

## PRESS RELEASE

# SpecialChem Sponsors 7<sup>th</sup> Annual Market-Driven Innovation in R&D Executive Conference by Marcus Evans Group

**Aldric Tourres, SpecialChem's Vice President, will present on the impact of agile and digital stage-gate approach to accelerate new product development**

**PARIS, FRANCE, October 30, 2018.** SpecialChem is serving as event sponsor and a participant on the expert speaker panel at the 7<sup>th</sup> annual "Market-driven innovation in R&D" executive conference organized by Marcus Evans Group. The 3-day event on November 22-24, 2017 will be held at Sofitel Berlin Kurfurstendamm, Germany. Attendees will learn how to increase speed and decrease cost of R&D with a pragmatic approach that capitalizes on collaboration, adaptation and customer insights.

The expert speaker panel includes innovation program directors from such companies as Dow Chemical, Clariant, Procter & Gamble, GE Power, and Airbus among others. SpecialChem Vice President Aldric Tourres will present practical case studies on the impact of an agile and digital stage-gate approach to accelerate new product development. SpecialChem estimates that digital methodologies can reduce R&D costs by 70%, reduce development time by 2 and boost success rate by 3.



For further information on this event, please visit [marcus evans website](#). For information on SpecialChem digital marketing services, 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 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 marcus evans

**marcus evans** specializes in the research and development of strategic events for senior business executives. From our international network of 63 offices, marcus evans produces over 1000 event days a year on strategic issues in corporate finance, telecommunications, technology, health, transportation, capital markets, human resources and business improvement. Above all, **marcus evans** provides clients with business information and knowledge which enables them to sustain a valuable competitive advantage and makes a positive contribution to their success.

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