



2020 Conference Announcement

## Polymer Science and Technology 2020 Conference scheduled during September 23-24, 2020 at Barcelona, Spain

Fei Zeng\*

Professor, School of Materials Science and Engineering Tsinghua University

[Polymer Science](#) is a sub-category of chemistry that based on the chemical synthesis, structure, chemical and physical properties of polymers and macromolecules. The principles and methods used within polymer chemistry are also applicable through a high range of other chemistry sub-parts like organic chemistry, analytical chemistry, and physical chemistry. Many materials have polymeric structures, from fully inorganic metals and ceramics to DNA, however, polymer chemistry is typically referred to in the context of synthetic, biopolymer compositions.

The marketing mix is an important part of the marketing of polymers and consists of the marketing 'tools' you are going to use. But marketing strategy is more than the marketing of mixed polymers and plastics. The marketing strategy sets your marketing goals, defines your target markets and describes how you will go about positioning the business to achieve advantage over your competitors.

The marketing mix, which follows from your marketing strategy, is how you achieve that 'unique selling proposition' and deliver benefits to your customers. When you have developed your marketing strategy, it is usually written down in a marketing plan. The plan usually goes further than the strategy, including detail such as budgets. You need to have a marketing strategy before you can write a marketing plan. Your marketing strategy may serve you well for several years but the details, such as budgets for marketing activities, of the marketing plan may need to be updated every year.

The [plastics](#) industry includes polymer producers - represented by Plastics Europe, converters - represented by EuPC and machine manufacturers - represented by [EUROMAP](#).

[Global Smart Polymers](#) market is expected to grow from \$1.52 billion in 2016 to reach \$3.98 billion by 2023 with a CAGR of 14.7%. Application of shape memory polymer in automotive industry, requirement of efficient technologies over existing ones, beneficial property of phase transition and the usage of smart polymers for controlled drug delivery are the crucial factors that fuel the growth of the market.

The Polymer Science 2020 is an event that aims to explore

the Innovative approaches for current Investigations and Strategies scheduled to be held on September 28 and 29, 2020 at Barcelona, Spain. The conference will serve as a platform to bring together in the field of polymer chemistry, Junior/Senior research fellows, Students, Directors of polymer research companies, Chemical Engineers, Members of [Chemistry associations](#) and exhibitors from Polymer Industry/Plastic Industries to magnifying scientific knowledge by sharing the research and ideas.

Prof. **Fei Zeng** from **Tsinghua University, China** to present a session on **Polymer for Emerging Technologies**.

Polymer Chemistry Conference is glad to schedule the "**6th Edition of International Conference on Polymer Science and Technology**" which is going to be held during September 28-29, 2020 in Barcelona, Spain.

