

Athens, March 2025
Press Release

Coating Forum 2025: A Landmark Event for the Coatings Industry
February 18th, 2025
Megaron – The Athens Concert Hall,
By the Institute of Coating Technologies (IoCT)

The **Coating Forum 2025**, organized by the **Institute of Coating Technologies (IoCT)**, successfully took place on **February 18, 2025**, at **Megaron – The Athens Concert Hall**. Following the success of the 2022 and 2023 editions, this year's forum once again brought together a distinguished assembly of **industry professionals, executives, and entrepreneurs** from across the coatings sector. With the support of leading **companies, organizations, and media partners**, Coating Forum 2025 set new benchmarks in **innovation, sustainability, and industry collaboration**.

A Vision for the Future: “Construction Next”

Entitled “**Construction Next**”, the forum highlighted the IoCT’s vision for the future of the construction industry, emphasizing a shift towards **sustainability, smart technologies, and advanced materials**. The event provided a platform for key discussions on the evolving **regulatory landscape, emerging market trends, and cutting-edge innovations** in coatings and construction materials.

Impressive Participation & Industry Support

Coating Forum 2025 saw **unprecedented participation**, with over **405 attendees** representing **193 enterprises and organizations**. The forum featured **29 distinguished speakers and moderators**, structured across **four thematic units**, each covering key industry topics. Sponsorship support was strong, with **two platinum, five gold, and thirty silver sponsors**, while **seven key industry associations** provided their auspices. Additionally, **22 media outlets** ensured extensive coverage of the event.

Opening Ceremony & Welcome Remarks

The forum was officially inaugurated by **Dr. Evripidis Tsaousoglou**, Managing Director of the **IoCT**, who emphasized the **record-breaking attendance** and the growing significance of the coatings sector. He was followed by a series of welcome remarks from **Giorgos Pitsilis**, Governor of the Independent Authority for Public Revenue (IAPR), **Armodios Yiannidis**, President of the Hellenic Association of Chemical Industries (HACI), **Panagiotis Skarlatos**, Director of the Hellenic Coatings Association (HCA), **Ramon Farres**, EMEA Director of Guild CPO, **Pantelis Pateniotis**, General Manager of HEPSA, **Pantelis**

Levantis, Board Member of Sustainable Building Council Greece (SBC Greece), **Alexandros Zomas**, Board Member of the Hellenic Institute of Architecture, and **Maria Tsiompanou**, President of the Panhellenic Union of Public Works Constructions Associations.

Key Sessions & Highlights

European Trends and National Strategies in the Chemical Industry

The first session focused on **regulations, policies, and strategies** affecting the coatings industry, featuring insights from top European experts. **Christos Dimas**, Deputy Minister of Economy and Finance, analyzed Greece's economic growth, fiscal strategies, and the impact on the chemical sector. **David Beckford**, Chairman of CEPE, emphasized the importance of industry collaboration. **Sofia Zisi**, Chair of the Management Board at ECHA, provided insights into chemical safety and compliance. **George Kapantaidakis**, Director of Industrial Policy at CEFIC, addressed the competitiveness challenges in the European chemical sector. The session was moderated by **Costas Papachlimintzos**, Television Presenter at ERT SA.

Business Cases: Innovations Transforming the Industry

The second session featured **real-world business cases**, demonstrating how technological advancements are reshaping the coatings industry. **Marlies van Wijhe**, CEO of Royal Van Wijhe Verf, presented sustainability-driven initiatives. **Ralf Wunder**, Vice President at KRONOS, discussed titanium dioxide (TiO₂) market dynamics. **Vasilis Vasileiadis**, CEO of HB BODY Group, shared innovative automotive refinishing solutions. **Trevor Matayi**, Senior Advisor at ORR & BOSS, analyzed global market trends. **Constantinos Davlos**, Journalist at SKAI TV, moderated the discussion.

Empowering the Next Generation: Leadership Perspectives in Building Materials

The third session focused on **emerging leaders** in the coatings and building materials sector. Panelists included **Anastasia Pouliou**, Store Manager at POULIOS Bros P.C., **George Grammatidis**, Relationship Manager at ERLAC, **Alexandros Chaliouris**, Business Development Manager at Thrace Group, and **Panagis Tricardos**, Business Development Manager at Tricardos SA. The discussion, moderated by **Armodios Yiannidis**, CEO of Vitex SA and President of HACI, explored leadership challenges, opportunities, and industry transformation.

Next Frontier in Sustainability

The final session emphasized **sustainability as a key driver for industry growth**, covering **green technologies and regulatory advancements**. **Christos Chatziastrou**, Technical Support Director at FIBRAN, explored thermal insulation and coatings longevity. **Maria Tsitouridou** and **Stavros Moschidis**, ISOMAT SA, discussed sustainability regulations and certifications. **Konstantinos Mavropoulos**, TÜV Austria Hellas, highlighted the role of sustainability qualifications. **Sofronios (Akis) Mavraganis**,

Omya International AG, introduced innovative eco-friendly coatings. **Mirko Zago**, R&D Manager at ASTROBIOSOLVENT, presented bio-based functional solvent blends. The session was moderated by **Giorgos Katsimilis**, Editor at Architect & Construction, Boussias Media.

A Resounding Success & Industry Milestone

Coating Forum 2025 once again confirmed its position as **the leading platform** for industry dialogue and innovation in Greece. By bringing together **key decision-makers, experts, and professionals**, the event played a pivotal role in defining the future of coatings and construction materials.

Official Website Coating Forum 2025: <https://coatingforum.gr/>

Official Website IoCT: <https://coatinginstitute.org/>

Social Media IoCT: <https://www.facebook.com/IoCT.org/>

<https://www.linkedin.com/company/institute-of-coating-technologies/>

<https://www.instagram.com/i.o.c.t/>

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