

FINAL PROGRAM

GP GLASS PERFORMANCE DAYS
Brazil, Sao Paulo | May 22–23, 2014



2014
SOUTH AMERICA

The GPD South America conference
is brought to you by **Glass Performance Days**
- *The Leading Conference in the Glass Industry*

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OPENING CEREMONY

- 9.15 **Welcome to GPD**
Jorma Vitkala,
Chairman of GPD Organizing Committee, Finland
- 9.25 **Welcome to Sao Paulo**
Ms. Ligia Amorim, Nürnberg Messe
- 9.35 **The Brazilian flat glass market**
Alexandre Pestana,
President of the Brazilian Association of the Flat
Glass Distributors and Processors, Abravidro, Brazil

GLASS IN BUILDINGS SESSION

- 10.00 **Structural glass – Latest developments**
James O’Callaghan – Eckersley O’Callaghan, UK
- 10.30 **Sealants impact on NBR 15.575 compliance**
Murilo Ribeiro – Dow Corning do Brasil Ltda, Brazil
- 11.00 **Densely Cross-Linking interlayers for laminated glass**
John Hanson – Bridgestone Industrial
Limited, Germany
- 11.30 **COFFEE**
- 12.00 **Excellent façade glazing – Requirements for the safety glass processor and contractor**
Juha Liettyä – Glaston, Finland
- 12.30 **Insulating glass and physics rules**
Ambrogio Mastrodomenico – Forel S.p.A., Italy
- 13.00 **Application of the concept of BIPV on glass façades – Case study in Brazil**
Iara G. dos Santos – EnergySolutions, Brazil
- 13.30 **Glass columns in a seismic zone**
Marcin March – Eckersley O’Callaghan, UK
- 14.00 **Movements that transform spaces**
Jan Hübener – Zaha Hadid Architects, UK
- 14.30 **LUNCH**
- 15.30 *Glass South America exhibition*

COATINGS ON GLASS SESSION

- 9.00 **Towards more efficient dual magnetron sputtering (DMS): Strategies for reducing cost of ownership**
Douglas Pellemounter – Advanced Energy
Industries, Inc., USA
- 9.30 **Challenges and solutions in modern architectural glass coating**
Harald Hagenstroem – Von Ardenne, Germany
- 10.00 **Heat treatable low emissivity coating for architectural glass application**
Stephan Küper, Leybold Optics GmbH, Germany
- 10.30 **Inhibiting float glass corrosion by C-CVD – a practical approach**
Paul Rüffer – INNOVENT e.V. Technology
Development, Germany

GLASS PROCESSING TECHNOLOGY SESSION

- 11.00 **High Quality Architectural Glass Processing and Hurricane Impact Resistance**
Peter Arbour – seele, Inc., USA
- 11.30 **COFFEE**
- 12.00 **Laser processing of flat glass – Innovative technology replaces sand blasting, etching, printing, cutting and drilling**
Andreas Wienkamp – Cerion GmbH, Germany
- 12.30 **Saving money and gaining more efficiency through intelligent cutting organisation and optimisation**
Luis Plá – A+W Software GmbH, Germany
- 13.00 **Impact of fused silica roller surface in tempering processes using SO2 rich atmosphere**
Marcus Bancroft – Vesuvius, USA
- 13.30 **How can you improve profit in the Glass Tempering industry?**
Moreno Magon – Glaston, Brazil
- 14.00 **LUNCH**
- 15.00 *Glass South America exhibition*



REGISTRATION INFORMATION

CONFERENCE FEE

R\$ 500 (US\$ 222,50) until the 30th of April
R\$ 570 (US\$ 253,50) after the 30th of April
and for registrations on-site

The fee includes a two day conference program, coffee-breaks and two lunches.

Registration link: www.glassexpo.com.br

VENUE

Transamerica Expo Center
Avenida Dr. Mário Villas Boas Rodrigues, 387
Santo Amaro - CEP 04757-020
Acesso pela Av. das Nações Unidas (Marginal Pinheiros)
Ponte Transamerica

CONTACTS FOR REGISTRATION

Registration and local organization by Nurnberg Messe

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ADDITIONAL INFORMATION FOR SPEAKERS

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The New Concept – Create New
Contacts with Decisionmakers and
Leading Glass Industry Experts

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