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Borealis, Borouge and NOVA Chemicals at K 2010 – Creating new horizons through Capability, Commitment and Care

At this year's Kfair in Düsseldorf, Germany, three strong companies share one presence: Borealis, Borouge and NOVA Chemicals. Together for the first time, they will showcase how they are creating new horizons for their customers through their capabilities, their commitment and caring approach.

The three companies, among the world's largest players in the plastics industry, are a group of polyolefin producers with a family of financially stable owners, the International Petroleum Investment Company (IPIC), OMV and the Abu Dhabi National Oil Company (ADNOC), who are strongly committed to this industry.

Whilst maintaining their status as separate entities, they are working together to provide customers with global access to pioneering technologies, excellent service and innovative products across a wide range of markets and application areas.

The K2010 presence of Borealis, Borouge and NOVA Chemicals follows the slogan "Creating new Horizons – Capability, Commitment, Care" and features value creating innovations, significant investments and a dedication to sustainability.

"Creating new horizons is much more than just a theme. This is a unique way in which three diverse companies are able to present their leadership, commitment to innovation and our caring approach towards the environment and society," says Mark Garrett, CEO of Borealis. "While we maintain our status as independent entities, sharing a stand at K is the best way to showcase our capabilities, innovations and broad product offering."

"By 2013, our three companies, supported by our owners, will be among the top 10 players in the industry world-wide," says Abdulaziz Alhajri, CEO of Borouge's Production Company. "The visionary solutions we are presenting at K 2010 show that we have the capabilities to be at the forefront of creating the plastics solutions for the future together with our customers."

"I am very pleased that K2010 provides NOVA Chemicals the opportunity to join together with Borealis and Borouge for the first time," states Randy G. Woelfel, CEO of NOVA Chemicals. "Visitors to the stand will have the opportunity to see how NOVA Chemicals, Borealis and Borouge are presenting leading technologies, innovative products and a wide range of markets and applications with global outreach. As a member of the IPIC family, we are linked to broad vision of global leadership with access to new opportunities including collaborating with other world-class companies such as Borealis and Borouge."



One highlight of the three companies' presence at K 2010 is the Teamobility AG electric mobility concept of the future. Borealis and Borouge are co-operating with Teamobility, a new company recently established by Professor Johann Tomforde, a major force in the development of the Smart® Fortwo city car. The Teamobility concept is intended to provide an answer to market needs for cost-efficient lightweight road transport that is versatile and sustainable. Teamobility has selected Borealis as its preferred plastics supplier as its innovative solutions fulfil all the stringent requirements for performance, sustainability, aesthetics and cost-effectiveness.

Borealis' presence also features a pilot project enhancing the use of polyolefin recyclates. The project shows a shopping cart and a shopping basket made from a combination of Borealis' enhanced polypropylene (PP) grades for recycling and recycled PP which achieves the same superior material characteristics while significantly reducing the carbon footprint of the applications. This project clearly shows Borealis' commitment to a sustainable development along the whole value chain of its products.

The focal point of the infrastructure display is a 3,400 mm BorECO™ BA212E pipe, the first ever pipeline of its kind to be produced in the UAE and in the Middle East. The pipe is used for seawater intake/outfall for industrial projects and stands out for its impact and corrosion resistance, durability and long lifetime, as well as high stiffness at low weight per metre.

Other product highlights of the three companies' presence include their broad range of applications for the healthcare sector, latest innovations in advanced packaging and their proven innovation track record for pipe and wire & cable applications.

Visit us at K 2010 – Hall 06 – Stand A43

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About Borealis and Borouge

Borealis is a leading provider of chemical and innovative plastics solutions that create value for society. With sales of EUR 4.7 billion in 2009, customers in over 120 countries, and 5,200 employees worldwide, Borealis is owned 64% by the International Petroleum Investment Company (IPIC) of Abu Dhabi and 36% by OMV, the leading energy group in the European growth belt. Borealis is headquartered in Vienna, Austria, and has production locations, innovation centres and customer service centres across Europe and the Americas.

Through Borouge, a joint venture between Borealis and the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil and gas companies, the company's footprint reaches out to the Middle East, Asia Pacific, the Indian sub-continent and Africa.. Established in 1998, Borouge employs approximately 1,600 people, has customers in more than 50 countries and its headquarters are in Abu Dhabi in the UAE and Singapore.

Building on Borealis' unique Borstar® technology and their experience in polyolefins of more than 50 years, Borealis and Borouge provide innovative, value creating plastics solutions for the infrastructure (pipe systems and power and communication cables), automotive and advanced packaging markets. In addition, Borealis offers a wide range of base chemicals from melamine and plant nutrients to phenol and acetone.

Today, Borealis and Borouge have a manufacturing capacity of over 5.4 million tonnes of polyolefins (polyethylene and polypropylene) per year of which 26% are the result of a recently completed capacity expansion in Abu Dhabi. An additional 2.5 million tonnes per year is scheduled for completion by the end of 2013, creating the world's largest integrated polyolefins plant. The companies continue to invest to ensure that their customers throughout the value chain, around the world, can always rely on superior products and security of supply.

Borouge and Borealis are committed to the principles of Responsible Care® and proactively contribute to addressing the world's water and sanitation challenges through their Water for the World™ initiative.

For more information visit:

Borealis: www.borealisgroup.com

Borouge: www.borouge.com

Water for the World: www.waterfortheworld.net

About NOVA Chemicals

NOVA Chemicals develops and manufactures chemicals, plastic resins and end-products that make everyday life safer, healthier and easier. Our employees work to ensure health, safety, security and environmental stewardship through our commitment to Responsible Care®. NOVA Chemicals is a wholly owned subsidiary of NOVA Chemicals Corporation, a wholly owned subsidiary of The International Petroleum Investment Company (IPIC) of the Emirate of Abu Dhabi.

Visit NOVA Chemicals on the Internet at www.novachemicals.com