

**FOR IMMEDIATE RELEASE**  
**January 15, 2013**

**Dr. Ron Felber will be returning as a keynote speaker at the 2013 NCCA Annual Conference**

New Providence, NJ – Dr. Ron Felber, President/CEO of Chemetall Americas, returns as a keynote speaker at the 2013 National Coil Coating Association (NCCA) Annual Conference to be held April 22-24, 2013 in Orlando, Florida (USA). Dr. Felber, who also delivered keynote addresses for the conference in 2009 and 2010, will concentrate on the “The Myth of Globalization”, which was the cover story in the September/October 2012 issue of *Coil World*.

In his talk, Dr. Felber will discuss his findings on the accepted notion of globalization, the interchange of views, cultures, and other forces, such as financial markets, on a world-wide scale. Dr. Felber argues that globalization is the cause of downturned economies and likens globalization to a "tsunami as it withdraws from the carnage it has left behind". Proposals to resolve the effects of globalization are presented as well.

“I am fortunate that the NCCA has invited me to deliver the keynote presentation in 2013” said Dr. Felber. “I look forward to sharing my views with an astute and engaged audience.”

Chemetall serves the Coil Coating industry with an outstanding line of technologies that include cleaners, pretreatments (conventional and dry-in-place), passivations, permanent coatings, temper fluids, and RoHS-compliant products further supported with customized equipment automation. Chemetall's industry-experienced team of scientists and engineers also provide process simulation and performance testing in their in-house state-of-the-art analytical laboratories, as well as expert field support for on-site process evaluation and troubleshooting.

Chemetall has been developing, manufacturing, and supplying state-of-the-art specialty chemical products since 1909. The ISO 9001 company offers a wide spectrum of products ranging from metalworking fluids and drawing & stamping compounds to cleaners, rust preventatives and surface treatment chemistries. Chemetall's integrated products, chemical management systems, process equipment, and technical service programs deliver efficient and cost effective solutions for industrial manufacturing needs.

Chemetall is a world-class specialty chemical company and a global provider of chemical technologies based in Frankfurt/Main, Germany. In addition to the North America headquarters in New Providence, New Jersey, other locations in the Americas include Jackson, Michigan; LaMirada, California; Bramalea, Ontario; Queretaro, Mexico and Jundiai, Sao Paulo Brazil. Chemetall is a division of Rockwood Holdings Inc., a global specialty chemicals and advanced materials company traded on the New York Stock Exchange.

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