



The International Conference on Car Body Finishing — Since 1964



8TH Asian Congress

September 16–17 | Shanghai, China

2026年9月16–17日 | 中国上海

**Benchmark the Next Standard of Automotive
Paintshop Performance in Asia**
对标亚洲汽车涂装车间性能新标准

Where OEMs and suppliers advance coating quality, digital inspection,
automation and sustainable paintshop operations
汇聚主机厂与供应商，共同推进涂层质量、数字化检测、自动化与可持续涂装车间运营

 REGISTER NOW

surcar-asia.com/register-now



www.surcar-asia.com

Why Benchmark 为什么行业对标?

If Paintshop Performance Matters, You Cannot Afford Not to Benchmark 若涂装绩效关乎业务结果，行业对标便不可或缺

Know what leading OEMs and suppliers are doing before your next quality, energy , automation or coating decision 在做出下一项质量、能耗、自动化或涂层决策之前，了解行业标杆



- Across Asia and globally, paintshop leaders are expected to deliver: 在亚洲及全球范围内，涂装车间领导者正面临多重压力：
- Fewer defects 更少缺陷
 - Less rework 更低返修
 - Lower energy cost 更低能耗成本
 - Lower VOC / CO₂ impact 更低 VOC / CO₂ 影响
 - More stable quality 更好涂装质量
 - More digital control 更强的数字化控制
 - Better coating performance across complex materials 更好地应对复杂材料的涂层性能要求



SURCAR ASIA 2026 brings the people solving these issues into one focused room. SURCAR ASIA 2026 将正在解决这些问题的主机厂、供应商和技术决策者汇聚在同一个专业平台

What You Will Take Back From SURCAR 2026 参会收获

Operational Impact 运营提升

- Defect reduction strategies 涂装质量缺陷归零路径
- First-time-right improvement 一次合格率突破
- Energy and cost efficiency 能耗与单台成本管控

Technology & Process Clarity 技术与工艺清晰度

- AI and digital quality in practice AI 与数字化质量应用
- Automation and process stability 自动化与工艺稳定性
- Car body Engineering and surface technologies 车身涂层与表面技术洞察

Global Standardisation & OEM Benchmarking 全球标准化与主机厂对标

- Understand how leading OEMs align paintshop KPIs across plants 了解主机厂如何进行跨工厂 KPI 对齐
- Learn how Asian OEMs scale innovation faster at industrial level 学习亚洲主机厂如何实现规模化创新
- Compare quality standards across global OEMs 对比亚太整车厂车身涂装质量标准

2026 Attending Companies Include 参会企业包括



From Paint Application to Full Finishing Performance

从涂装应用到整体涂装性能

A defect found at the end is often a decision made earlier.

最终检测中发现的缺陷，往往源于更早之前的决策。

SURCAR ASIA 2026 benchmarks the full system behind paintshop performance — from surface readiness and coating control to digital quality and global standards

SURCAR ASIA 2026 对标决定涂装车间绩效的完整体系— 从表面状态、涂层控制到数字化质量与全球标准。

Two Keynotes Proving the Shift | 两大主旨演讲，证明 2026 升级方向



FORD – Paint Quality: A Transition from Human-Only Inspection to Digital Support Tools

福特 – 涂装质量的演进：从人工检测走向数字化辅助工具



Michael Stavrou

VME Paint Chief Engineer International Market



Ford's experience across 180 markets shows why global paint quality now requires digital support — not inspection alone.

福特覆盖180个市场的经验说明，全球涂装质量不能只依赖人工检测，更需要数字化支持。

Car Body Engineering Trends in China: Insights from China Top Body-In-White Evaluation and Industrial Practice 基于十佳车身的中国汽车白车身技术发展趋势研究与实践



China's engineering and validation trends will influence surface treatment, e-coat coverage, coating performance and future paintshop requirements.

中国工程与验证趋势将影响表面处理、电泳覆盖、涂层性能与未来涂装车间要求。



Qing Lipeng 秦丽蓬

Chief Expert, Tech Performance Evaluation Research 汽车技术性能评价研究首席专家



Defects are found at the end. The decisions are made earlier.

