

## PRESS RELEASE

### SpecialChem Addresses Adhesives Industry Leaders at FEICA 2016 Business Forum “Pursuing Growth – Strategic Choices in a Rapidly Changing World”

Invited Key Note Speaker, Aldric Tourres, SpecialChem’s Vice President, shares best practices on how to accelerate growth into new applications and unfamiliar markets



Picture 1: FEICA Business Forum Key Note Speakers: (L to R) Prof. Rob Holdway, FRSA, Director, Giraffe Innovation Ltd.; **Aldric Tourres, Vice President, SpecialChem**; Prof. Charles Dhanaraj, Professor of Strategy and Global Leadership, IMD Lausanne; Dr. Achim Hübener, CEO, KLEBCHÉMIE M. G. Becker GmbH Co. KG; Philip Bruce, Secretary General, FEICA.

**VIENNA, AUSTRIA, September 9, 2016.** During FEICA European Adhesive & Sealant Conference and Expo, Aldric Tourres, SpecialChem Vice President and Sales & Marketing Director, participated as a key note speaker at the Business Forum on “Pursuing Growth – Strategic Choices in a Rapidly Changing

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World". The forum audience included executives and managers from key industry players such as Evonik, DRT, Covestro, Imerys, Honeywell, DOW, Total Fluid, Arlanxeo, and Lawter among others. FEICA reported over 500 adhesives and sealants professionals attended this year's event.

Mr. Tourres shared SpecialChem's expertise on ***How to Accelerate Growth in New Applications and Unfamiliar Markets***. Key figures shared from SpecialChem's latest business development survey with over 300 managers and executives responding included:

- 96% of business developers rely on new spaces for growth
- 70% rely on entering these new spaces with existing/adapted products
- 95% are facing high challenge to reach their targeted growth in unfamiliar markets

To help companies address their growth hurdles, Mr. Tourres provided insight on how to effectively **navigate into unfamiliar markets**, including the need for a knowledge acquisition plan that consists of small but quick knowledge gathering steps, as well as the right reach into the market to gain the knowledge required. The SpecialChem survey results also reveal that 40% of companies are using 3rd parties to extend their market reach and are quite satisfied with the results, plus an additional +34% are planning to partner with 3<sup>rd</sup> parties in the future.



Picture 2. Aldric Tourres, SpecialChem, addresses adhesives industry leaders.

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Christophe Cabarry, SpecialChem's Founder and Chief Executive Officer, comments, "Companies need to carefully consider their reach into the market in order to find the right partners to validate their solution for a specific application. This is where working with a 3<sup>rd</sup> party partner that has the right reach and the right digital marketing expertise will help 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](mailto:alison.warner@specialchem.com) or visit [www.specialchem.com](http://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

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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](http://www.specialchem.com).

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