

Ahmed Khalfan Al Muhairi
Vice President Marketing Centre
New Business Development
Borouge



Ahmed Khalfan Al Muhairi is the Vice President Marketing Centre for New Business Development at Borouge since May 2014, based in Singapore. Through his position, Al Muhairi is responsible for the Company's new business development strategies, evaluating its sales and growth opportunities, and leading implementation of new business marketing plan. He also oversees the set-up of new operating units and development of positive liaison with external industry organisations.

Al Muhairi joined Borouge in 2006 as an Application Marketing Manager, then as an Innovation Centre Project Manager in 2008 and as a Regional Business Development Manager for Middle East and East Africa in 2010.

Prior to joining Borouge, Al Muhairi worked for the General Holding Corporation as a Chemical Engineer in 2001. From 2002 to 2004 he took up a position of Quality Control Engineer at Emirates Steel where he was promoted to Marketing Manager till 2006.

Al Muhairi holds two Bachelor of Science degrees in Chemistry from Lewis & Clark College in Portland-Oregon, USA, in 1998, and in Chemical Engineering from Washington University in Saint Louis-Missouri, USA, in 2000. In 2005, he obtained a Master's degree in Business & Administration from the United Arab Emirates University in Al Ain and is pursuing PhD in Business in the same school. Al Muhairi took executives programmes in Marketing Strategy and Leadership in INSEAD. Al Muhairi is a UAE national.

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Borouge is a leading petrochemical company that provides 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 the further expansion that started in 2014 and increased the annual capacity to 4.5 million tonnes, Borouge and Borealis 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.

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