

# Challenges to EU representations *a corporate view*

Sylvain Lhôte - EU Affairs Director – Borealis Group  
8th EuroConference – Kellen Europe – 28th February 2008



# Borealis - who we are

- Leading provider of innovative, value creating plastics solutions
- More than 40 years of experience in polyolefins and developing base chemicals business
- Serving infrastructure, automotive / appliances and advanced packaging markets in > 120 countries
- Net sales > €5.7 bn and approx. 5,400 employees in around 20 countries
- Joint venture in Middle East and Asia: Borouge



# Public affairs in a broad sense

Policies, regulatory and stakeholders developments that may impact (+ or -) our operating environment

- Energy
- Environment
- Health / Chemicals
- Internal market
- International trade
- Competition
- R&D
- Agriculture
- Transport



Approx. 65 “active” issues

A dozen prioritised

# 2 questions to ask ourselves

- Does it **make a difference**?

- For us and the industry?
- For our operations or our customers?
- Tomorrow or the day after?

- Can we **make a difference**?

- Alone or within an association?
- Surfing the wave or fighting the storm?
- In Brussels or in Member States?

# Working with-*in* trade associations

**PlasticsEurope**  
Association of Plastics Manufacturers



**appe** ASSOCIATION  
OF PETROCHEMICALS  
PRODUCERS IN EUROPE



Sylvain Lhôte - 28 February 2008

Please visit [www.borealisgroup.com](http://www.borealisgroup.com) and [www.waterfortheworld.net](http://www.waterfortheworld.net)

or contact [sylvain.lhote@borealisgroup.com](mailto:sylvain.lhote@borealisgroup.com)

The information contained herein is to our knowledge accurate and reliable as of the date of publication. Borealis extends no warranties and makes no representations as to the accuracy or completeness of the information contained herein, and assumes no responsibility regarding the consequences of its use or for any printing errors.