



PRESS RELEASE

Nearly 200 Japan Chemical Industry Executives to Attend Lecture on Digital Transformation

Google, Oracle, Hitachi Chemical, Daikin, and Toyotsu Chemiplas to present why digital is critical for growth and how Japanese chemical companies need to adapt at this SpecialChem and Japan Chemical Daily co-sponsored event

TOKYO, JAPAN and PARIS, FRANCE, November 5, 2018. SpecialChem S.A. with Japan Chemical Daily will host a chemical industry event November 13th in Tokyo, Japan on the **“Value of digitalization and latest situation of digital transformation in R&D, Marketing and Sales”**. The event will feature lectures from Google, Oracle, Hitachi Chemical, Daikin Industries, Toyotsu Chemiplas, and SpecialChem with close to 200 chemical industry executives and managers in attendance.

Christophe Cabarry, CEO of SpecialChem, comments “With the overwhelming response to attend this event, it is clear that the topic of digital transformation is of critical importance for Japan’s chemical industry executives, like it is too for other regions of the world.” In a recent interview with Japan Chemical Daily, Christophe shared how the digitalization of R&D, sales, and marketing is accelerating across the value chain from the manufacturers down to the distribution levels, with major players making investments in digital transformation projects. He also shared how digitalization has impacted the

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chemical buyer's behavior, with over 70% seeking and selecting their chemical ingredients and material solutions online.

Key topics to be covered by speakers from Google, Oracle, Hitachi Chemical, Daikin Industries, Toyotsu Chemiplas, and SpecialChem during this Japanese-language event include:

- Digitalization of R&D, Marketing and Sales: Specific Opportunities and Risks
- Modernization and Promotion of Innovation in Digital World
- Experiences and Outlooks of Digitalization
- Necessity of Digital Marketing – Change of Customer Behavior and Companies' To-Do List

Last-minute registrations may still be possible by visiting Japan Chemical Daily website at

<https://www.chemicaldaily.co.jp/seminar/20181113/>. For more information, please contact

alison.warner@specialchem.com.

About SpecialChem

SpecialChem is the material selection platform for the chemical industry. Since the year 2000, SpecialChem provides 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™ database aimed at providing technical data on every material or ingredient in the world, to search, analyze and compare them, as well as the knowledge to select thanks to expert-curated content such as selection guides, formulation guides, and video tutorials.

Their 500,000+ registered members are comprised of engineers, formulators, product developers, marketers, applicators and brand owners across the globe, building 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 digital marketing solutions to raise awareness, educate a market, or engage new customers.

For more information, visit www.specialchem.com.

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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](http://japanchemicaldaily.com) is published in partnership with Japan Industry News.

For more information, contact: Tel: +81-3-3663-7931; Email: contact@japanindustrynews.com; Web: www.japanchemicaldaily.com.

Contact Details

Alison Warner, Corporate Communications Director

Tel: +33 1 72 76 39 00

Email: alison.warner@specialchem.com

Website: www.specialchem.com

