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# The Relentless Pursuit of Innovation

DuPont is empowering the world with the essential innovations to thrive **BY ALEXA DEMBEK**

AT DUPONT, our culture has always been about the relentless pursuit of innovation. This is deeply embedded in all we do to act with speed and agility to deliver innovative products and technologies to our customers and the marketplace.

Last year, we created a new DuPont with a clear purpose – to empower the world with the essential innovations to thrive. Today, DuPont is a high-value, multi-industrial company designed to address customer needs with science-based solutions that create competitive advantage.

To deliver on our purpose, we constantly work to strengthen our innovation engine, and ensure it is connected to our customers, as well as applied to meet global needs. Innovation is not a static thing – it is

dynamic and evolves and must be supported with sustainability at its core. That is why every day, our global team of scientists, engineers and business leaders lean into our purpose to innovate new solutions to global challenges, adapting our approach to best meet the urgency of our times and the changing needs of our customers and vulnerable populations around the world. As a result, our teams are providing entrepreneurial insights to keep us agile, nimble, and ahead of the curve.

While our mission is clear, we continue to ask ourselves, what is its practical application, and how do we deliver on that innovation promise? For global innovation, we have aligned and found inspiration from the United Nations Sustainable Development Goals (SDGs) to identify big



problems that need to be solved now. Then we asked ourselves, what can DuPont contribute to this effort?

The SDGs give us a roadmap where we are investing for growth to address critically important challenges. By aligning science and innovation to these goals, we see a clear path to filling some of the world's greatest needs in the years ahead and for decades to come. We have identified seven of the 17 SDGs where we believe we can make a significant contribution to challenges that are both important and valuable. Think global megatrends like climate change, circular economy, water stewardship, product safety and transparency and health and wellness, and you will begin to understand our why.

Areas such as our innovations in clean water to promote health and sanitation; investments in the AHEAD™ Automotive Electrification program which will transform the automobile industry, increasing energy efficiency and reducing greenhouse gas emission; and our work in 5G high-speed connectivity will enable more connected, sustainable communities. We are also seeking beneficial uses for production byproducts to reduce waste, water use, electricity consumption, and ground transportation.

Still, the best is yet to come. The biggest technology trends allowing us to solve for these issues are across electronics convergence and biotechnology acceleration, using big data to help innovate faster and make products smarter. And clearly, there is a need for advanced materials to enable the connectivity and mobility explosion, including 5G and A.I. The bottom line – we're investing to leverage and position our underlying technology capabilities to enable our strategic innovation focus areas.

Sustainable innovation is at the very heart of DuPont and we're proud

to honor a more than two century-old tradition of calling Delaware home. Over the decades it has been positively inspiring to see the State propel innovation forward by becoming a portal for scientific startups.

We are proud to foster future generations of innovators through our collaboration with the State of Delaware and University of Delaware. The Delaware Innovation Space, based at DuPont's Experimental Station in Wilmington, is an innovation ecosystem that opens new doors for collaborations with global entrepreneurs and offers best-in-class technology and interactions with scientists to transform start-ups into industry-leading companies. Also, the Wilmington Global Innovation Center, opened in 2019, is a place where our scientists and engineers meet with customers, partners and all others who support co-creation and collaboration. The Center has become a true melting pot for innovators from DuPont and the external world working together.

At DuPont, advancing science is and has always been in our DNA. The Delaware Innovation Space is one way we get to engage our community of startups and show our love for the First State. ■



**Alexa Dembek** is the chief technology & sustainability officer at DuPont.

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