

PRESS RELEASE

SpecialChem Helps Japanese Chemical Companies to Embrace Digital Marketing for Expansion into New Regions

Over 40 industry executives from 16 Japanese chemical companies join VIP seminar on best digital practices to accelerate business development into new markets and regions

TOKYO, JAPAN, November 14, 2016. SpecialChem hosted a VIP Seminar and networking event for Japan's chemical industry leaders to share best practices on accelerating growth into new spaces. Over 40 industry executives and managers attended. Three Japanese industry publications editors also joined the session. One of the resulting articles in Japan's Chemical Daily magazine is entitled "*SpecialChem finds favor among Japanese Chemical Companies*". Japan's Chemical Economic Journal also featured the event in a full-page article.



Dr. Raphael Mestanza, SpecialChem Chief Innovation Officer, and Dr. Akio Koma, SpecialChem Japan Director, moderated the event. Key note speakers from UBE Exsymo and UBE Varnish shared case studies and testimonials on how SpecialChem is helping them to accelerate into new markets and applications.

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Christophe Cabarry, SpecialChem Founder and CEO, comments, “Over the past few years, we have seen a rapidly increasing number of Japanese chemical companies embracing our digital marketing methodology to help them to grow faster into new regions. Japanese companies have great innovative products, but because of historical reasons, they have difficulties developing their sales outside Japan. SpecialChem is a great partner to accompany them. We make their new business development much faster, less risky and less expensive.” A substantial part of the SpecialChem revenues are now coming from Japan.

At conclusion of the event, SpecialChem shared their expertise on the conditions of success for the future winning companies in the chemical industry. These **conditions of success** include such factors as:

1. Digitizing business for depth, speed and cost efficiency
2. Investing in application understanding to open new go-to-market approaches
3. Connecting with companies that have the right assets and expertise to accelerate the process.

For further information on this event or how to attend future SpecialChem best practice sharing sessions, please contact alison.warner@specialchem.com or visit www.specialchem.com.

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About SpecialChem

SpecialChem is the Universal Selection Source for chemicals and materials. We help formulators, specifiers, and suppliers of chemicals and materials to connect, to innovate, and to accelerate both their technology and business.

Since the year 2000, SpecialChem has built technical websites dedicated to some of the largest downstream markets for the chemical industry including Polymer Additives, Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, and Cosmetics & Personal Care. Each of these websites

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offers a Universal Selector™ aimed at providing technical data on every material or ingredient in the world in order to search, analyze and compare them, as well as the expert knowledge to select them.

Our 500,000+ registered members comprised of engineers, formulators, product developers, marketers, applicators and brand owners across the globe build the world's largest online network dedicated to chemicals and materials. This profiled network, combined with more than 3 million visitors per year, are unique assets for SpecialChem to offer chemicals and materials suppliers both strategic marketing services (to explore new markets and validate new products) and operational marketing services (to raise awareness, educate a market, or engage new customers).

For more information, visit www.specialchem.com.

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