

One partner, many experts

Evonik presents itself as a creative development partner for the coatings industry

- Evonik offers coatings products and solutions contributing to resource efficiency and sustainability
- Close collaboration with customers, focus on research and development

As one of the world leaders in specialty chemicals, Evonik Industries will showcase itself at ChinaCoat 2013 (Hall E4, 4E05–12) from November 20 to 22 in Shanghai, China. “The coatings market is a business with excellent future perspectives. As a major, globally active solution provider for the coatings market, Evonik is committed to working closely with our customers for many years to jointly develop innovative and custom-tailored coating solutions for their applications,” said Dr. Hong Zhong, Senior Vice President of Business Unit Coatings & Additives Asia.

China is the world's largest producer and consumer of coatings. The growth rate of China's coatings market is expected to be around 10% in the coming years. For the coatings industry, megatrends are driven by the global challenges, such as climate change, population and income growth, scarcity of natural resources. Evonik endeavors to offer coatings products and solutions that contribute to resource efficiency and sustainability.

Focus on research and development

For Evonik, the specific demands of the customers are always at the center of its efforts. Therefore, research and development is an indispensable element for Evonik to maintain strategic partners and achieve sustainable growth with our customers.

With a total investment of €23 million, Evonik has successfully completed the expansion of its R&D center in Shanghai for the third time last month. One of the centerpieces is the Coatings Innovation Center situated in the new R&D building, which serves as the innovation platform for Evonik in the Asian coatings market. Covering a total area of around 2,000 square meters, R&D expertise in the coatings area within different business units are bundled together to create tangible added value for our customers in the Asia, and especially in the Greater China region. “With the Coatings Innovation Center, we are able to understand local customers' needs and

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regulations, in order to provide fast response rate to the market supported by our large team with experts,” added Dr. Hong.

Investment in local production

In addition, Evonik is currently establishing world-scale production facilities in Shanghai for producing isophorone and isophorone diamine, which are scheduled to go on stream in the first quarter of 2014. Isophorone is used, among other things, in paints and printing inks, while its derivative isophorone diamine is a curing agent for composites for applications such as rotor blades for wind turbines.

One partner, many experts

At the ChinaCoat 2013, besides presenting a number of innovative products and solutions, Evonik also launches a strong claim: one partner, many experts, which indicate our commitment to be the creative development partner for the coatings industry. The new claim will be presented with visuals, ads and a number of surprising yet creative measures.

Welcome to Evonik’s booth at ChinaCoat 2013 (booth number: Hall E4, 4E05-12)!

About Evonik

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik’s corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2012 more than 33,000 employees generated sales of around €13.4 billion and an operating profit (adjusted EBITDA) of about €2.4 billion.

Evonik Industries has been producing specialty chemical products in the Greater China region (Mainland China, Hong Kong and Taiwan) since the late 1970’s; with wide-ranging trading relations already in place prior to this in the region. Evonik regards Greater China as one of the driving forces of the global economy and we consequently endeavour to grow our business in the region. The company now has around 3,500 employees in the Greater China region, the regional sales reached over 1 billion in 2012.

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