

5:00 p.m. **Concluding Remarks**



Partnering for Success

CPCA Industry Conference 2010, October 2 – 4, 2010, Montréal, Québec

Who Will Attend Industry Conference 2010

This Conference has been designed to meet the needs of senior executives responsible for overall business performance and growth. But those responsible for government relations, purchasing, marketing and sales should also attend.

Executives with international responsibilities will also find valuable analysis at this Conference—as will consultants, and paint and coatings industry stakeholders.

Who You Will Meet at Industry Conference 2010

At this Conference, you will meet Presidents and Chief Executive Officers, as well as Vice Presidents and Senior Managers responsible for various business portfolios.

Senior Managers from stakeholder and consulting organizations may attend, as may the media. CPCA Manufacturer Members, Supplier Members and stakeholders will attend.

Who Attended Last Year's Conference

CPCA Industry Conference 2009 attracted executives from:

- 23 CPCA Member companies, their related companies or branches
- 13 CPCA Supplier companies, their related companies or branches
- 6 stakeholder, consultancy or media organizations

Some enterprises sent one representative, some of whom brought a partner. But 20 organizations—close to half—sent two representatives or more, some of them bringing partners.

When you register, remember to notify colleagues—and remember to register your partner.

Good Reasons To Attend

Delegates return every year to the CPCA Annual Conference for many compelling reasons. Here are two: information that helps you look ahead and reach for better solutions; and, the company of executives who know what you're up against and can share perspectives that help.

Register Today

Register today for CPCA Industry Conference 2010—and save with the Early Bird special pricing for you and your partner!

You'll find the details on the Conference Registration Form, which you can access from the Home Page of the CPCA web site.

Special Early Bird Price

Register by September 3 and pay only \$671.61 for you and your partner—a \$282.19 saving!

CPCA Industry Conference 2010 Committee

- Richard Tremblay, Benjamin Moore & Co. Ltd. (*Chair*)
- André Buisson, Société Laurentide Inc.
- Roula Hanna, Kronos Worldwide, Inc.
- Doug Parsons, Home Hardware Stores Ltd.
- Genevieve Savary, Bayer Inc.

Hotel Reservations

To reserve a room for the Conference, call the **Hyatt Regency Montréal** at 1-800-361-8234. Mention group code 2494296.

The Conference rate is available until September 10, 2010.

For More Information

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