

PRESS RELEASE

SpecialChem Challenges Chemical Industry Leaders to Re-think How to Accelerate Growth into New Markets at K-Show 2016

Over 40 industry executives from Dow, Omnova, UBE, Arkema, Mitsui, Lubrizol, Daikin and others discuss how to accelerate success to enter new spaces

DUSSELDORF, GERMANY, October 21, 2016. At the K Plastics Fair this October, SpecialChem hosted a networking breakfast to share best practices on accelerating growth into new spaces. Over 40 industry executives and managers from leading global players like Dow, Omnova, UBE, Arkema, Mitsui, Lubrizol, Daikin, BYK Chemie, WeylChem, Momentive and others participated in round table discussions on how to faster identify and validate opportunities for growth into new markets and applications.



Dr. Raphael Mestanza, SpecialChem Chief Innovation Officer and event moderator, was joined by key note speakers Bruno Debievre, President, UBE Corporation Europe; Dr. Ramesh Iyer, Global Strategic Marketing Manager, Dow Plastic Additives; and Bernard Nigen, Innovation Portfolio Leader for

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Thermoplastics & Elastomers, Omnova Solutions. Key note speakers shared how they are adapting the mindset and processes within their organizations to accelerate growth and increase their chances of success to enter into new spaces.

Christophe Cabarry, SpecialChem's Founder and Chief Executive Officer, comments, "More and more commoditization is forcing companies in the plastics industry to find growth opportunities outside of their core markets. We were pleased to see the willingness of those in attendance to really open their minds to new ways to grow faster."

At conclusion of the roundtable discussions, 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

SpecialChem has 16 years of experience in Business Development and Digital Marketing of specialty chemicals and materials and have run over 350 new business development programs with over 70% of the top 100 chemical companies.

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 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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