

## PRESS RELEASE

### SpecialChem and Japan Chemical Daily to Host Exclusive Conference on Digitalization for Japanese Chemical Companies

**Invited guest speakers from world-class consulting company McKinsey and Japanese chemical company Daikin Chemical will join**

PARIS, FRANCE, October 27, 2017. SpecialChem in collaboration with Japan's leading chemical industry publisher The Chemical Daily, will hold an exclusive conference for Japanese chemical companies on digitalization of R&D, sales and marketing on November 15, 2017, in Tokyo, Japan.

Conference attendees will hear from Christophe Cabarry, of SpecialChem, along with invited guest speakers from world-class consulting company McKinsey and the Japanese chemical company, Daikin Chemical, who will share their vision and experience relative to digitalization of R&D, sales & marketing. Over 100 participants are expected including C-level executives in charge of company transformation for growth.



## PRESS RELEASE:

### Exclusive Conference for Japanese Chemical Companies

Page 2 of 3

For more information on how to attend this event or to request a copy of the proceedings, please contact [alison.warner@specialchem.com](mailto:alison.warner@specialchem.com) or submit your request online

<http://business.specialchem.com/acton/media/23126/japanese-conference-digitalization>

###

## 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).

## Contact Details

Alison Warner, Corporate Communications Director

Tel: +33 1 72 76 39 00

Email: [alison.warner@specialchem.com](mailto:alison.warner@specialchem.com)

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

## **PRESS RELEASE:**

**Exclusive Conference for Japanese Chemical Companies**

Page **3** of **3**

### **About Japan Chemical Daily**

Kagaku Kogyo Nippo, also known under its English name of The Chemical Daily, is a daily industry trade newspaper covering the chemical industry in Japanese language. Published since 1936, the print edition reaches over 100,000 readers per day. This makes it one of the largest publications dedicated to the chemical industry worldwide. The newspaper comprehensively covers the industry from basic chemicals to specialty chemicals, and has extended its reach to chemical-related fields such as electronic materials, automotive materials, life sciences and water treatment. All of those are Japanese fortes and regarded as cutting-edge industries to take us into the next generation.

Launched in 2016, japanchemicaldaily.com is the online English-language edition of Kagaku Kogyo Nippo. It is the only English-language information source dedicated to reporting on Japan's chemical industry. Japanchemicaldaily.com is published in partnership with Japan Industry News.

#### **More information?**

Contact: Tel: +81-3-3663-7931; Email: [contact@japanindustrynews.com](mailto:contact@japanindustrynews.com);

Web: [www.japanchemicaldaily.com](http://www.japanchemicaldaily.com).