

September 5, 2008

## **Borealis and Borouge stress partnership approach to global water challenge at IWA 2008**

Borealis and Borouge will emphasise the importance of cross-sector cooperation by presenting their Water for the World initiative at the International Water Association's (IWA) World Water Congress and Exhibition 2008 in Vienna, Austria. At the International Water Congress and Exhibition in Vienna from 7-12 September 2008, Borealis and Borouge, leading providers of innovative, value creating plastics solutions, will present Water for the World, a programme that aims at delivering sustainable solutions for the availability of safe drinking water and sanitation.

Water for the World, the first programme of its kind in the plastics industry, focuses on five key areas of activities including sustainable water management initiatives, building standards and technical capacity for local infrastructures, rewarding best practices and progress via the co-founded Stockholm Water Prize, supporting community field projects led by Water and Sanitation for the Urban Poor (WSUP), and engaging in awareness-raising activities at local and regional levels.

"The plastics industry has a valuable role to play in addressing the global water challenge. Borealis and Borouge believe that a substantial difference can only be made by working together with experts from different sectors," says Sylvain Lhôte, Programme Manager for Water for the World. "The IWA is the perfect event for encouraging dialogue and to find new ideas and partners to advance the long-term goal of our Water for the World programme. Through cross-sector cooperation we can direct our innovations towards the areas where they are most needed."

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To emphasise the importance of dialogue and collaboration, Borealis and Borouge will sponsor the Water for the World Development Corner & Dialogues section at IWA 2008. This dedicated exhibition and discussion area is designed to offer a platform for exchanges between business and development organisations.

IWA 2008 is expected to attract more than 3,000 experts from science, research, utilities, consultants, technology providers, industrial water users and regulators. The event is organised by the International Water Association which comprises leading water professionals in science, research, technology and practice. Borealis and Borouge are among the 10,000 individual and 400 corporate members of the IWA, spread across 130 countries. The IWA is a partner in the Water for the World programme.

Find us at IWA Conference and Exhibition Booth #206  
**[www.waterfortheworld.net](http://www.waterfortheworld.net)**

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**Borealis** and **Borouge** are leading providers of innovative, value creating plastics solutions. With more than 40 years of experience in polyolefins and using our unique Borstar® technology, we focus on the infrastructure, automotive and advanced packaging markets. We have production facilities, innovation centres and service centres across Europe, the Middle East and Asia Pacific and work with customers in more than 170 countries around the world to provide plastic materials that make an essential contribution to society and to sustainable development. We are committed to the principles of Responsible Care® and to leading the way in 'Shaping the Future with Plastics™.'

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**Borstar** is a registered trademark of Borealis A/S.  
**Shaping the Future with Plastics** is a trademark of Borealis A/S.

For more information on Borealis and Borouge, a joint venture between Borealis and the Abu Dhabi National Oil Company, visit [www.borealisgroup.com](http://www.borealisgroup.com) and [www.borouge.com](http://www.borouge.com).

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