



## **South East Asia Drymix Mortar Association SEADMA P R E S S   R E L E A S E   N r . 1 Opening Conference, Singapore**

Munich, 03. September 2006; fl

### **Drymix Mortars - the Solution to Quality Construction in South East Asia**

**The South East Asia Drymix Mortar Association SEADMA will hold its Opening Conference and Inauguration Ceremony at the HDB HUB Convention Centre in Singapore on 23. November 2006**

"A building might be what you live and work in, but what you actually see are the various kinds of drymix mortars that have been used to finish it," says Ferdinand Leopolder, President of SEADMA, the South East Asia Drymix Mortar Association, " **Drymix Mortars** are in the walls (masonry mortars), on the walls (renders, plasters, tile adhesives), under the carpets or floor tiles (flooring screeds and self-levelling underlayments) and they prevent the buildings' energy loss by providing for external thermal insulation (EIFS)."

For the booming construction industry in South East Asia, drymix mortars represent a key technology to increase building speed and improve efficiency and work environment, reduce repair and maintenance cost and to present a high-quality, aesthetically pleasing and long lasting units to the final buyers.

The SEADMA Opening Conference is a technical conference featuring 12 lectures on drymix mortar technology with focus on the current construction material and technology situation in the South East Asia (ASEAN) Nations. The lecturers are construction materials experts from 5 countries, the expected visitors are professionals from the building material industry, consultants, developers and members of the administrations of the ASEAN nations and local governments and municipalities. The topics reach from the current situation of specifications and standardisation over advanced applications for drymix mortars to a general outlook on the drymix mortar industry and its opportunities for growth. Here, technical experts for drymix mortar will meet with the specifiers (consultants, developers) and discuss all aspects of manufacturing, packaging, product performance, quality assurance and application technology. Interested persons can register by e-mail to info (at) SEADMA.org.

### **Summary and Intention of SEADMA:**

SEADMA is the Industry Association for Drymix Mortar Manufacturers and their Suppliers in South East Asia (ASEAN nations). SEADMA promotes drymix mortar technology as a fast, safe, efficient, economic, healthy, ecologic, long-lasting and energy-saving way to build.

Drymix Mortars are advanced, formulated products in the applications of masonry mortars, renders (exterior), plasters (interior), tile adhesives, flooring materials (thickscreeds as well as thin self-levelling underlayments), precision grouts, waterproofing, concrete renovation and exterior insulation systems (EIFS). Drymix Mortars are based upon cement or gypsum as the main binder group and contain, depending upon application, various additives for improved performance.

It is the intention of SEADMA to provide clear guidance concerning specifications and industry standards to the following target groups: consultants, architects, developers, contractors (general and sub-contractors) government specifiers and researchers throughout the area.

At the moment, SEADMA consists of 9 drymix mortar manufacturers from Vietnam, Thailand, Singapore and Indonesia (Founding Members, details see below) and 8 suppliers to the drymix mortar industry (Founding Partners). Also, SEADMA has 1 supplier as regular partners.

Munich, 16. September 2006

Ferdinand Leopolder, President, SEADMA

Details on SEADMA, Opening Conference, Ferdinand Leopolder attached

### **Details on SEADMA:**

**Website:** <http://www.SEADMA.org/>

**e-mail:** info (at) SEADMA.org

**President:** Ferdinand Leopolder, (details and quote see below)

**Founding Members** (=mortar manufacturers): PT Drymix Indonesia (Jakarta), LCS Optiroc (Singapore), Concrete Connections (Singapore), Setsco (Singapore), Cormix (Bangkok), Bostik Group (Philippines, Indonesia, Singapore), Terraco (Ho Chi Minh City), Ardex (Singapore), St. Gobain Weber (Bangkok)

**Founding Partners** (=suppliers): Elotex, Hercules/Aqualon Div., Poraver, Beumer, Calucem, m-tec, Haver & Boecker, drymix.info

**Partners:** Wolff Cellulosics,

**Region:** The Philippines, Vietnam, Laos, Cambodia, Thailand, Myanmar, Malaysia, Brunei, Singapore, Indonesia

### **Details on Opening Conference:**

**Date:** 23.11.2006; 09:00 until 16:00

**Location:** HDB HUB Convention Center, Tao Payoh Lorong 2

**Admission:** 30.00 S\$

**Registration:** necessary by e-mail to info (at) SEADMA.org

**Technical Lectures:** 8

**Invited Lectures:** 4

**Preliminary Programme:** (not yet available) For a detailed and updated programme of the conference please go to <http://www.SEADMA.org/meetings.html>, there, also registration details are available

### **Details on Ferdinand Leopolder:**

Ferdinand Leopolder has worked in and for the drymix mortar industry since 1991. He was responsible for global market development for Wacker Chemie GmbH until 2001. In 2002, he founded drymix.info, the International Community for Drymix Mortars and publishes a monthly newsletter for the industry. Ferdinand Leopolder is also Secretary to the Founding Committee of Middle East Drymix Mortar Association MEDMA (<http://www.MEDMA.org>). Foto available as download under <http://www.SEADMA.org/press.html>.

### **Press Contact & Interview Requests:**

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