

October 7, 2014

Mitsui Chemicals, Inc.

## **Mitsui Chemicals Establishes Marketing Base in Korea**

### **Opening of Mitsui Chemicals, Inc. Korea Branch**

Mitsui Chemicals, Inc. (Tokyo: 4183, President & CEO: Tsutomu Tannowa) announced the establishment of Mitsui Chemicals, Inc. Korea Branch in Seoul, Korea on October 1<sup>st</sup>.

Targeting business expansion of the Group's products, with a focus on functional polymeric materials, the new branch will serve as the marketing hub for the Functional Polymeric Materials' expansion strategy in the Korean market. The establishment of this new base brings the Mitsui Chemicals Group's Korean operations to six.



#### ■Outline

Name	Mitsui Chemicals, Inc. Korea Branch
Establishment	October 1, 2014
Address	Yongsan Building 9th floor, 92 Kalwol-Dong, Yongsan-Ku, Seoul, Korea
Director	Hiroyuki Furukawa
Telephone	+82-2-702-3134
Start of business	October 6, 2014

#### ■Background

Mitsui Chemicals first established operations in Korea in 1989 as Kumho Mitsui Chemicals. Over the next few decades, the Group expanded its presence to include five bases in the country.

Korea is an important market with world class automobile and electrical/electronic manufacturers. The Mitsui Chemicals Group has a good track record in providing functional polymeric material solutions in these areas. The establishment of the Group's sixth operational base in Korea will bolster the ability to provide improved and more locally rooted marketing, information collection, and customer service for functional polymeric materials and expand the business in Korea.



**MITSUI CHEMICALS, INC.**

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In the future, this new branch will expand its marketing scope to all Group products and subsequently be raised to the status of a local subsidiary.

**About [Mitsui Chemicals](#) (Tokyo: 4183, ISIN: JP3888300005)**

Mitsui Chemicals' roots can be traced back to 1912 when it began producing raw material for chemical fertilizers from coal gas byproducts, the first company in Japan to do so. This undertaking significantly contributed to increasing agricultural productivity, a major social issue at the time. Later, the company evolved its technology from coal chemicals to gas chemicals, and in 1958 it built Japan's first petrochemical complex and so provided impetus to Japan's industrial sector. Today, the company boasts many world-class products with sales standing at 1.5 trillion yen and with over 135 companies in 27 countries. Its business portfolio includes environment-friendly materials for next-generation vehicles, healthcare services to realize health and happiness in an ageing society, packaging that ensures the reliability and safety of food products, agrochemicals that contribute to increased production of food, electronic materials, and environment-friendly materials for the energy sector.

Mitsui Chemicals will continue to contribute to solving social challenges with its state-of-the-art technology and by "Creating New Customer Value through Innovation".

More information can be found at <http://www.mitsuichem.com/index.htm>

**MEDIA CONTACT:**

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