Dow to Celebrate the Power of Chemistry and Collaboration Throughout 2011, the International Year of Chemistry

Release Date: Thursday, January 20, 2011 10:47 am EST

Terms: Company News

Dateline City: MIDLAND, Mich.

As the first global partner for IYC, Dow will host and support a range of events and activities focused on applying chemistry to address the world’s biggest challenges

MIDLAND, Mich.--(BUSINESS WIRE)--The Dow Chemical Company (NYSE:DOW) today announced its plans to participate in a variety of events and engagements in 2011 to help advance public understanding and appreciation of chemistry through its global sponsorship of the United Nations-designated International Year of Chemistry (IYC). As the first global partner of IYC, Dow will help kick off the IYC Opening Ceremony in Paris, France, on January 27–28 at the UNESCO headquarters, and the February 1 U.S. launch event in Philadelphia, Penn. at the Chemical Heritage Foundation headquarters, among others.

“The International Year of Chemistry presents a unique opportunity for the chemical industry, academia and other key stakeholders to create a new awareness and understanding of the power of science to solve the world’s most pressing challenges,” said Andrew N. Liveris, Dow’s Chairman and Chief Executive Officer. “No other discipline and industry has more bearing on a sustainable future than chemistry and we look forward to celebrating its successes and future throughout 2011.”

In addition to speaking engagements and Dow-sponsored exhibits at the global and U.S. launch events, Dow will leverage its science and technology expertise, sustainability focus and network to actively participate in a series of global and regional events that have both direct and indirect ties to IYC. All IYC programming aims to increase public appreciation of chemistry, encourage interest in chemistry among young people and generate enthusiasm for the creative future of this science under the unifying theme “Chemistry – Our Life, Our Future.”

IYC-sponsored global events of note include the world’s largest gathering of Nobel laureates in July at the 43rd IUPAC World Chemistry Congress in Puerto Rico to share the latest research and developments in chemistry; a year-long project uniting students around the globe to test the water quality where they live to share and compare their findings as part of “Water: A Chemical Solution;” and the IYC closing event of “December in Brussels, Belgium, at the same location where chemist Marie Curie and other famous scientists met 100 years ago and laid the cornerstone of modern science, to recap the year and reinforce future collaborations in the chemical sciences that benefit humankind.

In addition to the IYC-sponsored global events, Dow will initiate involvement in its local communities and regional programs to further expose IYC to external audiences. For example, in March, Dow will host an interactive lab exhibit at the renowned innovation gathering TED2011 in Long Beach, Calif. which dovetails with the conference’s theme: the “rediscovery of wonder.” In July, the Company will host an interactive exhibit at TEDGlobal 2011 in Scotland to share the Company’s insights that address the global conference theme of “what is life, and how can it be better lived.” In Latin America, Dow will celebrate IYC by collaborating with industry partners, non-government organizations and government leaders to initiate science-based educational programs as a force for innovation and economic growth.

Throughout the year, Dow will announce more specific details of its involvement in all events it supports in celebration of IYC.

“The International Year of Chemistry is a celebration of the achievements of chemistry and its contributions to humanity and the world,” added Liveris. “The year 2011 also presents a perfect opportunity for industry and other stakeholders to create new collaborations focused on finding solutions to the many challenges still before us. Dow is pleased to help lead this effort.”


About Dow

Dow combines the power of science and technology with the “Human Element” to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world’s most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2009,
Dow had annual sales of $45 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 214 sites in 37 countries across the globe. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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**Ticker Slug:**
*Ticker:* DOW  
*Exchange:* NYSE