In the transportation industries, and a growing suite of solutions that help the world, DuPont is achieving savings in energy and water use, and helping to cut transportation infrastructure and maintenance costs. We believe the transportation industry is a key client and we have a solid presence in this market with our customers and by our collaborations.

We see significant opportunities for DuPont’s higher growth markets in regions with growing incomes, and technologies that help the world. We will continue to grow in higher growth markets, and investments to support these efforts.

- We are increasing our volumes and sales in the industrial, advanced printing, and nutrition businesses.
- We will continue to reduce our dependence on capital equipment sales, which are capital intensive and cyclical, and focus on higher margin businesses.
- Research and development (R&D) at DuPont is focused on creating new solutions and innovative materials that help our customers create new products and new applications, and enable our existing customers to create new ways to solve customer problems.
- We have a strong record in energy conservation.
- Decrease dependence on fossil fuels.
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DuPont's focus is on megatrends of global population growth and associated growth in food supply. These needs, which we call megatrends, are driving innovation and growth across our business. By addressing the needs of the world, we are well positioned to address the rising demand for secure, lean fuel and clean water to our industrial customers.

We are able to take science and technology, collaborate and deliver earnings and productivity—$750 million of which will be permanent. We generated $3.4 billion in free cash flow, and with continued focus on productivity—$750 million of which will be permanent. We generated $3.4 billion in free cash flow, and with continued focus on productivity, we lowered the breakeven point for our company which allows us to aggressively reduce costs and working capital. We will hold ourselves accountable for the following three years.

- Shareholders will see rising dividends.
- DuPont's capital expenditures will be about 60 percent more than in 2008—and filed 2,086 U.S. patent applications, the most ever in a single year. DuPont introduced more than 1,400 new products in 2009—during the recession at the same level as pre-recession.
- Environmental stewardship and all products denoted with a registered trademark.}


Our Mission: Sustainable Growth

The creation of shareholder and societal value can only be achieved through our environmental footprint.
Collaborative science and solutions: Our business will be defined by the science we pursue. The needs of the world drive our science and marketing. We are committed to working closely with our customers to anticipate their needs, which we call megatrends. We will deliver solutions to help our customers meet these needs.

Global population growth and associated growth in the middle class are creating distinct needs throughout the world. These needs, which we call megatrends, are driving innovation. For example, we have identified the need for lean fuel and clean water to help the world deliver earnings and profits. We continue to invest in our core businesses and to pursue new opportunities that help the world and advance our shareholders.

Our Mission: Sustainable Growth
The creation of shareholder and stakeholder value will remain our environmental footprint to deliver our strategy.

The needs of the world drive our science and marketing. We are committed to working closely with our customers to anticipate their needs, which we call megatrends. We will deliver solutions to help our customers meet these needs.

DUPONT CORE VALUES
•世界第一的开发和生产者，自1802年成立以来，我们一直致力于开发和生产世界一流的化合物。

•在世界范围内，我们的产品和服务，包括农业、工业、建筑、电子、化学、医疗保健、能源和建筑，都具有广泛的应用。

•我们致力于在世界范围内提供可持续发展的解决方案，以支持和保护我们的地球。

•我们的愿景是成为世界上最可持续的公司，通过创新和合作为全球社会创造价值。

•作为一家全球领先的公司，我们致力于推动社会、经济和环境的可持续发展。
Science-Based Solutions Respond to Global Megatrends

For more than 200 years, DuPont has provided science-based solutions to the world’s needs. That’s what market-driven science is all about, and that’s what we do every day and all day long.

The need will be great as the world population jumps from 6.8 billion to more than 9 billion people by 2050. With more people comes greater demand for more and healthier food, alternative sources of energy, greater security and protection, and growth in emerging regions.

These very real megatrends present great opportunity and potential growth for DuPont. Through our science and technology, we innovate and provide solutions that meet these needs while driving growth and maximizing shareholder value.

Here’s a spotlight on some of the solutions DuPont is bringing to the world in response to these megatrends: Increase Food Production, Decrease Dependence on Fossil Fuels, Protect People, Assets and the Environment, and Growth in Emerging Markets.

Increase Food Production

As the world population grows, so does the demand for food. In the last 50 years, a global increase in demand for crops has driven more than double the global area harvested. According to the United Nations, Food and Agriculture Organization, the world more than doubles its food demand over the next 30 years. DuPont will meet increases in demand for food around the world with products that: Help increase crop yields through our global Crop Protection business; Help improve crop yields and help meet the needs of farming communities through our global Seed business; Provide science-based solutions to meet food safety needs through our global Nutrition & Health business; and Provide science-based solutions to meet animal health needs through our global Animal Nutrition business.

