Wim Roels is the Chief Executive Officer of Borouge Pte Ltd (Borouge’s Marketing & Sales Company) based in Singapore. Having served as Board Member of the same company, Mr. Roels was appointed CEO in July 2011 to contribute to the growth of Borouge in the developing markets of the Middle East and Asia Pacific regions based on his wide experience in production, innovation and business management.

Mr. Roels enjoys a strong professional background and an insight knowledge of plastics and chemical industries. Prior to joining Borouge, he was the Senior Vice President Film and Fibre at Borealis. Before that, Mr. Roels took over various senior leadership positions such as the Vice President Moulding at Borealis in 2008, General Manager for Borealis Belgium in 2002, Vice President for Polyolefin Research and Development, and Vice President Innovation and Technology.

Mr. Roels started his career with Recticel in the polyurethane and phenolic foams business, and in 1989 he joined Borealis as a Technical Service and Development Engineer for moulding applications, and later as Research Centre Manager in Porvoo, Finland.

Mr. Roels is a holder of an Industrial Engineering degree in Chemistry since 1983. He is a citizen of Belgium.

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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 R&D 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
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