SURCAR ASIA 2026 is where the industry benchmarks those decisions.

缺陷发现于末端，决策发生在更早之前。SURCAR ASIA 2026 正是行业对标这些关键决策的平台

The SURCAR Agenda Is Shaped by Those Who Know Paintshop Reality

真正理解涂装现场的人, 定义 SURCAR 议程



Stephen LI
Head of Painting Process
Automation, China
ABB



Tao LIN
Painting Engineering
Division Director
AE CORP



Yifang SHI
Mobility Technology
Director - APAC
AXALTA



Jack ZOU
Vice President - Mobility
Coatings Asia Pacific
SURVENTIS



Matthias SCHMIDT
Head of Paintshop China
BMW BRILLIANCE



Michael BAITINGER
CEO China
DÜRR



Antonio ZAZA
CEO
FIDIA SYSTEMS



Gavin ZHU
Paint Chief Engineer
FORD



Daryush ARABNIA
President & CEO
GEICO



Fengxue MA
Manufacturing
Engineering Center Vice
General Manager
GEELY



LI Yaodong
Paint Tech Head
GENERAL MOTORS



Christopher STEPHENSON
CEO
**KUNSHAN RUICHIER
MACHINERY ENGINEERING
CO., LTD**



Tao YU
General Manager
MIRACLE GEICO



Koci WEI
Senior Painting Process
Manager
MAGNA EXTERIORS



Jiang HONG
CTO
**NIPPON PAINT
AUTOMOTIVE COATINGS**



Daniel REN
Manufacturing
Engineering Director
NIO



Tony GU
Product Engineering
Director Automotive
Coatings, Asia
PPG



Sonia ACHARD
Industrial Projects
Director Korea and CMFA
platform
RENAULT GROUP



Chun XU
Chief Engineer, Body
Assembly Manufacture
Engineering
SAIC MOTOR



Xin WU
Vehicle System Chief
Engineer
SAIC GM



David HAN
Automotive Sales
Manager
SAMES



Wataru MURATA
Project General Manager
Production Engineering
TOYOTA



Jinno TOMOYUKI
Technical Head of Plant &
Environment
TOYOTA



Hironori SUZUKI
Asia Transportation
Leader - Abrasive
Systems Division
3M



Tim HAYES
International President
SURCAR

Four Tracks. Four Paintshop Decisions

四大主题板块，聚焦四类涂装关键决策



Collaborative Innovation & Global Standards in Asia

亚洲协同创新与全球标准化

Benchmark digital quality, inspection standards, cross-plant KPIs and regional paintshop alignment.

对标数字化质量、检测标准、跨工厂 KPI 与区域涂装标准协同。



Intelligent Paintshops & AI-Enabled Manufacturing

智能涂装车间与人工智能赋能制造

Benchmark AI, automation, predictive tools, smart platforms and process stability.

对标 AI、自动化、预测工具、智能平台与工艺稳定性。



Multi-Material Surface Technologies & Next-Generation Coatings

多材料表面技术与新一代涂层

Benchmark surface readiness, pretreatment, coating behaviour, appearance quality and new coating systems.

对标表面状态、前处理、涂层行为、外观质量与新一代涂层体系。



Net-Zero Paintshop Strategies & Circular Paint Manufacturing

净零涂装车间战略与循环式涂料制造

Benchmark energy reduction, low-temperature processes, electric curing, VOC reduction and circular manufacturing.