Decrease Dependence on Fossil Fuels

Energy and resource efficiency will be important as the world seeks to meet demand, while minimizing our impact on the environment. DuPont develops science-based solutions to decrease dependence on fossil fuels, such as: Laminates for photovoltaic (PV) applications, and Imron® coatings and chemicals.

Decrease in the use of alternatives to petroleum and petrochemical-based feedstocks will also be critical. In the next three years, business is expected to grow faster than the overall market in the emerging markets. In China, work on DuPont’s photovoltaic center in Shanghai demonstrates DuPont’s continued commitment to innovation—up almost 8 percent from 2008. Our broad pipeline of new products includes DuPont™ Ti-Pure® in China.

The life of the world.

DuPont’s commitment to helping improve the health and safety of our food supply, 70+ years of experience in protective gear, 50,000+ patents, and more than 2000 scientists and engineers worldwide, mean that we’re always looking for way to help our customers. From harvesting to chemical processing, food production to packaging, DuPont provides solutions that help people enjoy food safely, efficiently and conveniently.

Solar Energy Savings

For more information and an easy-to-use solar calculator, visit DuPont.com/solar. DuPont provides science-based solutions to help make energy sustainable: DuPont™ Tyvek® protects against searing heat. DuPont™ Nomex® provides rugged fire-resistant. and more durable and weather-resistant films and DuPont™ Elvax® metallization paste. DuPont™ Tyvek® metallization paste is designed to help increase the efficiency of solar applications, and provides reliable and long-lasting protection of metal and other non-porous substrates.

Protect People, Assets and the Environment

In an ever-changing world, DuPont’s science is needed to keep people, the environment and assets safe. Whether it’s fire protection for firefighters, the mySurface application for architects and designers, or the Qualicon product for food pathogens, DuPont is delivering products to help protect crop yield and quality, processing solutions, and DuPont is delivering: advanced seed solutions, while global crop area harvested has increased consumption has grown approximately 20 percent.

As the world population grows, so does the demand for more and healthier food, alternative sources of energy, greater security and protection, and growth in emerging regions.

Our science-based solutions match the growing needs of our customers.

DuPont is positioned to support a world in transition. Our broad pipeline of new products includes more than 1,400 new products. DuPont’s engineers and scientists are involved in a wide range of areas and applications, and are working to ensure the world is adequately prepared with the science-based solutions it needs. For example, DuPont™ Kevlar® fiber offers high-temperature protection to steel reinforcing bar against searing heat. DuPont™ Nomex® provides rugged fire-resistant. and more durable and weather-resistant films and DuPont™ Elvax® metallization paste. DuPont™ Tyvek® metallization paste is designed to help increase the efficiency of solar applications, and provides reliable and long-lasting protection of metal and other non-porous substrates.

With more people comes greater demand for more and healthier food, alternative sources of energy, greater security and protection, and growth in emerging regions.

RESEARCH AND DEVELOPMENT

In a challenging year, our commitment to innovation did not waver, as we reported 7.5 billion in research and development in 2009. DuPont enterprises range from 30,000 to 30,000 employees. DuPont has more than 120,000 patents, the highest number in our long history of innovation—up almost 8 percent from 2008. Our broad pipeline of R&D includes more than 1,400 new products.

Growth in Emerging Markets

We are taking the power of DuPont’s innovation and guiding it to support the world’s changing needs. Our strategy is focused on the Mid-Sized East. Our approach is to grow faster than the overall market in three fast-growing emerging regions: Asia Pacific, Latin America and the Middle East. Our approach looks to target greater growth in these emerging regions in order to provide more and better products, and greater and more associated growth in the overall market.

Our growth strategy looks to provide more and better products, and greater and more associated growth in the overall market. For example, DuPont™ Kevlar® fiber offers high-temperature protection to steel reinforcing bar against searing heat. DuPont™ Nomex® provides rugged fire-resistant. and more durable and weather-resistant films and DuPont™ Elvax® metallization paste. DuPont™ Tyvek® metallization paste is designed to help increase the efficiency of solar applications, and provides reliable and long-lasting protection of metal and other non-porous substrates.

...
of DuPont Smart Color protection to steel reinforcing bar in Dongying. DuPont™ Napgard coatings help protect concrete and protect it from corrosion. Napgard is used in highway and railway markets. DuPont is helping China’s railway market expand, trapping more air and improving ride comfort and safety.

Protect People, Assets, and the Environment

In an environment that demands greater access to safety and security for people and our planet, DuPont is responding with new protective technologies. From fabrication and nanotechnology in membrane and bonding technologies, we protect people, property and businesses and enable energy transformation and enhanced sustainability. DuPont’s Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar and provide fire protection to steel reinforcing bar. DuPont™ Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar.

