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## Session III: High Performance Pigments

### Journey of Pigments Industry with outlook & trends



**Mr. Surendra Gupta**

Head of Sales & Marketing – AMEA region  
Heubach Group t

Mr. Surendra Gupta – obtained his M.Sc.(Tech) in Dyestuff Chemistry from ICT (formally UDCT) and pursued further PGDIM from Mumbai University. He is presently associated with New Heubach group, which combines two of the most successful companies – Heubach and the former Clariant's Pigment business, Colorants International, as a Head of Sales & Marketing – AMEA region. He is also handling Phthalocyanine global business as a business director. He has been associated with Heubach for 18+ years and served across multiple functions – R&D, Project, and Production.

Mr. Gupta started his professional journey at Thai Ambica Chemical – dyestuffs manufacturing company in Thailand as a Project & Production Manager and later moved to Nigeria, where he was involved & responsible for new green field project manufacturing reactive dyes.

Mr. Surendra Gupta brings with him strong track record of business leadership and performance delivery in global colorant industry. He has widely travelled across the globe and having experience of setting up sales network in Japan, Korea, Brazil & other countries.

#### **Abstract**

This presentation will discuss evolution of pigments industry along with the current scenario of global and Indian colorants industry. It will also cover global pigment industry mergers and acquisitions.

In technology, this talk will cover Chemistry and technology tools for elaboration of Organic pigments, Technical Performance criteria of High-Performance Pigments. Talk will also cover salient features on overall colorant industry outlook, Customer and industry trends and drivers, Essential building blocks for sustainability and future prospects.