

Media Release

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## Showcasing Borealis and Borouge wire and cable innovations on the global stage

Borealis and Borouge, the world's leading providers of innovative, value-creating solutions for the wire and cable industry, continue to deliver on their commitment to driving innovation in the global industry. After wrapping up a year of intense trade fair and conference activity in Europe, North and South America, the Middle East and Asia, Borealis and Borouge announce their participation in the 2014 Wire Düsseldorf to take place from 7 – 11 April. Borealis and Borouge will use this opportunity to demonstrate their commitment to further developing their partnerships with customers and industry representatives, and to showcase existing benchmark products, including Borlink™ for power cables, Visico™ for LV cables and Borstar® for fibre optic cables as well as new products such as Borealis PP4874 for data cables and Borealis LE0563 for submarine power cable jackets.

### From Dallas to Düsseldorf: a global commitment to bringing energy all around

Throughout the past year, Borealis and Borouge underscored their global commitment to bringing leading innovation solutions to their partners and customers in the wire and cable industry by sponsoring and actively participating in leading international events. At the **Insulated Conductors Committee (ICC)** in Dallas, Texas, Borealis presented a paper on recycling plastic from cable waste, which demonstrates Borealis' efforts on contributing to the environmental topic. Reports on crosslinked polyethylene (XLPE) manufacturing and the newest Borealis high voltage direct current (HVDC) cable technologies were also given during a special event.

On the same continent, but with a focus on the communication cables application – Borealis and Borouge promoted their leading-edge solutions to a primarily U.S. audience at the **International Wire & Cable Symposium and Conference (IWCS)** in Charlotte, North Carolina, where

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Borealis presented a paper titled, "Tailored Insulations for High Transmission Rate Data Cables."

The second annual **Advanced Cable Asia 2013** in Shanghai, China was sponsored by Borouge and Borealis. "It was an honour to be able to preside over four separate sessions on the topic of advanced power cables at this conference," says Anton Wolfsberger, Borealis Marketing Manager for Energy & Infrastructure. "Thanks to opening statements made by Borouge Vice President of Marketing Center, Wire & Cable, Roland Janssen, and a well-received presentation on our technology platform Borlink™, Borealis and Borouge had a high-impact presence that demonstrated our commitment not only to markets in Asia, but around the world."

In Europe, Borealis and Borouge participated and presented a paper at the **Jicable HVDC'13** seminar in Perpignan, France, where the behaviour and material composition of HVDC cables and accessories was discussed; and at the **FNN** in Nuremberg, Germany, where Borealis presented its power cable solutions based on the Borlink technology to key German utilities and cable industry professionals, pointing to innovative solutions helping German energy networks transition from nuclear and coal-based energy sources to renewables.

"Borealis and Borouge have been key drivers in the wire and cable industry in 2013," says Gilles Rochas, Borealis Vice President for Energy & Infrastructure. "We will continue to invest in the future. Our next great opportunity to demonstrate our long-term commitment to our partners and customers in the industry is the Wire Düsseldorf in April. By showcasing our flagship solutions and cutting-edge innovations we again prove our ability to bring energy all around."

At the upcoming **Wire Düsseldorf**, Borealis and Borouge will build on their significant and successful Borlink™ Technology launch from Wire 2012 as well as recapitulate their success stories in wire and cable from 2013, promote their existing industry benchmark products and launch two new grades.

**Visit Borealis and Borouge at Wire Düsseldorf from April 7-11 at hall 10, stand D72.**

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Borealis and Borouge are bringing energy all around in the global wire and cable industry.  
Image: © Borealis.

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**For further information please contact:**

Virginia Mesicek, External Communications Manager  
Tel. +43 (0)1 22 400 772 (Vienna, Austria)  
e-mail: [virginia.mesicek@borealisgroup.com](mailto:virginia.mesicek@borealisgroup.com)

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**About Borealis Energy and Infrastructure**

For nearly 50 years, Borealis has been a leading supplier of advanced energy & infrastructure plastics solutions for the pipe and fittings industry as well as for the wire and cable and capacitor film industries. Thanks to its unique and proprietary technologies, Borealis provides a large portfolio of innovative products and services which create real value for customers and partners and enable step-changing innovations. The unique Borstar® technology supports applications in the fields of water and gas distribution, wastewater and sewage disposal, irrigation systems, chemical and industrial pipelines, in-house plumbing and heating as well as pipe systems for oil and gas exploration and transportation. The unique Borlink™ technology enables Borealis to offer a wide range of sophisticated extra-high, high and medium voltage cable applications as well as semicon products. Borealis delivers effective Visico™ solutions in low voltage energy transmission and distribution cables and offers world-class innovations in providing, installing and extending the lifetime of cable systems.

**About Borealis**

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With headquarters in Vienna, Austria, Borealis currently employs around 6,200 and operates in over 120 countries. It generated EUR 7.5 billion in sales

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revenue in 2012. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, with the remaining 36% 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.

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. This volume will increase to around 5 million tonnes by the end of 2014.

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)

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