

PRESS RELEASE

Information Services Helping Global Companies Succeed in Japan

Visit Us at International Elastomer Conference 2017, Booth #228

TOKYO - Oct. 2, 2017 – Japan Industry News together with Japan Rubber Weekly, The Chemical Daily and IDA Group will showcase industry news and information services at the International Elastomer Conference 2017 (IEC, Booth #228), held from Oct. 10–12 in Cleveland, OH. The companies will introduce news and advertising services, market research, PR advisory and other market entry support for clients looking to broaden their footprint in Japan.

As Japan's leading newspapers for the chemical, rubber and tire industries, The Chemical Daily and Japan Rubber Weekly will showcase their English-language editions to business people who want to know more about the Japanese market. On occasion of IEC, readers are invited to take advantage of a **Special 3-Months Free Trial** at both **japanchemicaldaily.com** and **japanrubberweekly.com**. Please use the discount code **IEC2017** during check-out to get this special offer (no credit card needed; code valid until Nov. 15, 2017).

The Chemical Daily and Japan Rubber Weekly also offer attractive advertising and content placement opportunities in their Japanese-language print editions to business people who want to reach potential clients in Japan. Both newspapers offer superior access to readers in their respective industries.

IDA Group (idagroup.global) is a specialized consultancy for international industrial B2B companies. Based on substantial expertise especially in the chemical, rubber and tire industries, the firm's Japanese group member Bonuterra Inc. offers its clients tailored market research, PR advisory, advertising localization and other market entry support for the Japanese market.

The Chemical Daily is Japan's leading newspaper for the chemical and allied industries. Its Japanese-language print version has been published since 1936 and is read by over 100,000 people every day. Japan Rubber Weekly is a leading publication covering the Japanese tire, rubber and rubber-related raw materials industries. Published since 1961, the newspaper reaches over 25,000 readers every week.

The IEC (rubberiec.org) is an international exhibition for companies from the rubber and chemicals fields organized by Rubber Division, American Chemical Society. The event is the premier place for customers, suppliers of materials, equipment, tools and services, and educators to come together. This year's IEC co-hosts the International Rubber Conference (IRC 2017 Cleveland), which takes place annually in rotating countries.

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