

Coating Forum 2027

19/02
MEGARON
THE ATHENS
CONCERT HALL

Navigating Uncertainty

Press Release
Athens, June 2026

Coating Forum 2027 Returns on February 19, 2027 at the Athens Concert Hall

Early Bird Tickets Now Available

How can companies in the paints and building materials industry combine sustainable design, innovation, and business growth? What role will smart materials, functional coatings, and digital technologies play in the construction industry of the future? How is climate change redefining durability and performance standards for building materials? Has the era of data-driven and AI-powered construction already arrived?

Coating Forum, the leading conference for the paints, building materials, and sustainable construction industry in Greece, returns dynamically on **February 19, 2027**, at the **Athens Concert Hall**, organized by the **Institute of Coating Technologies (IoCT)**. Following three consecutive successful editions with high participation and strong market impact, Coating Forum continues to serve as a key meeting point for the industry, bringing together top business executives, scientists, engineers, manufacturers, and market representatives.

Coating Forum 2027 will address the critical questions shaping the future of the sector, while leading representatives from the market, academia, and industry will analyze current challenges, technological developments, and emerging strategies influencing the paints industry and sustainable construction.

At the same time, the official launch of **Early Bird ticket** sales is announced, offering participants the opportunity to secure their place early for the industry's most important annual gathering.

Navigating Uncertainty: Smarter by AI · Greener by Design · Building for Life

This year's conference focuses on the strategic challenges and opportunities shaping the future of the paints, building materials, and sustainable construction industries, with particular emphasis on artificial intelligence, sustainable design, new regulatory requirements, material resilience, and building performance throughout the entire lifecycle.

Who Should Attend Coating Forum 2027

Coating Forum 2027 is designed for professionals and executives active in the fields of paints, building materials, and sustainable construction. More specifically, the conference is aimed at engineers and architects, construction companies and contractors, as well as manufacturers of building materials and paints.

It also addresses suppliers and distributors of raw materials, equipment suppliers for the chemical industry, licensing specialists and certification bodies, as well as business and investment consultants operating within the broader construction and industrial sectors.

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The conference's specialized audience also includes scientists, academics, and research laboratories, along with policymakers and regulatory compliance professionals who closely follow market developments and emerging industry requirements.

Through high-level presentations, networking opportunities, and meaningful dialogue, Coating Forum 2027 aims to highlight the technological advancements and new strategies that will define the future of the industry. Early Bird ticket sales have already begun.

More Information:

<https://coatingforum.gr/events/coating-forum-2027/>

About the Institute of Coating Technologies (IoCT)

The Institute of Coating Technologies (IoCT) is an innovative initiative established by Greek academics and senior executives active in the coatings industry. The need for education, professional development, and research in this field serves as the Institute's driving force.

Through accumulated knowledge and expertise across every aspect of coatings — from raw material usage to application and inspection — the Institute serves as a reference point for industry needs. One of its core activities is the professional training of individuals directly or indirectly connected to the sector, aiming to support every professional and specialized coating application.

Furthermore, collaboration with established scientific organizations across Europe and around the world continuously expands the range of services offered by the Institute year after year.

Learn More About Coating Forum 2027: <https://coatingforum.gr/events/coating-forum-2027/>

Register for Coating Forum 2027: <https://www.eventora.com/en/Events/coating-forum-2027>

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

IoCT Social Media:

<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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