

F&L ASIA ANNOUNCES SPECIAL FOCUS ON CHINA MARKET AT F+L WEEK 2018 IN MACAO

WANCHAI, HONG KONG, March 5, 2018 /EINPresswire.com/ -- F+L Week is Asia's premier fuels, lubricants, additives, and base oils conference. F&L Asia, the major industry publisher that puts on the popular yearly conference, has announced that F+L Week 2018 will include a detailed focus on China - to support attendees negotiating this ever-changing and complex fuel and lubes market. F+L Week returns to Macao, Southern China from 6-9 March 2018 - the first time the event has been held in China since 2012.

"China has become one of the world's major fuel and lubricant producers and consumers. To say that the China market is complex is an understatement," says Vicky Villena-Denton, CEO and Editor-in-Chief of F&L Asia. "If your organisation has ambitions in China it is imperative you have a thorough understanding of this highly influential market," she says.

The 2018 program is jam-packed with great content including top quality presentations, networking opportunities, training workshops, sports, sightseeing and much more! The program includes a special emphasis on China to uncover the latest industry developments and help you predict future trends in this market of 1.4 billion consumers.

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Key highlights of F+L Week's detailed focus on China include:

China Union D1 Heavy Duty Engine Oil Specification Update

China is developing a ground-breaking new domestic heavy-duty lubricant specification - scheduled for national

release in 2019. Yang Guofeng, Deputy Director of the Lubricants Evaluation Center at PetroChina Lanzhou Lubricating Oil R&D Institute, will outline progress in the development of diesel engine oils specification to an international audience on March 8. Yang is one of the key members of the China D1 Engine Oil Specification Development Working Group and has notable research in fields such as lubricating oil performance evaluation and lubricant technical support.



F + L WEEK

March 6-9, 2018
Four Seasons Macao

New CHANGAN Fuel Economy Test Method

Dr. Sunyu Tong from ISP will present the new CHANGAN Fuel Economy (FE) Test Method, which evaluates the FE effects of different engine lubricant formulations in variable engine operating conditions, for the first time on the world stage. Increasingly stringent emission legislation around the world continues to elevate the importance of FE. This notable development is China's first FE test, developed in cooperation between Chinese automaker CHANGAN, ISP China and ISP Germany.

Chinese Base Oil Market and Quality Analysis

Wang Dong, Senior Engineer and Director of Base Oil Research at PetroChina Dalian Lube R&D Institute, will present on the "Chinese Base Oil Market and Quality Analysis". His presentation will include an analysis of the base oil quality of China's booming independent refineries, including a proposed direction for how independent base oil refineries can improve their product quality.

Lubricant Requirements of Metalworking Industry in China

China is the biggest market for metalworking fluids in the world. Recent changes within the Chinese manufacturing industry have created significant future challenges for the development of metalworking fluids. Professor Zhang Chenhui, Associate Professor at the State Key Laboratory of Tribology, Tsinghua University, will address these impending challenges and opportunities for the Chinese metalworking industry in a plenary presentation entitled "Lubricant Requirements of the Metalworking Industry in China."

The Evolving Fuel and Lubricant Challenges of GDI Engines in China

A growing number of larger, heavier cars in China and tightening fuel economy legislation has led to increasing popularity of GDI engines and their turbocharged versions. GDI engines are known to pose some unique challenges to the fuels and lubricants used. Keith Howard, Regional Manager of the Asia-Pacific OEM Group of Lubrizol Management (Shanghai) Co. Ltd, will outline the nature of these challenges and describe how the right approach to formulating lubricants can provide excellent protection, enhance efficiency and maintain low emission levels.

A Full Lubrication Solution to TGDI engines in China and Asia

Many OEMs are scrambling to find proper lubricant products to meet their TGDI needs before the introduction of ILSAC GF-6. A Chevron Oronite study has investigated a mid-ash engine oil formulation that offers superior performance in the area of LSPI, timing chain wear, and turbocharger cleanliness. Controlled engine tests and real-world performance (field testing) were used to examine the formulation levers. S. Mahboobeh Hosseini, Research Engineer, Automotive Engine Oils Product Development, Chevron Oronite, will unveil how optimised formulations can control these new challenges both in engine tests and field tests.

Remote Simultaneous Translation

F+L Week 2018 will be held at the Four Seasons Hotel Macao, Cotai Strip and will include remote simultaneous translation from English to Mandarin (and vice versa) throughout the three-day event to increase accessibility to a Chinese speaking audience.

For more information on F+L Week 2018 please visit <http://fuelsandlubes.com/flweek/>

ABOUT F+L WEEK

F+L Week is the premier fuels, lubricants, additives and base oils conference in Asia-Pacific and the convergence of the Annual Fuels & Lubes Asia Conference and the Asia-Pacific Base Oil Conference. The event is the industry's must-attend annual event in Asia and the only annual conference in Asia-Pacific with a high level of commercial, i.e., non-academic, technical content on the subject of transport fuels, lubricants, base oils, and additives. F+L Week 2018's conference theme is 'Sustainability and Uncertainty.' As an industry, we face an indefinite future and ever-changing business landscape.

ABOUT F&L ASIA

F&L Asia Ltd. has been providing world-class fuel and lubricant industry news and events since 1995. The publication company provides media services to some of the biggest names in the industry and each year produces F+L Week, the industry conference and exhibition premier event.

Unparalleled thought leadership, stringent content quality standards and uncompromising journalism (gathering facts directly from the frontline, including from its permanent bases at the heart of the strategic Asian region) are some of F&L Asia's core strengths and the reason why it retains an unchallenged "first with the latest" position. Directed by industry veteran journalist, Vicky Villena-Denton, F&L Asia has a diverse portfolio of unique and powerful lead-generation tools which allow advertisers and sponsors to increase their regional, as well as global, brand awareness.

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