

Media Release | June 5, 2013

## **Borealis, Borouge and NOVA Chemicals plan to Open Your Mind at K2013**

At K2013 in Düsseldorf, "Open Your Mind" will be the key message for Borealis, Borouge and NOVA Chemicals. These three polyolefin producers are among the world's leading providers of chemical and innovative plastics solutions, and are part of the International Petroleum Investment Company (IPIC), OMV and the Abu Dhabi National Oil Company (ADNOC) family of companies, who are strongly committed to their growth.

Whilst operating as separate entities, the combined presence of Borealis, Borouge and NOVA Chemicals at K2013 clearly demonstrates the future opportunities and value created through continuous investments that expand the companies' capabilities and offerings, as well as underpin their leading positions.

"Our customers have told us they need to stay ahead of the game with innovative products, combined with the best quality and service to drive productivity improvement," says Alfred Stern, Borealis Executive Vice President Polyolefins. "The theme Open Your Mind speaks to this. In addition to creating the next new technology, we work with our customers to explore different ways of doing what they do every day. Innovation is about new approaches and smart and simple value creation."

"By coming together at K2013, we have a unique opportunity to demonstrate the benefits of our technologies, the diverse markets and applications we serve and our global reach." says Wim Roels CEO of Borouge (Marketing & Sales Company). "There are many ways in which we create value for our customers, through our commitment to growth, innovation and sustainability. We look forward to the continued strengthening of our relationships throughout the value chain."

"Every product and service offering we provide starts with listening to our customers and understanding their challenges." says Chris Bezaire, NOVA Chemicals Senior Vice President Polyethylene. "We look forward to highlighting our market focused approach in North America. By understanding our customers' challenges and drawing on our technical and

1 (4)

market knowledge, NOVA and its customers together turn insights into innovation and opportunity.”

Visitors to stand 6A43, Hall 6 can look forward to discussing:

**Value through Investment:**

Inaugurated in June 2013, the Borealis Sirius Catalyst Plant in Linz, Austria is a key factor in the growth strategy of the business of Borealis polyolefins. The construction of the catalyst plant represents an investment of EUR 100 million, which follows earlier investments of EUR 50 million in the expansion of the Innovation Headquarters Linz, which was opened in 2009.

**Value through Expansion**

Borealis Plastomers (formerly DEXPlastomers) is a leading European supplier of Plastomers and specialty Polyethylenes that provides value and service to film and non-film markets. Operating to high HSE standards, Borealis Plastomers develops attractive polymer solutions for customers who require highly demanding sealing performance or flexible products. Committed to growth, innovation and sustainability

Borouge is reinforcing its business momentum in the Middle East, Indian sub-Continent and Asia Pacific, to be a major contributor to the polyolefin market, which is expected to surge to almost 100 million tonnes/year (t/y) by the end of the decade.

- The company is expanding its Abu-Dhabi based plant's annual capacity of polyethylene (PE) and polypropylene (PP) to 4.5 million t/y and planning to expand its R&D Application Centre and Shanghai compounding manufacturing plant to 90,000 t/y. At the same time the company has opened a representative office in Tokyo and plans to open four new offices in Bangkok, Delhi, Ho Chi Minh City and Jakarta by the end of the year.
- Borouge will further expand its logistic network to include Tianjin and Ningbo.
- Within this year, a new Innovation Centre in Abu Dhabi will collaborate with the European Innovation Centres of Borealis, as well as with local and international educational institutions, to further develop innovative solutions.

NOVA Chemicals has begun construction of a new world-scale gas-phase linear-low density PE line at its Joffre, Alberta manufacturing hub. The

2 (4)

new line is expected to be online in late 2015 and have a capacity of at least 430 kilotonnes /year (kt/y).

### **Value through Innovation**

For all three companies, innovation remains at the core of their individual strategies, and each one has invested heavily to help customers achieve their full potential. Customers have the advantage of working with application segment groups, focused on key customer end use areas. K2013 provides the ideal opportunity to showcase the companies' innovation capabilities created by their respective ongoing investment programmes.

**END**

### **For further information please contact:**

#### **Borealis:**

Kerstin Meckler, Director Communications  
Tel. +43 (0)1 22 400 389 (Vienna, Austria)  
e-mail: kerstin.meckler@borealisgroup.com

#### **Borouge:**

Craig Halgreen, Vice President, Global Communications  
craig.halgreen@borouge.com  
Tel.: +971 2 6070807 (Abu Dhabi, UAE)

#### **NOVA Chemicals:**

Pace Markowitz, Director, Communications  
markowp@novachem.com

---

**Borealis** is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. Borealis is headquartered in Vienna, Austria, and operates in over 120 countries with around 5,300 employees worldwide, generating EUR 7.5 billion in sales revenue in 2012. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, the remaining 36% is owned by OMV, the leading energy group in the European growth belt. Borealis provides services and products to customers around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC).

Building on the unique Borstar® and Borlink™ technologies and 50 years of experience in polyolefins, Borealis and Borouge support key industries including infrastructure, automotive and advanced packaging. The Borouge plant expansion in Abu Dhabi will be fully operational by mid-2014 with a total annual capacity of 4.5 million tonnes. After this Borealis and Borouge will have approximately 8 million tonnes of polyolefin capacity.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene and propylene servicing a wide range of industries. Together with Borouge the two companies will produce approximately 6 million tonnes of Base Chemicals in 2014.

---

3 (4)

# media release

---

Borealis also creates real value for the agricultural industry with a large portfolio of fertilizers. The company distributes approximately 2.1 million tonnes per year.

Borealis and Borouge aim to proactively benefit society by taking on real societal challenges and offering real solutions. Both companies are committed to the principles of Responsible Care®, an initiative to improve safety performance within the chemical industry, and contribute to solve the world's water and sanitation challenges through product innovation and their Water for the World™ programme.

---

**For more information visit:**

[www.borealisgroup.com](http://www.borealisgroup.com)  
[www.borouge.com](http://www.borouge.com)  
[www.waterfortheworld.net](http://www.waterfortheworld.net)

Borlink and Water for the World are trademarks of the Borealis Group.  
Borstar is a registered trademark of the Borealis Group.

4 (4)