



## **BOOSTING PLASTICISER SALES**

SIBUR's Plastics, Elastomers and Organic Synthesis Division held a Digital Customer Day – DOTP. Outcomes of 2020 and Goals for 2021.

The event was attended by over 80 people and more than 60 of SIBUR's partner companies. The event was focused around SIBUR and the Division's performance in 2020, plans for 2021, plasticiser market trends, PVC consumption in DOTP-using segments in Russia, DOTP B2C marketing, customer query handling and feedback, and technical support.

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### **SUCH EVENTS ARE CRITICAL TO MAINTAINING SEAMLESS COMMUNICATION BETWEEN SIBUR AND ITS CUSTOMERS**

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Such events are critical to maintaining seamless communication between SIBUR and its customers. It is a great opportunity to discuss topics of interest with the Company's management and share thoughts on common goals and development plans.

Alexander Petrov, Member of the Management Board – Managing Director at SIBUR, opened the event. His presentation covered the Company's performance and business lines, ZapSibNeftekhim's performance, the activities of two research and training centres (SIBUR PolyLab ([/en/article/focus/polylab-s-vectors/](#)) and SIBURINTECH ([/en/article/focus/competencies-for-plants-of-the-future/](#))), as well as an update on the construction of Amur GCC.

Vsevolod Starukhin, Operating Officer, Plastics, Elastomers and Organic Synthesis Division, spoke about the operations of SIBUR's plastics and organic synthesis facilities, as well as the wide range of Company services providing comprehensive customer support.

"The first Digital Customer Day helped us gain valuable experience to improve the intensity, openness and quality of customer relations enabling long-term and successful collaboration with our partners," said Starukhin.

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### **THE GLOBAL EVENT ALLOWED SIBUR'S PARTNERS FROM ITALY, GERMANY, POLAND, FRANCE, HUNGARY, BELGIUM, SERBIA, THE NETHERLANDS AND OTHER EXPORT DESTINATIONS TO ACTIVELY SHARE THOUGHTS AND IDEAS**

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Marat Avetisov, Director, Plastics and Organic Synthesis, shared the results of the Division's operations and noted the growing demand for their products during the pandemic. The Division plans to expand its product range and launch the In-Melt recycling project at POLIEF.

"The event is a new format for both us and our customers and has its advantages – we can hold these kinds of meetings more often with customers from all around the world," Marat Avetisov added.

The global event was broadcast in English and allowed SIBUR's partners from Italy, Germany, Poland, France, Hungary, Belgium, Serbia, the Netherlands and other export destinations to actively share thoughts and ideas. Customers asked about the planned production volumes for next year and the possibility of shipments by rail, while also noting that our DOTP quality is fully compliant with international standards and that there are noticeable improvements in logistics. The partners were also interested in SIBUR's plans to expand its plasticiser range.

Customer satisfaction is a key focus area for SIBUR. Active customer interaction and feedback help us achieve our goals together. The Customer Service Centre team presented the new feedback system for eCommerce. Advanced feedback and customer experience analytics are embedded in the design of the Company's target processes and will enable us to create a truly customer-centric service model.