

# Composites Industry Monthly

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Global composites market visibility for industrial and consumer markets

## SAMPE 2008 Long Beach

The **Society for the Advancement of Material and Process Engineering** (SAMPE) held their **SAMPE '08** annual conference and exhibition May 18-22, 2008, at the Long Beach Convention Center in Long Beach, CA. The conference, sponsored by both the organization's Utah and Japan chapters, was brimming with optimism despite the rough general economic times. The growing globalization of the composites industry was very evident in the international character of the event. Not only did representatives from nearly 40 countries attend the show, much of the program was focused on international activities – with major contributions

from Japanese industry and research institutions. The growing market for composites and other advanced materials helped attendance at the show to total 4,750 regular attendees in addition to 282 exhibiting companies (80 more than last year). The exhibit hall, as a result, was much larger than in previous years and was constantly full of people – a notable improvement from the last time. CMR covered this event in our newsletters.

This year's program included two keynote speakers. The first was presented by Takashi Tsunaka, Aviation Program Director for the **Japan Aerospace Exploration Agency** (JAXA). His presentation titled *"Introduction of Japan's Civil Aviation Research and Development Programs and the Role of Advanced Composites Research"* focused on several research and development programs for civil aviation being conducted in Japan. His presentation was followed by "The Changing Times in Globalization" by Peter Huntsman, President and CEO of **Huntsman Companies**. Huntsman's presentation dealt with lessons learned from

his company's evolution from being a regional giant in the supply of "commodity chemicals" to becoming a top-tier provider of specialty chemicals.

Huntsman noted that virtually the same day he took the reigns of the company from his father, the energy and chemical markets shifted dramatically as globalization expanded in the chemicals industry, the company went from being a very profitable enterprise to one losing millions of dollars daily. To save the company, Huntsman began focusing available resources to serve the specialty chemicals markets. The successful transition has allowed Huntsman Co. to survive and prosper as a leading supplier of resins, adhesives and coatings. Summed up quickly, Huntsman indicated that the evolution of his company was brought on by a change in the energy usage – exemplified by increased foreign competition for both energy and raw material supplies and customer base.

Looking forward, Huntsman indicated that continuing success in business will be a measure of how well companies are able to understand and

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