对标能耗降低、低温工艺、电加热固化、VOC 降低与循环制造。

Collaborative Innovation & Global Standards in Asia | 亚洲协同创新与全球标准化

07:45 – 08:55	Registration and Welcome Reception 来宾签到 <i>In partnership with 合作伙伴:</i> 
08:55 – 09:00	Welcome Note 议程主持人致欢迎辞
09:00 – 09:20	Paint Quality: A transition from human only inspection to digital support tools to enhance outcomes and support global standards across borders 涂装质量：从人工检测向数字化辅助工具的转变，提升检测效果并支持跨国统一标准
KEYNOTE	 Mike STAVROU , VME Paint Chief Engineer International Markets Group, FORD
09:20 – 09:25	Session Chairperson Welcome Note 议程主持人致欢迎辞
	 Gavin ZHU , VME Paint Chief Engineer Ford China, FORD
	 Christopher STEPHENSON , CEO, KUNSHAN RUICHER MACHINERY ENGINEERING CO., LTD
09:25 – 09:45	How do you adapt your painting tool to your process?
	 Speaker TBC, JLR
	 Sébastien SALZE , Business Development Specialist – Automotive, SAMES
09:45 – 10:05	From E-Coat to Clear Coat: Physical AI and Digital Twin Simulation Across the Entire Wet Paint Line 从电泳到清漆：全液态喷涂产线的物理人工智能与数字孪生仿真
	 Martin SCHIFKO , CEO & Founder, ESS ENGINEERING SOFTWARE
10:05 – 10:30	Towards Global Paint Quality Excellence: Standardizing Finish Line Detection Cabin Deployment in APAC
	 Sonia ACHARD , Industrial Projects Director, RENAULT SOUTH KOREA
	 LIU Xilong , CTO, ZHONGKE MINGJUE (BEIJING) VISUAL TECHNOLOGY CO., LTD
10:30 – 10:55	Efficient, Connected and Sustainable: Volkswagen Anhui and Dürr Shaping the Future of Paintshop Innovation 高效、互联、可持续：杜尔与安徽大众共塑涂装未来
	 FU Guodong Gordon , Engineer of Paint Shop Planning, VOLKSWAGEN (ANHUI) AUTOMOTIVE COMPANY LIMITED
	 TANG Yuyang , Key Account Manager, DÜRR
10:55 – 11:40	Refreshment Break & Networking 茶歇及交流环节
11:40 – 12:05	From Automated Paint Inspection to Total Digital Quality Control 从自动化面漆检测到全面数字化质量管控
	 Mike STAVROU , VME Paint Chief Engineer International Markets Group, FORD
	 Javier GIL , Business Development Manager, EINES VISION SYSTEMS
12:05 – 12:30	OEM–Supplier Implementation Dialogue One Paint Quality Language? Aligning European and Asian Standards Without Slowing Innovation 一种涂装质量语言？在不减缓创新的前提下推动欧亚标准协同
	Featuring: FORD , RENAULT SOUTH KOREA , KUNSHAN RUICHER MACHINERY ENGINEERING CO., LTD , SAMES
12:30 – 12:45	Exhibitors Spotlight 展商聚焦
	       
