



**CURRENT ISSUE**

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## Content

### Editor's Note

#### Human Versus Artificial Intelligence in the Pursuit of Discovery

— Prof. Long Lin

In discussing the future of innovation within our sector, I intentionally use the term discovery rather than invention. What we often call an "invention" is, in reality, the uncovering of a principle or mechanism that already exists within the natural world.

### Regional & Global Market Insights

#### Indonesian Paint Market and Global Megatrends: Opportunities, Challenges, and Future Outlook

— Adiwana Djohanli, PT. Kelie Chemical World, Indonesia

This article explores the Indonesian paint market in detail, situating it within global megatrends, regional comparisons, regulatory frameworks, and local developments. By analysing consumption patterns, industry players, growth prospects, and obstacles, we aim to provide a holistic view of where the Indonesian paint industry stands today and where it is headed.

### Market Insights

#### Analysis of the Development Trends of Coatings Industry in 2026

— Professor Hu Jianqing, Peng Quanming, Liu Qinghua, Xue Shuyue, School of Chemistry and Chemical Engineering, South China University of Technology, Guangzhou, Guangdong Province, P.R. China

In 2026, the coatings industry is at a critical stage of technological innovation and market transformation. Stricter environmental policies, upgraded consumer demand, and accelerated digital transformation are driving the industry toward greener, more functional, and smarter development.

### Exhibition Report

#### The Show Recorded Rising Attendance!

CHINACOAT2025 successfully concluded on November 25 – 27, 2025 at the Shanghai New International Expo Centre (SNIEC), Shanghai, P.R. China. Recording rising attendance as well as exhibiting figures once again this year, the exhibition reinforces its position as a global platform for cooperation, knowledge exchange and business opportunities.

### Architectural Coatings

#### Enhancing Coating Performance without Using Fluorocarbon Surfactants in Water-Based Formulations

— Brian Vest, Dr. Lichang Zhou, Linda Adamson & Dr. Celine Burel, Syensqo, Bristol, Pennsylvania, U.S.A.

Perfluoro and Polyfluorinated-Alkyl Substances (PFAS) have been widely used in industries for a variety of applications, including creating water-resistant fabrics, non-stick cookware, stain-resistant carpets, firefighting foams, food packaging, and some personal care products, due to their unique properties of resisting heat, oil, grease, and water, making them highly versatile across various sectors.

### Regular Columns

#### Global Trade Shows, Conferences & Forums

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