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Inclusive Innovation in Action: New DuPont Innovation Center Launched in Turkey
11th DuPont Innovation Center to Focus on Food, Construction, Automotive & Energy

ISTANBUL, April 11, 2012 – DuPont announced today the official opening of the DuPont Innovation Center in Turkey, a key growth market for the company. This is DuPont's 11th Innovation Center and the third in the Europe Middle-East and Africa (EMEA) region. As DuPont responds to some of the biggest challenges facing an increasingly crowded planet with an annual global R&D investment of \$2.1 billion, the latest Innovation Center in Turkey will focus on science-powered innovation related to the food, construction, automotive and energy industries. It also will provide a unique environment for collaboration with customers, government, academia and business partners in Turkey.

The goal of the new Innovation Center is to leverage the power of DuPont's global science capabilities and give Turkish customers and partners access to DuPont's 10,000 scientists and engineers around the world via interactive on-site and remote video conferencing.

"As the global population steadily increases and generates greater need for food, energy and protection solutions, meeting these needs will require both science and collaboration," said [Thomas G. Powell](#), president, DuPont Protection Technologies at today's opening event. "The DuPont approach is to be a global collaborative partner offering innovative solutions to meet the needs of the growing population. Science and collaboration are the driving forces behind establishing the Innovation Centers in the key, high-growth markets like Turkey."

"The pace of research and development in developing markets is rapidly accelerating," said Simone Arizzi, director of DuPont Science & Technology, EMEA. "Connecting our customers in Turkey with the thousands of DuPont scientists and engineers around the world will help redefine existing products, open new market segments and increase our rate of innovation."

The DuPont Turkey Innovation Center has distinct areas for collaboration and innovation. The innovation space illustrates the latest company technology offerings, applications and industry trends. The collaboration space is designed for holding meetings between company clients and partners around the globe.

“Today, Turkey is one of the world’s fastest growing markets and itself is a powerful hub of innovation,” said Halide Aydınlik, DuPont Turkey country manager. “We believe that this Innovation Center will serve as a catalyst for growth in Turkey, unlocking the problem-solving power of private/public alliances and we hope, in turn, leading to innovative solutions for our Turkish customers.”

“Turkey is transforming,” said İlker Aycı, president of the Turkish Prime Ministry Investment Support and Promotion Agency (ISPAT). “A major part of this transformation will take place through innovation. Now, the challenge for Turkey is to increase levels of outputs from science and technology and to transform research results into innovation and viable business opportunities for the benefit of the society and economy. In this respect, innovation policies need to address the further investment in developing human capital in science, technology and innovation, facilitating knowledge creation and diffusion, and increasing the number of innovative high-growth enterprises which generate new jobs. Hence; this is why the opening of the 11th DuPont Innovation Center in Turkey is of significant importance to our country.”

Turkey is the 11th Innovation Center for DuPont. Other Innovation Centers have been opened recently in Japan, Korea, Taiwan, Thailand, India, Brazil, Mexico, United States, Russia and Switzerland. To learn more about DuPont’s Innovation Centers, visit our website at www.innovationcenter.dupont.com.

DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit <http://www.dupont.com>.

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