

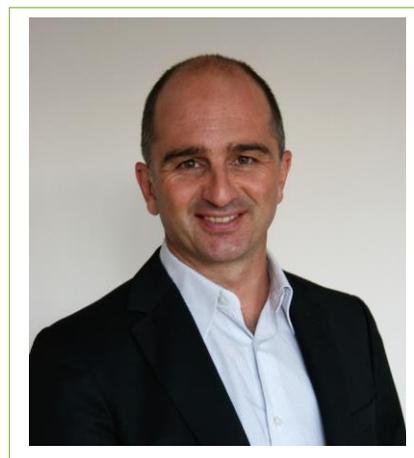
## PRESS RELEASE

### Interactive Workshop on How Digitization Accelerates R&D to be led by SpecialChem CEO Christophe Cabarry at the NPD & Innovation in Chemical Industry Summit

**Cabarry to inspire innovation leaders how to digitally plug into growth markets to accelerate and increase certainty of R&D kill/continue decisions**

**PARIS, FRANCE, March 30, 2017.** SpecialChem's CEO Christophe Cabarry will lead an interactive workshop titled "How Digitization Accelerates R&D and Innovation in the Chemical Industry" during the 7<sup>th</sup> Annual NPD & Innovation in the Chemical Industry Summit on Wednesday, April 26, 2017 at the Kempinski Hotel Bristol in Berlin, Germany.

With the ever-increasing pressure on R&D and Innovation leaders to meet management and shareholders expectations for higher and faster returns from new product development, Cabarry will share real business cases highlighting how chemical and material suppliers are embracing digitization to help them to meet these demands.



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Interactive Workshop on Digitization by Cabarry at NPD

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Cabarry comments “By digitally plugging into growth markets to gather the relevant market data, R&D leaders can accelerate and increase the certainty of their R&D kill/continue decisions”. Further, Cabarry will share how specialized online networks are being capitalized on to help companies to explore unfamiliar markets, validate new products, and quickly identify the right co-development partners for their innovation projects.

As the CEO and founder of SpecialChem, the Universal Selection Source for Chemicals and Materials, Cabarry brings his expertise from both his contribution to and witness of the digitization of the chemical industry. Since its inception in 2000, SpecialChem now comprises the world’s largest online professional network dedicated to chemicals and materials with over 500,000 members and more than 3 million visitors annually. Cabarry brings more than 17 years of experience in digital marketing in chemicals and materials, having run over 350 new business development programs for more than 70% of the top 100 chemical companies.

Cabarry is one of the many senior industry experts in R&D and Innovation from the chemical industry who will be participating in this event, including representatives from such companies as BASF, DuPont, Evonik, SABIC, Henkel, Dow and Borealis among others.

For more information on this workshop or to request a copy of the proceedings, please contact [alison.warner@specialchem.com](mailto:alison.warner@specialchem.com). For a complete agenda and registration information for the NPD & Innovation in the Chemical Industry Summit, visit <http://www.engevents.com/events/npd-chem-2017>.

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

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### **About 7<sup>th</sup> Annual NPD & Innovation in the Chemical Industry Summit**

E.N.G. announces its 7<sup>th</sup> NPD & Innovation in the Chemical Industry Summit in cooperation with BASF, DUPONT, EVONIK, SABIC, HENKEL, DOW and BOREALIS among others. It brings together senior industry experts in R&D and Innovation from the chemical sector. This year's event brings together the key players in the industry to evaluate best practices and to address industry wide challenges.

E.N.G. specializes in creating inspirational programs that reflect both current situations and future industry environments that have been developed thorough extensive research from professional, experts and leaders that have a deep knowledge and practical experience in their respective area.

All E.N.G. conferences are convened with senior executive speakers from leading companies using event agendas featuring best practice case studies, thought leadership presentations, interactive workshops and relevant panel discussions in a format that easily allows corporations to apply it within their own structure.

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