

31 October 2019
Mitsui Chemicals Asia Pacific, Ltd.
Mitsui Chemicals Singapore R&D Centre Pte Ltd

Mitsui Chemicals Group showcased group-wide products in Tech Finder AP 2019

First time in Asia Pacific region

Mitsui Chemicals Asia Pacific (MCAP) – Mitsui Chemicals Group organized a product showcase for selected Mitsui Chemicals Group products on 18 October 2019. The exhibition was organized by Mitsui Chemicals, Inc. (MCI) R&D Planning & Coordination Division and Affiliates Coordination Division, and operated by Mitsui Chemicals Singapore R&D Centre Pte Ltd (MS-R&D) and MCAP.

Named as Tech Finder AP 2019, the exhibition was held at Sofitel Bangkok Sukhumvit. This was the first time that the exhibition was held in Asia Pacific. Close to 115 invited guests and Mitsui Chemicals Group members attended the 3-hours showcase.



Photo credit: MCAP

The event featured 18 booths on various products and services available in Mitsui Chemicals Group. The products and services were grouped into Industrial Solution, Packaging Solution, Formulation Technology, and Analytical Technology. Primarily organized for internal audiences from different affiliates in different business sectors, the event had also seen much interest from customers who are finding solutions to their needs in different businesses.

An additional booth was also setup to showcase innovative product creations and applications driven by Mitsui Chemicals Material Oriented Laboratory (MOLp). Two of the many creations by MOLp were showcased - NAGORI™(Thermal Conduction Polymer) and materials used in the ANREALAGE 2019 S/S Collection. Particularly for NAGORI™, the beer tumbler was also one of the winners for Japan Institute of Design Promotion's Good Design Award 2018.



Photo credit: MCAP

More on NAGORI™ beer tumbler and the ANREALAGE 2019 S/S Collection in the following links:

https://www.mitsuichem.com/en/release/2018/2018_1003.htm

https://www.mitsuichem.com/en/release/2018/2018_1011.htm

About Tech Finder and Tech Finder AP

The Tech Finder exhibition was originally conceived and organized by Mitsui Chemicals, Inc. R&D Center in Sodegaura, Japan. The concept - “See, Touch, and Feel” – allows visitors to experience our actual product characteristics and explore the various applications. It was first held in 2016 in Sodegaura, to showcase the different products and services available within Mitsui Chemicals Group to internal audiences. Due to the extremely diverse businesses within the group, the exhibition creates a platform for staffs to understand our products better, and to explore innovative possibilities for cross-functional materials collaborations.

Since the start of Tech Finder, the exhibition had received much positive feedbacks from staffs. Through invitations and word of mouth, customers had also expressed keen interest to attend the exhibition, so as to find solutions for their businesses.

In 2019, the extended R&D wing in Singapore, MS-R&D, decided to bring the exhibition to Asia Pacific for the first time and named it as Tech Finder AP. The plan helped expand the reach of our products and services to affiliates in this region.

List of products featured in Tech Finder AP 2019

Industrial Solution	Packaging Solution	Formulation Technology	Analytical Technology
<ul style="list-style-type: none"> • ERASE TUBE • ABSORTOMER™ • MILASTOMER™ • TAFMER™ • TPX™ • EXFOLA™ 	<ul style="list-style-type: none"> • Chemipearl™ • TUX™ • Monomaterial solutions • Solvent-free adhesive • ADMER™ • EVOLUE™ • Freshness evaluation 	<ul style="list-style-type: none"> • Anti-mosquito and anti-fungal solutions • Agrochemicals 	<ul style="list-style-type: none"> • AI automation • Analysis & consultation service

About Mitsui Chemicals Group in Singapore

Singapore is the home to six local affiliates for Mitsui Chemicals Group. Besides Mitsui Chemicals Asia Pacific, Ltd. (MCAP) is the Asia Pacific Regional Headquarter of Mitsui Chemicals Inc., the other five entities include Mitsui Phenols Singapore Pte. Ltd. (MPS), Mitsui Elastomers Singapore Pte Ltd (MELS), Prime Evolve Singapore Pte. Ltd. (EVLS), SDC Technologies Asia Pacific Pte Ltd (SDC AP) and Mitsui Chemicals Singapore R&D Centre Pte Ltd (MS R&D).

Being the Asia Pacific growth functional hub, MCAP strives to drive business growth, provide robust functional services to regional affiliates or businesses, and deliver values to customers leveraging full power of all affiliates in Mitsui Chemicals Group.

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