Decrease Dependence on Fossil Fuels

Finance and energy convergence will increase 8 percent in the 10-year period from 2008 to 2018. DuPont’s science and technology activities are focused on improving the availability of non-fossil sources of energy, improving energy efficiency, and the use of alternative sources of energy such as through biofuels. Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar. DuPont™ Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar.

Solar Energy Savings

As less fossil fuels are available, governments and businesses are required to develop solutions to ensure energy is not lost. DuPont’s science and technology activities are focused on improving the availability of non-fossil sources of energy, improving energy efficiency, and the use of alternative sources of energy such as through biofuels. Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar. DuPont™ Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar.

SMART SUCCESS STORY: SMART COLOR®

DuPont’s Napgard® coatings are designed to protect concrete, help prevent corrosion, and protect it from corrosion. Napgard is used in highway and railway markets. DuPont is helping China’s railway market expand, trapping more air and improving ride comfort and safety.

Increase Food Production

As the world’s population grows, so does the demand for food. In the last 50 years, a global increase in crop area harvested has not kept pace with the world population increase. DuPont’s Pioneer Hi-Bred uses the next generation of genetic engineering technology traits best suited to grow the world’s crops in response to these megatrends: Increase Food Production, Decrease Dependence on Fossil Fuels, Protect People, Assets and the Environment, and Growth in Emerging Markets.

Right Product, Right Place

DuPont’s Crop Protection business works to ensure that the right crop is planted in the right place. DuPont’s science and technology are focused on improving the availability of non-fossil sources of energy, improving energy efficiency, and the use of alternative sources of energy such as through biofuels. Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar. DuPont™ Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar.

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Smart Schein Preferences

3D simulations in the field are the key to increasing customers’ profits. DuPont’s science and technology are focused on improving the availability of non-fossil sources of energy, improving energy efficiency, and the use of alternative sources of energy such as through biofuels. Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar. DuPont™ Kevlar® and Nomex® are used in fabrics for fire protection to steel reinforcing bar.

Small-Part Wash...Big Results

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• Each megatrend presents opportunities for DuPont’s solutions across alternative energy applications including transportation industries, and a growing suite of building construction and provide lightweight solutions.

DuPont has a strong record in energy conservation and environmentally sustainable and affordable energy solutions. These solutions include herbicides, insecticides and fungicides, allowing farmers to increase crop yields and reduce inputs for better manageability and sustainability. By providing DuPont customers in emerging markets will enable DuPont to achieve Top Quartile growth in these markets in 2010 and beyond.

DuPont cares about the environment and incorporates protection into new and existing structures. DuPont also introduced Nomex®—Estimates are that the world annually consumes 300 million square feet of Nomex. DuPont is uniquely positioned to help our customers in emerging markets.

Our Mission: Sustainable Growth

The creation of shareholder and societal value can be achieved by effective consideration and implementation of environmental footprinting to drive the value of DuPont in all aspects.

The creation of shareholder and societal value can be achieved by the following:

• Our engine of innovation never slowed down. We introduced more than 1,400 new products in 2009—more than any other company in our space. Our engine of innovation is fueled by the company’s commitment to research and development.

• We will allocate research and development funds, capital investments and working capital to work in China, India, Brazil and other emerging markets. We will hold ourselves accountable for the following: 

– Increasing the quantity, variety and quality of new products and services
– Growing aggressively
– Focusing on productivity
– Growing through innovation
– Taking care of our customers’ products and services
– Improving working capital
– Achieving Top Quartile growth plans, as indicated in the strategic plan

Innovative leadership, product stewardship, sustainability and responsible growth plans are important to the success of our business. We are committed to our shareholders to continue our commitment to improving the business. We are committed to our shareholders to continue our commitment to improving the business.

In 2009, DuPont achieved Top Quartile growth plans, as indicated in the strategic plan. We held an investor day in November, 2009. Our goal was to provide an update on our growth plans, and show how our investments in science and engineering will enable us to achieve our growth plan in 2010.

• We will expand DuPont’s leadership to more than 1,400 new products in 2009. We are committed to our shareholders to continue our commitment to improving the business. We are committed to our shareholders to continue our commitment to improving the business.

• We will focus on results through two restructurings and a major reorganization. We will hold ourselves accountable for the following:

– Improving working capital
– Achieving Top Quartile growth plans, as indicated in the strategic plan

Our end goal is to continue to make DuPont a leading player in the global automotive industry, and to achieve Top Quartile growth plans, as indicated in the strategic plan. DuPont’s mission is to create shareholder and societal value while we reduce our environmental footprint.