

PU TECH 2017



PU Tech'2017 Exhibition and Conference – 3 day Mega Expo of IPUA starts today.

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Flagship Expo of IPUA starts today at India Expo Centre, greater Noida

New Delhi, 8th March, 2017: PU Tech'2017 Exhibition and Conference was inaugurated today by **Mr. R C Bhargava, Chairman of Maruti Suzuki India Limited** at the India Expo Centre, Greater Noida. This 3-day Mega Event is one of its kind in that it brings together the entire polyurethane industry value chain together under one roof and is the flagship event of the Indian Polyurethane Association (IPUA).

In his welcome address, Chairman of IPUA Mukesh Bhuta highlighted the thrust areas of the association in making polyurethane socially relevant with the Technical Centre at Pune as well as the education and capacity building initiatives in building insulation techniques through the India Insulation Forum & the Spray Foam Alliance of India. "From rigid to flexible, from solid to cellular, from paint and coating to adhesive, from plastic to elastomer, from film to fiber, from thermoplastic to thermosetting, polyurethane covers it all! No other single polymer has such versatility! Come and see it at PU TECH 2017! It's all there!" says **Mr. Mukesh Bhuta, Chairman IPUA**

This edition is themed "Futuristic Polyurethanes". With a per capita consumption of polyurethanes of just 200 gms, compared to China's 2.2 kgs, India has a high potential to gain from the double-digit world-beating growth of this industry which caters to footwear, automobile, mattress, refrigerator or buildings. More and more, its importance in minimizing food waste through temperature controlled food supply chain, reduction of global warming gases emission through lightweight materials in automobile structurals and buildings insulation, high performance materials and coatings in the renewable energy mechanics, conversion from waste to wealth through wood binding – these are but a few examples of the efficacy of polyurethanes in making possible a creatively sustainable world.

The Keynote Speech was delivered by **Mr. Steen Weien Hansen, Vice-President, Huntsman Europe**. He said, "I am very pleased to be part of the PU TECH India this year. The event is a great platform, enabling key industry players to share ideas and insights about this growing part of the Indian economy. I wish the IPUA team every success with the organization of their 5th polyurethane event in South Asia".

Chief Guest of the expo, Mr. R C Bhargava, reiterated "India is a very important market for polyurethanes and has a wonderful potential for growth. I expect a great conference of this type which brings together leaders of the industry from all over the world together leads to better production and faster growth of the industry."

PU TECH 2017 has onboard all the stakeholders, both in India and abroad and promises to be the biggest and best ever. More than 250 exhibitors are participating from raw material suppliers, machinery and applications.

There are technical sessions to know about cutting edge technology across processes, trends and sustainability spread over the second half of the opening day and the first half of the second day. This event is designed to be able to answer the curiosity of an entrepreneur or a processor or a well-established customer or even a student.

Some of the highlights at the IPUA's initiatives showcased are: **Virtual Tech Centre**, initiative to bridge Research with the Industry, **The India Insulation Forum(IIF)** and more recently launched **Spray Foam Alliance of India(SFAI)**.

The industry is committed in its efforts to penetrate the public conscience with enduring solutions for a sustainable future country. As "Make in India" gains momentum in 2017, it is a very exciting time to explore and review technologies in Processes and Materials in the wide world of Polyurethanes. This is truly a golden opportunity to meet the best minds in the industry from across the globe.

About The Indian Polyurethane Association (IPUA)

The Indian Polyurethane Association was formed in 1992. It is non-profit organisation created to promote a healthy growth of the Polyurethane Industry in India in the interests of the producers, processors, consumers and the society at large. It has been responsible for bringing together a heterogeneous group consisting of raw material manufacturers, machinery manufacturers, Processors, Moulders, laboratories etc under the banner of Indian Polyurethane Association (IPUA). The Association comprises of members of all sizes global and domestic. It works together for the development of the industry. The main objectives of the IPUA are to increase applications using polyurethane and make the industry technologically savvy and socially relevant.

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