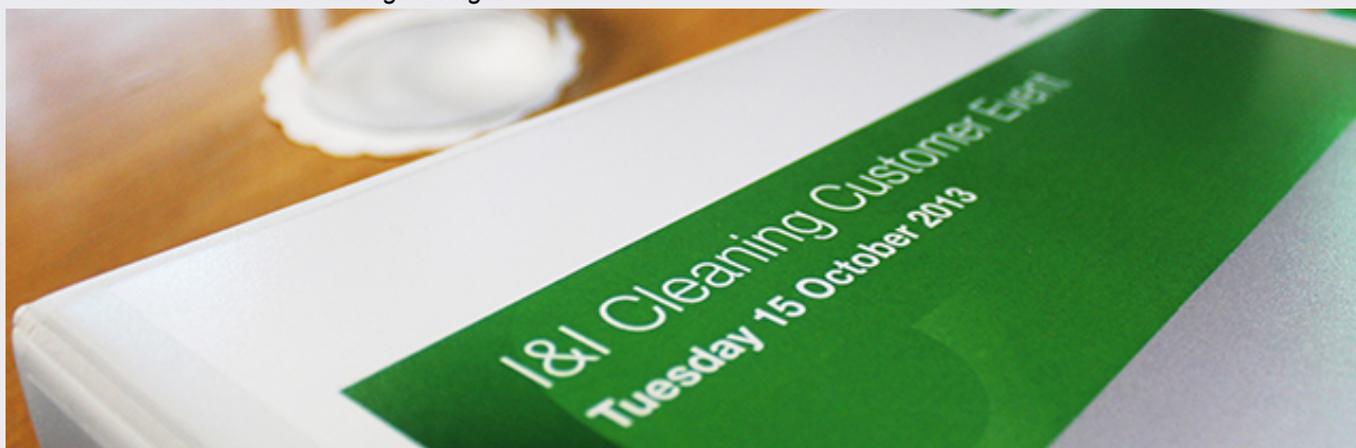


# Expertise Plus Newsletter

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## CUSTOMER EVENTS 2014: PRACTICAL AND FULL OF INFORMATION

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The next year will also see BTC Europe GmbH offering numerous trade events to its customers from the Home Care and Formulation Technologies segment. Experts will provide information on the latest sector trends and product developments. The focus in the coming year will be on proposed solutions and various practical examples. "The extremely positive customer feedback we received this year has given us the momentum to continue with the event series. Nonetheless, we want to improve even further and have therefore attempted to incorporate some customer requests. For example, stabilisers and legal issues will also be on this year's agenda," says Sabine Both, Senior Technical Expert at BTC.

Five one-day events have so far been planned, taking place between March and June 2014 in Germany, France, Italy and the Benelux countries. Customers will also be treated to lunch or dinner during each symposium. "The Account Managers will also be present at the respective events. This provides an opportunity to continue talking informally with experts on topics that go beyond those discussed at the event," explains Both. Around 200 customers attended the five events last year and benefited from practical discussions within their business sector.

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