

## PRESS RELEASE

### **Bonuterra to Showcase Japan-focused Market Information Services at IEC 2016**

TOKYO - Oct. 7, 2016 – Bonuterra Inc. will exhibit Japan-focused market information services at the 2016 International Elastomer Conference and Exhibition (IEC, Booth #534), held from Oct. 10–13 in Pittsburgh, PA. Ranging from online news provision for the chemical, rubber and tire industries to market research, market entry and PR advisory, Bonuterra and its partners support global B2B companies in doing business in one of the world's most important manufacturing countries.

At IEC, the company will introduce the online, English-language editions of The Chemical Daily and Japan Rubber Weekly, two of Japan's leading industry newspapers in their sectors. Accessible at [JapanChemicalDaily.com](http://JapanChemicalDaily.com) and [JapanRubberWeekly.com](http://JapanRubberWeekly.com), the English news sites are published by the respective newspapers in collaboration with Bonuterra as part of the Japan Industry News Network ([JapanIndustryNews.com](http://JapanIndustryNews.com)).

Bonuterra will also showcase its advisory services for global B2B companies requiring support in expanding their footprint in Japan. As part of IDA Group ([IdaGroup.Global](http://IdaGroup.Global)) and based on substantial industry expertise, Bonuterra offers its clients tailored market research, market entry and PR advisory services in this important yet not always easy market.

For companies interested in ramping up their activities in Japan, Bonuterra is also offering attractive publicity opportunities for content placement and advertisements in over 100 Japanese industrial newspapers. So far difficult to access from outside of Japan, these newspapers offer superior outreach to Japanese manufacturing industries.

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](http://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.

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Contact: Ulf Dressler  
Japan Industry News | Bonuterra Inc. | A Member of IDA Group  
Email [ulf.dressler@bonuterra.com](mailto:ulf.dressler@bonuterra.com) | Tel. +81 90 7706 8416