12:45 – 14:15	Lunch Break & Networking 午餐及交流环节

Intelligent Paintshops & AI-Enabled Manufacturing | 智能涂装车间与人工智能赋能制造

14:15 – 14:20	Session Chairperson Welcome Note 议程主持人致欢迎辞
	 LI Yaodong , Paint Tech Head, GENERAL MOTORS
	 Michael BAITINGER , CEO China, DÜRR
14:20 – 14:50	Real-Time AI Defect Analytics and Automated Rework in Topcoat Finishing Lines 面漆在线智能缺陷识别和自动返修技术
	 LI Guo Jun , Director of Painting Technology Department, FAW-VOLKSWAGEN AUTOMOTIVE
	 LIU Yuan , Managing Director, YUYI INTELLIGENCE TECHNOLOGY (HANGZHOU) CO., LTD
	 SUN Bo , Product Manager, ISVISION
14:50 – 15:10	AI-Empowered Innovation: Exploration & Practice in AE Painting AI赋能创新：AE涂装领域的探索与实践
	 LV Penghui , Director of Software Division, AUTOMOTIVE ENGINEERING CORPORATION ISVISION
15:10 – 15:30	Digital Intelligence: Proactive Prediction and Risk Mitigation in Ford Simultaneous Engineering 数字智能：福特同步工程阶段的主动预测和风险防控
	 Gavin ZHU , VME Paint Chief Engineer Ford China, FORD
15:30 – 15:50	From Visualization to Optimization: The Comprehensive Efficiency Leap of Smart Paint Shops Based on Dürr DXQ Platform 从可视化到可优化：基于杜尔DXQ平台的智能涂装车间实现全面能效飞跃
	 DENG Huasong , Sustainability Manager, DÜRR
15:50 – 16:35	Refreshment Break & Networking 茶歇及交流环节
16:35 – 17:00	Brownfield paint shop applies 4Wet paint process for sustainable development 绿色升级：既有涂装车间转换4Wet工艺，践行可持续发展之路
	 XU Xinghu , Paint Process Technical Manager, SAIC-GM
	 Arvin ZHANG , Technical Manager, PPG
17:00 – 17:25	OEM–Supplier Implementation Dialogue From Pilot to Production: How to Scale AI in Paint Manufacturing 从试点到量产：人工智能如何规模化在涂装车间应用？
	Featuring: GENERAL MOTORS , SAIC-GM , FORD , FAW-VOLKSWAGEN , DÜRR
17:25 – 17:30	End of Day 1 – Wrap-Up 首日议程结束 – 总结回顾
17:30	SURCAR Cocktail Dinner & Networking 答谢晚宴 <i>In partnership with 合作伙伴:</i> 

Multi-Material Surface Technologies and Next-Gen Coatings | 多材料表面技术与新一代涂层

08:00 – 08:45	Registration and Welcome Reception 来宾签到 <i>In partnership with 合作伙伴:</i> 
08:45 – 08:50	Welcome Note 议程主持人致欢迎辞
08:50 – 09:20	Car Body Engineering Trends in China: Insights from China Top Body-In-White Evaluation and Industrial Practice 基于十佳车身的中国汽车白车身技术发展趋势研究与实践
KEYNOTE	 QING Lipeng , Chief Expert, Technical Performance Evaluation Research, CATARC
09:20 – 09:25	Session Chairperson Welcome Note 议程主持人致欢迎辞
	 Sonia ACHARD , Industrial Projects Director, RENAULT SOUTH KOREA
	 Jack ZOU , Vice President – Mobility Coatings Asia Pacific, SURVENTIS
09:25 – 09:50	ProGloss® PLUS: Combines High Scratch Resistance with Premium Appearance ProGloss® PLUS: 兼具高耐刮擦性与优异外观的清漆产品.
	 ZHANG Jun Hua , Senior Director, Chery Material Institute, CHERY
	 Andy ZHOU , Manager Clearcoat Product Development, SURVENTIS
09:50 – 10:15	Multi-material Tech empowers: unlocking dynamic light & shadow of the new-generation waterborne basecoat 多材料技术赋能：解锁新一代水性色漆动态光影
	 YANG Long , XPENG MOTORS
	 MIAO Fei , Customer Technology Leader, AXALTA
10:15 – 11:00	Refreshment Break & Networking 茶歇及交流环节
11:00 – 11:25	PPG Low Temperature Cure Coating Technology
	 Alina WANG , Marketing Manager, PPG
11:25 – 11:50	Innovative In-Mold Coating Technology for Next-Generation Sustainable Automotive Manufacturing 面向下一代可持续汽车制造的新型模内涂层技术
	 Takashi KAWAI , Development of In-mold coating, NIPPON PAINT AUTOMOTIVE COATINGS
	 Masahiro ASAKAWA , Development Sec/Manager, UCHIHAMA KASEI
11:50 – 12:15	OEM–Supplier Implementation Dialogue Designing Color for Different Markets: How European and Asian Teams Can Collaborate from Concept to Production
12:15 – 13:30	Lunch Break & Networking 午餐及交流环节

