



Company Facts 2010

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**Borouge**



SHAPING *the* FUTURE *with* PLASTICS

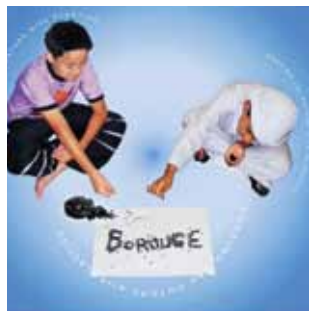
## Our Vision

Shaping the Future with Plastics

## Our Mission

Value Creation through Innovation

## Our Values



### Respect

We care for our health, safety, and environment

We are one family, building on our multicultural diversity

We respect the communities and the environment in which we live and work

We are good neighbours wherever we operate

We empower our people and encourage their growth

### Exceed

We deliver what we promise and a little bit more

We win through integrity, commitment, and passion

We lead by example

### Create

We are curious, creative and seek continuous improvement

We encourage and recognize new ideas

We thrive on innovation and offer simple, smart solutions

### Focus

We build and foster a customer focused culture

Our customers' and owners' success is our business

We anticipate customers' needs and build partnerships

We do business according to high ethical standards

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## Our Strategy

- Grow our business in infrastructure, automotive and advanced packaging
- Expand our Abu Dhabi complex to supply growth
- Pursue operational excellence considering safety at all times
- Achieve a step change in innovation
- Exceed in serving our customers with a focus on quality and reliable execution
- Build a cross-cultural organizational capability



**Abdulaziz Alhajri**

Chief Executive Officer  
Borouge's Production Company



**William Yau**

Chief Executive Officer  
Borouge's Marketing Company

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## Our Products

The unique Borstar® process and catalyst technology enables Borouge to provide a differentiated range of polyethylene and polypropylene innovative plastics solutions for infrastructure applications (including pipe systems, and power and communication cables), automotive components and advanced packaging.



### Energy and communication cables

Borouge is the leading supplier to the wire and cable industry providing solutions in insulation, semi-conductive and jacketing.

Borouge has solutions for low, medium and high voltage energy transmission and distribution cables, data and communication cables, building and automotive wires.



### Pipe systems

Borouge pipe grades are used in water and gas distribution, waste and sewerage disposal, chemical and industrial projects, irrigation systems, domestic plumbing and heating and cooling systems, as well as oil and gas exploration and transportation.

Setting standards in the industry, Borouge's solutions add value through improved processing characteristics, lower maintenance, lower installation costs, longer product lifetimes, increased safety and no leakages.



### Automotive components

With a long track record in developing innovative plastics solutions with the automotive market and several international certifications, Borouge is a leading supplier to this rapidly expanding market.

Borouge provides tailor-made solutions for dashboards, door side claddings, front-end carriers, air-vents systems, bumpers and under-body shields.



### Advanced packaging

Borouge provides a range of innovative plastics solutions utilising proprietary technologies for a variety of high-performance flexible packaging applications, especially in co-extruded structures such as lamination, exclusive carrier bags, high-strength packaging, frozen and snack food packaging, shrink films and greenhouse films.

Borouge also provides innovative plastics solutions for rigid plastic applications such as healthcare, boxes, trays, pallets, bottles and caps and closures.

Borouge's innovative plastics solutions contribute towards addressing major global challenges such as climate change, food protection, water, energy, communication and healthcare.

## Our World



# Our Social Responsibility

Today, more than one billion people have no access to clean water and double that lack proper sanitation facilities. As such the United Nations has set a Millennium Development Goal to halve the proportion of people without sustainable access to safe drinking water and basic sanitation by 2015. This challenge is not about finding more water; it's about better managing and preserving the resources we have.



In 2007 Borouge and Borealis created the Water for the World™ initiative, a global programme that fosters local knowledge and partnerships to provide sustainable solutions for the availability of safe water and sanitation.

By bringing our expertise to community field projects, advancing science and best practices, engaging stakeholders, leveraging our leadership in innovative plastics solutions and promoting water efficiency in our operations, we can make a difference.

Visit [www.waterfortheworld.net](http://www.waterfortheworld.net) and see how we are making a difference.

## Our History

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### 1998

Borouge is established as a joint venture between the Abu Dhabi National Oil Company (ADNOC) and Austria based Borealis, and starts to market Borealis' innovative plastics solutions in the Middle East, Asia-Pacific, Indian sub-continent and Africa.

### 2001

Production commences at Borouge's first state-of-the-art polyethylene plant in Abu Dhabi, based on Borealis' unique Borstar® bimodal technology.

### 2002

First shipments of polyethylene leave the Abu Dhabi plant to customers in the Middle East and Asia.

### 2004

Borouge is co-founder of the Gulf Petrochemical and Chemicals Association (GPCA).

### 2005

The annual capacity of the Abu Dhabi plant is increased to 600,000 tonnes.

### 2006

Borouge co-signs the Responsible Care Global Charter with Borealis, the first companies in the Gulf region to do so

Borouge's Abu Dhabi plant achieves ISO 14001:2000 certification.

Borouge 3 expansion project set to increase the total annual manufacturing capacity of the Abu Dhabi plant to 4.5 million tonnes per year by 2013 to create the world largest integrated polyolefins plant.

