

Michael Pell
Senior Vice President Marketing
Borouge



Michael Pell is the Senior Vice President Marketing at Borouge. Michael was previously based in Abu Dhabi, serving as Vice President Innovation, where he led the establishment and operation of Borouge’s world-class research and development infrastructure which is now delivering value-added solutions to our global customers. Before joining Borouge, he was the Director of Commercial Excellence and Marketing Manager of Wire and Cable at Borealis in Belgium and Austria since 2008. From 2004-2008, Pell worked as Global Marketing Manager, Industrial Processes at Rohm and Haas in France.

He started his career in 1997 as Research Associate at the Swiss Federal Institute of Technology (ETH-Zurich) in Switzerland. Between 1999 and 2003, Pell took up several positions at Corning Incorporated in France and Singapore in Research and Development and Business Development.

Pell is a holder of a Bachelor’s degree of Science (BSc) in Chemistry and Mathematics from McGill University in Montreal, Canada in 1992. He obtained his Masters of Science and PhD degrees in Inorganic Chemistry at Northwestern University in Evanston, USA, in 1996. In 2004, Pell obtained his Master of Business Administration (MBA) from the European Institute for Business Administration (INSEAD) in Singapore and Fontainebleau in France. Pell is a dual citizen of Canada and France.

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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 joint venture at the forefront of the next generation of plastics innovation.

With its base in the United Arab Emirates and Marketing & Sales head office in Singapore, Borouge employs more than 3,000 people representing over 40 nationalities and serves customers in 50 countries across the Middle East, Asia and Africa.

Building on the unique Borstar® and Borlink™ technologies and over 50 years of experience in polyolefins, Borouge provides innovative, sustainable and value creating plastics solutions for infrastructure (pipe systems, and power and communication cables), automotive and advanced packaging applications that address global challenges such as climate change, food protection, access to fresh water, energy conservation, healthcare and waste management.

In 2010 Borouge tripled the annual production capacity of its plant in Abu Dhabi to 2 million tonnes, and with further expansion to 4.5 million tonnes in 2014, Borouge and Borealis will have a combined annual production capacity of approximately 8 million tonnes of polyethylene and polypropylene.

Borouge is expanding its commercial and logistics network in the Middle East and Asia and investing in its Innovation Centre in Abu Dhabi and Application Centre in Shanghai. Focused on our company mission, *Value Creation through Innovation*, we ensure that our customers throughout the value chain, around the world, can rely on differentiated products and reliability of supply.

Borouge is committed to the principles of sustainability and is a signatory of the chemical industry's Responsible Care® Global Charter. Together with Borealis, Borouge is proactively addressing the world's water and sanitation challenges through the Water for the World™ initiative.

Visit www.borouge.com and see how we are Shaping the Future with Plastics.

For more information visit:
Borouge: www.borouge.com
Borealis: www.borealisgroup.com
Water for the World: www.waterfortheworld.net
