

November 08, 2011

Research with a finger on the pulse of Asian growth markets

- Evonik to open first innovation center for coating additives in Asia with two locations in Singapore and Shanghai
- Research focus on additives for environmentally friendly paints and coatings
- “Tego Innovation Center” reaches out to whole of Asian growth region

Essen/Singapore. On November 8, 2011, Evonik will open its first research and development center for additives for paints and coatings in Asia. A single-digit million US dollar amount have been invested to set up the “Tego Innovation Center” in two locations, Singapore and Shanghai, as part of the global Evonik innovation network.

The “Tego Innovation Center” will cater to manufacturers in the paints and coatings industry in India and Asia. Collaborations with regional customers and research institutions aim at providing individual solutions to strengthen the competitiveness and innovative capabilities of Evonik’s Asian customers. Research is geared to meet regional demands and centers on developing cutting-edge, environmentally-friendly coating systems to accommodate the megatrend of resource efficiency.

“Evonik are expecting the Asian market to generate the largest market growth for the paints and coatings industry in the coming years,” says Dr. Thomas Haeberle, the Evonik Executive Board member responsible for Segment Resource Efficiency, which oversees the Coatings & Additives Business Unit. “We are anticipating the greatest demand in the segment for environmentally-friendly coatings. Our new “Tego Innovation Center” addresses exactly these growth markets. Our know-how and our international research network put us in an excellent position to service our customers’ competitive needs.”

The “Tego Innovation Center” in Singapore and Shanghai is designed to foster even closer collaboration with Asian manufacturers. That is why Evonik will be employing researchers and specialists from the region—a total of 20 to 25 staff members

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to begin with. Out of Singapore, Indian, Southeast Asian and northern Asian nationals will look after customers in their home markets, and Chinese specialists based in Shanghai will service the Chinese market. Besides intensifying the cooperation with business partners, the “Tego Innovation Center” will expand research collaboration with top local universities. This consistent exchange will allow us to service local and greater Asian demand as effectively as possible.

Together, three laboratory groups installed in Singapore and Shanghai will cover all research and development activities relating to additives for paints and coatings: The synthesis laboratory will develop chemical structures for potential new products, the laboratory for formulation development will perform screening and preliminary product design, and the laboratory for strategic market development will be responsible for developing and marketing end products.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. In 2010 about 80 percent of the Group's chemicals sales came from activities where it ranks among the market leaders. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2010 more than 34,000 employees generated sales of around €13.3 billion and an operating profit (EBITDA) of about €2.4 billion.

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