### 2007

Borouge and Borealis launch the 'Water for the World' initiative and sponsor the annual Stockholm Water Prize. The Gulf Plastic Pipes Academy (GPPA) is established in Abu Dhabi.

### 2009

A major contract is awarded for the construction of Borouge's third ethane cracker in Abu Dhabi. The Borouge Scholarship Programme is launched in Asia.

### 2010

Borouge increases the annual capacity of its Abu Dhabi plant to 2 million tonnes. The expansion comprises an ethane cracker, an Olefins Conversion Unit, a Borstar® enhanced polyethylene unit and two new Borstar® enhanced polypropylene units.

Borouge starts-up and achieves ISO certification of its 50,000 tonnes per year compounding plant in Shanghai, establishing Borouge's first plant outside of the UAE.

In Guangzhou, Borouge opens its 10th sales office and announces plans to build a second compounding plant by 2012.

Logistics hub in Singapore, Shanghai and Guangzhou are established to serve Borouge's customers across Asia.

Borouge commences construction of Innovation Centre in Abu Dhabi for completion in 2011.

Multi-billion dollar contracts are awarded for the Borouge 3 expansion project set to increase the total annual manufacturing capacity of the Abu Dhabi plant to 4.5 million tonnes per year by 2013 to create the world largest integrated polyolefins plant.

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## About us

Borouge is a leading provider of innovative, value creating plastics solutions. A joint venture between the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil and gas companies, and Austria based Borealis, a leading provider of chemical and innovative plastics solutions, Borouge is a groundbreaking international partnership at the forefront of the next generation of plastics innovation.

Borouge has its headquarters in the United Arab Emirates and Singapore, employs approximately 1,600 people representing more than 40 nationalities and serves customers in more than 50 countries across the Middle East, Asia-Pacific, Indian sub-continent and Africa.

Building on Borealis' unique Borstar® technology and experience in polyolefins for more than 50 years, Borouge provides innovative, value creating plastics solutions for the infrastructure (pipe systems, and power and communication cables), automotive and advanced packaging markets.

In 2010 Borouge tripled its annual production capacity in Abu Dhabi to 2 million tonnes and an additional 2.5 million tonnes per year is scheduled for completion by the end of 2013 to create the world's largest integrated polyolefins plant. Borouge is also investing in plants and logistics hubs in Asia and an Innovation Centre in Abu Dhabi. Today Borouge and Borealis manufacture over 5.4 million tonnes of polyethylene and polypropylene annually. Focused on Value Creation through Innovation they ensure that their customers throughout the value chain, around the world, can always rely on superior products and security of supply.

Borouge is committed to the principles of Responsible Care® and together with Borealis proactively contributes towards addressing the world's water and sanitation challenges through their Water for the World™ initiative.

Visit [www.borouge.com](http://www.borouge.com) and see how we are Shaping the Future with Plastics.



# Where we are

## Middle East

### Abu Dhabi

Abu Dhabi Polymers Company  
(Borouge) – Head Office  
Borouge Tower  
Shaikh Khalifa Energy Complex  
Corniche Road  
P.O. Box 6925  
Abu Dhabi, UAE  
Tel : +971 2 6070300  
Fax: +971 2 6070999

Borouge Pte  
Borouge Tower  
Shaikh Khalifa Energy Complex  
Corniche Road  
P.O. Box 6951  
Abu Dhabi, UAE  
Tel : +971 2 6070888  
Fax: +971 2 6070889

### Lebanon

Kaslik Business Center (KBC)  
Ghanimeh Building  
7th Floor  
Kaslik, Lebanon  
Tel: +961 9641228 / 9636227  
Fax: +961 9641227

## Asia South & Pacific

### Singapore

Borouge Pte Ltd - Head Office  
1 George Street #18-01  
Singapore 049145  
Tel : +65 6275 4100  
Fax: +65 6377 1233

### Australia

Suite 1013, 10th Floor  
St Kilda Road Towers  
1 Queens Road  
Melbourne, VIC 3004  
Tel: +61-3 98639911  
Fax: +61-3 98639914

### New Zealand

Level 2, AMI Building  
63 Albert Street  
Auckland 1010  
PO Box 90203  
AMSC  
Auckland 1142  
Tel: +64-9 3090565  
Fax: +64-9 3090563

## Indian sub continent

### India

301 VIP Plaza  
Off New Link Road  
Andheri(W)  
Mumbai - 400 053  
India  
Tel : +91 22 4255 7700  
Fax: +91 22 4255 7710

## Asia North

### Shanghai

Representative Office  
Room 4003-4013, Tower II, Plaza 66  
1366 Nan Jing Xi Road, Shanghai 200040  
China  
Tel : +86 21 6137 6888  
Fax : +86 21 6113 06106 / 0107

### Beijing

No. 1 Jian Guo Men Wai St.  
Room 1328,13th Floor  
China World Office 1  
Beijing 100004, China  
Tel: +8610 65055395  
Fax: +8610 65055397

### Guangzhou

Sales Office  
Unit 3902 / 3  
R&F Centre  
10 Huaxia Road  
Zhujiang Newtown  
Tianhe District, Guangzhou  
Tel : +86 20 3819 3200-299

### Hong Kong

14/F, The Toy House  
100 Canton Road  
Tsimshatsui, Kowloon  
Hong Kong  
Tel: +852 23772688