

Forum Chemical Industry 2014

“New Markets through Innovation: Challenges of the Chemical Industry”

Date: Apr 24, 2014

Location: Tokyo, Japan

On April 24, 2014, *Germany Trade & Invest* held the Forum Chemical Industry 2014 at the Imperial Hotel in Tokyo. The forum specifically focused on innovative concepts, new (raw) materials and next generation technologies.

German industry experts presented and shared their knowledge and experience in their respective fields. A brief outline of the European Union's economic situation kicked off the forum. Directly after this, an overview of investments in the German chemical industry was presented.

The “German Business Lounge” afterwards provided a platform to establish, maintain and intensify personal contacts to both the industry experts and the speakers. Around 60 attendees from industry, research, and politics participated in the Forum Chemical Industry 2014.

Please see our picture gallery to get a few impressions.

Program

2.00 p.m. Registration

Industry Session

2.30 p.m. Germany after the world economy crisis of 2009
Mr. Benno Bunse, CEO, *Germany Trade & Invest* GmbH

2.50 p.m. Germany's Chemical Industry: Trends, Challenges, and Opportunities
Mr. Marcus Schmidt, Director Chemicals & Healthcare, *Germany Trade & Invest* GmbH

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3.10 p.m. Successful partnering between German and Japanese chemical companies
Mr. Ralf Mayer, General Manager Business Innovation Japan, Evonik Industries AG

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3.30 p.m. Mitsubishi Plastics new investment and *Germany Trade & Invest's* support
Mr. Iwami Asakawa, Japan Representative, *Germany Trade & Invest* GmbH

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3.45 p.m. Coffee Break

Innovation Session

4.30 p.m. German National Research Programms: Bridging the Gap between R&D and Commercialization
Mr. Thorsten Bug, Senior Manager Chemicals, *Germany Trade & Invest* GmbH

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5.00 p.m. European Sugar Beets: Future „Crude“ for the Chemical Industry?
Mr. Thomas Kuhlmann, Managing Director, Pfeifer & Langen GmbH & Co. KG

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5.30 p.m. First-to-market: Innovative next generation lightweight technologies ready for mass production
Mr. Thomas Babl, Head of the Regional Technical Marketing & Engineering, High Performance Materials, Lanxess AG

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6.00 p.m. German Business Lounge with buffet



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