Net-Zero Paintshop Strategies & Circular Paint Manufacturing | 净零涂装车间战略与循环式涂料制造

13:30 – 13:35	Session Chairperson Welcome Note 议程主持人致欢迎辞
	 Daniel REN , Manufacturing Engineering Director, NIO
	 Tony GU , Product Engineering Director Automotive Coatings, Asia, PPG
13:35 – 13:55	ABB New-Generation High-TE Atomizer for WB Primer and Basecoat Application
	 Leon SONG , Proposal Manager, ABB
13:55 – 14:20	Geely Case Study: Hydrodynamic Cavitation-Assisted Low-Temperature Degreasing and Process Water Control for Net-Zero Paintshops 吉利案例研究：基于水力空化的低温脱脂除油与过程水洁净化技术在净零涂装车间中的应用
	 LI Fei , Head of Paint Engineering, GEELY
	 CHEN Ying Bin , CEO, LUHONG TECHNOLOGY
14:20 – 14:50	Renault 4L & Dacia Bigster 2 tone roof by OFLA
	 Sonia ACHARD , Industrial Projects Director, RENAULT SOUTH KOREA
	 Steffen ROHLMANN , Development Basecoat & Primer, SURVENTIS
	 Frédéric CHARNOZ , Manager APT & Global Customer Director, DÜRR
14:50 – 15:15	Refreshment Break & Networking 茶歇及交流环节
15:15 – 15:35	OEM–Supplier Implementation Dialogue Sustainable painting across Europe and Asia
15:35 – 15:40	Conference Wrap-Up 首日议程结束 – 总结回顾
15:40 – 16:00	 SURCAR Awards Ceremony 颁奖典礼 

Benchmarking creates insight. Alignment turns it into action

对标带来洞察，协同推动落地。

Paintshop performance is cross-functional. SURCAR ASIA 2026 helps key teams align before decisions are made. 涂装绩效取决于多个关键职能—工艺、质量、材料、自动化、数字化检测、能耗与标准。SURCAR帮助团队在决策前实现对齐。

Who Should Attend 谁应参加

OEMs: Paintshop Performance Perspectives 主机厂：涂装绩效相关视角

Paintshop Director / Head of Paint | 涂装负责人 / 涂装总监
Manufacturing Engineering | 制造工程
Quality / Defect Reduction | 质量 / 缺陷降低
Materials & Surface Treatment | 材料与表面处理
Automation / Digital Inspection | 自动化 / 数字化检测
Sustainability / Energy | 可持续发展 / 能源
Body-in-White Technology | 白车身技术工程

Suppliers : OEM Engagement Perspectives 供应商：主机厂客户协同视角

Technical Expert / Application Specialist
技术专家 / 应用专家
Key Account Manager 重点客户经理
Business Development Lead 业务拓展负责人
Regional Sales Director 区域销售负责人
Product / Innovation Manager 产品 / 创新负责人
Senior Management Sponsor 高层管理代表

Register Now 如何报名参加

OEM Client Invitation & Key Account Packages 主机厂客户邀请与重点客户开发方案

For suppliers looking to turn SURCAR ASIA into a focused OEM key-account development opportunity
面向希望邀请重点主机厂联系人参与 SURCAR ASIA，并加强战略客户关系的企业

**PACK 5**
Built for focused OEM client invitation
五人团体票
适合精准邀请主机厂客户
€ 1505 / ticket 人次
(20% off)

**PACK 10**
Built for Key account development
十人团体票
适合重点客户开发
€ 1350 / ticket 人次
(28% off)

**PACK 15**
Built for regional OEM relationship building
十五人团体票
适合区域主机厂关系拓展
€ 1230 / ticket 人次
(35% off)

Individual Registration 个人参会报名费

Standard Rate: €1895 per ticket | 个人票价：1895欧元人次



One person can learn. A team can align. Alignment turns insight into action
一个人可以学习。一个团队可以形成共识。共识，才能把洞察转化为行动

FOR PARTNERSHIP & REGISTRATION

合作洽谈与报名咨询

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Hyatt Regency Shanghai Jiading
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September 16 - 17 9月16 - 17日

Register, partner or bring your OEM clients into the room
立即注册, 合作或邀请您的主机厂客户共同参会

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