

## Performance Intermediates News

### Listening to our customers

#### Evonik Plasticizer Symposium fosters dialogue with customers

It is very important that we talk with our customers, listen to their needs and respond accordingly. This is why we introduced the Evonik Plasticizer Symposium at the end of 2016 and invited our customers from the various plasticizer markets.

“In addition to mutual discussions, it was our aim to inform our customers about our products, market developments, and the marketing strategy of Performance Intermediates,” explains Dr. Hinnerk Becker, head of the Plasticizer Market Segment at Performance Intermediates. “With our outstanding technical expertise and with the help of intelligent variation within our product portfolio, we can offer our customers solutions that are tailored to their specific market requirements.”

The invited guests were extremely pleased with the communication platform. “We also want to use the Plasticizer Symposium in the future to keep listening to our customers,” says Becker. The next event is planned for the 2nd quarter of 2017.



The participants of the first Evonik Plasticizer Symposium

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