

Youssef Taha
Vice President
Marketing Centre Moulding
Borouge



Youssef Taha is the Vice President Marketing Centre Moulding at Borouge since 2014. He is responsible for overseeing the company's growth in the rigid packaging industry.

Based in Singapore, he joined Borouge in 2006 in the role of Business Intelligence Manager. His initial responsibilities centered around preparing the business for the start-up of the Borouge 2 production complex.

In 2009, Taha moved into the Pipe Marketing function with the responsibility of launching Borouge's new PP Pipe product portfolio in Asia and the Middle East. By the end of 2011, he took up the responsibility of Strategy and Planning Manager as part of the CEO Office before being appointed Vice President Marketing Centre Moulding in 2014.

With a background in economics, Taha started his career at the Financial Times following his graduation with a Bachelor of Science (Hons) degree in 1999. He then moved into the petrochemical and polyolefin industry by joining Reed Elsevier as a Reporter and later as an Editor for the company's petrochemical publication. Initially based in London and reporting on the European petrochemical markets, Taha then re-located to the Reed Elsevier office in Singapore in 2003 in the role of Editor covering the Asian and Middle Eastern petrochemical markets, with a main focus on the polyolefin industry. Taha is a British citizen.

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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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