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## **Borouge announces launch of the Gulf Plastics Pipe Academy to promote the use of high quality plastics pipe systems**

Borouge today announced the launch of the Gulf Plastics Pipe Academy (GPPA), of which it is a founding member. The GPPA, formally launched by Harald Hammer, CEO, Borouge Pte Ltd at Dubai PlastPro, is set to play an important role in increasing the use of high quality plastics pipe systems in the Middle East.

The GPPA is an independent, non-profit organisation that has been formed to promote the use of specified plastics pipe systems and good installation practices in the greater Middle East region. A unique organisation, the GPPA represents all stakeholders in the plastic pipe value creation chain – such as polymer producers, pipe and fittings producers, pipe system designers and contractors, pipe installers and utility providers. The goals of the organisation have been discussed with many other companies in the Middle East and beyond, and the response to this initiative has been very positive in every case.

The GPPA is committed to raising the knowledge and skills required to develop high quality plastics pipe systems. This will be achieved through developing education and training programmes, promoting standardisation and certification and by encouraging best practice in health, safety and environmental matters.

It is well recognised that there is a need for more durable and reliable pipe systems to be installed in the greater Middle East region. Borouge believes that adopting better high quality plastic pipe systems will benefit all stakeholders and, ultimately, result in advanced pipe networks that provide real benefits to communities in the Middle East.

Harald Hammer, Chief Executive Officer of the Borouge marketing company commented: "We are proud to be a founding member of the Gulf Plastics Pipe Academy – promoting the use of specified plastics pipe systems and good installation practices in the Middle East has never been more important. Robust and leak-free pipe networks are a fundamental element in any country's infrastructure. Borouge recognises the role it can play to address the global challenge of clean water availability and sanitation, and ensure the sustainable development of the communities in which we operate."

Rob Lawrence, Chief Executive, GPPA commented: “We are pleased to have the support of Borouge during our establishment period. The GPPA will offer a range of services based on the needs identified by those working throughout the plastics pipe value chain and we expect to be able to address many of the concerns that will come from the exceptionally tough environment in the region. The GPPA’s unique strength is that its members represent all interested parties, enabling it to be a powerful lobby group on behalf of the industry and its customers.”

“The GPPA model also has relevance in the significant pipe markets in India and China where the full benefits of specified plastics pipe systems have yet to be realised,” adds Bjorn Klofelt, Vice President Plastics Pipe Academy Project “We have had very positive responses to this joint industry educational initiative from several major Indian and Chinese companies.”

**End**

Plastic pipe innovation in the Gulf: Plastic pipe has replaced steel in an innovative project by Oxy Qatar transporting treated water through a submarine pipeline from Halul Island off the Qatar coast. The 2.6km long, 70mm thick pipe is made of Borouge polyethylene material, made by UPI of Abu Dhabi, and installed by APS of Dubai.



[photo courtesy APS Dubai]

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