



FOR IMMEDIATE RELEASE

INROAD Partners with SCP/Asia to Accelerate International Expansion

Singapore — 17 May 2024 — INROAD, a leading IT-software company specializing in the chemical and pharma industries, is pleased to announce a strategic partnership with SCP/Asia to support its international expansion efforts. This collaboration aims to enhance INROAD’s business development initiatives across the Asian markets, leveraging SCP/Asia’s extensive regional expertise and industry network.

INROAD has revolutionized the chemical and pharmaceutical industries with its innovative digital solutions, which streamline key operational processes and workflows. These solutions significantly enhance safety compliance, boost efficiency, and reduce operational costs. INROAD’s cutting-edge technology is trusted by over 500 customer plants, including 15 of the global top-50 chemical companies. Notable clients include industry giants such as BASF, Lanxess, Arkema, Evonik, Röhm, AkzoNobel, Linde, BP, Toray, Mitsui Chemicals, Huntsman, Ineos, Wanhua, and Sinopec.

The partnership with SCP/Asia marks a pivotal step for INROAD as it seeks to expand its footprint in Asia, beginning with Singapore. As a major hub for the chemical and pharmaceutical industries, Singapore offers a strategic entry point into the Asian market. SCP/Asia’s deep understanding of the local market dynamics, coupled with their robust network, will be instrumental in driving INROAD’s growth and establishing a strong presence in the region.

“We are delighted to partner with SCP/Asia to accelerate our international growth,” said Dr Zhou Zhijie, Founder and CEO of INROAD. “Their expertise and connections in the Asian market will be invaluable as we aim to bring our innovative solutions to more customers. Together, we can help the chemical and pharmaceutical industries achieve greater efficiency, safety, and cost savings through digital transformation.”

SCP/Asia is equally enthusiastic about the collaboration. “We are excited to work with INROAD and support their mission to digitalize the chemical industry,” said Michel Brekelmans, Managing Director at SCP/Asia. “INROAD’s proven track record and



industry-leading solutions align perfectly with our commitment to driving innovation and growth in the region. We look forward to a successful partnership, starting with a strong launch in Singapore.”

About INROAD

INROAD is a pioneering IT-software company dedicated to the chemical industry. With a focus on digitalizing operational processes and workflows, INROAD offers a comprehensive suite of solutions that enhance safety compliance, efficiency, and cost-effectiveness. INROAD’s technology is adopted by leading global chemical players, transforming operations at over 500 customer plants worldwide. For more information about INROAD and its solutions, please visit www.in-road.com.

About SCP/Asia

SCP/Asia is a premier business consulting firm with extensive expertise in the Asian markets. Specializing in growth strategies, performance improvement and market expansion, SCP/Asia provides tailored solutions to help businesses thrive in the region. Their deep industry knowledge and strong network make them a trusted partner for companies seeking growth in Asia. For more information, visit www.scppartnersasia.com.

