



The International Conference on Car Body Finishing – Since 1964

# SURCAR

## 8<sup>TH</sup> 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



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[www.surcar-asia.com](https://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 / CO<sub>2</sub> impact 更低 VOC / CO<sub>2</sub> 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

### 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 - Automotive  
OEM Coatings Solutions Asia  
Pacific  
**SURVENTIS**



Matthias SCHMIDT  
Head of Paintshop China  
**BMW BRILLIANCE**



Xinpeng ZHANG  
Chief Painting & Anti-  
corrosion Design Engineer  
**DONGFENG NISSAN**



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 RUICHER  
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

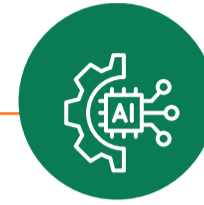


### Collaborative Innovation & Global Standards in Asia

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 - 08:45 **Registration and Welcome Reception** | 来宾签到 *In partnership with 合作伙伴:*
- 08:45 - 08:50 **Welcome Note** | 议程主持人致欢迎辞
- 08:50 - 09:10 **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**
- 09:10 - 09:15 **Session Chairperson Welcome Note** | 议程主持人致欢迎辞
- 09:15 - 09:35 **How do you adapt your painting tool to your process?**  
**Sébastien SALZE**, Business Development Specialist - Automotive, **SAMES**
- 09:35 - 09:55 **From "Non-Coatable" BIW Features to Optimized E-Coat Boundary Conditions: An Industrial Physical AI Case Study** | 从白车身不可涂装结构特征到电泳涂装边界条件优化: 工业物理人工智能应用案例研究  
**Martin SCHIFKO**, CEO & Founder, **ESS ENGINEERING SOFTWARE**
- 09:55 - 10:20 **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**
- 10:20 - 10:45 **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**  
**HUANG Tai Alex**, Senior Manager, **DÜRR**
- 10:45 - 11:30 **Refreshment Break & Networking** | 茶歇及交流环节
- 11:30 - 11:55 **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**
- 11:55 - 12:20 **Panel Discussion** | 高峰对话
- 12:20 - 12:35 **Exhibitors Spotlight** | 展商聚焦
- 12:35 - 14:05 **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

- 14:05 - 14:10 **Session Chairperson Welcome Note** | 议程主持人致欢迎辞  
**Sonia ACHARD**, Industrial projects director, **RENAULT SOUTH KOREA**  
**Michael BAITINGER**, CEO China, **DÜRR**
- 14:10 - 14:40 **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  
**ZHU Honglei**, Planning Paint Shop Team Leader, **FAW-VOLKSWAGEN AUTOMOTIVE**  
**LIU Yuan**, General Manager, **YUYI INTELLIGENCE TECHNOLOGY (HANGZHOU) CO., LTD**  
**SUN Bo**, Product Manager, **ISVISION**
- 14:40 - 15:00 **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**
- 15:00 - 15:20 **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控制  
**Gavin ZHU**, VME Paint Chief Engineer Ford China, **FORD**
- 15:20 - 15:40 **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**
- 15:40 - 16:25 **Refreshment Break & Networking** | 茶歇及交流环节
- 16:25 - 16:50 **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**
- 16:50 - 17:15 **Panel Discussion** | 高峰对话
- 17:15 - 17:25 **End of Day 1 - Wrap-Up** | 首日议程结束 - 总结回顾
- 17:25 **SURCAR Cocktail Dinner & Networking** | 答谢晚宴



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 *In partnership with* 合作伙伴: **FIDIA**
- 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
- Jack ZOU**, Vice President - Automotive OEM Coatings Solutions Asia Pacific, **SURVENTIS**
- 09:25 - 09:50 **ProGloss® PLUS: Unites 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.
- Andy ZHOU**, Manager Clearcoat Product Development, **SURVENTIS**
- ZHANG Jun Hua**, Senior Director, Chery Material Institute, **CHERY**
- 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
- CHEN Lin**, Painting Process Senior Manager, **XPENG MOTORS**
- MIAO Fei**, Customer Technology Leader, **AXALTA**
- 10:15 - 10:35 **The advanced development and application of high charm vehicle colors** | 高魅力车色的先行开发及应用  
Speaker to be confirmed
- 10:35 - 11:20 **Refreshment Break & Networking** | 茶歇及交流环节
- 11:20 - 11:45 **PPG Low Temperature Cure Coating Technology**
- Alina WANG**, Marketing Manager, **PPG**
- 11:45 - 12:10 **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**
- 12:10 - 12:25 **Panel Discussion** | 高峰对话
- 12:35 - 13:50 **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

- 13:50 - 13:55 **Session Chairperson Welcome Note** | 议程主持人致欢迎辞
- 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 - 15:10 **ABB New-Generation High-TE Atomizer for WB Primer and Basecoat Application**
- Leon SONG**, Proposal Manager, **ABB**
- 15:10 - 15:35 **Refreshment Break & Networking** | 茶歇及交流环节
- 15:35 - 15:55 **Panel Discussion** | 高峰对话
- 16:55 - 16:00 **Conference Wrap-Up** | 首日议程结束 - 总结回顾
- 16:00 - 16:15 **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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**Sofia BELARBI**

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[sofia.belarbi@infopro-digital.com](mailto:sofia.belarbi@infopro-digital.com)

**FOR PARTICIPATION 参会咨询**

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**Hyatt Regency Shanghai Jiading**  
 上海嘉定凯悦酒店

**Sept 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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